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PRINCIPLES AND PRACTICES OF JOURNALISM

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Introduction Journalism is a window to the world. It opens a panoramic, all-around, and extensive world of information or news to us. Journalism is the most accepted and legalized manner of spreading information. Journalism is how information is collected and distributed through different mediums like pamphlets, newsletters, newspapers, magazines, radio, videos, television, books, blogs, webcasts, podcasts and e-mail etc. Where does news or information come to a reporter? They do not create stories, they collect stories. A reporter with a variety of reliable and good useful contacts becomes a successful and leading journalist. The links should be resourceful to provide accurate, factful, and reliable information. They give a scoop of unique and exclusive tips-off to a reporter. Module I News & News Writing Principles has three units. Where the first unit 'Concept of News' shall introduce you to the idea and studies of what news is to journalism and journalists, what are the types of news, news values, and ethics of journalism. Shoemaker and Reese (1996) opine that news routines are those patterned, routinized, repeated activities, and forms that give jobs to media workers or journalists. And Lippmann says that news is a product of journalistic routines and standardized procedures. The second unit 'Concept of Reporting' has been created to make the students aware of the meaning, kinds of news reporting. It also explains the general structure of writing a report along with the methods of writing a report. The third unit 'Sources of News', has been created to make the students aware of different kinds of sources of news. It also explains the emerging trends in journalism. The third unit 'Sources of News', has been created to make the students aware of different kinds of sources of news. It also explains the emerging trends in journalism. A reporter with a variety of reliable and good useful contacts becomes a successful and leading journalist. The links should be resourceful to provide accurate, factful, and reliable information. They give a scoop of unique and exclusive tips- off to a reporter. Module II: News and Feature Format has two units. The fourth unit shall help you to learn about - 'News format' and different types of structure they are presented in. Besides the news reports or stories, many other articles also appear in newspapers or magazines known as features. The fifth unit has been designed covering topics like editorial, column, interviews, reviews, interview articles, and letters to editors etc. Editorials, articles, columns and reviews are the elements that make a newspaper or a periodical complete. Module III: Organizational Structure has two units. The sixth unit Organizational Structure has been designed covering topics like editorial, column, interviews, reviews, interview articles, and letters to editors etc The seventh unit Regulating Bodies & News Agencies, shall help you to learn about various organizations established to support and secure the rights of journalism and its practices. You shall also learn about various news agencies that work as a supplier of news nationally and internationally. Module IV: Editing & Layout has two units. The eighth unit is to teach about how the contents in a report are scrutinized, amended, corrected and often restructured before its publication, printing, or broadcasting. Editing is such a formative and processing activity that makes a report ready for broadcasting or printing. The ninth unit shall help the students to understand the concept of presentation or the technicalities behind the organized demonstrations of news. A payout means a plan or blueprint. These days newsprint layouts are designed graphically, using computer technology and graphics and generally maintaining the standardized form being followed by the specific news media organization. The SLM: Principles And Practices Of Journalism, has been created primarily intended to make you educate with the implications of various journalistic practices and their principles in the real world of journalism. We hope the book would prove comprehensive and complacent to the utmost satisfaction of the readers. We also expect it shall help in building proficiency. Happy learning!

Module: I News & News Writing Principles 1

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Unit: 01 Concept of News 1.0 Introduction 1.1 Unit Objectives 1.2 News 1.3 Types of News 1.4 News Values 1.5 Ethics 1.5.1 General Ethical Norms in Journalism 1.5.2 Conflicts of Interest 1.5.3 Guidelines - Code of Ethics 1.6 Unit Summary 1.7 Key Terms 1.8 Check Your Progress 1.0 Introduction Unit 'Concept of News' shall introduce you to the idea and studies of what news is to journalism and journalists, what are the types of news, news values, and ethics of journalism. Shoemaker and Reese (1996) opine that news routines are those patterned, routinized, repeated activities, and forms that give jobs to media workers or journalists. And Lippmann says that news is a product of journalistic routines and standardized procedures. 1.1 Unit Objective On the completion of this unit, you shall be able to understand the following: ? Concept of news ? Types of news ? News Values ? Sources of News 1.2 News News is a report of an event or happening. The word news has been formed by taking the initials of directions - North, East, West, and South, which can be perceived as - reporting of events or happenings around all these directions. 3 News has no geographical boundaries. While defining the word news, we can say that it is something that interests, excites or concerns people. John B. Bogart of

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the New York Sun says, "when a dog bites a man, that is not news, but when a man bites a dog,

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a dog bites a man, that is not news, but when a man bites a dog, that

shall be the news. Hence, besides being of concern to people, anything that is unusual and can excite shall be news too. Joseph Pulitzer of Pulitzer Prize fame and the publisher of the New York World defined the term news as "original, distinctive, dramatic, romantic, thrilling, unique, curious, quaint, humorous, odd, and apt-to-be-talked about." Besides being conceptualized as unusual, excited, and concerning, the news is foremost factual information about current events that are reported through different sources or mediums like - newspapers, magazines, television shows, cable and radio programs, websites, email messages, and word of mouth. William L.Rivers said, "News is the timely report of events, facts, opinions that interest a significant number of people". It is not only about being timely if it cannot interest the people it is not news. A piece of news may become perished or not with time depending upon its significance and the interest or concern of people in it. Some different factors or elements that feature or conceptualize the news are - timeliness, magnitude, unusual aspects of the story, direct or indirect identification, and drama. Let's discuss them: • Timeliness: If the news is not reported timely, at the latest or recent, it will not arouse interest in the mind of people. Hence events happening and their reporting time matters to keep the relevance of the news. It should be timely reported to people before it gets time-worn. If it is already known, depending upon the relevance and importance, it should be timely updated for keeping the reader or viewer refreshed with it. Out-of-date reporting of an event is not the news but mere unwanted information. • Nearness or Proximity: Innately, people are more interested in knowing what happened and how it affects them or related to them. Similarly, what has happened in their village, town, or the country is more of their concern than in distant places. For example, the news that the price of potato or rice has risen will make them sit up rather than the news reporting that government subsidy for fertilizers has been abolished. 4

• **Battle/Conflicts/Disputes:** News on issues of conflicts, disputes, and battles matter to people as they are more interested in knowing such happening around them or the world. Such news may affect their future aspects and prospects in relation to business, education and travelling etc. • **Prominence:** Information on prominent people, their acts, their words or opinions or announcement, and any happening in their life make the news. For example, the assassination of the head of state or government of a prominent country can be a headline of every newspaper or other communication around the world, while news of the murder of a small leader in a village can only be of a matter of concern to that particular area or state. Happening in the life of the influential people from all walks of life make big news in which journalists are always interested to report. • **Government action:** What the government of a country or state is planning or executing does make the news. Political happenings on the part of government like the passing of a law or other orders that concern general people or cabinet meetings or parliament and assembly sessions or notifications about new rules and regulations are always newsworthy. Such kinds of news impact the life of people at a greater level since politics has always been a favourite issue of discussions and talks among people. The information on political or governmental actions makes the news. • **Development Projects and issues:** Information on developmental projects and completion time, upcoming new projects make the news. Similarly, the discovery or invention of new devices, technologies, schemes, or methods that can bring significant changes in the life of people and their lifestyles or economic living make the news of interest to people. • **Human concerns:** News is guided by human nature. Anything that can call for human concern or interest can make the news. If a woman gives birth to quadruplets or octuplets in a village, it will make news in every household. That should make news everywhere else too. People are interested in what is happening to other people. Besides, quirks, humour, 5 tragedy, triumph over handicap, stories involving kids, animals-all make for good human interest stories. • **Weather:** Weather or environment or climate changes or certain happenings about them make the news for people to know. Information on - expected weather, the arrival of monsoon or cyclones, level of humidity, irregular or extremely high or low temperature, precipitation, and causes or effects or preventive measures about global warming make the news. • **Sports:** Just like politics, sports news is also of great interest to people. Upcoming sports events, winners, or records make headlines in a newspaper.

1.3 Types of News From different mediums, different types of news are broadcasted daily. The varied types of mediums like newspapers & magazines, television & radio, and websites & email messages, etc. resource news on sports, business, economies, politics, arts, culture, nations, international-relations, societies, weather, recruitment, technological advancements, scientific innovations or discoveries, etc. at hard and soft kinds. The news may be broadly divided into hard news and soft news. The kind of news that has great importance, significance, and impact on the life of a nation or people is known as hard news. While the kind of news that is of interest to people but does not affect the life of general people at a great level is called soft news. All platforms carry a mix of hard news and soft news. When it is about the swearing-in of a President or Prime Minister or the national budget information or the passing of an important Bill in Lok Sabha or Rajya Sabha or the assassination of a Prime Minister or a President or a major earthquake or plane 6 crash, etc. it shall be known as hard news. While news of the wedding of an actor or birthday celebration of known personalities or winners of beauty contests or festival celebrations at different places, etc., are examples of soft news. Describing the - hard news, we can say they are mostly event-centred and give a narration of an event. Hard news centre on - What, when, where, and why. While topic wise, we can say hard news include topics like international, national, political, business, economic, health, and education news; and 'soft news' include topics like entertainment, lifestyle, sports, arts, and culture news. Read the following given piece of news, taken from the Hindustan Times, dated: Oct 28, 2020, presenting an example of the type of hard news: "Five Rafale jets flew to the Ambala airbase via Abu Dhabi on July 29 and have already been inducted into the IAF's Squadron 17. The next batch of three Rafales will arrive in Ambala on November 5 directly from the Bordeaux-Merignac facility (there will be no stop as they will be fuelled mid-air), according to senior government officials. Seven Rafale fighters are already being used for IAF fighter pilot training in France." Now read another piece of news, giving an idea of the type of 'soft news': "Rafael Nadal beat Novak Djokovic 6-0, 6-2, 7-5 in the Roland Garros final on Sunday to draw level with Roger Federer on 20 Grand Slam titles after winning his record-extending 13th French Open title." Studying the types of news, besides hard and soft, we find it can be categorized into spot news and diary news too. Reporting the unexpected or unpredictable events like disasters, plane crash, earthquakes, fires, etc. are of the kind of spot news. Informing a speech by the Prime Minister, the visit of a foreign delegation, the opening of a bank, inauguration of a dam, etc. are kinds of diary news. There are a few characteristics of news that explain the meaning of it in more comprehensively:

- **Newness:** Reporting of something that happened in the past cannot be news of today. Though that does not mean an event that happened earlier cannot be reported later. It can be reported later on when it comes to knowledge. It simply means if it is reported for the first time, irrespective of the time when it took place, it will be news. 7

- Unique or unusual: Many things are happening around us. But all of them are not news. As we discussed above, "Dog bites a man is not news; man bites a dog is news."
- Interesting: Besides being the latest and unusual, the information should be interesting too for being acknowledged as news.
- Significant: It should be significant information to be acknowledged as news. It must also be from a significant source. For example, a minister (not a chief minister or Prime Minister) in an interview or from a stage announces that "rice would be provided at Rs. 1/kg". These words cannot be of significant news unless it is officially declared by the government.
- It's not always about people: News is not only about what is happening with people, it is about everything that is happening or may happen all around us. It must not merely cover what is happening to men but what is happening in the man's world.

1.4 News Values According to the legendary newspaper editor Harold Evans - "a sense of news values" is the first quality required of copy editors. But when it comes to defining the news values, it is called the news-criteria that helps in determining how prominent or significant a news story is. It does not have universal principles to follow as it differs from community to community, place to place or country to country. Similarly, news values may vary in developing and developed countries and conservative and contemporary societies. A journalist shall take all possible measures and ethics in mind in reporting events for not let the journalism be destructive but constructive. There are some general guidelines or fundamental qualities of news to follow; they are like:

- Accuracy: Accuracy is an important quality that any piece of news should have as in the absence of it, the news and source may lose credibility for the viewers and readers. A Journalist should recheck the facts, figures, names, and information before writing and transmitting the news. Accuracy is not only to be correct about the facts and figures; it is about being accurate with spellings and saying names also. A journalist should be careful about paraphrasing the text given to him. He or she must be cautious about not changing the meaning or interpretation of quotes and statements in some other way that is opposite to reality.
- Balance: If a controversial event or happening is being reported, which has two sides, then a journalist cannot afford to be biased with one side or opinion on the news. Here a journalist is expected to report on both sides of a story without being judgemental or opinionated. For instance, reporting on a strike of workers, a journalist shall report the claims of the authorities as well as the workers, not ignoring any side.
- Objectivity: While reporting, a journalist shall communicate or inform the happening or facts or opinions of others without mixing his views as the objectivity of the reporting is to make the people aware of the news and not passing the judgments or creating viewpoints among them.
- Clarity: A story may be best in wordiness. Your introductory sentence should be short and grammatically using the active voice to the maximum extent. The suggested length of each para maybe to 34 lines, with a one- two-three small sentence to aid comprehension. For example, read the following story. India's largest carmaker Maruti Suzuki India (MSI) on Thursday reported a 2.04 per cent increase in its consolidated net profit for the second quarter at Rs 1,419.6 crore on the back of higher sales. As per the data, the company had posted a net at Rs 1,391.1 crore in the July-September quarter of FY 19-20. Total revenue from operations rose by 10.34 per cent to Rs 18,755.6 crore for the second quarter as against Rs 16,997.9 crore in the same period of 2019-20, MSI said in a statement. On a standalone basis, the company posted a net profit of Rs 1,371.6 crore, up 1 per cent compared to Rs 1,358.6 crore in the same period of the previous fiscal.
- Impact: Some news may act functionally to create impression or awareness among people; for example, the news of a bridge weakening may make aware both people as well as relevant authorities responsible for repairing it. Hence, news can induce some changes somewhere for the better. A famous writer suggesting the journalists said, "Develop a nose for news that will make an impact".

1.5 Ethics Ethics is a part of philosophy. Philosophy involves studying human nature and behaviour. It deals with questions of determining right or wrong. "Ethics" also helps in identifying good behaviour. Sometimes, the word moral is used synonymously with the term ethical, though morality refers to customs rather than the questions of right and wrong. Jay Black, a renowned ethicist defining the word, says, "ethics takes place above the neck, morals below". Here, we also need to understand the difference between 'ethics' and 'laws' as they are not synonymous with each other, but often people become confused in using them for each other. Law refers to a system of written or commonly accepted prescripts of what you should do. They are backed by enforcement power. On breaching ethics, there may or may not be any punishment, but on breaching a law, there will be a punishment. According to an author and ethics scholar Rushworth Kidder, "ethics involves obedience to the unenforceable"; this means obeying laws out of some inner values is ethics. It is a misunderstanding that there is one right or ethical choice, and the rest is wrong or unethical. Lying to make a story sensationalize or to sell a product is unethical. Invading the privacy of a personality and publicizing the person is dying of AIDS is equally not ethical. Kidder believes there come dilemmas of right versus right in journalism, as in search of reporting a true story invading the privacy of someone cannot be ethical.

1.5.1 General Ethical Norms of Journalism

There are many codes of ethics in various media professions, backed with some enforcement actions like suspension or firing. In America, in 1923, around a hundred years ago, the American Society of Newspapers Editors adopted an ethics code, and three years later, the Society of Professional Journalists, Sigma Delta Chi also did so. These codes of ethics are the norms required to be upheld to keep the integrity and the sanctity of the profession intact. Today, when journalism is inclining more towards being taken as a money-making profession, it becomes necessary to have ethical norms to follow for the journalists. A journalist should broadcast news and views following the established norms and traditions of the society to carry his message effectively as well as to 10 maintain the credibility of his newspaper or magazine. In a democratic country, a free press is of great significance as it becomes the voice of the general people. It has been seen that by raising the voice of people, the life of a newsman comes into danger. Despite all the risks or threats, a journalist must function within the framework of ethical norms. Some of the well-accepted ethical-norms are as follows:

- Accuracy and Fairness: A journalist should comment on matters of public interest or critical issues in an unbiased tone. He must avoid passing his personal views or comments on the news. He should check the accuracy of the facts and information before reporting it.
- Prepublication Verification: Verify the news before it is sent for publication.
- Caution against Defamatory Writings: A Newspaper, magazine, websites, news portal cannot publish anything which may be labelled as defamatory or deemed to be against any individual or organization. But that does not mean to - hide facts from the news. It means a person cannot be defamed derogatorily, falsely, or purposely using mass media.
- Privacy: The ethical norms do not allow reporters to invade the privacy of individuals for acquiring news bytes or tips-off. When reporting a sensitive case like a rape-case or sex crime the names or recognizance of a victim should not be disclosed.
- Eschew Suggestive Guilt: Newspapers or New Media should abstain from using names or revealing identities of

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the families or relatives or associates of a person convicted or accused

in a crime.

- Corrections: On detecting a mistake regarding misprinting or wrong publishing of any facts or names, an apology with the rectification should be published or informed to readers or the audience promptly.
- Communal Reports: Proper verification must be done before publishing reports regarding communal clashes or disputes. A news report should not be instigating a critical and sensitive situation.
- Sensational Headings: Heading of a piece of news or a report that is exaggerating, sensationalizing, unambiguous, or misleading should be avoided. It should be conforming to the news.

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- Eschew Vulgarity and Obscenity: News media must abstain from projecting, promoting, and publishing any content that is filthy and vulgar. Similarly, glorifying violence through news content is considered highly unethical in the world of news media.
- Avoid the Materialistic approach or Commercialism: Ethical and journalistic values are to create a kind of balance between objectivity and commercialism. In order to make profits, a newspaper should not throw ethics and journalistic values to the winds.
- Avoid Caste, Religion, or Community Disclosures: Identifying and projecting a person based on his caste, religion, or community is unethical for the news media.
- Respect Confidence: Revealing the identity of a news source that needs to be kept in confidence, should not be revealed. It may be dangerous for the life of a person who has tipped-off the information.

1.5.2 Conflicts Of Interest Journalists must avoid conflicts of interest. Following are given such situations where a journalist following the ethics can avoid conflicts of interest.

- Personal contacts: It is considered to be an ethical idea to not refer to family members or friends or known people to write reports. However, it has certain exceptions like when a reporter is writing a personal incident or autobiography or memoir a writer may mention or refer to its family members or friends.
- Press junkets: The well-known news organizations mostly forbid contributors from participating in press junkets, which are trips offered to journalists paid by the entities for the reporters to cover.
- Accepting hospitality: Interviewing a CEO at a company or an executive at his home, a journalist can have the offered beverage or something to eat. However, while being at a hotel or restaurant, the reporter should pay for his meal or drink himself. Drinking alcohol on the job is completely unacceptable and unethical.
- Benefactions: Generally, journalists should not accept any gifts or benefits or favours etc. from sources or the subjects of their stories. However, every 12

media house has its policy on accepting such gifts. A reporter should be careful about not giving favourable coverage to an interview or report in exchange for gifts and favours.

- Free tickets: Some publications forbid their reporters from accepting free tickets or passes to a performance they are writing on. While most others allow procuring press passes to movie screenings, concerts and theatrical productions.
- Paying the sources: Paying nothing to news-sources for information can undermine the integrity of the information.
- Investments (stock, bonds, venture capital): Ethically, a journalist should avoid having any financial affair (stock ownership, financial transactions, etc.) with the people and companies it is covering or usually covers.
- Political and charitable donations: A journalist or media house should not involve in endowing or donating to a political party during the time of elections or being endowed by a political party as it may affect the integrity of a journalist or media house in respect to the news coverage.
- Blogs: As journalists and journalism students write blogs or comment on the blogs of others, they should be careful while doing so. As their blogs or writings reflect their views, and any unethical objectivity can affect their credibility as a journalist.

1.5.3 Guidelines - Code of Ethics On the suggestions from the 1947 Hutchins commission, the code of ethics was formed for media and journalism. The commission suggested that newspapers, broadcasters and journalists should be responsible and accountable towards their job and society; and taking forward the ideas of Straubhaar, LaRose & Davenport, two useful guidelines were formed.

- The first guideline says, "whoever enjoys a special measure of freedom, like a professional journalist, has an obligation to society to use their freedoms and powers responsibly." Hence, according to this guideline, a journalist enjoying the freedom of expression through its words should not 13
- behave irresponsibly by lying about the facts and information. A journalist has the responsibility towards society too.
- The second guideline says, "society's welfare is paramount, more important than individual careers or even individual rights." This guideline again holds the "social responsibility" at the high level of expectations in the profession of journalism. The Hutchins Commission added another five guidelines specifically for the press.

1. "Present meaningful news, accurate and separated from opinion".
2. "Serve as a forum for the exchange of comment and criticism and to expand access to diverse points of view."
3. "Project "a representative picture of the constituent groups in society" by avoiding stereotypes by including minority groups."
4. "Clarify the goals and values of society; implicit was an appeal to avoid pandering to the lowest common denominator."
5. "Give broad coverage of what was known about society".

Hence, all these guidelines determine that the press should maintain a neutral viewpoint, provide the basic facts and allow the readers to come up with their own opinions from the news. These guidelines inspired the Society of Professional Journalists, and they created and adopted a code of ethics in 1996, that are currently in effect today. The main idea of the code is "Seek Truth and Report it!" The code also affirms: "Journalists should

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be honest, fair, and courageous in gathering, reporting, and interpreting information.

Journalists should:" Code of Ethics 1. "Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible." 2 "Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing." 3 "Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability." 14

4 "Always question sources' motives before promising anonymity. Clarify conditions attached to any promises made in exchange for information. Keep promises." 5 "Make certain that headlines, news teases, and promotional material, photos, video, audio, graphics, sound bites, and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context." 6 Never distort the content of news photos or videos. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations. 7 Avoid misleading reenactments or staged news events. If reenactment is necessary to tell a story, label it. 8 Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story." 9 Tell the story of the diversity and magnitude of the human experience boldly, even, when it is unpopular to do so." 10

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Examine their own cultural values and avoid imposing on those values on others." 11 Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance, or social status. 12 "Support the open exchange of views,

even views they find repugnant." "Give voice to the voiceless; official and unofficial sources of information can be equally valid." "Distinguish between advocacy and news reporting. Analysis and commentary should be labelled and not misrepresent fact or content." 13 "Distinguish news from advertising, and shun hybrids that blur the lines between the two." 14 "Recognize and a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection." Minimize Harm 15
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Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects." 2 Be sensitive when seeking or using interviews or photographs of those affected by tragedy or guilt." 3 "Recognize that gathering and reporting information may cause harm or discomfort.

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Be sensitive when seeking or using interviews or photographs of those affected by tragedy or

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pursuit of the news is not a license for arrogance." 4 "Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence, or attention. Only an overriding public need can justify intrusion into anyone's privacy." 5 "Show good taste. Avoid pandering to lurid curiosity." 6 "Be cautious about identifying juvenile suspects or victims of sex crimes." 7 "Be judicious about naming criminal suspects before the formal filing of charges." 8 "Balance a criminal suspect's fair trial rights with the public's right to be informed."

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Avoid conflict of interest, real or perceived." 2 "Remain free of associations and activities that may compromise integrity or damage credibility." 3 "

Refuse gifts, favours, fees, free travel, and special treatment, and shun secondary employment, political involvement, public office, and service in community organizations if they compromise journalistic integrity." 4 "Disclose unavoidable conflicts." 5 "Be vigilant and courageous about holding those with power accountable." 6 "Deny favoured treatment to advertisers and special interests and resist their pressure to influence news coverage." 16

7 "Be wary of sources offering information for favours or money; avoid bidding for news." Be Accountable 1 "Clarify and explain news coverage and invite dialogue with the public over journalistic conduct." 2 "Encourage the public to voice grievances against the news media." "Admit mistakes and correct them promptly." 3 "Expose unethical practices of journalists and the news media." 4 "Abide by the same high standards to which they hold others." All of these guidelines are for the betterment of society and regulation of media 1.6 Unit Summary The summary of the unit has been arranged into the following key points: ? News is a report of an event or happening. The word news has been formed by taking the initials of directions - North, East, West, and South, which can be perceived as - reporting of events or happenings around all these directions. Besides being conceptualized as unusual, exciting, and concerning, the news is foremost factual information about current events that are reported through different sources or mediums. ? From different mediums, different types of news are broadcasted daily. The varied types of mediums like newspapers & magazines, television & radio, and websites & email messages, etc. resource news on sports, business, economies, politics, arts, culture, nations, international-relations, societies, weather, recruitment, technological advancements, scientific innovations or discoveries, etc. at hard and soft kinds. ? According to the legendary newspaper editor Harold Evans - "a sense of news values" is the first quality required of copy editors. But when it comes to defining the news values, it is called the news-criteria that helps in determining how prominent or significant a news story is. 17

? Ethics is a part of philosophy. Philosophy involves studying human nature and behaviour, where ethics deals with questions of determining right or wrong. "Ethics" also helps in identifying good behaviour. Sometimes, the word moral is used synonymously with the term ethical, though morality refers to customs rather than the questions of right and wrong. Jay Black, a renowned ethicist defining the word, says, "ethics takes place above the neck, morals below" 1.7 Key

Terms • Hard News: The kind of news that has great importance, significance, and impact on the life of a nation or people is known as hard news. • Soft News: While the kind of news that is of interest to people but cannot affect the life of general people at a great level is called soft news. • Spot News: Reporting the unexpected or unpredictable like disasters, plane crash, earthquakes, fires, etc. are of the kind of spot news. • Diary News: Informing a speech by the Prime Minister, the visit of a foreign delegation, the opening of a bank, inauguration of a dam, etc. are kinds of diary news. 1.8

Check Your Progress Read all the questions carefully and frame your answers in the required structure: Q:1) Answer the following questions in detail. a) What is the news? b) What are the different types of News? c) What did you understand about the sources of News? d) What do you understand by the ethical norms in journalism? Q:2) State true or false. a) Press releases are one of the primary kinds of news sources. b) Covering controversial news, a journalist may choose to report one side of the story c) Reporting the news, a journalist should not project his opinion d) On the suggestions from the 1996 Hutchins commission, the code of ethics was formed for media and journalism. 18

Q: 3) Complete the following lines: a) The news may be broadly divided into _____. b) Accuracy is an important quality that any piece of news should have as in the absence of it, _____. c) Many news organizations depend on the wires for _____. d) Avoid stereotyping by _____. Q:

4) Answer the following questions in one or two sentences. a) Write any two characteristics of news, explaining the concept of news? b) Write any two of general guidelines or fundamental qualities of news? c) Write any two codes of ethics? d) Write about the spot and diary news? References: 1. Reporting For The Media By Fred Fedler John R. Bender Lucinda Davenport Michael W. Drager 2. Introduction To Journalism & Mass Communication By Finlay Webb 3. David Randall's The Universal Journalist 4. The News Manual Essentials of Practical Journalism, VirBala 5. Principles and Practices of Journalism By Carl Hausman 6. THE HANDBOOK OF JOURNALISM STUDIES Edited by Karin Wahl-Jorgensen Thomas Hanitzsch 7. The Handbook of Journalism, Reuters 19

Unit: 02 Concept of Reporting 2.0 Introduction 2.1 Unit Objectives 2.2 News-Reporting 2.2.1 Reporting Events 2.2.2 Reporting A Press Conference 2.2.3 Reporting A Press Release 2.3 News-Report Structure 2.4 Types of News Reporting 2.4.1 Analytical Reporting 2.4.2 Interpretative Reporting 2.4.3 Descriptive Reporting 2.4.4 Investigative Reporting 2.5 Different Other Kinds of Reporting 2.6 Qualities of A reporter 2.7 Role & Responsibilities of A Reporter 2.8 Field Reporting & Publication 2.9 Unit Summary 2.10 Key Terms 2.11 Check Your Progress 2.0 Introduction This unit has been created to make the students aware of the meaning and kinds of news reporting. It also explains the general structure as well as methods of writing a report. Based on the type of coverage, the News Reporting can be divided into four comprehensive types - analytical reporting, interpretative reporting, descriptive reporting and investigative reporting. Reporting refers to presenting information for a newspaper or other mass media mediums. After research or attending a press conference or press release or receiving the news tips or witnessing an event or interviews or gathering public records etc. a journalist reporting them drafts a piece of writing for publishing it. Hence reporting is passing the collected information. The style of news presentation may vary organization to organization or individual to individual but customarily, a news report contains - a headline, a byline or credit line, a dateline, a lead, a body and conclusion. Today in the world of changing politics, 20

advancing technologies, and societies journalists are playing their role of a news and truth seeker for the different media like radio, television, print, and online challengingly. Being an analytical reporter, investigative reporter, political reporter, interviewer, sports reporter etc. they perform different roles. 2.1 Unit Objectives On the completion of this unit, you shall be able to understand the following: ? News-Reporting ? News-Report Structure ? Types of News Reporting: Analytical reporting, Interpretative Writing, Descriptive Writing, Investigative Writing ? Qualities of A reporter ? Role & Responsibilities of a Reporter 2.2 News Reporting Reporting refers to presenting information for a newspaper or other mass media mediums. After research or attending a press conference or press release or receiving the news tips or witnessing an event or interviews or gathering public records etc. a journalist reporting them drafts a piece of writing for publishing it. Hence reporting is passing the collected information. From the many people working in a news organization, each person is involved in different stages of news production. The reporters perform the frontline role in a news organization. They perform the work of the eyes and ears in the media. They visit different fields to gather information for the news and report them. It involves researching and presenting information in newspapers and other

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mass media. Reporters collect information through different ways, including tips, press releases, and witnessing an event. They perform research through interviews, public records, and other sources.

Most reporters are assigned an area to focus on, called a beat or patch. They are encouraged to cultivate sources so they will not miss the news. Reporting is not merely retelling the events. Before the innovative and constantly developing digital period, news used to reach almost in complete form before it was published. The public was served formal and polished news. With recent multimedia journalism when there are several ways available to update a story, the scenario has changed. If there is a 21

story that is developing by minutes, hours, days and weeks and has many twists and turns that needs to be disseminated instantly, it is possible. Today, the internet and the web is one such medium where things are published instantly. Today, most newspapers and magazines have a policy of publishing news on the web first. Such a concept of "web-first" has affected the weekly newspaper journalism, the monthly or weekly magazine journalism and even the daily newspaper journalism. Now, practically all journalists craft their report and publish it for the web, that shall be adapted for print later by the sub-editors or the people in the set-up. Today, the news is published before or during or after an event using the suiting media like web or print or other and wording it like: ? it's going to happen ? it's happening ? it's happened When the news wording is - It's going to happen - We get a chance to view events before they happen. A reporter tells what is likely to happen, where, and how. It gives the readers or audience a view on a happening. We often receive such "preview news" (it's going to happen) during the morning time through radio, TV, and web news. They serve "preview news" early morning on - a likely judgement of a court-case, a likely announcement a government may make etc. They may report speculative news formed from expert talks and brainstorming discussions during a day. They may discuss "previews news" developed from reading a press release of an organization. Such previewing reporting is an important function of multimedia journalism. It facilitates reporting a range of comment and opinion on the likely happening of an event. When the news wording is - it's happening - When an event is happening a journalist especially, the multimedia journalist could go live to report it. Breaking a story first is the first principle they work with, and while reporting, besides being direct and quick with telling the facts they need to focus on telling how it means or affects too. Hence, what is happening also involves opinion and comment. Live reporting can take place through: 22

? a live streaming ? a live audio ? tweeting ? instant text reporting When the news wording says - it's happened - When an event has happened, reporting takes place analysing, investigating, describing it. A former editor of the "Independent" called his paper as a viewspaper rather than a newspaper. Like newspapers, the web is also a place that offers readers the organized details and information of an already happened event. Today, reporting is a by-product of research and newsgathering as journalists also report - how did the reporter reach the news, how did he speak with the people and how did he attend the event etc. 2.2.1 Reporting Events Several events like conferences, trade shows, seminars, speeches, press conferences, and others keep happening. They are considered to be one of the good sources of news and are such planned occasions which are informed to the media and reporters in advance. Usually, organizers inform the media about the date, time and venue of the event in advance. Journalists can prepare themselves before attending such planned events. Attending the planned events, they can infer and manage to collect many facts and information for reporting. Journalists can also attend such events on getting leads from newspapers, posters, advertisements or tips-off etc. Visiting the conferences helps the journalists to share their workload of questioning since all the invited journalists try to raise questions. However, such events do not help in presenting an exclusive story. Let's address the viewpoint of how to cover such events: Before going to cover and report an event, a journalist should have an idea about the theme or subject of the events. Besides, there are other few things also to know, like : ? What is the event about? ? Who are the speakers? 23

? What are the types of audience? Such things can be found by asking the editor or organisers, or through an online search or going through any background paper given by the organisers. Once the background information is gathered, then some possible questions can be prepared. Usually, the event organisers provide a press note or news release to journalists for writing the news. Such press notes are for influencing the opinions of readers through the media. Though, press releases along with other handouts, reports, and all kinds of leaflets gathered during an event help in writing the story or report. The news reporting on an event not only involves covering what the speakers or organisers are saying; it also needs to report on the audience, the estimated size and type of the audience etc. The notable reaction by the audience can also be a good lead to report. Event reporting does not require to report the happening of an event in chronological order. The importance of reporting lies in - what happened in the event. The news report also should not summarize what was said during the event. Quotes must be given at the relevant places, but not in the beginning. It is also not important to cover all the speakers in the news. Only the important or reputed speaker should be covered. Likewise, the speakers should not be covered chronologically. It will be relevant to mention the responses of those who have attended the event. In events like meetings and conferences, several discussions and decisions are taken. Reporting the key discussions in an and checking the implementation of the decisions also makes a good follow up story. 2.2.2

Reporting A Press Conference A press conference is an assemblage or meeting organized to communicate messages to the media and answer questions from the journalists. Public Relations (PR) professionals across the world use such meetings to communicate to a wider audience through media. Such events are organised when someone intends to promote a brand, product, performance or a celebrity or announce something newsworthy. News conferences are called when a political leader or 24

party wants to announce a new alliance or a scientist wants to reveal a new finding or a police chief wants to make the public aware about something etc. Source: Credit to Internet Open Sources Though press conferences are a valuable resource for reporters, it cannot be forgotten that they are produced for one primary purpose: to influence the opinions of the public through the media. It requires the same skills to report a press conference as required for covering any event. Here also, a journalist should - gather the background information, know the speaker and the possible announcements going to be made. A journalist while covering a press conference should try to be alert and front seated if possible so he may not miss even a whisper to report. A reporter shall make efforts to identify the speaker, he should gather information about the name, designation and background of the speakers. It is the responsibility of journalists to bring out what the speakers are avoiding to say. The news report should contain the key information of the announcement, dissents, questions and other details. It shall have lots of quotes. Names and identities of speakers shall also be given. Tips: ? Do your homework. ? Arrive early, leave late. 25

? Sit up front where you can see and hear the action. ? Get business cards for correct spellings and titles. ? Note the mannerisms of participants. ? Cover the event—look around the edges at the audience (size, reaction). ? It's OK to clarify quotes after the conference, and always best to get new quotes and angles. Remember, if you ask a question during the conference, everyone will have the answer. If you wait until afterwards, you will have the scoop. ? Be sure you have the 5Ws and H before you leave the building. ? WRITE WHAT WAS SAID, NOT THAT SOMEONE HELD A PRESS CONFERENCE. Source: Journalism Tip Sheets, International Centre for Journalists 2.2.3 Reporting A Press Release A press release is an important tool of public relations used to inform the media about something newsworthy. News releases are drafted thoughtfully by a public relations officer and sent to the media. It contains facts selected for publication. They are designed to get publicity and maybe purposefully self- promotional. However, most press releases can be a starting point for a news report. Press releases may be used to bring out newer information. Journalists read the complete press release and find newsworthy points. Press releases contain contact information that can be added by a journalist for further use. A Press Release cannot be published as it is. It must be rewritten in the form of information. A reporter shall focus on the basic journalism questions who, what, when, where, and why. Quotes from the press release can be used in the article if it adds something extra to the story. Tips: ? Treat it as a news tip, usually little else. ? Check for the 5Ws and H. ? Look for what is new and interesting. ? Look for unanswered questions, holes and what is NOT said. ? Call the contact people for verification, elaboration, clarification or a new angle. ? Call sources who might provide balance for the story. ? Talk to people whose lives are directly affected by the release. 26 ? Add background and context. ? Consider putting the information into a calendar of events or briefs if it doesn't make a story. Source: Journalism Tip Sheets, International Centre for Journalists 2.3 News-Report Structure After the tips-off or information collected from the sources, a journalist drafts the news-report. Though every journalist may have its style of writing. The style of news presentation may vary organization to organization or individual to individual but customarily, a news report contains - a headline, a byline or credit line, a dateline, a lead, a body and conclusion. Here you are given an overview on the news-report structure, further in the next unit you shall read about it in detail. **Headline:** It is the most noticeable part of a news report. Often giving or hinting the summary of the news. It presents the major point of the story. It is written in the bigger font size. The headline is the part of a news-report that creates curiosity in the mind of a reader to read the whole article written under it. A reader decides to read the story after reading the headline. Sometimes headlines try to create curiosity through the use of exceptional creative words or language to prompt the reader to read the full story. **By-line / Credit line:** This line names the source of the story or the writer. When the name of a person or journalists is given it is called by-line, but when

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by our correspondent' or 'our bureau' or 'by our special correspondent' etc. Dateline: The date-line			

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by our correspondent' or 'our bureau' or 'by our special correspondent' etc. Dateline: The date-line

gives the name of a place and a date and is mentioned below the credit line or by-line before the beginning of the actual news. It informs

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on which the reporter has found the story and the place from where the reporter has based the story. Lead: This is the first paragraph of a news story.

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on which the reporter has found the story and the place from where the reporter has based the story. Lead: This is the first paragraph of a news story.

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on which the reporter has found the story and the place from where the reporter has based the story. Lead: This is the first paragraph of a news story.

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on which the reporter has found the story and the place from where the reporter has based the story. Lead: This is the first paragraph of a news story.

Usually, answering the 5W (who, what, when, where and why) is written in a short and crisp way that reflects and reveals the whole story. It works about giving the most important point of the whole story. Hence, keeping the paragraph short and limited words 27

the journalist gives the lead into this paragraph interestingly, if it is not appealing a reader may choose to skip reading the story. Body: It gives further details or elaborates the event. In this part, the actual story is narrated. The whole event is described. It may have several paragraphs detailing the whole story. 2.4 Types of News Reporting In journalism, reporting merely does not mean retelling the facts. It is also about informing the happening of an event or issue. Depending upon the coverage 28

reporting can be categorized as - analytical reporting, interpretative reporting, descriptive reporting, and interrogative reporting. 2.4.1 Analytical reporting It is the kind of reporting that involves evaluating the information, its background and related facts. Such type of reporting helps the readers or audience to understand the news with a viewpoint. Preparation of analytical reports involves referring to - the information and facts, prior research conclusions or specific issues. According to De Burgh, analytic journalism seeks to execute the data differently. They make the audience ask questions about the situation or statements and view it differently. The following given points shall help you to understand the - analytical reporting further. ? In analytical reporting, information or news is viewed or studied putting logical or judicial reasoning, and it brings out different angles of observations. ? Analytical reporting means a variety of interpretive writing. Interpretation of the understanding in the subject and related developments or a happening of an event and related eventuality is analytical reporting. Hence, analytical reporting provides a deeper understanding of the subject matter. ? The primary aim of analytical reporting is to explain. ? It considers or addresses a subject by giving historical details and statistical data for a comprehensive explanation. ? It tries to construct angles for opening the tangles of hidden meaning in a piece of information or data. ? An analytical report makes the audience or readers understand the basis, grounds or explanations of a story, its perspectives, and the implications for the society. ? An analytical report should be helping the audience or readers to interpret the news and find its relevance too. ? An analytical interpretation can be completed following few steps like: 29

? Outlining the relevant question, ? Collecting qualitative or quantitative data/information ? Using proper analytic tools ? Making apparent connections ? Presents the information in an explanatory form ? Analytical Reporting explains the subject concisely and without information repetition. ? It involves interpreting various data available in figures and graphs. ? It assesses various viewpoints and disagreements that are concerning a topic or information. ? Analytical reporting brings out the objectivity when a journalist analyzes and interprets closed down synonyms of the news. ? As analytical reporting involves research along with analysis and examination hence for a journalist having a subject matter specialisation is an advantage. That makes analytical reporting different from news making and opinion- based reporting. ? Analytical Reports can extend to a length of several words as it requires to present a broad background of the topic, the inside story, valuable knowledge. 30

Source: Times Of India, Newspaper 2.4.2 Interpretative Reporting Today, journalism is not about concentrating only around who, what, when, where aspects of news writing. It covers the why and how aspects of news reporting too, which brings about the explicative traits of the interpretative reporting. Different authors have given different aspects regarding the interpretative reporting. Lester Marke,l an editor opines, "It is reporting news depth and with care, news refreshed with background materials to make it comprehensive and meaningful". Further, defining the interpretative writing, he says - "objective judgment based on background knowledge of a situation or appraisal of an event which are essential parts of news". 31

Robert Bolorf, an executive editor, The Wall Street Journal says, "It is about telling the reader everything he needs to know about a given development and all the essential facts in a way that brings the story to the reader's environment". Similarly, as per Catledge, editor, The New York Times "it is giving the reading public accurate information as fully as the importance of any story dictates" Journalism Educator Frederic E Merwin defines, "interpretation means clarification, integration and logical generalisation. It merges background, present, and likely future. It always must be considered as a reporting not only of the bud that just broken through the ground but also with the roots underneath which forces the bud out into the air". Hence, based on the definitions, interpretative reporting is not about merely presenting some bare facts. It involves reporting news with background information too that makes it inclusive and meaningful for the audience. It is about giving complete information on the topic or event for bringing out comprehensiveness in the mind of a reader or audience. It even involves discussing the probable future concerning the news or event. For example, reporting a natural calamity, interpretative writing would be giving the facts related to the happening along with the effects lying at present or future of the disaster. Here are the major phases that are associated with interpretative reporting: Factual or fact-gathering phase: The first and, personally, the crucial stage, since, this stage will be the foundation of all the reports. With enough facts gathered, verified and rechecked, the reporter can then have more assurance of making a story stand. Prophecy phase – the writer, like a scientist, makes an "educated guess" or like a hypothesis in science, where he can somehow predict, based on the FACTS, where his / her story is leading. Information from experts can verify if the "guess" may lead to something concrete. Interpretation phase – this phase is the "fruit" of the two previous phases, where the reporter concludes on the MEANING, IMPORTANCE or EFFECT of all the reports. The reporter's interpretation can be highlighted on this or an / the expert/s opinion on the matter. Source: Journalism for Filipinos by Alito Malinao (p. 139) / www.reybelen.com/journalism/3-phases-ininterpretative-reporting/ 32

The following given points shall help you to understand the - interpretative reporting further. ? Interpretative writing is done giving the information on the factual background, accounts of eye-witnesses, sidebars, determining and explaining all the linked aspects. ? It includes discussing or stating the causes, objectives, importance, analysis, comparison and possible future effects. ? It must not introduce or induce false, fabricated and senseless comments and bias opinions. ? It must not be out of favouring any one side or angle, or view. Interpretative Reporting is generally demanded to write about - trade, commerce, finance, stock market, international relations and conflicts that are difficult to understand. 33

2.4.3 Descriptive Reporting Descriptive is the style of writing used when a writer aims to describe an event exactly the way it has occurred. Writing the descriptive way a journalist focusing on the facts describe the event and leave the interpretation to the readers. Hence, in the narrative style, a journalist shall present the report objectively and fairly where opinion or comments have no place. For example, writing a descriptive report on the new budget, a journalist shall only give the details or significant points or announcements but not the comments or implications or possible effects it may bring. The following given points shall help you further to know the descriptive style of writing in a more comprehensive way: ? In descriptive reporting, a journalist writes as an observer only. While deciphering the event is left on the reader or audience to determine. ? It infers the news reality. ? It focuses mainly on What, Where, When and Who, and on proofed facts. ? Through the descriptive reporting detailed description of a story is given to make the readers well aware of the reality and incidental happening. ? The content of a descriptive report gives a great depth of the news. ? It may include several quotes. ? It must use simple language that can be understood easily. There should be no use of technical terms and jargons. Easy and descriptive words should be used to describe such terms. ? The main role of a journalist in this style of reporting is of an informer or teller based on his observance. Source: The Times of India 34

2.4.4 Investigative Reporting Writing a report after a process of researching and finding the intentionally hidden information or facts is investigative reporting. Defining "investigative journalism" various writers have defined it differently. Mark Lee Hunter studying investigative journalism called it a Story-Based Inquiry. While according to a manual, it involves exposing anything that has been concealed or intentionally kept in hiding. According to David Spark, Investigative Reporting seeks to gather facts which someone wants to be suppressed. It explores not just the explicit information who can be uncontroversial but the less obvious who know about disturbing secrets and are angry or disturbed enough to divulge them". Hugo de Burgh, in his book Investigative Journalism: Context and Practice offers a straightforward definition as "

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An investigative journalism is a man or woman whose profession it is to discover the truth and to identify lapses from it in whatever media may be available.

Steve Weinberg defines it

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as "Reporting, through one's initiative and work product, matters of importance to readers, viewers or listeners".

The Dutch-Flemish investigative journalism group VWOJ defines investigative reporting simply as "critical and in-depth journalism." Hence, studying the above given different definitions of investigative reporting we can say generally: • It involves a methodical, in-depth, and original research and reporting unearthing secrets. • It strives to dig out the issues or topics of public interest, producing new information or putting already known information together to get new insights. • It does not depend solely on the information provided by others but also on the facts and details gathered or generated through inquiry. • It covers the five - who, what, where, when and why elements of news. • It involves long-term research and extensive interviewing. 35

- For the objective of finding the truth, it involves searching through - documentary reports, public and private records, and information available on the internet etc.
- It involves using crime-solving tools and methods such as undercover reporting, hidden cameras, and surveillance investigation too.
- Investigative reporting is a kind of reporting that creates impact and can cause significant changes, as it may lead to reversing a policy, firing of an official, turning the focus of government toward the neglected issues and areas.
- Investigative reporting helps the readers or audience to know the truth, as it usually works towards uncovering such controversial issues that are about the misuse of public funds, abuse of power, corruption, public trust etc.

Writing Skills For Investigative Report: It requires general news reporting skills to draft or prepare an investigative report. The report can be written in a chronological or topical format. In the chronological style, the story unfolds through giving the sequential details. In a topical style, the story revolves around issues and arguments, systems, processes, trends or explanations.

2.5 Different Other Kinds of Reporting Reporting can be classified on the basis of different subjects covered by a reporter or journalist: Political reporting, Crime reporting, Court reporting, Health reporting, Civic reporting, Political reporting, business, science & technology, sports and education etc.

- Crime Reporting: Crime stories receive tremendous public interests. Crime is the one such thing that happens not rarely but daily in the human world, it is also the duty of newspapers to

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inform the readers of what crimes are going on in their city, state or country. For crime-reporting,

a reporter works towards maintaining links with local police stations and other administrative departments. It is to always remember for a reporter or journalist that crime-reporting has an objective, it is for informing the readers and it should not get off its objective by sensationalising or glorifying a crime which can influence people negatively. There are several types of crime news - murders, fires, accidents, robberies, burglaries, fraud, blackmail, kidnapping, rape, etc.

- Court Reporting: Newspapers do not cover all the court cases to report on daily bases. A newspaper or a news media covers only those stories in which their readers may be interested. It covers those cases only that are significant and affecting public life in general. Nowadays, public interest litigations and crime cases get more attention and fit to be reported. A newspaper that does not have a full-time law reporter, may send its regular staff correspondent to cover an important court story also. An up-coming journalist like you who is studying journalism needs to understand that you have to learn some technicalities, the complex legal language, court jurisdiction, hierarchy, and procedures before you take the assignment of court reporting. You have to learn - what are the procedures of taking out a copy of the judgement for the factual reporting. A legal reporter works towards maintaining the relationship with lawyers.
- Health Reporting: A health reporter usually informs the public about major epidemics, diseases and their cures, new medical discoveries, medical irregularities, etc. A health reporter may be from the field of medicine or if not then taking the assistance of doctors or medical practitioners and reference books or the internet he can do reporting. A common man does not understand most of the medical terms so the health reporter can explain these terms and present the report which is easily read and understood by him. A health reporter must remember that the presentation and meaning coming from his report should not be frightening the people. Its role implies to cross-check and inform the people on any medical story or happening.
- Civic Reporting: Newspapers and news media have traditionally been the most community-oriented of mass media. A newspaper or news media is one such medium that works towards maintaining civil justice by reporting anything that is affecting society. Educated and conscious people like to perform the role of a citizen journalist and report the anti-social happening around him. A civic reporter role involves reporting a variety of cases: faulty medical malpractice, cases involving children, cases of human and animal

cruelty, cases of abuse or misconduct, cases of discoveries and inventions, cases of frauds and cheatings or murders etc. The scope of civic journalism is so extended that it involves reporting everything that affects public life. A civic journalist explores local stories, handles tough issues and even interacts with people in an interview way. Civic reporters - the senior as well as the junior reporters keep their diaries of engagements and check so nothing misses from reporting. Such reporters depending upon the size of the news organization report area wise. A civic reporter needs to be an active, smart and knowledgeable man who can perform his job making links and developing sources. He should be technology savvy who can use different gadgets like computers, cameras, and scanners etc.

- **Political Reporting:** It involves reporting the political happenings and providing the citizens with the information they need to know as a citizen of its country and the world. During the election time, change of governance or heads of governments, political decisions taken by a government and several such occasions and happenings a political reporter plays its role of reporting. During the time of elections, a reporter works covering people segregated as supporters or opposers, listen to their voices and issues to report. They research the reasons behind the popularity or unlikeness of people for a candidate or party. A political reporter needs to be instinctive, historically and politically wise. A skilled political reporter can expose the hypocrisies and scans to people efficiently. However, he should always remember that its role never implies to glorify a minister or a political party but to report the truth, evaluate and interpret the policies and plannings and report them. In political reporting connections and links with insiders or confidential links work the best for a political reporter.
- **Business Reporting:** It implies reporting the state of business and economy of a state or a country or an international country. It involves reporting - the rises or fall of - the stock market, the price of goods used by consumers on daily bases like vegetables, pulses and wheat etc. It focuses towards reporting the state of industries, prices of gold and other metals, agricultural production, inflation, investment and disinvestment, privatization and globalization of large sectors, unemployment, wages etc. all endless 38

economical issues. It critically evaluates and studies numerous topics - the global economy, the economy of developing nations, Third World, the status of employment world-wide, the latest technology and its impact on the economy of a country etc. It assesses and reports - the budget and its impact on the economy covering all sectors and general citizens, tax incentives and subsidiaries being given by the government, import-export prosperity, interviews with the finance minister etc. He/she studies and reports - the Market-linked technology, corporate affairs, business adventures of large great businessmen or CEOs etc. There are several departments and sections nurtured under the finance and commerce ministry for example in India - RBI, SEBI, FICCI, Indo- American, Indo British and such joint trade organizations all such associations keep the business reporters busy. A business reporter requires to be knowledgeable and insightful of financial matters, terms. His financial vision helps him in performing his tasks successfully. A business reporter maintains links with the PROs of business houses and private secretaries. He needs to track the news constantly as every financial move whether of a government or a private sector bears repercussions or footprint.

- **Science & Technology Reporting:** Reporting the developments, inventions, discoveries in the field of science and technology refers to science & technology reporting. Today, the world is witnessing innovations and launches of new technologies in all varied fields like medicine, astronomy, technical advancements etc. daily; all that needs to bring in the knowledge of people, and that responsibility is carried on by science and technology reporters. Science reporters are driven by curiosity and governed by scientific temper. It is a careful task that involves a great length of research and studies. You have to stay updated by following news briefings of research organizations. Being a science & technology reporter you would prepare the report after verifying all the facts from other sources like reference books and journals etc.
- **Sports reporting:** A sports reporter needs to be conversant with knowledge of different sports and their rules. Sport newsreaders are usually considered 39

to be a class of readers, such news is of interest to a section of people. Sports writing is as varied and challenging as the different sports and their challenges. Describing a sports event, a Sports report adopts descriptive as well as analytical writing style. A sports reporter needs to be updated with sports events and activities of sportsmen. Sports reporting is further classified according to different sports like 'cricket', 'football', 'athletics' and 'baseball' etc. Sports reporting provides details on the fitness of players, points of play, individual performances, tactics and strategies adopted in the contest and crowd reaction. • Education Reporting: It involves covering all sorts of news that exist in the educational field considering theoretical as well as applied teaching and learning. They focus on covering education systems, admission procedures, governmental educational policies and various other matters that are part of the education system. They provide a critical opinion on the system and structure. Educational reporting works towards educating the students with different kinds of courses, their admission procedures and tips to crack competitive exams etc. An educational reporter needs to have all the skills of a good reporter - an intelligent, researcher, well aware and so on.

2.6 Qualities of A reporter
 "The only qualities for real success in journalism are ratlike cunning, a plausible manner and a little literary ability"
 Nicholas Tomalin David Randall in his book "The Universal Journalist" says the heroes of journalism are reporters. According to him, they are the ones who find things out. "They become the first who go amid the chaos, difficult situations at the risk of their lives to capture and report the truth or event. And if they do not do that, who will? Editors? Commentators? Without reporters, what would commentators know? Reporters are, like almost all heroes.." Following are given some qualities that a journalist or a new upcoming journalist like you should work out on to possess for all the good reasons for journalism. 40

A reporter may have some of the following given attitudes instinctively or can learn through experience by researching, writing, and re-writing hundreds and hundreds of stories.

- a) Keen news sense: You require this attitude for mainly:
 1. To know what makes a good story and to find the essential key news points.
 2. To understand not to waste time in pursuing stories of no significance. This sense always helps a reporter to identify what the best story is to tell and also to filter the best one out from a lot of many.
 3. This shall help you to be keen and aware of not missing anything of value from reporting.
- b) Passion for precision: A reporter's enthusiasm and the ability for valuing and applying accurateness in his work help him to be a renowned reporter. His sense of accurateness can be seen in his ability to record and write accurately what people tell him, taking care of maintaining truth, and not being wrong in describing the events in the exact order and the way they happened.
- c) Determination to find out: A reporter cannot say 'I can't find out.' He cannot be blocked by - unanswered telephone calls or lies told to him. A journalist or reporter shall go a lot further than what is obvious and is being shown to him. He may even stay up days and nights keeping watch or wake up early or travel long and odd far off places to get his story.
- d) Never make assumptions or be prejudiced: A good journalist does not believe in making assumptions to report. He must avoid being inaccurate, dishonest, misleading and hypothetical. A good journalist or a quality reporter cannot be prejudiced. Cherishing his own beliefs he should not allow his work to be affected.
- e) Never be afraid to look stupid or ignorant: A good reporter is always curious and inquisitive. He may be a field expert but not someone who knows everything. He may be at a place like a conference where coming across some incomprehensible details he can ask about explanations. He must not be apprehensive of being called an unaware or shallow journalist. A good journalist shall not worry if anyone laughs at him. 41
- f) Be suspicious of all sources: An essential attitude for reporters is to be suspicious of all sources, causes and persons. Doubts lead him to solve mysteries, unearth truths or take out real information to report.
- g) Being resourceful: A good journalist needs to be resourceful. Using his wits and charm he creates links and references to get tips-off or information from different rounds of domains.
- h) Part of a process: Reporters are the professionals who work under a process. They are subject to do what editors want. So, accepting the required expectations and following the discipline a reporter cannot go beyond them. He must have the ability to cope with pressure from outside as well as within the news organization.
- i) Understanding with readers: A report or news is prepared or written for the readers or audience. If readers or audiences cannot relate to it, then the purpose of it diminishes. It will be like talking alone to oneself. Hence, a good reporter should know what may interest the readers, what they want to know. He understands what to write to stir them. A reporter has done research but what to present it to the readers is solely his job. Using small anecdotes and examples from the lives of real people, a reporter binds its readers. A good journalist is the one who has that strong sense of making a report interesting and relevant. He knows a report cannot be imposed on his readers.
- j) Sense of Urgency: Sometimes, in the race of reporting a story first before any other reporter can lead a journalist towards being so haphazard. In the haste of moments, he may capture a wrong person or information and eventually can land up in a situation where he has missed the right person from being reported. A quality reporter, new or old, staying aware cannot go abrupt with his job.
- k) Clarity of Expression: A reporter happens to cover several complex and specialised subjects, such as science and technology, law and economics, etc. As a reporter, using simple words and ways of expression you can write and explain the complicated issues in a generally understandable language. Besides the specialised subjects, even the governmental press 42

notes are written in complex ways using jargons and that needs to be interpreted in easy language. However, any smart or wise person nurturing the above-given attitudes can be a reporter, but in journalism, one should have the right kind of character to rise above that to be a good or great journalist. Journalism is not all about possessing the ability of a good writer. It is only one part of the job. It is also not about acquiring tricks and tools, to succeed as a journalist a reporter must have the right attitudes and character. A person or an individuality that is loyal, fearless, active, candid, and straight forward can become a quality journalist.

2.7 Role & Responsibilities of A Reporter

The great, Times editor Deane said: "The duty of the journalist is the same as that of the historian to seek out the truth, above all things, and to present to his readers not the truth as state-craft would wish them to know, but the truth as near as he can attain it." Randall believing something same says: "intelligent fact-based journalism, honest in intent and effect, serving no cause but the discernible truth, written clearly for its readers whoever they may be" Franklin believes the role of journalists as fearless crusaders and journalism as an investigative activity... Today in the world of changing politics, advancing technologies and transforming societies journalists are playing their role of a news and truth seeker for the different media like radio, television, print, and online challengingly. Being an analytical reporter, investigative reporter, political reporter, interviewer, sports reporter etc. they perform different roles, such as:

- ? A researcher, who represents information on following the line of research. A reporter researches people, places and happenings as an interviewer, investigator or studying or analyzing them.
- ? A writer who writes grammatically correct and generally understandable language. A reporter plans, edits, and writes his stories for the broadcast.
- ? A traveller, who visits places following, leads for his stories.
- ? An observer, who keeps nose for news through alertness, tracks influencers through links or using the internet. They need to keep up with all the local and global happenings. However, basically, a reporter's job is to gather news. They gather news and fill the reports for their media.

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Reporters can become senior reporters, correspondents, senior correspondents, chief reporters, special correspondents and foreign correspondents, sub-editors, chief sub-editor, deputy news editor and news editor.

Responsibilities of a Reporter:

In the profession of reporting like any other profession, there is no space for any kind of carelessness in doing the duty as it can cause incalculable harmful repercussions both for the news media and society. A little negligence towards checking or rechecking facts and information in a report can lead to major consequences to bear. We can know about the different responsibilities of a reporter categorizing them as responsibilities toward the news organizations, responsibilities towards sources, and responsibilities towards the readers and society.

Responsibilities towards the news organization: A reporter's abilities towards performing his duties go a long way in determining the quality and reputation of the organization he works for. As a reporter, you are expected to follow the style and policy of your organization or news agency.

Responsibilities towards sources: In journalism, sources are acknowledged sacred. A reporter needs to build credibility in the eyes of his source to make them open up and stay connected. A reporter will have to assure them that no harm will come to them, and if they want their identity shall be kept a secret.

Responsibility Towards the Reader and Society: As a news reporter, you must provide accurate, unbiased and objective information to the reader. Every effort must be made to ensure that the news is accurate, free from prejudices and that all sides of the news event are presented fairly. To maintain your credibility with the reader you have a duty not to accept things or favours or pursue any activity that might compromise your integrity.

2.8 Field Reporting & Publication (practicum approach) Field Reporting depending upon nature could be of different types like - Hard news Soft news/Feature Investigative Documentary A story covered by a reporter who has attended or is attending an event or has witnessed or is witnessing a happening shall retell using images and narrations, it is field reporting. You visit a field or place to cover a story to collect information on a story and on encountering more interesting and twisted angles you report it, it is field reporting. Such reports become special reports and nowadays in the time of digital advancement live reporting. Such reports tell a whole story with necessary details in a very short time using video. Reporters travel places of diverse and kinds. They may have to travel odd terrains, countries and localities. A reporter covering a global meet may need to travel a country off-shore, the other may have to visit a nuclear disaster site, another is reporting from a health clinic. Reporting is a challenging job, they trip encountering anything from bad weather to language difficulties to war places risking their life. Once an expert said, "the opportunities field reporting gives are well worth the trouble". A reporter visits murder site, crash sites and reports live. It involves interviewing people present at the spot of happening or linked to the happening some way. They attend press conferences, another form of field reporting. A lot has already been told on this under the above-covered topic "reporting a press conference" A reporter using his senses generates details and pieces of information that need to be disseminated. "Field reporting makes a story alive...it sends a shiver down the spine of the reader" are the words of George Johnson, a writer for The New York Times, National Geographic and other publications. Field reporting faces financial constraints also and deadline challenges. However, financial constraints are more challenging for freelancers to manage; seeking fellowships and travel grants they trip and yield multiple stories, vacationing also they try to yield amusing news stories. Field reporting involves pre-preparation of studying the event through links, reading blogs, bios and other articles. This helps a reporter in understanding the matter better at the place of its happening. Pre-preparation helps in 45 understanding what kinds of talks and people he may have to confront, it makes him capable of handling the situation. Let's learn how field reporting can be structured: You already know a lead is the first paragraph in a report. In a news-studio, it shall be read by the anchor to hook up the audience to watch the story. Mostly it is written by the reporter himself and submitted to the anchor. A lead-in tells the necessary and interesting details of a story; it does not give the entire information as watching the news story video people shall get the rest themselves. The lead should be written using words to attract people and create interest in their mind to know more. Reporters transmit their reports live or to their news agency where the videos go for editing and descriptions are prepared and added for the broadcast. These days, due to digital and internet advancements, such field reports are uploaded on web pages or tweeted adding videos from the field itself by the reporters. For tomorrow morning's newspaper, the print edition is prepared at the office and seen by the editor and his team. Print copies are usually kept comprehensive, all the yielded details are included under a structure. Print stories are set in such a way that readers come to the story fresh - a complete picture is tried to present to the readers. 2.9 Unit Summary Reporting refers to presenting information for a newspaper or other mass media mediums. After research or attending a press conference or press release or receiving the news tips or witnessing an event or interviews or gathering public records etc. a journalist reporting them drafts a piece of writing for publishing it. Hence reporting is passing the collected information. Several events like conferences, trade shows, seminars, speeches, press conferences, and others keep happening. They are considered to be one of the good sources of news and are such planned occasions which are informed to the media and reporters in advance. A press conference is an assemblage or meeting organized to communicate messages to the media and answer questions from the journalists. Public Relations (PR) professionals across the world use such meetings to communicate to a wider audience through media. A press release is an 46

important tool of public relations used to inform the media about something newsworthy. News releases are drafted thoughtfully by a public relations officer and sent to the media. It contains facts selected for publication. After the tips-off or information collected from the sources, a journalist drafts the news-report. Though every journalist may have its style of writing. The style of news presentation may vary organization to organization or individual to individual but customarily, a news report contains - a headline, a byline or credit line, a dateline, a lead, a body and conclusion. In journalism, reporting merely does not mean retelling the facts. It is about informing the happening of an event or issue. Depending upon the coverage reporting can be categorized as - analytical reporting, interpretative reporting, descriptive reporting, and interrogative reporting. Today in the world of changing politics, advancing technologies, and societies journalists are playing their role of a news and truth seeker for the different media like radio, television, print, and online challengingly. Being an analytical reporter, investigative reporter, political reporter, interviewer, sports reporter etc. they perform different roles, such as: A researcher, who represents information on following the line of research. A reporter researches people, places and happenings as an interviewer, investigator or studying or analyzing them. 2.10 Key-Terms ? Reporting: It refers to presenting information for a newspaper or other mass media mediums. ? Press Conference: A press conference is an assemblage or meeting organized to communicate messages to the media and answer questions from the journalists. ? Press Release: A press release is an important tool of public relations used to inform the media about something newsworthy. ? Headline: It is the most noticeable part of a news report. ? By-line / Credit line: This line names the source of the story or the writer. 47

? Dateline: The date-line gives the name of a place and a date and is mentioned below the credit line or by-line before the beginning of the actual news. ? Lead: This is the first paragraph of a news story. ? Analytical reporting: It is the kind of reporting that involves evaluating the information, its background and related facts. ? Interpretative Writing: Today journalism is not concentrated only around who, what, when, where aspects of news writing. They cover the why and how aspects of news reporting too. That brings about the explicative traits of the interpretative reporting. ? Descriptive Writing: Descriptive is the style of writing used when a writer aims to describe an event exactly the way it has occurred. ? Investigative Writing: Writing a report after a process of researching and finding the intentionally hidden information or facts is investigative reporting. 2.11 Check Your Progress Read all the questions carefully and frame your answers in the required structure: Q:1) Answer the following questions in one or two sentences: a) Define - reporting a press-conference. b) Define - reporting an event. c) What is a general or a common standard news-structure? d) Define analytical reporting. e) Write any two responsibilities of a reporter. f) What is crime reporting? Q:2) Write true or false: a) Visiting the conferences helps the journalists to share their workload of questioning. b) A press conference is an important tool of public relations used to inform the media about something newsworthy. 48

c) Interpretative Writing is the kind of reporting that involves evaluating the information, its background and related facts. d) Randall says: "intelligent fact-based journalism, honest in intent and effect, serving no cause but the discernible truth, written clearly for its readers whoever they may be" e) A health reporter usually informs the public about major epidemics, diseases and their cures. f) Investigative reporting covers the five - who, what, where, when and why elements of news. Q:3) Fill in the following: a) Writing a report after a process of researching and finding the intentionally hidden information or facts is _____ reporting. b) _____ is the first paragraph of a news story. c) _____ is the kind of reporting that involves evaluating the information, its background and related facts. d) _____ line names the source of the story or the writer in a news structure. e) When a story has several different parts to be told, it is more useful to tell the story using the way - _____. f) In journalism, reporting merely does not mean retelling the facts. It is about _____. Q:4) Answer the following questions in detail: a) Explain, what did you understand about news reporting b) Explain different types of news reporting. c) Explain the common structure of a news report. d) A reporter performs different roles, explain. e) Write a conceptual note on the - field reporting and publication. f) What are the different qualities a reporter should have? Q:5) Write down an explanatory account of the qualities that a journalist or a reporter must possess? 49

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Unit: 03 Sources of News 3.0 Introduction 3.1 Unit Objectives 3.2 Sources of News 3.3 Cultivation of Sources 3.4 Emerging Trends in Journalism 3.4.1 Types Of Emerging Media 3.4.2 Characteristics of Emerging Media 3.4.3 Functions of Emerging Media 3.5 Unit Summary 3.6 Key Terms 3.7 Check Your Progress 3.0 Introduction This Unit has been created to make the students aware of different kinds of sources of news. It also explains the emerging trends in journalism. A reporter with a variety of reliable and good useful contacts becomes a successful and leading journalist. The links should be resourceful to provide accurate, factful, and reliable information. They give a scoop of unique and exclusive tips-off to a reporter. Besides having reliable sources, a journalist should know how to dig out information. A good journalist does not depend solely on the obvious sources of information. Their skills lie in cultivating news sources too. We know, journalism is the most accepted and legalized manner of spreading information. Journalism is how information is collected and distributed through different mediums like pamphlets, newsletters, newspapers, magazines, radio, videos, television, books, blogs, webcasts, podcasts and e-mail etc. Journalism had been related and understood in pretext to printed newspapers but with the advent of radio, television, and the Internet in the 20th century the term has started to be used with all printed as well as electronic communication means. 3.1 Unit Objectives On the completion of this unit, you shall be able to understand the following: ? Sources of News 51

? Cultivation of Sources ? Emerging Trends in Journalism 3.2 Sources of News Where does news or information come to a reporter? A reporter with a variety of reliable and good useful contacts becomes a successful and leading journalist. The links should be resourceful to provide accurate, factful, and reliable information. They give a scoop of unique and exclusive tips-off to a reporter. Besides having reliable sources, a journalist should know how to dig out information. They do not wait for stories to reach them; they find them. There are some general sources available for the journalists such as public meetings, monitoring of radio and television programs, press conferences, news briefings, seminars, and other functions. But having contacts in different areas like in the government, public or private sector businesses, or anywhere helps a journalist to bring out the exclusive and fresh news. Sometimes a valuable tip-off may come from an ordinary person such as the driver of a minister's car. A journalist may require to go here and there or stay in the field in search of news. It is hard work to gather several kinds of information or news bytes in various places or sectors for a journalist. Sometimes, the person or body in contact may need to be cited or quoted for either giving publicity or credit for the information. And other times, in the case of a critical and controversial story, their names may need to be kept in secret. In the profession of collecting the news, especially of critical and investigative nature, confrontations are inevitable. In such cases, many times, a journalist may need to interview politicians, government officials, police officers in a confronting way. A journalist records daily events, places, and facts and presents them on time to time occasionally. An account of events works as a source of news for updating the people with the whole story. Protecting the news content source is one of the cardinal principles of journalism to follow for a journalist. Under the pressure of the government or any other authority like the judiciary or police, protecting the content source becomes 52

difficult for a journalist. But maintaining secrecy for the safety of the content source is the most required responsibility for a journalist. The places, organizations, and departments which are useful for gathering news are called sources of their news. Some of the sources for gathering the news are: 1. Public records; 2. Interviews; and 3. Different Departments We study the sources dividing them into two categories: i. Primary Sources ii. Secondary Sources i. Primary sources Primary sources are like: 1. Contacts: Contacts on a personal level are significant sources as they can provide the most exclusive and fresh news to a journalist. 2. Local calls: News organizations have a system of regular calling. They make calls hourly or daily to some sources, weekly to others. Making such calls and gathering inputs or tips-off or information is an essential primary source of information. Regular callings are made to the emergency services such as police, fire, ambulance, and coastguard to see if there has been any notable incident. Other useful calls are made to council officials, councillors, MPS, religious leaders, voluntary groups, undertakers, and health authorities. 3. Tips-off and leaks: Tips-off and leaks through secret links or contact sources can provide first information to a journalist. But such pieces of tips-off need to be checked for authenticity. 4. Observations and field visit: A journalist cannot afford to be lazy, as the more he can be on the field as an observer or eyewitness and searcher, he can be resourceful with the latest and fresh news efficiently and timely. 5. Courts and tribunals: Visiting the legal proceedings of certain prominent court cases and court premises work like sources of stories. Reporting what is going on in a critical case from the court itself provides primary or live news bytes. 53

6. Local government: The press and public are allowed to attend council meetings. Visiting, gathering information, and reporting from there is a usual primary source of information or news. 7. Politicians: Building a good working relationship with local or central politicians or their secretaries helps a journalist to dig out news from them. They can be a primary contact or source for a reporter to have fresh news. 8. Experts at research or institute Contacts: Visiting the research centres or institutes and having contact with the experts or researchers provide useful information to journalists or news agencies. 9. Interest groups, self-help groups, and trades unions and charities: The existing or prevalent interest groups, self-help groups formed to support a particular concern or cause may provide a good source of information. Similarly, trade unions and charities or welfare groups formed for specific purposes and interests are where a journalist may visit and have news to report. 10. News conferences: Breaking news to people through news conferences is one of the customary practices. Different departments of a government, political parties, research centres, business houses organize discussions or media events when they have news for the general people or want to announce new policies or products. During such conferences, question- sessions are also kept where journalists get an opportunity to ask questions and draw out more information that could be of relevance for the people. One may call a news conference when he/she intends to reveal or tear down something to people. II. Secondary sources 1. The wires: Many news organizations depend on the wires for international stories, court-cases' proceedings, and tips-off on some local or other stories. The wires are the news agencies, such as the Press Association and Associated Press, etc. giving news services. Numerous local news agencies can provide information on different kinds of happenings in a local as well as international area. 54

2. Press or news releases: These are publicity announcements or stories or general information given to the media for publication. Different types of organizations post and disseminate press releases occasionally. 3. Letters to editors: Letters to an editor lead to good stories. A message or a letter having a complaint about the local problems or politicians or system from a general man or association to an editor reveals information on some hidden or undercover issues. However, for using a letter as the basis of a news story the media house or journalist should get permission from the writer; and all the points in the letter should also be checked for accuracy. 4. Surveys: When a survey result is to be informed or shared with people, journalists report them as news to people. 5. Follow-ups: An already covered story may have certain developments that need to be followed up and updated to people. Hence the follow-up studies, investigations, or probes into different matters work as a news source for a news organization. 6. Anniversaries: On the completion of a year, since the last happening or origin or onset of an event and reporting it works like a news source. For example, a year has passed since the earthquake, and how destructive the aftermath has been is reporting news. Such reporting is a kind of follow- up for journalists. 7. The internet: Today the internet and its various sites, social and nonsocial media platforms are being used by people for searching for information or news, sharing experiences and stories, informing activities, events, and so on. That has made the internet so resourceful and it has become one of the significant sources of news for journalists. Sharing pictures while vacationing or doing anything by the prominent personalities makes news for their fans. 8. Archives: Archives or stored files, either virtual or non-virtual work as one of the reliable sources of news for a journalist. A reporter should build up his files on stories on areas he covers regularly. A Journalist who understands and can use these sources quickly and effectively can uncover more and better stories than the one who simply relies on the 55

provided tips-off. If he uses his contacts and physical sources such as reports, records, and references intelligently, he will produce original, accurate, and thorough copy. 3.3 Cultivation of Sources A good journalist does not depend solely on the obvious sources of information. Their skills lie in cultivating news sources too. Working politely and making sure to receive tips-off from numerous sources or spheres like politics, economics etc. help them to cultivate sources. Creating sources largely depends on the skill of making relationships with sources. A reporter happens to travel and meet different people. Creating friendly relationships with them through gifting or talking warmly helps him to cultivate news sources. Such sources help a reporter or journalist to know what has not come out yet. Such sources provide ground reports. Basically, making relationships is all about paving the way to real stories. Here a reporter needs to be careful about not letting the personal details of the sources to pass on further. Where the news source has chosen to not to be identified and acknowledged for the news, his trust should not be breached. Besides having reliable sources, a journalist should know how to dig out information. They do not wait for stories to reach them; they find them. There are some general ways available for the journalists through which they cultivate news such as keeping watch on the movements or shared posts and pictures of celebrities from different spheres like entertainment or politics. Journalists or reporters create links with people of any stature or status. They shall be found talking to the professionals and bosses and spending time with the people in the lower positions. People from all walks of life, standards and characters are in their links. They look around and besides the agencies. They spend more time among people than the news agencies to find tips. Reporters talk to consumers or users. They reach to citizens to know the success or failure of government policies and acts. Reporters must know the "gatekeepers" the ones know the inside stories. They develop a rapport with them to access important tips. Creating good 56

relationships with a secretary can really help him to know the truth behind the doors. Reporters visit or travel to meet stories. They set up interviews with no particular story in mind and on finding something unusual or newsworthy they create reports. The suspicious nature of reporters also helps them to cultivate news. They seek out sources beyond the usual impression. In the quest of seeking the truth, they bring different perspectives to reach the truth. Revolutionary internet and its usage have the capacity of cultivating news stories. Journalists can create groups of people inviting them to opine or share their stories. Such technological uses help them to cultivate news. 3.4 Emerging Trends in Journalism We know, journalism is the most accepted and legalized manner of spreading information. Journalism is how information is collected and distributed through different mediums like pamphlets, newsletters, newspapers, magazines, radio, videos, television, books, blogs, webcasts, podcasts and e-mail etc. Journalism had been related and understood in pretext to printed newspapers but with the advent of radio, television, and the Internet in the 20th century the term has started to be used with all printed as well as electronic communication means. Source: internet Different mass media like newspapers and magazines, television and radio, news websites and mobile applications work on the wheels of journalism. Today, journalism is the chief source of information regarding current or public affairs. In some countries, the news media is controlled by their governments, and such interventions never let it work independently and unbiasedly. Journalism 57

supports freedom of speech and expression in an absolute manner, especially in a democratic country and today the political environment is more democratic. With the changing role and state of journalism over the last two decades due to digital technology and the internet, the most common principles like truthfulness, accuracy, objectivity, impartiality, fairness, quality and criticism and public accountability need to be applied more forcefully. Such principles should remain to keep the spirit of journalism upright. Digital revolution and the rising use of the Internet have paved the way for the emergence of new forms of media. The increasing online social networks have reshaped the media aspects. News publishing has started moving away from media houses. Diverse readers and audiences have more choices, and they now read newspapers with less frequency. Journalists' monopoly in international news has been affected by the rising internet uses. Journalists are becoming increasingly dependent on the internet as a source for their stories. The internet has initiated and made communication so prompt and effective. Today, it is no secret that journalism is undergoing a shift. Online Journalism is becoming more and more important in the field. Public internet accessibility has even made people act like journalists. They have platforms to share information with a large number of people. Digital publishing of news has reduced the timescales for journalists and newspaper production staff. Now every minute news is loaded and updated through the internet on news portals. The World Wide Web has given competition to newspapers. New technology has completely changed the way that the public can consume news. The internet has made information accessible to anyone at any time. Crowdsourcing which means engaging a crowd or group for a common goal is the phenomenon that has been used and practised successfully through the internet. Crowdsourcing and citizen journalism involves the audience and creates or finds stories. It makes the audience have more general access to the editors and reporters about how and why they make decisions. Earlier journalists were the only ones who used to provide information to give to the public. Now the public has platforms where they share news and information 58 through the web. Sharing on social media applications has become the main driver of news content. Hence, With the emergence of online technology, the production, distribution and consumption process of news has been changed. Newspapers and television channels have shifted their importance to the online editions. Every media house has its websites. The new forms of media provide interactions between the generators and consumers of news. These new forms of media are known as emerging media. 3.4.1 Types Of Emerging Media We are now living in a virtual world. We communicate with people we meet in the virtual world. You must have seen websites where you can watch live or recorded videos or audio files. You can upload your video to different specific websites. With smartphones, we are communicating with friends living in far off places within seconds. All these are happening with digital technology-enabled emerging media. Now traditional media outlets are deploying emerging media to create a new user experience. Let us know about the different types of emerging media reading further: Interactive Websites: Today almost all of us visit a few websites every day for either personal or professional reasons. We read political, sports, entertainment or international news, we watch entertainment stuff, we shop for clothes, groceries or electronics etc. online through different websites daily. The education sector has also extended its presence online. Schools, colleges, universities and institutes are going online. Students can access the website of an institute for admissions, to obtain the course materials or to join a virtual class. A website that is a collection of pages holding information text, images, videos and even links to other websites is accessible only through the internet. But if these websites are interactive only then they can attract the attention of the visitors as they expect more from the websites. 59

Source: Credit to Internet Open Sources An interactive website provides a communicative forum, where visitors write their experiences or reviews. Websites are being designed to be user-friendly. Such websites also provide content that can be useful in knowing the mind and requirements of the people. Journalists can take advantage of such websites to get information. With the advancing technologies and using advanced interactive features, readers can upload news and other relevant information. That has created the concept of citizen journalism. 3D Animation: 3D stands for 3Dimensional animation which creates moving images. With the help of software and hardware or technological tools, such images/visuals are created that can depict a happening lively. 3D Animation makes an image move. News media uses such technology very often while presenting news on an accident, court proceedings or weather updates etc.

Source: Credit to Internet Open Sources Such representation helps the audience or viewers to get the news or information in a highly comprehensive way. When a reporter has no video or picture record of an event or happening but other details, with the use of 3D technology he can present the news in sequential moving visuals. Podcast: Dictionary defines the word podcast as: "A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically." 60

Source: Credit to Internet Open Sources Hence podcast is that new, popular and different media that helps you to listen to your choice of content that has been recorded as episodes or music or news or books etc. One can not only download but also upload its audio files to reach millions of people. It is much more than a radio broadcast in the sense that you can choose or create what you want to listen to. A podcast is a digital audio file available on the websites that can be downloaded to any device such as a computer, portable media players or smartphones or tablets with the help of the internet. With the internet reaching every nook and corner of the world, this interesting technology is going to be a big player in the coming years. We can also call it - an on-demand broadcast. Having a mic, internet and a computer or smartphone anyone can create a podcast. Created podcasts on news, talk shows, movie reviews or on any other topic or simply music are available in various websites. But the podcast is different from streaming video or audio files. One can subscribe to the podcast on the topics which interests him/her. Another point to be noted here is that you have full control over your listening. Once downloaded you don't need the internet and you can listen to it at any point of time unlike streaming audio files. Interactive Videos: Interaction or rather 'instant interaction' with its target audience is the emerging concept in demand at every organization of any kind. With the flourishing advanced technology and the internet, interactive videos are the most in practice, trend, and need. People are more convenient in watching videos to learn and know a thing instead of reading information. Therefore visuals have more importance in the communication world. So in this fast-changing world to keep the viewers' attention to a website, the designers are using lots of interactive videos in their pages. We can see that every newspaper or news 61

websites such as www.timesofindia.com or www.indianexpress.com and others are offering more video stories. Source: Credit to Internet Open Sources Interactive videos are the content available on the digital platform where the viewers can avail the option of direct interaction. Interactivity features are added to the video. The users can interact directly through clicks, touch or voice. The users while watching a video can fill up forms, play games or can participate in live chats. It is a type of video that uses a digital platform to provide rich visual experience. For a clear understanding, operating or trouble-shooting instructions are provided to the user through the interactive videos. One can find lots of interactive videos on the YouTube website. Educational institutes are also using interactive videos for online education programmes. Interactive videos are used to teach lessons to students. Another important feature of interactive video is that users have control over the video. This might be the reason behind the increasing demand for this particular emerging media. It is another way of integrated marketing techniques. Therefore Call to action is another merit of the interactive video. This means that it will ask the users to further act on the video in the form of either providing personal information through forms or to connect through your account or any such type of interaction. Live Streaming: Live streaming refers to transmitting or receiving live video and audio coverage of (an event) over the internet. This is the one feature that has taken news broadcasting or reporting so instant and fast as well as to a different level of availability. Journalists using the internet and media tools broadcast any event or interview or story live. Live streaming links are provided to viewers through websites or messages or are simply broadcasted through television channels. 62

Viewers can watch an event happening in the real moment through computers or smartphones using the internet or watching television channels. Different social media platforms also offer the feature using which one can come live on the site and be viewed by the public or its list of connections. Such features help in transmitting news stories so instant and fast to keep the viewers updated. Content/News Aggregators: A content aggregator or a news aggregator is an individual or an organisation that collects content or news from other sources and provides it to the users on demand. It is a website which collects news stories and headlines from other websites and distributes to the readers. Google is an ideal example of a content aggregator. These websites are focusing on presenting news in a more customised and user-centric way. Source: Credit to Internet Open Sources News items are made or tailored as per the requirements of each individual. Along with websites, apps are also coming up in this segment. Google News, Huffington Post, Daily Hunt are some of the examples of news aggregator apps. News aggregators are providing links through the headlines to know further about the story. News aggregation is not a new concept in the field of journalism. The role of a typical journalist is to select news and to present it to the public. But what we see today in the news aggregation segment is that the increase in usage of visuals, social integration, personalisation of news content. Now the reading experience with the aggregators has been added with viewing and listening as well. 63

3.4.2 Characteristics of Emerging Media To have a clear understanding of emerging media let us have a look at the characteristics of emerging media. Newness: It is the most important characteristic of emerging media. Emerging media belongs to various types of media available in the market. Any new medium or media available in the market to send information to the receiver is known as new media or emerging media. This newness in emerging media provides new communication perspectives. Interactivity: It is the most influencing feature of emerging media. Computers and Smartphones etc. running on the internet power provide its users with the occasions, platforms and opportunities to be interactive. Websites are being designed to place an interactive relationship with their visitors by asking feedback or placing reviews etc. rough interactive video media houses are getting feedback from the users. The interaction may take place through pop-up windows, online prompt queries or online forms. Earlier those who were considered as the end-user of media are now actively creating the message to share among others. Now the media houses don't have the monopoly over news content. Innovative and Evolving: One of the remarkable features of the emerging media is that it is ever innovative and evolving in nature. Technology and innovations are advancing on a daily basis. New ideas and technologies are being launched day-to-day and even started being used promptly with their launch. People using computers and smartphones are equally smart and open to adopting new products, services and new technologies. Realtime and Faster speed of Communication: Emerging media provides a real-time message or content communication facility. Uploaded data or sent messages can instantly be delivered and received on the other side. Such a flash-light fast and smart communication facility makes the process of sending, broadcasting or breaking a piece of news so purposeful. 64

Customization & Personalization Customisation means to offer anything according to the preference of the individuals while personalisation implies to meet the requirement of a person and to give him or her utmost satisfaction. The emerging media players are providing contents keeping the interests, requirements and habits of their customers in mind. The individual desire and preferences are given importance. 3.4.3 Functions of Emerging Media Just like the mainstream media the emerging media also disseminates information, educates the masses and entertains too. Besides them the emerging media enables users to filter, share, choose, generate and store messages as and when they think to do so. Lets us have a look at some other functions: ? Emerging media also disseminates information but in a faster way. The Internet has made the communication process faster. We can access information as and when we require it. We can get the content in our smartphones or laptops or tablets. Video streaming is an example of flexible information. The emerging media outlets are flooded with customised information at a faster speed. Staying connected with users through social media sites makes the process even faster. A news media website shall generate a message and it shall appear on the walls of its signed-up users promptly. ? For the sake of creating or applying news ideas towards generating or distributing news, digital platforms are the most ideal places. New ideas are infused into the communication process. Using the latest animated technologies interactive sites become the user-friendly and content generated. ? The emerging media helps the members of the society to socialise among themselves. Unlike mainstream media, it helps the users to maintain social relationships, to share information, knowledge and ideas. ? Digital media helps to present the news to its viewers in an interactive manner. ? It helps to reach the people living the farthest and at the remotest part on the earth through the internet. 65

3.5 Unit Summary Where does news or information come to a reporter? A reporter with a variety of reliable and good useful contacts becomes a successful and leading journalist. The links should be resourceful to provide accurate, factual, and reliable information. They give a scoop of unique and exclusive tips-off to a reporter. Besides having reliable sources, a journalist should know how to dig out information. They do not wait for stories to reach them; they find them. There are some general sources available for the journalists such as public meetings, monitoring of radio and television programs, press conferences, news briefings, seminars, and other functions. But having contacts in different areas like in the government, public or private sector business, or anywhere helps a journalist to bring out the exclusive and fresh news. A good journalist does not depend solely on the obvious sources of information. Their skills lie in cultivating news sources too. The places, organizations, and departments which are useful for gathering news are called sources of their news. Some of the sources for gathering the news are: Public records; Interviews; and Different Departments We study the sources dividing them into two categories: Primary Sources, Secondary Sources. Being polite and assuring they receive tips-off from numerous sources or spheres like politics, economics etc. Creating sources largely depends on the skill of making relationships with sources. A reporter happens to travel and meet different people. We know, journalism is the most accepted and legalized manner of spreading information. Journalism is how information is collected and distributed through different mediums like pamphlets, newsletters, newspapers, magazines, radio, videos, television, books, blogs, webcasts, podcasts and e-mail etc. Journalism had been related and understood in pretext to printed newspapers but with the advent of radio, television, and the Internet in the 20th century the term has started to be used with all printed as well as electronic communication means. 66

3.6 Key Terms ? Wires: The wires are the news agencies, such as the Press Association and Associated Press, etc. that give news services. ? Podcast: Dictionary defines the word podcast as: "A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically." ? Content aggregator: A content aggregator or a news aggregator is an individual or an organisation that collects content or news from other sources and provides it to the users on demand. ? Crowdsourcing: It means engaging a crowd or group for a common goal is the phenomenon that has been used and practised successfully through the internet. 3.7 Check Your Progress Read all the questions carefully and frame your answers in the required structure: Q:1) Answer the following questions in one or two sentences: a) Where does news or information come to a reporter? b) Write some of the sources used for gathering the news? c) What is tips-off? Q:2) Write true or false: a) An interactive website provides a communicative forum, where visitors write their experiences or reviews. b) The users while watching a video can fill up forms, play games or can participate in live chats. c) Revolutionary internet and its usage have the capacity of cultivating news stories. Q:3) Name the following: a) It is an individual or an organisation that collects content or news from other sources and provides it to the users on demand: _____ b) It means engaging a crowd or group for a common goal: _____ c) It makes an image moving: _____ 67

Q: 4) Answer the following in detail: a) Explain the primary and secondary sources of news. b) Explain the meaning of - the cultivation of sources. c) Explain the characteristics of emerging media. Q:5) Learn how to become a content aggregator using the internet. References: 1. David Randall's The Universal Journalist 2. The News Manual 3. Principles and Practices of Journalism By Carl Hausman 4. THE HANDBOOK OF JOURNALISM STUDIES Edited by Karin Wahl-Jorgensen Thomas Hanitzsch 5. The Handbook of Journalism, Reuters 6. Essentials of Practical Journalism, VirBala 68 Module: II News And Features Format 69

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Unit: 04 News & News Features: I 4.0 Introduction 4.1 Unit Objective 4.2 News Format 4.2.1 Inverted Pyramid 4.2.2 Chronological order 4.2.3 Pyramid of Pyramids 4.2.4 Sand Clock Style 4.3 Feature Style 4.3.1 Nut Graph 4.3.2 Types of Feature 4.4 News Format vs. Feature Format 4.5 Lead Writing 4.5.1 Types of News Lead 4.6 Headline 4.6.1 Headlines Writing Essentials 4.6.2 Rules of Writing Headlines 4.6.3 Types of Headlines 4.7 Unit Summary 4.8 Key Terms 4.9 Check Your Progress 4.0 Introduction This unit shall help you to learn about - 'News format' and different types of structure they are presented in. Besides the news reports or stories, many other articles also appear in newspapers or magazines known as features. Such articles pertaining to human interest feature people, places or situations and are usually known as soft-story. Feature stories format compared to news format, both are different from each other. Feature stories are written adding the tints of creativity and the human interest features are portrayed almost like literary kind. Article elements or components like 'lead writing' and 'headline writing' have also been covered under this unit. The first and the most important paragraph, the beginning of a news story is known as 'lead' and we can call it an intro of a story 71

too. Answering the six basic questions (what, where, when, who, how), it brings a whole story into the knowledge of a reader. A line written using a few words may appear simple but, it involves the precision of accuracy and prudence to create a headline. 4.1 Unit Objective On the completion of this unit, you shall be able to understand the following: ? News Format: Inverted Pyramid, Chronological order, Pyramid of Pyramids, Sand Clock Style ? Feature Style: Nut Graph, types of Feature ? News Format vs. Feature Format ? Lead Writing: Types of News Lead, Headline ? Headlines Writing Essentials, Rules of Writing Headlines, Types of Headlines 4.2 News Format Every news story is written or presented in a format. Usually, it is the inverted pyramid style that a news story is written. In this style, the most significant facts are given at the top and then the other important facts. Besides it, there are some other general styles also like chronological order and pyramid of pyramids. Let's know about them: According to the book "Essentials of Practical Journalism," the writer Vir Bala says that since it is essential to incorporate all details in a report related to a particular event or happening. You shall take care that the draft has been prepared to answer all the 5W and 1H elements What (the nature of the happening) Where (identifying the place) When (the day and, if possible, the time) Who (the persons involved or affected) Why (the causes, the background) How (the sequential record of exact happening) In this context, Rudyard Kipling's rhyme outlines the entire nature of news writing. 72

- I can

100%	MATCHING BLOCK 31/90	W
keep six honest serving-men - They taught me all I knew - Their names are: What and why and when - And How and Where and Who"		

This method of writing - incorporating 5W and 1H can be considered a good formula of news writing. It makes a reader informed with what he usually wants to know about a story or event. 4.2.1 Inverted Pyramid

100%	MATCHING BLOCK 32/90	W
The basic shape of the news story is the inverted pyramid. This		

shape indicates that the most newsworthy key information should come first in the story, the introduction part. Then comes the place for the other crucial information. This part is followed by the other points in order of newsworthiness. Source: Credit to Internet Open Sources This pattern of writing reports is a basic sample that works well for writing simple news stories. The top part

66%	MATCHING BLOCK 33/90	SA PW_Writing for Print.docx (D57115499)
is called the intro, that contains the newest, most unusual, most interesting and most significant		

66%	MATCHING BLOCK 34/90	SA FG for Writing for Print.docx (D57115498)
is called the intro, that contains the newest, most unusual, most interesting and most significant		

part of a story. Then comes the full explanation or main details. The minor details come to be after giving the main details. 4.2.2 Chronological order Chronological way of writing is used when the story has sequences of events instead of a single event. For example, in an event, a minister inaugurated more than one thing, here the story can be given chronologically. But if a group of hooligans creating a nuisance on the road broke a few things like the street light, up-turn vendors carts etc. then here would the chronological 73

way be the right approach? No, the inverted pyramid way can be used here instead of the chronological order. As the reporter must let the reader or audience know the reason and consequences or other details related to the story. Source: Credit to Internet Open Sources 4.2.3

59%	MATCHING BLOCK 35/90	SA PW_Writing for Print.docx (D57115499)
Pyramid of Pyramids When a story has several different parts to be told, it is more useful to tell the story		

59%

MATCHING BLOCK 36/90

SA FG for Writing for Print.docx (D57115498)

Pyramid of Pyramids When a story has several different parts to be told, it is more useful to tell the story

using the way - pyramid of pyramids. Viewing the given diagram you can understand how under this way the summary of the main details is given first and then different parts of the story are conveyed using different mini inverted pyramids. Each mini inverted pyramid carries out each part of the story in the same inverted pyramid way - the main detail of the part first followed by the less important detail.

78%

MATCHING BLOCK 37/90

SA PW_Writing for Print.docx (D57115499)

The sequence of these mini-pyramids also depends upon the newsworthiness of each one.

78%

MATCHING BLOCK 38/90

SA Sports Book Chapters with PP 1.pdf (D110553709)

The sequence of these mini-pyramids also depends upon the newsworthiness of each one.

78%

MATCHING BLOCK 39/90

W

The sequence of these mini-pyramids also depends upon the newsworthiness of each one.

78%

MATCHING BLOCK 40/90

SA FG for Writing for Print.docx (D57115498)

The sequence of these mini-pyramids also depends upon the newsworthiness of each one.

Hence,

100%

MATCHING BLOCK 41/90

SA PW_Writing for Print.docx (D57115499)

the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance

100%

MATCHING BLOCK 42/90

SA Sports Book Chapters with PP 1.pdf (D110553709)

the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance

100%

MATCHING BLOCK 43/90

W

the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance

100%

MATCHING BLOCK 45/90

SA FG for Writing for Print.docx (D57115498)

the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance

to write a complex story. How many mini-pyramids shall be incorporated depends upon the story. Source: Credit to Internet Open Sources 74

4.2.4 Sand Clock Style Sand Clock Style is also known as the hourglass style of news writing format. It is a modified form of the inverted pyramid. It blends the inverted pyramid style with the narrative or descriptive style. In 1983 Roy Peter Clark of the Poynter Institute identified it for the first time. According to this format, the draft begins with writing the most important part of the story first, then a turn is taken to include the chronological narrative. Source: Credit to Internet Open Sources This whole format can be divided into three parts: The Top: the opening of the story including a summary lead followed by three or four paragraphs giving the most important facts. Here the basic news is given in a very concise manner briefing a reader about the whole event. It should be limited to four to six paragraphs. The Turn: This is a significant part of the format that works towards signalling the reader that the narrative (generally the chronological) is ahead. It contains attribution for the narrative like according to police, eyewitnesses to describe an event. The Narrative: This part narrates the whole story mentioning the beginning, middle and end of the story or event in the chronological order. You can give all the relevant details, dialogue, quotations and background information here in this section. This style of format is used most often when the news story has sequential events to be told. It is ideal for covering trials, accidents, crime, disaster news, where dramatic stories can be told in a chronological fashion. It also satisfies 75

editors with the traditional approach of news writing. It makes readers informed with a completed story. 4.3 Feature Style Besides the news reports or stories, many other articles also appear in newspapers or magazines known as features. Such articles pertaining to human interest feature people, places or situations and are usually known as soft-story. Features articles can broadly be classified as news features and timeless features. A news feature is a timely feature based on a recently or currently running news. Generally, it shall not be about any obsolete news. While timeless features carry a human interest angle and do not need to be about something latest or recent. Following given traits shall help you to understand them better: • A feature story is all about non-fiction writing of news. • A feature story or article talks about the significance of a story or event or happening. • A feature story or article is the one where a theme is a lead. • Mainly they carry a human interest angle. • Feature story involves qualitative writing and is based on in-depth reporting. The writer uses his/her eye, ear, sentiments, emotions, feelings and observations to write a feature story. If a writer wants to write on health problems in India, he/she will have to dig more facts from records and relate them to the issue at hand. The writer needs to spend more time with such people who are involved with the topic. • Feature stories are mostly found in language newspapers in India. • They show a keen interest in women, children and alike. • Newspaper features are usually short, within 600-700 words and are less descriptive, while magazine features are long more descriptive and leisurely. • Feature stories always aim at delivering information in an amusing way. • Feature stories also deal with serious issues like national or international politics and society at greater length and depth. 76

A Writer tries to arouse curiosity in the mind of the readers in the introduction part. He tries to develop the story keeping the uniqueness, interest and spirit of the topic till the end of the story. Vir Bala Aggarwal in her book 'Essential of Practical Journalism' states that "Features start with a central theme or central point. The theme is supported by factual data, quotes, ideas, observations and so forth that can be separated into major supporting sections". The overall pattern of the feature is as follows: ? An Opening should be created to create interest in the mind of a reader. It must be able to gain the attention of him. It should also be formed in such a way where along with creating interest and gaining the attention it informs the reader about the theme or main topic of the article. Author Vir Bala opines that "often it is an illustrative anecdote or a descriptive scene to set the stage". ? A general statement leads the reader specifically to what the article is about and is called an orient section or establishing section or nut paragraph. ? Two or more main supporting points for the theme. These are like topics heading for an essay or speech. They comprise the body of the article. ? The ending should be strong. The ending or conclusion can even be created incorporating - a colourful story, a touch of humour, a worthy quotation or a comment. You can even tie the ending with the beginning; like a raised question is answered in the end. Though feature stories offer considerable freedom to the writer, it has a structural pattern. 77

Let's know what is a nut-graph: 4.3.1 Nut Graph Around 50 years ago it was used for the first time by The Wall Street Journal. The term nut graph has been taken as - nut from the word 'nut-shell' and graph from the word paragraph (graph). The word nut has been used as it indicates a meaning there. Like a nut, it contains the 'kernel' or main theme of the story. While the usage of the syllabi 'graph' indicates the paragraph that expresses the main idea of the story or article, shortly after the lead. Hence, a nut graph tells readers about the main point of a news or a feature story in a paragraph/s. Ken Wells, a writer and editor at The Wall Street Journal, described the term nut graph as "a paragraph that says what this whole story is about and why you should read it. It's a flag to the reader, high up in the story: You can decide to proceed or not, but if you read no further, you know what that story's about." A nut-graph explains the lead and elaborates the news value of the story. A nut graph may be expanded in the need of explaining the 'why' or the 'what' of the lead or giving some background and circumstances. It also gives freedom of becoming a bit more creative. Explaining different purposes that the 'nut graph' renders, the US-based Poynter Institute says: i. It justifies the story by telling readers why they should care. ii. It provides a transition from the lead and explains the lead and its connection to the rest of the story. iii. It often tells readers why the story is timely. iv. It often includes supporting material that helps readers see why the story is important. Regarding the hard news where a lead mostly contains the main point of the news, the nut graph may not be needed. But in case of feature or soft stories, nut graph is critical. It is located high in the story, generally by the third to the fifth paragraph. But if the lead is strong enough it can come late. 4.3.2 Types of Feature Features are of the following types: 78

Colour piece: It is the section of a newspaper or magazine that puA colour piece (or colour feature) is a section of a publication (such as a newspaper or magazine) that give all attention to impressions and descriptions of a subject matter. Interview: A conversation between an interviewer and interviewee called an interview is an interesting feature for readers to read. It prompts them to read the whole interview when it is about their favourite personality. An interview is a qualitative piece of article. It reveals the mind and view of the interviewee when taken by a professional interviewer. Source: Credit to Internet Open Sources Profile: It is a newspaper article that looks about the background and character of a particular person (or group). The focus is given on a news angle or a single aspect pertaining to a person's personal or professional life. It brings about a comprehensive picture of the subject. Source: Credit to Internet Open Sources 79 Human Interest: Human interest stories are rated high in newspapers. Such stories deal with victimized people, people with illness, those running with bad times and neglected by the government. The writer takes a human angle to the story. Source: Credit to Internet Open Sources Travel feature: Such features are seen mostly in the weekend supplement of every newspaper. Written by different writers as well as journalists and added photographs makes the article interesting for the readers. Source: Credit to Internet Open Sources Seasonal Features: On different special occasions, festivals, or events newspapers and magazines publish seasonal features. Such feature stories create a mood of festivity, joys and celebrations among the readers. Including relevant pictures, some tips on decorations or cares etc. make the feature highly informative too. 80

Source: Credit to Internet Open Sources Fact box: This feature renders factual and useful information to its inquisitive readers. Featuring historical or latest facts related to different matters 'fact box' help in spreading knowledge. Source: Credit to Internet Open Sources Fly on the wall: Content which is written by the writer on those activities where the writer has no personal involvement. The facts mentioned may not have been directly observed by the writer. Behind the scenes: Features detailing or telling on what happened behind a scene interest the readers. Such articles are often written in reference to a particular event or happening. Undercover/ in disguise: The feature is based on the writer as a key person of the story. 81

Opinion poll: This is a kind of feature through which a report from a research survey or an opinion poll is published. On different occasions like a new law has been passed, time of elections, a critical current affair etc. news agencies or other research agencies conduct opinion polls on people under which they ask them a series of questions to reach their mind and get opinions and prepare a report. Review: This kind of feature articles presents a kind of critical analysis on anything like newly launched film or music video or a sports event or personalities. Source: Credit to Internet Open Sources 4.4 News Format vs. Feature Format Feature stories format compared to news format, both are different from each other. Feature stories are written adding the tints of creativity and the human interest features are portrayed almost like literary kind. Feature stories differ from straight news stories in several ways. 82

- Unlike many news stories, feature stories are not written in an inverted pyramid style. •

97%

MATCHING BLOCK 44/90

W

Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. • Feature

stories also differ from news stories in terms of scope and intention. A news story directly presents facts, whereas a feature can cover any aspect of an event and in a manner as to make it interesting. A news story informs but a feature appeals to the emotions of the readers. • A feature story always has a subjective treatment and is rarely objective. • A feature style leads the audience into the story rather than presenting them with facts in the first line. • It is different from regular news journalism because it allows for more freedom with literary techniques. It may begin with an anecdotal lead; creatively conveying information. • Short-form structures can also be used to make a more colourful, creative layout. • A news article informs us of the basic facts and figures in a brief manner. While a feature article presents a story in a detailed manner. Feature articles are prepared after a good research and going through all the facts. • Where news articles purposely make sure to be justified with the 5Ws and 1H requirement, feature stories are more creative. They justify the story with quotes and pictures and a catchy headline. Let's understand the difference between the news article and feature article in respect to different aspects like timing, content, structure, and length. Timing ? News Article: ? News articles are time-sensitive and of immediate interest. ? Recent happenings or occurrences of events are reported through news articles. For example, election results, an accident, a robbery report, a product launch, a court verdict, a medical report release, a set of basketball game scores. ? Feature Article: ? A Feature article needs not to be time-sensitive. It can be published at any point. 83

Content ? News Article: ? Usually, a news article reports the information standing to 5W and 1H (who, what, where, when, why, and how). Facts and real happenings are given in the straightforward as well as concise manner. ? Feature Article: ? Instead of summarizing the matter, or giving the real facts, only a feature article goes beyond them. It does not believe in dealing with one aspect of the story but deciphering all the aspects in detail. Its less formal style may take an odd twist or heartwarming angle. Structure ? News Article: ? Usually are structured in the inverted pyramid format, the key facts at the beginning of the article followed by the relevant details. This helps a reader to get the real and worth knowing information by the first line or two. ? Feature Articles: ? A feature story determines its format depending upon the subject matter. Length 1. News articles: ? Usually are kept short in length on an average of 100-400 words, however depending upon the type, it can be extended too. ? Such articles are kept short for they can easily and entirely be read. 2. Feature articles: ? These articles are longer in length and can be extended on an average of 1000 - 2000 words. However, depending upon the type and topic, the length may vary. ? Such articles are usually kept extensive for they always carry a subject to be carried out deeply. Following is given an example showing the kind of general news article format while one common format of a feature article has already been given above : 4.5 Lead Writing The first and the most important paragraph, the beginning of a news story is known as 'lead' and we can call it an intro of a story too.

Answering the six basic questions (what, where, when, who, how), it brings a whole story into the 84 knowledge of a reader. According to the writer, Vir Bala in her book "Essentials of Journalism" she suggests that a 'lead' should try to answer all the six questions. For example, we take a lead that says: "A man was killed when he was driving his car that collided with another at Fort Road, Manali, yesterday" The given example of the lead is like answering all the six questions like "What?" - killed (the most important) "How?" - in a car accident followed by "Who?", "Why?", "When?", and "Where?" If the dead man is of some prominence, a public figure, the question "Who?" will be answered first. But here it is to learn that it is in the case of 'hard news' that the 'lead' should be answering all the six questions. However, in the case of soft news where the main objective of lead focuses around seizing the attention of the reader. Hence, a 'lead' should convey the main point of the story briefly and authoritatively that the opening words are lighting upon the main happening of the story. Definition: It is the beginning of a story which may be a sentence, a part or several paragraphs depending on the elements forming the story. It is the intro or the first paragraph of a story. Lead is the one such significant part of a story that plays the main role there. It holds the responsibility of creating interest in the mind of a reader. If it fails to retain the focus of a reader he/she shall not continue to read the article till the end. It tells or signals what has happened in the story. Writer Vir Bala further says, "A lead aims at projecting a definite happening, guides the sub-editor in giving headings, directs the attention to what has to follow and sets an emotional tone for the news item". The importance of 'lead' can be understood by the fact that how much time a reporter spends on drafting the opening paragraph. They write and rewrite it as within the limit of 30 to 50 words meticulously he would give the whole news. A 'lead' is a paragraph that provides scope for a writer to bind or retain the attention of a reader using his witty writing skills. A good 'lead' not only tells the story but also sells the story. Its objective is to catch readers' attention and draw them in. 85

Listing some elements that make a lead good are: ? newsworthy action or result ? appeal to a wide readership ? human interest ? important facts

4.5.1 Types of News Lead

There are several types of leads or intros used in news reports. Listed below are some of the commonly used leads.

- 1. Summary Lead:** This type of lead summarizes the whole story and gives the details also. It feeds the reader with the kernel of a story using a short paragraph. Such leads are known as direct lead which is most commonly used in newspapers. Such a lead:
 - remains to the point and factual.
 - holds the real essence of the story
 - contains few words as possible
 Commonly it is used to report hard news or a developing story. Example: Srinagar, December 25: Four people have been killed and around 70 injured in clashes in Kashmir between security forces and violent mobs who set ablaze five buildings, including three police installations, and some vehicles to protest the killing of Hizbul Mujahideen terrorist Burhan Wani in an encounter.
- ? Multiple-element Lead:** In the case of a news-article, where more than one important happenings are to be reported the lead gives space to all those events. Such leads are called a multiple-element lead. This type of lead tells readers about more than one thing in a simple way. Such leads are commonly used in instances of reporting the most complex, in-depth stories about big and critical issues. Example: New Delhi, July 14: In a major reform of the aviation sector, the government on Wednesday scrapped the 5/20 overseas flying norm for domestic carriers in its new civil aviation policy while capping fares at Rs. 2500 for one-hour flights and imposing a 'small levy' on passengers towards regional connectivity fund. 86
- ? Descriptive Lead:** Such types of leads give descriptions of how an event happened or of places and things. A descriptive lead draws a picture with words of an event or happening to put the reader into the scene. Feature stories commonly use such leads to create a visual impact in the mind of a reader. Example: Jambheshwar, Apr 20: Sixty-kilometers away from the Capital City of Jambheshwar, you will reach a small village of 30 to 40 tribal families in Dhenkanal District, without a motorable road. However, this village has become famous for it being the first open-defecation free village of the district.
- ? Anecdotal Lead:** Such leads start with an anecdote or a short story. It is considered to be a good way of creating a stir in the mind of a reader. It is used to formulate interest to involve the reader with reading. Hence, for an anecdote lead, the writer or reporter should be careful about choosing or creating the story. The story must be interesting, acceptable, illustrating the virtue, justifying to the subject of the article. Such kinds of leads can be used oftentimes for feature stories but rarely for the kinds of hard news. If this approach is used, the deeper significance of the anecdote should be explained within the first few sentences after the lead. Example: After failing to secure a job in Jammu and later India, Riya from Jolangiri district, decided to try her luck abroad. During this time, she met a person named Kumar, who assured her that he will help him in getting a job at Dubai. As demanded by Kumar, Riya gave him Rs. 10000 for passport and visa processing. Now Kumar is untraceable. Riya is not able to contact him even after six months.
- ? Quote Lead:** When someone being a part of a story says a dramatic or significant and notable thing that can be used as a quote. If the quote is given in the lead itself, then it is marked as a quote lead. Since a lead summarizes an entire story in brief hence choosing or using the quote it should be overseen that the quote is justifying the requirement. It should be revealing as well as expressing the main point of the story. 87

Use of a quote lead is also not very frequent but an appropriate quote of a source can be effective in some cases of a news story. Testimony of people or experts is also used as a quote-lead in feature stories. However, 'famous quotes' should be avoided. Example: New Delhi, 04 December: India is set to get a Covid-19 vaccine within weeks, Prime Minister Narendra Modi said on Friday while briefing political leaders on the preparations for "cheap and safe" Made in India vaccines, assuring them that immunisation would start as soon as scientists give a go-ahead.

- ? Immediate Identification lead:** Such types of leads indicate the "who" of the five Ws. When a known or recognised person or organization says something notable that creates news it can be used first straight in the lead. Usually, it is used about prominent entities however sometimes little known people can also be named in the lead where the focus of the news lies in reporting what has happened to that person. Immediate identification can be used in both hard and soft news. Example: New Delhi, May 22: Prime Minister Narendra Modi on Saturday chaired a high-level meeting on the drought and water scarcity situation in parts of Odisha with state Chief Minister Naveen Patnaik.
- ? Delayed Identification:** It is the kind of lead which describes the "who" of the 5W in some manner like title, age, residence or past reputation or title. It does not give the name of the person but identifying features or attributes or a descriptive pronoun. However, the name of the person is given in the later paragraphs. This is used when the subject is of not much name and recognition or the emphasis needs to be given more on the story. Delayed identification leads are used more in soft news or feature stories. Example: Chennai, May 19: A 20-year college student filed an FIR at a local Police station here alleging a Tollywood director of sexually exploiting and intimidating her after promising to get her acting roles in movies.
- ? Punch lead:** When a lead is having a blunt, fiery or explosive statement to summarize the most newsworthy feature to create an impact, such leads are called the 88

punch lead. In such leads to draw the attention - the exciting or intense provoking line is given. The line or words should be the mind a brief, to the point line and main Such type of leads is used when a news or feature story needs to convey hard-hitting information. Example: ? Cyclone is back'. Or ? ""The nation is stunned" ? Contrast Lead: Such type of leads describe the contrast between two opposites or extremes for emphasis. The sharper the contrast the effective the lead is. It uses two different thoughts to make a strong statement. This type of

81%	MATCHING BLOCK 46/90	SA Journalism_drafft.doc (D64935511)
lead is used to drive home the point about a particular event, person, place or happening.		

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lead is used to drive home the point about a particular event, person, place or happening.		

It can be used in both hard news and soft news stories. Example: Bhubaneswar May 22: Two years back Dutee was banned from sports and was dropped from the Commonwealth Games for gender issues. After court fight and hard work, now she has qualified to represent India in the 100-meter race in Olympics 2016. This is indeed remarkable. Choosing the right kind of leadership helps in setting the tone and mood for the rest of the story, so choose carefully. The selection of the kind of lead always depends upon the type of news reports and information available. 4.6 **Headline** "Good headlines are written in the vigorous, conversational, idiomatic language. Good headlines should be capable of being read aloud which the mind does subconsciously." -Arthur Christiansen According to Allan Holcomb, copy desk chief of the New York Herald Tribune, writes "A newspaper may be judged pretty accurately by its headlines". A line written using a few words may appear simple but, it involves the precision of accuracy and prudence to create a headline. Even the most competent writers find it difficult. Newspapers and editors exert influence through it. In this day and age, most of the people read headlines only. People notice a news article worth reading based on its headline. Reporters pass or forward news in a raw sense further. It is the sub-editor who brings it in the proper shape of a news story with a headline. 89

Defining the term "headline" we can say any line or a collection of words preceding an article or story summarizing or introducing it can be called a headline. **Headline characteristics:**

- It should be simple and informal.
- It should be creating an impact on the readers.
- It should be cultivating interest in the mind of readers.
- It should be fitting the space available to it.
- It should be written in the present tense to show the sense of immediacy.

Today living in the fast-moving life, a modern reader, who lacks time to sit and read a newspaper or news, reads a news-paper by reading headlines only. In the name of reading a newspaper, they glance over its headlines. Headlines are created or written in such a way to render information to a reader. The importance of headlines can be assimilated on knowing how many significant functions they perform. Let's discuss some of them:

- ? **Grabbing Attention:** An appropriate, simple or sharp headline creates interest in the mind of a reader. Always in bold and large fonts and written with articulation expertise become persuasive for a reader to read.
- ? **Renders information:** A headline hints or suggests the real happening using few words so meticulously. It helps a reader to know the incident at a glance.
- ? **Attraction:** The headline adds the feature of appeal. For a reader, it attracts him/her towards reading it. For the newspaper and news sites, it brings up appealing visual aspects.
- ? **Identify:** A consistent use of familiar headline using the same kind of fonts, colours, and size brings identification for a particular type of news.
- ? **Convey significance:** A headline conveys the relevant point of the news. An expert and experienced editor can express the real meaning of an editorial or article through a headline.
- ? **Convey seriousness:** To bring out the seriousness of a matter or any news a headline can be used as an ideal tool. This purpose is usually achieved by choosing headline styles. Using Italics or other printing 90

accessories like boxes, star dashes etc. hints that a story carries some primer value. ? Selling Newspaper: A newspaper's headline works phenomenally in selling a newspaper. In the case of a newspaper, lying in a newsstand drives a person to buy it by its interesting and catchy front headlines. 4.6.1 Headlines Writing Essentials Writing the headline a significant and vital element of news writing requires skills. Using a few words and language symbols it conveys the whole meaning of an article whether feature or news format. It should be readable and can be understood easily. There are a few skills required to create headlines. Learning them can help you to write the headlines effectively serving the purpose. Read and learn the following given points that explain the skills. ? Careful and correct perception of the story: Before writing the headline the editor shall have to read and understand the story or news report with no mistake in understanding or perceiving it. In the case of a developing storey, he may have to be aware of the previous developments. Reading the storey he shall scribble key points, sentences, words, phrases or ideas which are describing the storey. This practice can help him to create the headline. ? Sense of Appropriateness: A headline should be of the quality of being suitable or right. It should be in reference and relevance of the article. Using funny or quirky words cannot make it an effective headline. Similarly, using words that can affect religious or cast and creed sentiments cannot be used in writing the headline. ? Vocabulary: Writing a headline involves having a good knowledge of strong and broad meaning words as well as using them. An editor or writer should pay attention to using the connotation and denotation of words. The connotation is the feeling a word invokes and denotation refers to the meaning a word says. Hence writing a headline the words used should be rendering the exact meaning. Any word conceited or double meaning can merely create ambiguity in the mind of a reader. ? Sentence Structure: Headlines are written in sentences. A sentence can be written using different structures. A sentence structure means how the words

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 - the nouns, verbs, pronouns are arranged grammatically. Writing the headline a sub-editor or writer cares about keeping the headline structure flexible ? Avoid Ambiguity: Sometimes what is meaningful and clear to a writer may not be to others. Hence after writing a headline it needs to be reviewed later by others too. 4.6.2 Rules of Writing Headlines There are certain general rules established traditionally concerning writing headlines. They are like: As we know the top of the story is kept reserved for the most important details. The headline is usually based on the lead. However, there are times when a headline is taken from the other section too. 1. Build the headline around a strong verb: A verb is a key on the entire head. A writer may be choosing words that have strong and broad meaning but in writing a headline using an active meaningful verb is like creating a strong impact in the mind of the reader. Using the verb straightway lets the reader know about the happening. A weak verb brings out a weak headline. There should be no usage of adjectives. The verbs like 'to be' (is, are) and especially the past tense (were and had been) should be avoided as they create passive voice meaning. 2. Use Present & Future Tense: Writing a headline we use present tense to describe what has happened. It takes the reader to the event. It helps a reader to get the real happening of the news. 3. Use Active Voice: Write headlines as someone is saying something like PM says...., it should not be this...had been said by the PM. Court jails the burglar for 10 years. (active voice) A burglar has been jailed by the court (passive voice). Using active voice brings the impact of the happening up. 4. No abbreviations: Though headlines are written with limited words and adjusting the space the use of abbreviations is not acceptable. 5. Use Subject: If the subject is known then it should be used here in the headline. Using "he" or "she" are the weakest forms of the subject to be used, it should be avoided. 92
 6. Give Single Thought: A headline should be giving a single thought using simple expressions. One headline conveys one idea. Incorporating two ideas involves great skills. Moreover, it makes the structure and meaning confusing and difficult to understand. 7. Use of quotation marks: Quotation marks are seen to be used when slang or portion of a direct speech appears in a headline. Most newspapers use only single quotation marks like – Holden 'does guarantee jobs'. It is for saving the space and avoiding excessive use of symbols. Quotation marks are also used to use a word in a special way to indicate a meaning like Vohra 'adjourns' Jind meeting. 8. Use of periods: Periods are not used in headlines. They can be used with abbreviations. To break a sentence instead of a period a semicolon can be used. 9. Use of comma: Writing a headline comma is substituted with the conjunction 'and'. It also separates the independent clause from a dependent one. Example: Prabhajeet defends Government, says it's on track. 10. Apostrophe: We know it is used to show the possessive case. It is also used to show that some letter or letters of a word are left out as a contraction tool in writing headlines. For example, It's a witch-hunt: Kojo Annan. 11. Hyphen: Writing a headline and a hyphen is used as a linking tool. To establish a connection between two words. For example, Off-duty police officers shot... 12. Question Mark: A question mark can be used in a headline in some special cases. For example, Bombay blast, a message for the Government? 13. The Colon: A colon is used to separate two clauses when the later intends to explain the first. Here in Headline writing, 'colon' is used especially for it saves space by shifting part of the sentence around into an introductory term. For example, Astronauts Land On Plain: Collect Rocks, Plant Flags 14. No additional fact – be specific: Giving additional facts to fill out space is called padding. This should not be used in writing headlines. Unnecessary words or facts may fill the space but not give the correct headline. Hence 93

giving facts is required to maintain as much as possible. Giving the abstract material also creates padding. Instead of giving a number of names figures are better to be used for it makes it easier to read headlines. 15. Use popular or familiar names: When a story is about a person who is reasonably a well-known person, its name can be used in a headline. The Names of the individuals who are not popular to the people must be avoided to use. 16. Avoid repetition: A word cannot be used twice or more than one time in a headline. 17. Avoid Splits: Writing the headlines one must avoid splitting the prepositional phrases and verbs. A prepositional phrase is a group of words having a preposition and its object. Splitting it can bring ambiguity. A right example, in that case, is like: Dear Abby: Creepy boy follows around eighth-grade girls 4.6.3

Types of Headlines We know, a headline is the most significant element of a news or feature that helps a reader to know at one glance what the story is about. Besides that, it plays other important roles also and knowing the following given few of the types of headlines you can understand how a headline reflects a purpose also hidden behind its type and use.

? Kickers: These are small headlines designed using two to four words. They take half of the size of the main head. It is used to provide contrast, introduce white space above the story and give the reader a quick, clever take on the story. Example: Source: credit to Internet ? Hammers: These are also called the reverse kicker. These types of headlines are larger and above the main headline. Hammers are the bold headlines displayed with bold fonts. The bold style of the headline signifies how important the news is. These headlines are used to bring the news straight to 94 the notice of a reader. Hammers introduce white space and provide contrast. They sum up a story in a 'word or a phrase'. Example: Source: Credit to Internet Open Sources • Readouts: These are also called drop heads or decks. Such headlines are smaller than the main headline. Readout headlines may have one or more lines to provide a secondary element or theme elaborating on the main head or summarizing the news story. The separate headline must fit the column width. Such headlines bring a contrasting type display as - the top line would be in bolder fonts and the underwritten one in a lighter face or italics. The visual transition takes a reader from the main headline to a line of body type. Example: Source: credit to Internet ? Jump Headlines: A jump headline would have one or two or three words. It directs a reader to the story article located somewhere on an inside page. Using the keywords from the story-headline or article it introduces or makes reference to the story. Example: ? Sidebar Headlines: Sidebars are related stories that run with the main story and take a separate headline order. Sometimes sidebars are set in a box, so 95 the headline is on an odd measure. Sidebar headlines usually are set in a typeface that contrasts with the main head, through size, weight, or typeface. Example: Source: credit to Internet ? Tripod Heads: Such headlines are a variation of the hammer and main headline combination. Tripod means a piece of equipment with three legs. A tripod headline signifies it stands on three elements: the main headline, a hammer and special treatment given to a keyword or phrase of the hammer. Example: Source: credit to Internet 4.7 Unit Summary Every news story is written or presented in a format. Usually, it is the inverted pyramid style that a news story is written. In this style, the most significant facts are given at the top and then the other important facts. Besides it, there are some other general styles also like chronological order and pyramid of pyramids. Besides the news reports or stories, many other articles also appear in newspapers or magazines known as features. Such articles pertaining to human interest feature people, places or situations and are usually known as soft-story. Features articles can broadly be classified as news features and timeless features. A news feature is a timely feature based on a recently or currently running news. 96

The first and the most important paragraph, the beginning of a news story is known as 'lead' and we can call it an intro of a story too. Answering the six basic questions (what, where, when, who, how), it brings a whole story into the knowledge of a reader. According to the writer, Vir Bala in her book "Essentials of Journalism" she suggests that a 'lead' should try to answer all the six questions. "Good headlines are written in the vigorous, conversational, idiomatic language. Good headlines should be capable of being read aloud which the mind does subconsciously." -Arthur Christiansen 4.8 Key Terms ? Inverted Pyramid:

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The basic shape of the news story is the inverted pyramid. This

shape indicates that the most newsworthy key information should come first in the story, the introduction part. ? Sand Clock Style: It is also known as the hourglass style of news writing format. It is a modified form of the inverted pyramid. ? Chronological order: It is a way of writing used when the story has sequences of events instead of a single event. 4.9 Check Your Progress Read all the questions carefully and frame your answers in the required structure: Q:1) Answer the following questions in one or two sentences: a) What is feature news? b) What is nut-graph? c) What is a quote lead? d) What is a tripod head? e) Write about anyone kind of news structure? Q:2) Which of the following is a true or false statement? a) A feature story is all about non-fiction writing of news. b) A quote lead is a very frequent and an appropriate type used in writing leads. c) 5W and 1H can be considered a good formula for news writing. d) Sidebars are related stories that run with the main story and take a separate headline order. 97

e) Writing the headlines one must avoid splitting the prepositional phrases and verbs. Q:3) Complete the following given incomplete sentences: a) It is also known as the hourglass style of news writing format, it is called _____. b) Chronological way of writing is used when the story has _____. c) A _____ is the one where a theme is a lead. d) This kind of feature article presents a kind of critical analysis, it is called a _____. e) These are small headlines designed using two to four words, these are called _____. Q:4) Answer the following questions giving the explanations: a) What is lead writing? b) What is the difference between the news format and feature format? c) What are the different types of feature news? d) Write about any three types of news lead. e) A headline reflects a purpose also hidden behind its type and use. Justifying the given statement, do write about the different types of headlines. Q:5) Write a travel feature article on any of your favourite travelling destinations. References: 1. Reporting For The Media By Fred Fedler John R. Bender Lucinda Davenport Michael W. Drager 2. Introduction To Journalism & Mass Communication By Finlay Webb 3. David Randall's The Universal Journalist 4. The News Manual 5. Essentials of Practical Journalism, VirBala 6. Principles and Practices of Journalism By Carl Hausman 7. THE HANDBOOK OF JOURNALISM STUDIES Edited by Karin Wahl-Jorgensen Thomas Hanitzsch 8. The Handbook of Journalism, Reuters 98

Module: II News & Features Format 99

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Unit: 05 News & News Features II 5.0 Introduction 5.1 Unit Objective 5.2 Editorials 5.2.1 Types of Editorials 5.2.2 Structure of an Editorial 5.3 Letters To the Editors 5.4 Middle 5.5 Column 5.6 Reviews 5.6.1 Book Reviews 5.6.2 Music Review 5.6.3 Film Review 5.7 Interviews 5.8 Unit Summary 5.9 Key Terms 5.10 Check Your Progress 5.0 Introduction This unit has been designed covering topics like editorial, column, interviews, reviews, interview articles, and letters to editors etc. Editorials, articles, columns and reviews are the elements that make a newspaper or a periodical complete. Such pieces are opinion articles. These kinds of writings convey a kind of meaningful material to read for the interest and knowledge of readers. Editorials, columns, reviews are different from the news stories given by the reporters. However, they are different from each other too in many ways. Let's study them reading under the following given heads. Here it needs to be mentioned that the 'feature articles' that is also a kind of opinion article, it has already been covered under the previous unit. 5.1 Unit Objective On the completion of this unit, you shall be able to understand the following: • Editorials, their kinds and structure 101

• Letters To the Editors, Middle, Column, Reviews and Interviews 5.2 Editorials Editorials are credited as the heart of a newspaper. According to the writer Vir Bala, proposing over the importance of the editorial says, "it expresses the paper's conscience, courage and convictions. In reality, it becomes the conscience, courage and convictions of the editor." An editorial usually begins with an introduction and develops further into different paragraphs. Editorials are usually written by senior journalists who have experienced and established themselves to have opinions and can express it through their writings. A newspaper or a magazine may rope in lawyers or specialists also to write articles. A specialist from different arenas like economics, education, literature, law, science, media international or global affairs and divisions like West Asia, Africa, Central Europe. Needless to say, writing an editorial requires a good knowledge about the happenings. Editorials can also be written by a team of assistant editors. An editor maintains a band of writers known as editorial writers, leader writers, assistant writers for writing editorials. An editor using its perspective ascertains the type of editorial. Hence, an editor's strategy, system, and approaches decide the type of editorial a paper or magazine or any news media shall have. Editorials are a combination of facts and opinions. They carry the essence or soul of an opinion. They interpret what is happening to make it clear to the readers. An editorial presents facts to justify the opinion it intends to communicate. M.Lyle Spencer in his book Editorial Writing defining the term says, "An editorial is an expression of fact and opinion in concise, logical, pleasing order for the sake of entertaining, of influencing opinion, or of interpreting significant news in such a way that its importance to the average reader will be clear". Defining the term editorial, we can say an editorial is a critical interpretation of some important and current events to inform, influence or entertain the readers. Editorials can

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also be defined as – "journalistic essay" that attempts to inform or explain or convince to stimulate insight

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also be defined as – “journalistic essay” that attempts to inform or explain or convince to stimulate insight

into the mind of a reader. Featuring an editorial page, we can say generally newspapers do not publish any advertisements on the page. An editorial has the sole objective of informing the 102 readers. Written after great analyses of an issue or events it takes a stand and offers a point of view. It informs its readers on the related developments and consequences. Hence, the editorial writing involves great efforts. A usual newspaper reader shall be reading an editorial too is not certain. But certain readers do find reading editorials interesting and read them habitually. Hence, there is a small but selective section of readers who belong to editorial reading. Qualities of The Editorial: ? An editorial should be written keeping in mind the interest and time of the readers. It should be careful about incorporating the facts after the recheck and persuasively and logically. ? An editorial with an obsolete or backdated cannot create interest in the mind of a reader. It certainly cannot help in appealing or creating impact in the mind of a reader. Try to appeal to the readers’ most current interests. ? The length of an editorial is also a quality aspect. Ideally, it should be kept brief. It should be like taking not much time to read but serving the purpose completely. It should be in a concise and specific form avoiding repetition of points or sentences. ? An editorial should be convincing and written so articulately. 5.2.1 Types of Editorial We can classify an editorial in different ways. The kind of editorials depending upon the purpose of an editorial is informative, argumentative or entertaining based on its objective of opinion. An editorial can be classified as a descriptive, narrative or expository based on its form of composition. An editorial can be identified based on the appeal it is making to the readers, whether emotional or intellectual. An editorial may be distinguished as a

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political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads.

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political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads.

Categorizing the editorials depending upon the purpose and objective we can broadly group them as:

- Editorials to Influence Opinion or Action: This is the most important type of editorial. It focuses on getting the reader to adopt a particular 103 stance and most often ends with appealing for action. An argumentative editorial focuses on bringing different logical and relevant points to the knowledge of a reader. It helps in clearing any kind of vagueness or ambiguity and also offers its comments or opinions. It is believed that an editorial writer carries the armoury where logic, techniques of propaganda, blowing one trumpet, refuting the opponents view and playing on the emotions of the people are his weapons. Source: Times of India
- Editorials To Give Interpretation and Explanation: An interpretative and explanatory editorial helps in expanding the dimension of a news report. Such articles should be written keeping in mind different factors like today’s readers lack time of reading, and the reader has a critical mind too that creates opinions.
- Editorials To Give Important Information: Such editorials are designed to give readers additional information about some important issue. An informative kind of editorial as the name suggests shall be like informing the reader with all the relevant and useful information. It may also involve informing the reader with the past or history related to a happening or event.
- Editorials To Recognize the Existence of a Wrong: An editorial can be used to bring something into the notice of a reader. Something that is 104

wrong, inaccurate but people are not aware of. Such type of editorials is exposing the wrong. They may choose to be proposing the solutions too. • Editorials To Aid a Worthy Cause: Such editorials help in supporting a cause. They may help in making a drive successful. For example, clean-up drive, pollution controlling awareness or some other similar causes get a boost through such editorials. They help in recognizing the causes and implementing the right measures. They can make people aware of the importance of certain conditions. • Editorials To Praise a Worthy Individual or Group: This type of editorial creates opinions towards recognizing an unusual worthy contribution of some people or organizations or acts. • Editorials to Amuse or Entertain: Not all editorials are written in a serious tone. The entertaining or amusing editorials bring an angle of humour to the opinion to put forward. Such editorials are found to be very effective in appealing to the reader. Source: internet Open Sources 105

Hence different types of editorials are the different approaches an editorial writer uses to convince or reach to the mind of its reader. 5.2.2 Structure of an Editorial Generally, the structure of an editorial is kept like: ? THE BEGINNING (INTRO): It should be fulfilling two functions: announce the subject matter and capture the reader's interest. Some of the most popular types of editorial openings: > A direct lead statement: This kind of lead directly states what subject matter is and also presents the attitude to it. Such kinds of introduction seek to influence action or wave opinion. > A startling or striking statement: Such a lead begins with a striking sentence provoking the reader's attention or appeals to his interest. "Is your child dumb?". Such a lead sentence would probably attract many parents to read further about weaknesses in schools in the city. > "Murder, robbery, adultery, homosexuality - take your pick," might be an effective opening for an editorial criticizing current trends in movies. > A question: A questioning lead arrests a reader's attention effectively. "What does Red China really want from the United States?" and "Just how much does shoplifting cost your family in a year?" are examples of questions that would probably cause the reader to continue reading. > A narrative: Such a lead would be like: "Yesterday a 36-year-old, crippled man was robbed and beaten on the outskirts of Gurgaon.". A lead starting with a brief narrative serves the main point for an editorial in an urging way. > A quotation: A lead may start with a quotation also. Using effective and short quotation that is generally well known to the readers is an efficient way to begin an editorial that has a strong point to convey. Where the motive is to convince and create an opinion. "To be or not to be, that is the question. But at least Hamlet had a choice to make; many of our local citizens do not!" > THE BODY: After the introduction, covering the major part of an editorial comes 'the body'. This part gives the scope and space to the writer to 106

present his subject in an elaborative, informative, analytical, critical and opinion created way. > THE CONCLUSION: An editorial shall end with a brief paragraph. this shall precisely state what the action a reader should take after reaching it. It is the place where the writer makes a final appeal or urge for action. Concluding paragraph is usually kept small in size but is used to create the final impact. It summarizes the editorial using few words. 5.3 Letters To The Editors A letter to an editor is a small communication usually made by a reader through an e-mail or a postal letter. Such letters or communication is placed when a reader has something to convey to an editor. He may be appreciating some news, criticising over a happening system or news. Such letters are not articles but short and brief reviews offering suggestions and insight too. Source: Credit to Internet Open Sources 107

Such letters are published and are given space usually in the opinion columns. All the numerous emails and letters an editor receives daily, he cannot share or publish all of them. Hence, he selects emails communicating different points to publish. Where he has received letters pertain to a critical current affair his honest carefulness towards selecting the mails is required. If an editor sees there is any such content in any of the letters that may have legal complications, he would be careful in selecting such emails or letters. After all, he is answerable for anything that is published in a paper. The editorial is a journalistic essay; its title informs the reader about the subject of the editorial and provokes interest. 5.4 Middle A small write-up usually appears at the centre place on the editorial page down under the main editorial article is the "middle". Being given the middle space on the page it is named as "middle". Middle articles are usually made humorous, entertaining, witty and crisp written pieces. Such an article may be written feeling or inspiring nostalgia. A middle article may be attacking a person or a silly idea using humour or sarcasm. It could be sketching a personality. These articles may be created to expose and ridicule certain people or governmental programmes. The middle article topics are akin to feature writing. Hence, the 'middle articles' are given the same writing approach adopted in writing feature articles. There are no specific rules to follow, statistics or documentation or scholarly treatment is avoided, while a sober or analytical or interpretative method of writing is used. Using small sentences the language is kept simple but effective. The main point or points are given the thrust, no importance is given to the extra researched knowledge or information. Just like feature articles the success of a middle article also lies in how successful it is in keeping binding a reader throughout an article. 5.5 Column Some established writers, journalists or specialists give regular columns in newspapers or magazines or virtual media platforms. Their columns may appear daily or periodically or on some fixed days. For example "Sunday Sentiments" by Karan Thapar. Such articles present the perspective of the writer on a situation, 108

policy or happening. They may be of different kinds like an advice column, book review, community correspondent, fashion, food, gossip, music, sports etc creating opinions or criticizing or interpreting the events happenings or views or policies. Source: Credit to Internet Open Sources 5.6 Reviews In the realm of every day's new launching of music albums, songs, films, books, television shows, art pieces and artists, the review articles are created and published helping the readers to know about them, to get related information etc. Let's know about some of the important and common kinds of 'review articles' reading further. 5.6.1 Book review A book review article helps the readers to know about the books recently launched or any book getting famous or acclaimed. Through book review columns publishers also get opportunities of making their publication popular or known. 109

A book reviewer needs to be fair in writing a book review as any comment of him like completely criticising or acclaiming a book can make the efforts of a writer either go waste or acclaimed highly accordingly. It can make or break a career. Hence, he should be careful about writing a review. He needs to read and understand the book first. Usually, a person having good literary knowledge, education and experience with writing or reading are preferred to write book reviews. He/she shall rate the book and its author on different parameters of literary skills and genre. A good book review always inspires a reader to get a copy and read the book. A book review article provides five standard details almost always: Name of the author with the last name first (year of publication), Title, Place of Publication; publisher (no. Of pages, price of hardback/paperback, ISBN No.). Source: Credit to Internet Open Sources 5.6.2 Music Review A music review is an article informing the readers on a recently launched music album or song or singer. Such articles give a critical opinion of criticizing or acclaiming a song or a musical album or artist. They are published in newspapers, magazines, or on the internet. A music critic needs not to be a composer or singer. A music reviewer shall categorize the music on the 110 parameters of classical, contemporary or rock etc. He/she shall introduce the subject to the readers in a well comprehensive way. Source: Times of India 5.6.3 Film review A film review article is written analysing and evaluating a movie or movies, released recently. Film review articles are published on newspapers, magazines, broadcast media and online publications. A film critic shall watch a movie and formulate their opinion to be published. Critics find genres like horror, comedy, or romance etc. and notify. The plot of a movie occupies most of the part of such a review article. A movie review article points out the odd as well as regular features. It creates influence that a reader may decide to watch a film or not. A movie review impacts a film's box-office performance, a review acclaiming and rating a movie good certainly leads to earning it great box-office response. As a good review earns financial benefits to a movie, studios often try to woo film critics. But, since the journalistic ethics demand honesty and courage, a movie reviewer or critic should form a genuine opinion. 111

Source: Credit to Internet Open Sources 5.7 Interviews For a feature article, journalists interview people who come from different fields like politics, entertainment, sports and science, etc. and also for varied other reasons. Besides being a news source an interview helps a reporter or journalist to drive different things like real facts and details, relationship knowledge, new information, opinions, quotations, etc. How successfully a reporter or journalist has been successful in obtaining the information depends upon how well he/has prepared for the interview. Journalists interviewing for writing a feature story may add other details also like the environment or location where the interview took place, how the interviewee was looking - its attire, manners and reactions on facing questions etc. For a journalist, the process of the interview begins with determining the purpose. he/she shall ask, "why am I conducting this interview?" or "what information I am seeking?" As said the purpose of interviewing can be varied but, most often a journalist seeks information for its story. On determining the purpose of the interview, they decide who they should interview. Sometimes the subject could be obvious but other times when the subject is a personality then his friends or co-workers may need to be interviewed too. 112

Who they should interview also depends on different factors like deadline pressure, the expertise of the sources, the degree of controversy raised by a topic and the complexity of a topic. A journalist needs to do its research before he/she interviews the main source or subject. Such a preparation brings about different benefits to an interviewer, like: ? He/she shall not need to waste time in handling controversial or issues- based questions; ? It helps in asking productive, and interesting questions. ? It saves from falling into any kind of embarrassing situation as he shall not be an ignorant but resourceful interviewer. ? It helps in asking the questions and the interviewer shall not lack about asking the follow-up quick questions. ? It helps in spotting the evasions an interviewee makes. ? The interviewer can obtain the complete information he seeks in a single meeting. ? It helps to influence or build faith and reputation in the eyes of an interviewee. On the other hand, where the interviewer failed to prepare for an interview it can make the experience of the interview a complex and embarrassing for him. Even the interview story shall not come as effective but weak failing to justify its purpose. When interviewing a person, the interviewer should arrive early for their appointments and keep the interview within the agreed-upon time. They should also ask when the source might be available to answer follow-up questions. Writing an interview article or story a journalist usually chooses question-and- answer format. However, sometimes as such a format takes too much space and may appear long and dull the interview can take a paragraph format also. The interview shall begin with a summary lead presenting the central point of the story followed by paragraphs presenting the highlights. The leads can be of other kinds too like anecdote or description. Such leads give a creative start to the story. They help in describing or introducing the central point or subject or the interviewee in a better way. The following paragraphs present information 113

organized under topic, and facts and quotations in the order of their importance, not in the order they have been received. Background information is not given much heed and if incorporated then shall be placed under the later paragraphs. There are certain things to pay heed to while formulating an interview like an interviewer may have been provided with extreme information but he/she must focus on including only the relevant and useful information fulfilling the purpose. There should not be an overuse of quotations. They should be used only when something needs to be emphasized upon. Quotations that show strong emotions or a point are particularly effective to be used. Source: Credit to Internet Open Sources 5.8 Unit Summary Editorials are credited as the heart of a newspaper. Editorials are usually written by senior journalists who have experienced and established themselves to have opinions and can express it through their writings. An editorial can be identified based on the appeal it is making to the readers, whether emotional or intellectual. An editorial may be distinguished as a

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political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads. 114		
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political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads. 114		

A letter to an editor is a small communication usually made by a reader through an e-mail or a postal letter. Such letters or communication is placed when a reader has something to convey to an editor. A small write-up usually appears at the centre place on the editorial page down under the main editorial article is the "middle". Being given the middle space on the page it is named as "middle". Some established writers, journalists or specialists give regular columns in newspapers or magazines or virtual media platforms. Their columns may appear daily or periodically or on some fixed days. In the realm of every day's new launching of music albums, songs, films, books, television shows, art pieces and artists, the review articles are created and published helping the readers to know about them, to get related information etc. For a feature article, journalists interview people who come from different fields like politics, entertainment, sports and science, etc. for varied reasons. Besides being a news source an interview helps a reporter or journalist to drive different things like real facts and details, relationship knowledge, new information, opinions, quotations, etc/

5.9 Key Terms Middle: A small write-up usually appears at the centre place on the editorial page down under the main editorial article is the "middle". Being given the middle space on the page it is named as "middle".

5.10 Check Your Progress Read all the questions carefully and frame your answers in the required structure:

Q:1) Answer the following questions in one or two sentences:
a) Write any two qualities, an editorial should have. b) Write about any two types of editorial. c) Why do people write letters to editors? d) Write about any kind of review? e) Who can a journalist interview for a feature article? 115

Q:2) Which of the following is a true or false statement? a) A newspaper or a magazine may rope in lawyers or specialists also to write articles. b) A questioning lead arrests a reader's attention effectively. c) An editorial shall end with a wordy paragraph. d) The plot of a movie occupies most of the part of such a review article. e) Through book review columns publishers also get opportunities of making their publication popular or known. Q:3) Complete the following given incomplete sentences: a) For a journalist, the process of the interview begins _____. b) A book review article provides five standard details almost always:_____. c) A small write-up usually appears at the centre place on the editorial page down under the main editorial article is the "_____". d) A music review is an article informing the readers on _____. e) Editorials to give important information are designed to _____. Q:4) Answer the following questions giving the explanations: a) Editorials are credited as the heart of a newspaper. How would you justify it? b) Explain the structure of an editorial article? c) What are all the types of editorials? d) Where does the 'letters to the editors' column appear and why? e) A journalist needs to do its research before he/she interviews the main source or subject. How does it help an interviewer or journalist? Q:5) Search through the net or a newspaper to read to learn the structure, style and place of a book review. References: 1. Reporting For The Media By Fred Fedler John R. Bender Lucinda Davenport Michael W. Drager 2. Introduction To Journalism & Mass Communication By Finlay Webb 3. Essentials of Practical Journalism, VirBala 116 4. David Randall's The Universal Journalist 5. The News Manual 6. Principles and Practices of Journalism By Carl Hausman 7. THE HANDBOOK OF JOURNALISM STUDIES Edited by Karin Wahl-Jorgensen Thomas Hanitzsch 8. The Handbook of Journalism, Reuters 117

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Module: III Organisational Structure and Regulating Bodies 119

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Unit: 06 Organisational Structure 6.0 Introduction 6.1 Unit Objective 6.2 Organizational Structure 6.2.1 News Production Hierarchy 6.3 The Editorial 6.3.1 Editorial Structure Of Different News Organizations 6.4 Advertising Department 6.5 Marketing Department 6.6 Circulation Department 6.7 Account and Finance Department 6.8 Case Study of A News Organization 6.9 Unit Summary 6.10 Key Terms 6.11 Check Your Progress 6.0 Introduction As the news media industry is a business organization and for ensuring efficient and effective functioning, earning profit and creating a good name it needs to work properly. Keeping it in view a news media company structure its organization so that all the important functions could be performed efficiently. 6.1 Unit Objective On the completion of this unit, you shall be able to understand the following: ? Organizational Structure, News Production Hierarchy ? The Editorial, Editorial Structure Of News Organizations ? Advertising Department, Marketing Department, Circulation Department, Account and Finance Department ? Case Study of A News Organization 6.2 Organizational Structure As the news media industry is a business organization and for ensuring efficient and effective functioning, earning profit and creating a reputation, it needs to 121

work properly. Keeping it in view, a news media company structures its organization so that all the important functions could be performed efficiently. A news media organization works through various of its departments based on an established organizational structure. The departments help it to attain its objectives of collecting information, print it, serve to the general public as well as survive its existence. The staff of such an organization is divided into different departments usually known as editorial, production, circulation and advertising. For electronic media like TV or Radio, the circulation department is known as the 'distribution department'. However, the number and names of departments may vary from organization to organization depending upon its size or and country. A news media organization may have some other departments like Marketing, Accounting, Administrative, Store and others. Reading further, you can know more about some of the generally known departments.

6.2.1 News Production Hierarchy

A 'news media organization' is a big establishment that stands and works on the consolidated structure composed of different departments. Though, all the departments and their sub-departments are interdependent but are kept charged with responsibilities to be handled independently. Their coordination ensures the smooth achievement of the main objective - production of news. New media organizations, unlike the other business organizations, work on such a structure supporting it to handle all the inherent chaos and business. A structure that helps a production house to maintain speed and urgency of the nature of work where time matters the most. The following given hierarchy chart shall help you to understand the system or production of news in a very comprehensive way. Source: The Essentials of Practice of Journalism Reading further, you shall be kept introducing with all the organizational elements gradually being narrated under different headings.

6.3 The Editorial Department

The importance of this department can be assumed by stating that the editorial department is its heart and soul. Hence, how effective, efficient and operational it is, it signifies how good the organization can work. This department performs the most crucial and significant functions in such organizations. It works towards collecting, receiving, processing and finalizing the news and any other writing-related matters. A news media organization procures, collects, receives and solicits news from all the possible sources nationally and globally. After collecting the information, it is made suitable for presentation responsibly. Here the data is made readable, attractive and entirely publishable. The functions of the department can broadly be classified as:

The main functions of the editorial department are:

- gathering news
- macro and micro selection of news and features
- editing of news and features
- interpretation of news
- selection of lead articles
- editorial writings

It is headed by the Editor, who is responsible for all the content that appears in a newspaper. He is assisted by - Assistant Editors, News Editors, Sub-editors, Copy tasters, feature writers, correspondents and so many others to gather news from various sources and bring them to the readable form for readers. In the case of TV Channels, the Editorial Department includes the editor or news director, anchorpersons, graphic designer, editor, and reporters and writers responsible for the newscast. Source: Flow of Activity in the Editorial Department of a Newspaper

6.3.1 Editorial Structure Of Different News Organizations

Let's learn about the editorial structure of a news organization. The news structure of different organizations or news media may differ due to varied technological mediums like print media (newspaper and magazines), electronic media (radio and television) etc. The print media shall have similar editing setup dealing extensively in written text and still photographs. The radio and television where the audio clips and video footage are edited and put to broadcast, both shall have the setup well capable of handling it. Reading further, you can know how the different news media have distinguished formats or set-ups. Depending upon the size of the team and the allotted budget the individual roles may vary.

- Editor In Chief: He or she is the chief figure in every publication. This position deserves the individual who has a great vision, capable of taking decisions, handling crucial issues above all a great journalist. Hence, an Editor-in-chief has to be a person with many skills. He must be great in leading his team. He must be strong and courageous to be able to take tough decisions and walk down the uncertain paths. A constant learner can only justify being an Editor in chief. Having the skills of directing, convincing, creating and designing the things and situations can take his position to stay. Does he have the envision to comprehend what a reader or viewer may like or appreciate, can sure make him a successful chief in Editor. You must have noticed the name of the editor imprinted in a line spaced usually by the end of an editorial whether digital or print. That signifies that the mentioned editor is responsible for everything that has been in the editorial. That makes the editor legally accountable as something printed unlawful an editor is answerable for it. If anything published inadvertently or advertently makes him guilty and subject to bear penalty. Hence, being at such a responsible position, he needs to stay alert and smart. An editor's job requires keeping and maintaining coordination among various sub-departments as well as overseeing all the functions this makes him involved holding one or two conferences during a day. His meetings or conferences associates include a range of people, from his team aids like assistant editor/s, feature editor/s, chief reporter, chief photographer or other department chiefs to the bureau chief or dignitaries or other important people. Such meetings are held inviting suggestions and giving advice on some issues, handling the internal economic issues, discussing political write-ups, soft and hard news etc. At the conference, he discusses success and failure, making planning for a daily,

weekly, fortnight or monthly news coverage and events. News ideas and events are explored. In the meetings with chiefs of other departments like circulation, advertisement, accounts etc. he stays involved in advance planning and maintaining internal relations as he is a part of management. They all talk about the editorial support to programs. An editor in chief views editorial contents, after edits, middles, features, weekly columns, an emergency write-up etc. The editor works under pressure. Pressures may come from proprietors, colleagues, advertisers, readers, officials, politicians. 2. Art Director: A creative head in the editorial structure may have different names or titles like an Art Director or Creative Director or Art Editor, or Design Director. He may have been known by any of such names but his line of work is the same. He is responsible for organizing and commissioning the artwork to be included in the publication. He is liable to deal with its team of designers. He may have to outsource photographers, commission pictures and their edits etc., basically, he oversees all the aspects related to creativity using skills and imaginations. Source: Credit to Internet Open Sources He directs the other designers, photographers and illustrators on the incorporation and projection of the artistry and expressional aspects. He is responsible for how a magazine or newspaper or page shall look. An editorial's appearance, popularity and success all depend on how it has been designed hence, it's a job of upholding a great responsibility in any news media. 126

3. Designer/s: A designer, working under the Art Director's supervision designs the editorial. They work closely with the Art Director. Their role as a designer may be determined hanging on different factors. Where an Art Director oversees the designing aspect so closely and delegates work, the designer shall work following the directions or discussions, this happens most often in the case of junior or less experienced designers. Whereas, senior designers can enjoy the freedom of working independently. Source: Credit to Internet Open Sources The number of designers is determined by the number of pages and the time frame. When the time frame is short the designers will have more responsibilities and more freedom in their work. 4. Copy Editor: A Copy Editor acquires text reports and articles from the outsourced writers and is responsible for editing and making them quality texts. A Copy Editor writes all the display copy like headlines and kickers. Source: Credit to Internet Open Sources 127

5. Proofreaders: A Proofreader checks all the texts for their correct grammar and spellings. Their role is to check all the text materials for correct grammar and spelling. They work closely with a copy editor. Source: Credit to Internet Open Sources 6. Production Manager: A manager in Production manages the physical compilation of all the materials. He sets up a production schedule and makes sure that everyone sticks to it. He is responsible for the communication with the printing-house; setting the deadlines for the commission of the text copy, imagery, design, editing deadlines and so on.

6.4 Advertising Department This department helps a news organization in its survival. The economy of such an organization depends heavily on this department. It is the department that works towards bringing revenue for the news organization by selling advertisements. A news media specifically allocates space for publishing advertisements. Hence, it looks after the publication as well as the collection of advertisements. Selling the advertisement space to local and national publicists, dealers and business organizations or political parties etc. it earns. Source: Flow of Activity in the Editorial Department of a Newspaper 128

Source: Credit to the Internet open sources This department handles all the matters about the advertisement and can have sub-sections too for handling many matters or affairs, depending upon the size and criteria. In such a case, where an advertisement department has sub- departments, each can handle various specific affairs efficiently. One section looks after local advertising, another part looks after classified ads, another division looks after general/national advertising, another looks after legal advertising, yet another looks after preparing copy and so on. 6.5 Marketing Department It is the department that makes the business of the organization grow. It conducts research, develops promotional activities, and creates advertising to sell the news media to the readers or viewers. Source: Credit to Internet Open Sources It helps in monitoring the media's market, providing business and consumer information to circulation, advertising and news, and developing promotional campaigns for the newspaper. It works towards providing wider perspectives for flourishing business or prospects of an organization. 129

6.6 Circulation Department It is the section in a news media organization that is responsible for the sale. It is charged with organizing the network of hawkers (in respect to print media) or selling agents or any other place where the editorials shall be sold. Its major responsibility is to deliver the editorials at different parts of the town, region, or country. Regarding a newspaper, the circulation individuals sell the newspaper. It is further delivered to different retailers who are part of the network. They are responsible for not just for delivering but receiving or collecting data from the subscribers too. Like advertisement and marketing, the activities of this department are also responsible for generating revenue for the organisation. The popularity of a newspaper is determined by its readership, for a TV news channel by its Television Rating Point (TRP) likewise, for a website it is measured by the number of page views it receives from its users. Following is given a table (credit to Wikipedia)for reference, showing the circulation of some of the significant newspapers worldwide, in figures. Source: Credit to Internet In modern times with the rising usage of the internet, online news reading is becoming more popular and gradually taking over the print news. Most recently 130

during the COVID Pandemic, it has been found that news readership on print media decreased to the lowest level of reading. In such a technological advancing time increasing the Print Media readership has become a challenging affair for the print news production houses. They use various methods to increase newspaper circulation and generate interest. For example, inserting discount- offering coupons and proposing demographic incentives or giving discounts on monthly/yearly subscriptions.

6.7 Account and Finance Department

It is the department that is responsible for all the financial functions. Financial functions include - budgeting, capital expenditures, sales forecasts, expense billing, accounts receivable and payable and payroll etc. Some of the other accounting responsibilities include the preparation of books of accounts, preparation of the budget, making financial plans, preparing the balance sheet, and others. It has to record all business transactions according to the prevailing tax laws and accounting principles. Source: Flow of Activity in the Editorial Department of a Newspaper According to Picard (2002, p. xi), "the economics and financing of media companies are the foundations upon which all media activity takes place." This department keeps the record of the finances or economy of the organization. Where a news media organization is out of a partnership there the role of the department is highly signified. A partnership is a business owned by two or more people and operated for profit. This department handles financial management. Financial management involves financing and management of assets with some overall goal in mind. The financial issues of an organization range from generating funds, keeping a record of money coming to managing them. 131

6.8 Case Study of A News Organization

The following given case study has been taken from the book 'The Handbook of Journalism Studies'. It says: A study was conducted to provide experimental insight on the relationship between news philosophy, story ideation, and adoption of story ideation strategies. For the research or studies, researchers spent two days observing the newsrooms in two television stations and a newspaper in a metropolitan city in the southeastern United States. During the study, the researchers conducted informal interviews with newsroom managers and journalists. They observed the newscasts and the newspapers created during their stay there. From the study, there emerged some simple answers informing the importance of beats. A 'beat' is a certain topic or subject area that a reporter covers. A reporter can cover a particular beat for many years.

- The television newsrooms were seen as - not having a clear specialization structure as the newspaper had the specialists. For the newspaper structure specialists were covering weather, sports, consumer news, and health etc. They were responsible for generating stories or other content for their specialized field. The television newsrooms did not have such an elaborated beat structure. They required fewer stories than the newspapers, they were generating stories or story ideas from scanners, from the casual observation of their general duties, from web sites, from press releases, and from listings of community activities that were easily available to them. This observation explained that as the news organization needed specialized content regularly, they created such a system to generate it. They had designated individuals whose job was to create and generate such kinds of specialized content. However, at one of the television stations, they found that there were some specialists called "franchise" reporters. They were responsible for generating story ideas and then reporting and producing stories about such topics like consumer news and health issues. Though the sports and weather reporters were similarly performing their job, they

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were not called "franchise" reporters. As they needed regular broadcasting on sports and weather, they decided to have specialists for them.

- At the newspaper organization they studied, the editors needed regular reporting from the geographic areas outside the metropolitan area they created a beat for that job. This creation of the geographic beat served a particular need for the newspaper too. The paper wanted a copy (edition) from that region; it wanted to increase its circulation in the area. Hence this way the news organization extended and could become regional too.
- The researchers found even the two television stations differed in terms of how they generated story ideas. The smaller station was relying more on the talents, expertise, and organizational skills of the key designated persons. The difference was even seen in respect of the news philosophy at the two stations.
- Probing the conversations happening in the newspaper newsroom researchers understood how their interests lie in the comprehensiveness of news coverage and extent of topics to cover. In the television newsrooms, the focus was narrower. There the news director knew the aspect of the limited scope of how much he could do in a newscast. He was found more interested in the intrigues rather than completeness.
- The content or information is organized according to the specifications and hence clearer in differentiating the stories in the daily newspaper from the television stations. They provide less clarity regarding the differences between the television stations.
- The researchers observed that each of the days at both news organizations and television newsrooms began with a need for raw materials, namely, the ideas to be used to generate news stories. They had developed routines or procedures to ensure the availability or flow of news or information. For the newspaper, they involve beats. For the television stations, they assign individuals to produce "packages" on a routine basis and the individuals within the organization with the specific task of creating, assembling and organizing story ideas. 133

- It is the expected consumer whose demand helps in shaping the characteristics of the news product. The researchers studied how media organizations operate on a news philosophy or a sense of its mission. They seek to brand their products.

6.9 Unit Summary As the news media industry is a business organization and for ensuring efficient and effective functioning, earning profit and creating a reputation, it needs to work properly. Keeping it in view, a news media company structures its organization so that all the important functions could be performed efficiently. A news media organization works through various of its departments based on an established organizational structure. The departments help it to attain its objectives of collecting information, print it, serve to the general public as well as survive its existence. The importance of this department can be assumed by stating that the editorial department is its heart and soul. Hence, how effective, efficient and operational it is, it signifies how good the organization can work. This department performs the most crucial and significant functions in such organizations. It works towards collecting, receiving, processing and finalizing the news and any other writing-related matters.

6.10 Key Terms Editor-in-Chief: He or she is the chief figure in every publication. This position deserves the individual who has a great vision, capable of taking decisions, handling crucial issues above all a great journalist. Editorial Department: This department is headed by Chief Editor or Editor-in-Chief or Editor and is divided into several sections like News Section, Views Section, Photo Section, Computer Section, etc. The News Section is further divided into NewsRoom and Reporter's Room. News Editor heads the NewsRoom and it consists of much other staff like Deputy News Editors, Senior Sub Editors and Sub Editors.

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Advertising Department: The department is the most important source of revenue on which the economy of the newspaper falls back on. This department looks after the collection and publication of advertisements. Circulation Department: The main job of the Circulation Department is to raise the circulation and readership of the newspaper, timely delivery of the newspapers to the readers and collection from them. Beat: A 'beat' is a certain topic or subject area that a reporter covers. A reporter can cover a particular beat for many years.

6.11 Check Your Progress Read all the questions carefully and frame your answers in the required structure: Q:1) Answer the following questions in one or two sentences: a) What did you understand about the editorial department? b) What is the circulation department responsible for? c) What is the Marketing department responsible for? d) What is the role of a copy editor in the concerned department? Q:2) Which of the following is a true or false statement? a) The editorial department is its heart and soul of the editorial structure. b) The economy of a news organization depends heavily on the Accounts and Finance department. c) The Marketing department in a news media organization is responsible for the sale. Q:3) Complete the following given incomplete sentences: a) The popularity of a newspaper is determined by its _____. b) A news media specifically allocates space for _____. c) A manager in Production manages the _____. Q:4) Answer the following questions giving the explanations: a) Write a note on the organizational structure of a news organization. b) Explain the role of the following department: the editorial, marketing and circulation in a news organization. c) Explain the role of accounts and finance department in a news organization.

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Q:5) Explore or search for information on the organizational structure of any news organization using the internet or reading a book. References 1. Reporting For The Media By Fred Fedler John R. Bender Lucinda Davenport Michael W. Drager 2. Introduction To Journalism & Mass Communication By Finlay Webb 3. David Randall's The Universal Journalist 4. The News Manual 5. Principles and Practices of Journalism By Carl Hausman 6. THE HANDBOOK OF JOURNALISM STUDIES Edited by Karin Wahl- Jorgensen Thomas Hanitzsch 7. The Handbook of Journalism, Reuters 8. <https://editorsguild.in/> 9. <http://nujindia.com>

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Unit: 07 Regulating Bodies & News Agencies 7.0 Introduction 7.1 Unit Objective 7.2 Registrar For Newspaper of India (RNI) 7.3 Journalist's Union 7.3.1 Indian Federation of Working Journalists (IFWJ) 7.3.2 Indian Journalists Union (IJU) 7.3.3 National Union Of Journalists (NJU-I) 7.4 Editors Guild of India 7.5 Audit Bureau of Circulation (ABC) 7.6 Press Information Bureau 7.7 Press Council of India 7.8. International Press Institute (IPI) 7.9 News Agencies 7.9.1 News Agencies in India 7.9.1.1 Press Trust of India 7.9.1.2 United News of India 7.9.1.3 Other News Agencies In India 7.9.2 International News Media Organizations 7.9.2.1 British Broadcasting Corporation (BBC) 7.9.2.2 National Broadcasting Company 7.9.2.3 Cable News Network (CNN) International 7.9.2.4 Reuters 7.9.2.5 Agence France-Presse 7.9.2.6 Associated Press of America 7.10 Unit Summary 7.11 Key Terms 7.12 Check Your Progress 7.0 Introduction This unit shall help you to learn about various organizations established to support and secure the rights of journalism and its practices. You shall also

learn about various news agencies that work as a supplier of news nationally and internationally. 7.1 Unit Objective On the completion of this unit, you shall be able to understand the following: • Registrar For Newspaper of India (RNI) • Journalist's Union: Indian Federation of Working Journalists (IFWJ), Indian Journalists Union (IJU), National Union Of Journalists (NJU-I) • Editors Guild of India • Audit Bureau of Circulation (ABC) • Press Information Bureau • Press Council of India • International Press Institute (IPI) • News Agencies: News Agencies in India, Press Trust of India, United News of India, Other News Agencies In India • International News Media Organizations: British Broadcasting Corporation (BBC), National Broadcasting Company, Cable News Network (CNN) International, Reuters, Agence France-Presse, Associated Press of America 7.2 Registrar For Newspaper of India (RNI) The Office of the Registrar of Newspapers for India, popularly known as RNI came into existence on 1st July 1956, on the recommendation of the First Press Commission in 1953 and by amending the Press and Registration of Books Act 1867. The duties and functions of the RNI are defined by the Press and Registration of Books Act. The RNI has been entrusted with both statutory (lawful) as well as non-statutory responsibilities or functions since its existence. 140

STATUTORY FUNCTIONS 1. Compilation and maintenance of a Register of Newspapers containing particulars about all the newspapers published. 2. Issue of Certificate of Registration to the newspapers published under the valid declaration; 3. Scrutiny and analysis of annual statements sent by the publishers of newspapers every year under Section 19-D of the Press and Registration of Books Act containing information on circulation, ownership etc; 4. Informing the District Magistrates about the availability of titles, to intending publishers for filing declaration; 5. Ensuring that newspapers are published in accordance with the provisions of the Press and Registration of Books Act 1867 and the Rules made thereunder. 6. Verification under Section 19-F of the PRB Act, of circulation claims furnished by the publishers in their Annual Statements; and 7. Preparation and submission to the Government on or before 31st December each year, a report containing all available information and statistics about the press in India with particular reference to the emerging trends in circulation and in the direction of common ownership units etc. NON-STATUTORY FUNCTIONS: 1. Formulation of Newsprint Allocation Policy - Guidelines and issue of Eligibility Certificate to the newspapers to enable them to import newsprint and to procure indigenous newsprint. 2. Assessing and certifying the essential need and requirement of newspaper establishments to import printing and composing machinery and allied materials. Source: <http://rni.nic.in> 7.3

Journalist's Union Reading further you can know about the existing Journalists' Unions in India: 7.3.1 Indian Federation of Working Journalists (IFWJ) It is one of the largest journalist organizations in the world. It was founded in New Delhi on 28 October 1950. After independence, it came as the first trade union of media persons in India. Today, it has over 30,000 primary and associate members, working for electronic media, news agencies and 1,260 141

journals of 17 languages in 35 states and Union Territories combined. Overseas Indians, employed in other continents, are among its primary members. Objectives of IFWJ: • To raise the status of individuals working in the profession of journalism. • To promote a spirit of cooperation and understanding among working journalists. • To promote and maintain the highest standards of professional conduct and integrity. • To strive for the betterment of working conditions of journalists; especially salary, tenure of office and conditions of service and for prevention of society's unrelated automation. • To safeguard and promote their interests generally, in particular, to assist members where necessary in securing employment. • To promote amenities for recreation and scope for social and cultural activities. • To build up and administer funds for the provision of legal aid, unemployment, disablement, retirement and death benefits of allied nature. Activities: It is the only body of working journalists, that has its branches in every city, town and publication centre of India. The IFWJ's regional and territorial units have set up press clubs, press academies, reference libraries, training institutes and study circles. They publish professional journals and engage in activities like media researches, trade union struggles, human right campaigns, environmental protection and anti-war movements. The IFWJ is actively involved in the worldwide journalist movement. It has bilateral relations with over 47 national unions of the world. Persistent agitations by the IFWJ during these years resulted in several labour gains like the enactment of India's first-ever parliamentary legislation in 1956, fixing regular hours of work, improving other conditions of service and wage scales and many successful legal battles. Creation of two Press Commissions 142

(1954 and 1980), periodic wage revisions since 1959 and formation of statutory Press Council are other IFWJ achievements. Organisational Structure of IFWJ: The IFWJ is headed by its president, elected in nationwide direct voting by thousands of its primary members every three years. The President is assisted by a Working Committee which has a Secretary- General, four vice-presidents, six secretaries, a treasurer and 17 members of the executive. 7.3.2 Indian Journalists Union (IJU) During the time of "Emergency" that had been imposed across the country by the then Prime Minister for 21 months that time together with the various political leaders who had been imprisoned the press was also suffering, it had to face extreme censorship. "Freedom of speech and expression" had been taken away. That is also the time when the largest organization of Indian journalists Indian Federation (IJIF) of Working Journalists went split. A new group was formed and named Indian Journalist Union (IJU) in 1989. It had been registered under the Indian Trade Unions Act (1926) by the Registrar of Trade Unions. Its head office is established in New Delhi. The Union's administration is taken care of by its executive committee. The Union held its first official meeting at Ranchi on December 27 to 29, 1991.

Source: Credit to Internet Open Sources Strength: It has its branches in almost all the States & Union Territories. It is a large union with 23,000 members. It represents the side of journalists or professionals working in the field of journalism through different Central and State Government institutions for journalists like Press Information Bureau (PIB) and Press Accreditation Committees. It has its members in the Press Council of India too. It is affiliated to the Indian Federation of Journalists (IFJ). Organisational Structure The National Executive Committee looks after the day to day affairs and the funds of the Union. The organisation has one President, two Vice Presidents, one Secretary General, four Secretaries, one Treasurer and 13 elected members of 143

the National Executive Committee (NEC). The NEC looks after the day to day affairs and the funds of the Union. It holds a national conference every two years. Objectives: • The objectives of the Union can be listed as: • To promote cooperation and understanding among working journalists; • To promote and maintain the highest standards of professional conduct and integrity; • To strive for the betterment of working conditions of journalists, especially salary, tenure office and conditions of service and for prevention of socially unrelated automation; • To build up and administer funds for the provision of legal aid, unemployment, retirement and death benefits of an allied nature; • To promote wage agreements on a provincial or an all-India basis by the Union acting between the employers and the employees and provide assistance to members of the Union in the event of a trade dispute • To secure the representation of the Union on national and international organizations and develop friendly contacts with them; • To strive for freedom of the Press; • To work for and promote legislation for the welfare of working journalists; • To secure facility of training of journalists on a country-wide basis and for periodic exchanges of journalists abroad; • To secure the representation of working journalists through their representative organizations on delegations that are sent abroad by the Government of India or any state governments and also on commissions or committees set up by these on which representation of non-officials is desired and which are required to ascertain public opinion or make recommendations on the basis thereof; • To affiliate unions of journalists abroad that conform to the rules and the constitution of this Union; and • To engage in such other legitimate activities as are incidental or conducive to the attainment of the aforesaid objects. Source:

<https://www.indianjournalistsunion.org> 144

7.3.3 National Union Of Journalists (NUJ-I) With the inaugural ceremony, the National Union of Journalists was founded by some eminent journalists on January 23, 1972. The organization was created for the purpose of supporting and fighting for the interests of the media-persons and for setting and securing high standards in the field of journalism.

Source: Credit to Internet Open Sources The NUJ(I) is focused towards maintaining and sustaining the economic conditions of journalists, promoting their professional and trade union rights, freedom of the press, journalistic ethics, delinking of press ownership from other industries, and protecting and defending the journalists from all kinds of external and internal attacks on their independence. The NUJ(I) and its representatives have contributed to several statutory and executive bodies like the Press Council of India, Wage Boards for working journalists, committee on pension for journalists and Press Accreditation Committees at central and state levels etc. The aims and objects of the National Union of Journalists (India) are:- • To promote, safeguard, and defend the professional interests, welfare, and status of working journalists; • To promote and maintain the highest standards of professional conduct and integrity. • To strive for and defend the freedom and independence of the Press; • To strive for the betterment of working conditions of journalists, especially in regard to salary, remuneration, conditions of service tenure of office, allowances and facilities and privileges for the due discharge of their responsibilities without fear or favour; • To safeguard and promote the interests of journalists generally, and to help members to secure employment where necessary; • To establish benevolent and pension funds, employment, sickness and death benefits or other kinds of benefits for its members; • To promote bipartite or tripartite wage agreements on an all-India basis; 145

- To work for and promote legislation for the economic and professional welfare of journalists, freedom and independence of the Press and self-regulation by the media industry and for the proper development of the newspaper industry free from outside control;
- To arrange for the proper training of journalists and improving their standards of work;
- To promote amenities for recreation and scope for social and cultural activities;
- To establish and maintain libraries for the use of its members;
- To collect, classify and circulate statistics and other information relating to the Press and to do all things conducive to the growth of a free Press;
- To conduct, maintain, and publish journals on behalf of the NUJ(I);
- to own, maintain, and run a printing press;
- To encourage, promote and invest in journalist cooperatives; to start newspapers and news agencies and electronic news channels;
- To build up and administer funds for the provision of legal aid, pension and other benefits;
- To own, construct and maintain buildings for the benefits of its members and the NUJ(I), to acquire the property of every kind, to sell, mortgage, or otherwise alienate or convert them into money or to create or constitute, maintain or conduct trusts in respect of them, or to administer and manage the trust for the benefit of its members;
- To conduct the affairs of the NUJ(I), and its constituent units on trade union lines without any outside political control or influence directly or indirectly in any manner;
- To develop contacts with organisations having similar objects within the country and other countries.
- To secure representation for journalists through their respective organisations or delegations those are sent abroad by the Government of India or any State Government.

Source: <http://nujindia.com> 7.4 Editors Guild of India The Editors Guild established in the year 1978 by the eminent editors of that time on realising a firm need of one such organization that could work towards protecting press freedom and privilege to raise the standards of editorial leadership of newspapers and magazines. The founders felt the lack of such an organized forum of editors that can help press sustaining the suppressions of 146

any kind. They were aghast on experiencing the suppression strategy of the then government during the Emergency. They took up the issues of abuse of press freedom with the Parliament and fought hard for restoring the press freedom and the other rights that had been taken away. Since its birth, consistently it has been working towards storing the rights and freedom of the press and its people adopting different ways like agitations, protesting, applying legal processes and discussions etc. At the same time, the Editors Guild has been aiming for improving standards of newspaper editors. It has brought a code of practices of Editors. The Editors Guild investigates and takes actions whenever an editor complaints of harassment against those in higher authority or others. The guild works to protect the editors and journalists against the laws and executive actions which curb the press freedom and gag the press. It has successfully campaigned against the passing of black laws like the Defamation Bill, POTA against journalists, and the Broadcast Regulatory Authority. In 2015, Raj Chengappa, Group Editorial Director of India Today, was elected as president of the Editors Guild of India. Prakash Dubey, Group Editor of Dainik Bhaskar, was elected General Secretary Following are main points of the guideline given by The Editors Guild:

- Verify facts and weed out inaccuracies from field reports with the help of an adequate reference library which the publication/channel must maintain.
- Segregate facts from direct or implied comments therein and put the facts in space/time meant for facts. Confine comment to space/time meant for comment to identify it as comment even if it has to be accommodated alongside the facts.
- Measure the right to publish against the relevant 'public interest' before according supremacy to the former.
- Weed out unsubstantiated allegations or innuendoes which are essential to the story or retain them only after measuring their defamatory potential.
- Give fair opportunity to the aggrieved party to replay or contradict, within reasonable limits.
- Where apology is called for, offer it readily, frankly and with dignity.
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- Should proceedings for defamation follow, cover them fairly, and with due regards for law.
- Allegations against actions of public servants in the performance of their duties should be doubly checked.
- Suppression of facts under pressure is the negligence of duty.
- Statements and facts received on a non-attributable basis should not be attributed.
- But anonymity should not be allowed to become a cloak for the source to dish out falsehood or calumny while the right to protect the source should be exercised to the full limit of the law.
- In writing about religious controversies, all creeds and communities must be shown equal respect.
- In reporting crime, particularly crime of sex and more so crimes involving children, utmost care should be taken to see that the report itself does not become a punishment, which may blast, a life without a warrant.
- Information should not be obtained through the use of clandestine listening and photographing devices or by intercepting private telephone conversation. Or through misrepresentation or subterfuge (popularly described as sting operations) except when

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justified only in the public interest, and when information cannot be obtained by			

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justified only in the public interest, and when information cannot be obtained by			

any other means. • Journalism must not accept favours for themselves or for any member of their families from persons and institutions whose activities they are reporting or commenting upon. • The management should provide legal protection to the journalists working far-off-places away from the professional location Responsibility of the Editors Guild The Guild would: • Strengthen the guidelines by initiating suitable steps to improve the credibility and quality of publications and channels if it receives cases or accusations from its members. • The Guild would encourage its members and others to bring their complaints to the Guild, rather than taking them to organisations which are less directly professional. 148

• The Guild would develop a mechanism to encourage this process. • The supportive and corrective role of the Guild would expand if more and more active editors join the Guild, and also the Guild expands its activities to all regions of India. 7.5 Audit Bureau of Circulation (ABC) Founded in 1948, the Audit Bureau of Circulation ABC is a not for profit, voluntary organisation consisting of Publishers, Advertisers and Advertising Agencies. It has done progressive work in developing audit procedures. It works to verify the circulation data published by those newspapers and periodicals which have earned the right to display its emblem. The main policy-making body of the Bureau is its Council of Management that functions as the Board of Directors. The Council members make sure to meet frequently at least once in two months. Source: Credit to Internet Open Sources "The Bureau (ABC) certifies circulation figures of member publications every six months i.e. for the audit periods January to June and July to December. The Audits of circulation figures are carried out by empanelled firms of Chartered Accountants as per the prescribed Bureau's audit guidelines and procedures." It is a founding member of the International Federation of Audit Bureau of Certification. It mainly works towards evolving, laying down a standard and uniform audit procedure for its members. The circulation figure, a member publisher arrives at is checked and verified by the agency. The Bureau issues "ABC certificate" every six months to its publisher members whose circulation figures are validating to the set rules and regulations of the Bureau. The circulation figures it checks and certifies is an important tool that helps the advertising business community. Today its membership figures are like 562 dailies, 107 weeklies, 50 magazines, 125 Advertising Agencies, 45 Advertisers & 22 New Agencies and Associations connected with print media and advertisement. 149

The figures of circulations do not come from opinions, claims or guessworks, they come after an in-depth and impartial audit done by the Bureau. 7.6 Press Information Bureau The Press Information Bureau (PIB) is a governmental agency that works towards broadcasting information to the print and electronic media on government policies, programmes, initiatives and achievements. It works as an interface between the Government and the media. It provides feedback to the government obtained from the people's reaction. PIB communicates through different means like press releases, press notes, feature articles, backgrounders, photographs, publishing on its website. Broadcasted information is given in different languages like English, Hindi and Urdu to reach out to about 8,400 newspapers and media organizations in different parts of the country. It also organizes Press Conferences, Press Briefing, Interviews of the Minister's /Secretaries and other senior officers for informing the media persons on important policy initiatives of the Government. The Bureau also organizes press tours to take reporters or journalists to a project site giving them thorough information regarding the project. It enables the media to have the latest account of development activities running in the country. Following given charts provide information on the organizational structure of the PIB. 150

Source: The News Manual Source: The News Manual The objectives of the organization: To collect and compare basic information on matters of national significance. • To provide information and reference services to the media units of the Ministry of Information and Broadcasting. • To provide research support in matters of interest to the Ministry of I&B and its 151

Media Units. • To convert the information available with other media units into reference material for use by press/officers. • To provide, on-demand, packaged information to accredited Indian and foreign media persons, researchers, academic institutes and other such bodies. • To prepare and publish newsletters, research papers and journals, reference papers and reference annuals like "India - A Reference Annual", "Mass Media in India", etc. To design and conduct in-service training programmes for IIS officers and other professionals. • To oversee the training of IIS Probationers being conducted at IIMC. • To conduct seminars, workshops and panel discussions for skill up-gradation in various Media Units. • To create communication channels to synergies the efforts of various Media Units to assist them in effective communication of plans, policies and programmes of the Govt of India Source: Information Manual Under Right to Information Act, 2005 PIB's Activities: • It disseminates the information about the government's policies, programmes, activities, decisions to the media. It prepares press releases and backgrounders and also arranges press conferences. • It arranges press tours to the location of the government's project, plant or scheme to give more information to the media. • Bureau's officers attached to various Ministry/Departments also provide feedback to their respective Ministries and Departments. As part of the Special Services, the Feedback Cell in PIB prepares Daily Digests and Special Digests based on news stories and editorials from National as well as Regional dailies and periodicals for the use by Ministries. • The PIB provides accreditation to media representatives including foreign media at the Headquarters. This facilitates them to access information from the Government sources. Source: Information Manual Under Right to Information Act, 2005 7.7 Press Council of India The Indian Parliament on the recommendations of the First Press Commission set up

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the Press Council of India (PCI) for preserving the freedom of the press 152 and for managing and developing the standards of

press in the country. The present Council functions under the Press Council Act, 1978. It is a legal authority that functions as a watchdog of the press, for the press and by the press. It settles the complaints against and by the press for violation of ethics and violation of the freedom of the press respectively. Source: <https://www.presscouncil.nic.in> Structure of PCI The Press Council is headed by a Chairman. The retired judge of the Supreme Court of India is appointed as the Chairman. While from the 28 other members of the Council 20 are nominated by the press organizations/news agencies recognized as editors, working journalists and owners and managers in their organization/agency. From the remaining 8 members, 5 are nominated from the two Houses of Parliament and 3 from the cultural, literary and legal fields. The members serve for a term for 3 years Source: The News Manual Funding of the Council The Council levies fees on the registered newspapers based on their circulation. This way the Council is funded by the revenue collected. Any deficit is filled by a way of a grant from the Central Government. 153

Objectives of The Council The main objectives of PCI are as per the Press Council Act, 1965. They are as: > to help newspapers to maintain their independence; > to build up a code of conduct for newspapers and journalists in accordance with high professional standards; > to ensure on the part of newspapers and journalists the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship; > to encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism; >

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to keep under review any development likely to restrict the supply and dissemination of news of public interest

and importance; > to keep under review such cases of assistance received by any newspaper or news agency in India from foreign sources, as are referred to it by the Central Government. > to promote the establishment of such common service for the supply and dissemination of news to newspapers as may, from time to time, appear to it to be desirable; > to provide facilities for the proper education and training of persons in the profession of journalism; > to promote a proper functional relationship among all classes of persons engaged in the production or publication of newspapers; > to study developments which may tend towards monopoly or concentration of ownership of newspapers, including a study of the ownership or financial structure of newspapers, and if necessary, to suggest remedies. > to promote technical or other research. Source: <https://www.presscouncil.nic.in> Functions & Powers of The Council All this is given in section 14 and section 15 of the Press Council Act, 1965. Powers to censure are given in section 14 and some general powers are described in section 15. Section 14: > Power to Censure PCI has a right to hold an inquiry or warn or censure the newspaper, news agency, the editor or any journalist if found guilty against the standards of journalistic 154

ethics or public taste or professional misconduct. PCI can act so after receiving a complaint or otherwise also. > The council may give the opportunity to the newspaper, news agency, the editor or to the journalist to put their side before giving the final verdict on the case. > The Council may not take cognisance of a complaint if, in the opinion of the Chairman, there is no sufficient ground for holding an inquiry. > The council can even ask the newspaper or news agency or editor or journalist to publish any particulars relating to any inquiry with names. The decision of the Council is final and shall not be questioned in any court of law. And hence PCI enjoys highest powers regarding press freedom, however, it does not have any punitive powers Section 15: > PCI enjoys the same powers as are vested in a civil court in India while trying a suit under the Code of Civil Procedure, 1908. Following are the action PCI can take: • requiring the discovery and inspection of documents. • summoning and enforcing the attendance of persons and examining them on oath. • receiving evidence on affidavits. • requisitioning any public record or copies thereof from any court or office. • issuing commissions for the examination of witnesses or documents; and • any other matter, which may be prescribed. > Nothing in sub-section (1) shall be deemed to compel any newspaper, news agency, editor or journalist to disclose the source of any news or information published by that newspaper or received or reported by that news agency, editor or journalist. > Every inquiry held by the Council shall be deemed to be a judicial proceeding within the meaning of sections 193 and 228 of the Indian Penal Code. > The Council may if it considers it necessary for the purpose of carrying out its objects or for the performance of any of its functions under this Act, make such observations, as it may think fit, in any of its decisions or reports, respecting the conduct of any authority, including Government.

7.8. International Press Institute (IPI) Freedom of the press is important for any society. It should be protected and journalism should be safeguarded. These needs gave birth to some distinct bodies/organisations formed on different levels - national and international. And one of such significant international bodies is International Press Institute (IPI). It is one of the oldest press freedom organisations. It is a global network of editors, media executives and leading journalists. It works towards promoting the conditions that allow journalism to fulfil its public function, the most 155 important of which is the ability to work free from interference and without fear of vengeance. IPI has the strong motive of defending media freedom and the free flow of news wherever they are threatened. It is dedicated to promoting and protecting press freedom and improving the practices of journalism. IPI was founded in October 1950 by 34 editors from 15 countries who met at Columbia University in New York. Its headquarter is established in Vienna in Austria. Today it has members in more than 120 countries. The organization has a global network of media personnel. In various countries, it has national-level committees that support it in its work. It also enjoys consultative status with other international bodies like the UN, UNESCO and the Council of Europe. It is a member of several other international bodies like the International Freedom of Expression Exchange (a global network of NGO) and the Tunisia Monitoring Group (a coalition of 16 free expression organisations). The basic functions of the IPI are like: • IPI publishes an authoritative yearly report on media violations: the World Press Freedom Review. • IPI monitors press freedom around the world and responds to threats and attacks on journalists and media outlets by sending protest letters to governments and intergovernmental organisations. • It collects the Press Freedom Fund to react swiftly to violations. This fund gives the means to undertake missions to countries where press freedom is under threat. • IPI organises annual World Congress and General Assembly. Top media representatives, politicians and academicians participate in them. IT is organised each year in a different country, and journalists share their stories and experiences. • IPI does extensive research on issues relevant to the media and circulates several publications on press freedom. • It scrutinises media laws and provides governments with recommendations on how to bring their legislation in line with internationally accepted standards on freedom of expression. 156

- It provides legal representation and support in court cases, negotiates with governments and institutions, and lobby embassies to pressure governments that violate press freedom. For more information, you may visit the website. <http://ipi.freemedia.at> 7.9

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News Agencies A news agency is an organization that collects news reports and sells them to news organizations like newspapers, magazines, radio and television

broadcasters. They are often referred to as a wire service, newswire or news service. Defining the term "news agency" a committee said, "A news agency is a spirit that informs the structure and the contents of the Press, that is the newspaper and other media". It functions to scan and view news and provide them to the newspapers and others who subscribe to its services. The Manual of News Agency Reporters describing its role says, "Dissemination of news is the primary task of a news agency". The concept of news agencies started around in the late part of the eighteenth century. With the development of fast and long-distance communication technologies like telegraph, teleprinters, internet it started gaining higher importance. Most of the mass media and media organizations subscribe to them for the cost-effectiveness and efficiency it provides to them. Today the role of a news agency is not limited to dealing with news coverage; it has gone beyond it. They provide additional services also like grammar and languages, photography and video preparation of news etc. Today media organizations established in a developing country cannot survive without having services from the news agencies as it proves to be cost-saving or economical to them. Reading further shall help you to know about some of the important such news agencies established in India and worldwide. 157

7.9.1 News Agencies in India • The Associated Press of India (API) and the United Press of India (UPI) are the two news agencies established in India even before the independence. Both were private limited companies. The API was a peripheral of Reuters. UPI, established in 1933, was formed for the distribution of news or information related to the national movement. • After Independence, API got laid off and a new Indian news agency called the Press Trust of India (PTI) took over from API in 1949. Its shares were held entirely by the leading Indian newspapers. • In 1948 a privately owned news agency was set up called Hindustan Samachar for providing services to the Indian languages. • In 1958, the UPI went into liquidation, and the United News of India (UNI) came into being in 1961. It was set up with sponsorship from eight newspapers. It was also started on the recommendations of the First Press Commission who suggested that there should be at least two news agencies, this shall create an atmosphere of competition. • The second language news agency, Samachar Bharati, was set up on October 2, 1966, but started operating in 196. Five state governments held more than 50 per cent shares of Samachar Bharati. Then, it became a public limited company in 1970. • During the emergency, the four news agencies, PTI, UNI, Hindustan Samachar and Samachar Bharati, were merged. Their operational identities were turned into a single agency called Samachar. This new agency was registered under the Societies Registration Act. 7.9.1.1 Press Trust of India Press Trust of India was registered on 27th August 1947 though it started functioning from 1st February 1949. It began as a joint venture of some Indian newspapers, taking over the business of Associated Press India (a subsidiary of Reuters in India). PTI started its work covering a large area in India. As part of the exchange package, for covering news for the Reuters World Pool, PTI had to cover areas outside India also. Thus, its news coverage zone extended from Cairo to 158

Singapore, and it emerged as India's largest news agency holding 90 per cent of news agency market share in India. Source: <http://www.ptinews.com>-www.ptinews.com Pandit Jawaharlal Nehru, the first Prime Minister of India, once wrote about the Press Trust of India in 1952: "I am interested in two matters, the rapid development of a national news agency and the proper interpretation of our foreign policy in India and as far as possible elsewhere India is news in the world today and is likely to be even more so in the future. In the main, the news that goes out from India is bound to be through PTI". Today, it is India's prime news agency, employing more than 400 journalists and 500 stringers to cover almost every district and small town in the country. On average, they bring out more than 2,000 stories and 200 photographs a day to support the various subscribers including the mainstream media, specific presses, research groups, corporates, companies, government and non- government organizations. Its correspondents are located and linked with important business and administrative centres around the world. It also works in exchange arrangements with various foreign news agencies to have greater global coverage. On its golden jubilee in 1999, President K R Narayanan said: "We got independence in August 1947. But independence in news and information we got only with the establishment of PTI in 1949. That is the significance of PTI..." Administrative & Managerial Composition It is run by a Board of Directors with the Chairmanship that goes on rotation at the Annual General Meeting. The day-to-day administration and management of PTI are managed by the Chief Executive Officer. It has a sister concern also named Bhasha that started in 1986 in the Hindi language. It has mainly concern and network with the Hindi speaking states, bringing about 70,000 words per day. 159

7.9.1.2 United News of India As we know the United News of India was set up on the recommendation of the Press Commission, it came into existence in March 1961 for promoting competition in the news agency sector. When it started, it had just four offices at metropolitan centres and on the completion of four years since its existence, it recorded a remarkable growth and became one of Asia's biggest news agencies. In 1976 it merged with another news agency Samachar. Today, it has over 150 news bureaus in India and overseas. Its subscribers are in four Gulf countries, Singapore, and Mauritius. It holds news exchange arrangements with international news services like AP, DPA, IPA etc. It operates several specialized mailer services of different cyclicity including daily airmail overseas News and Features Service, Energy Service, Economic Service, Agriculture Service and Background Service. source:<http://www.uniindia.com> It has been credited for developing and launching innovative steps and strategies that have benefited not only its subscribers but also the journalism community. Its subscribers include newspapers published in 14 languages. Its subscribers also include All India Radio, Doordarshan, Prime Minister's Office as well as Union Ministers' Offices, Central governments, corporate and commercial houses besides electronic and web-based media. It is the first news agency that started a multilingual news service UNIVARTA on May 1, 1962. UNIVARTA works towards providing a comprehensive package of national, international, regional, sports and commercial news to Hindi newspapers and media organizations in their language of publication. It is also the first and only news agency in the world to supply news in Urdu.

7.9.1.3 Other News Agencies In India The other news agencies in India are:

- Indian News and Features Alliance (INFA)
- Cartographic News Service (CNS)
- Data News Features (DNF) 160
- Indian Press Agency (IPA)
- National News Service (NNS)
- News Features of India (NFI)

7.9.2 International News Media Organizations Several international news media organizations have been instrumental since ages, they have been like a torchbearer in their field as a trusted and influencing the other news media organization. They are like British Broadcasting Corporation (BBC), National Broadcasting Company (NBC), Cable News Network (CNN), Reuters, Agence-France-Presse (AFP), and Associated Press. Reading further you can know about them in some details.

7.9.2.1 British Broadcasting Corporation (BBC) It was set up in 1927 by a Royal charter. Before it started television broadcasting service, for many years its "BBC radio" was the main source of information and communication of news and current affairs. "BBC Television" started in 1936 and since its birth, it has been one of the most-watched international TV channels. Its domestic services are almost entirely financed and run on grants from the British Parliament. However, a good part of BBC's revenue is also derived from the license fee, fixed and determined by the Parliament. The Royal Charter does not allow selling of television commercial time. The BBC Radio stations located overseas are financed by the grant from the UK's Foreign Office Budget. British Parliament also determines which countries, languages and for how many hours the BBC will carry its overseas services. It is governed by a Board of Governors appointed by the Queen for a term of five years. The board decides and controls the basic policies and practices the organisation shall work that is executed by a Director-General. Britain's BBC and other broadcasting services like Independent Broadcasting Authority (IBA) present their annual reports to the British Parliament. The cabinet Minister of Posts and Telecommunications is accountable for all the policy issues about the broadcasting agency BBC. BBC programmes are also sold to various other developing countries yearly who do not have production facilities of their own. 161

BBC radio broadcast BBC radio has four national channels and many local stations and separate services for Scotland, Wales and Ireland. The BBC's domestic radio services provide four national channels (Radio I, II, III & IV) and many local stations. Scotland, Wales and Ireland have separate services. The four Radio Channels of BBC are. Radio-I radio-casts on the medium wave on FM transmitters. Radio-II broadcasts light entertainment programmes, music, serials, sports and women's programmes. Radio-III transmits plays, talks, special interesting programmes, news bulletins, religious programmes, study courses and Saturday sports commentary. It's also on a medium wave transmitter. Radio-IV radio casts parliamentary, political reporting and a wide range of musical programmes, plays, and school & open university broadcasts. It is also on a medium wave transmitter. BBC TV BBC TV has three channels (BBC TV I, II & III). BBC TV I telecasts a vast variety of programmes enjoyable to all kinds of tastes and interests. BBC TV II: broadcasts on news, documentaries and information programmes. The television services that started in 1936 with black and white transmission switched to colour broadcast in the year 1967. BBC's World Television Service: It is 24 hours around the globe, a cable and satellite channel. With a team of 250 correspondents in some 60 countries, any global event broadcasted in a matter of minutes. It claims to broadcast news as it happens around the world 24 hours a day. Besides its hourly bulletins broadcasted day and night, it also offers news programmes and shows discussing and interpreting key issues. Some of its famous shows are like Hard Talk, Correspondents, In Top Gear, Asia Today, India Business Report, World Business Report, Assignment, Panorama, Breakfast with David Frost, etc. BBC's headquarters, Broadcasting House, in London was set up on May 1st 1932. Since that time its services have been extended gradually and globally. BBC has the exclusive archive of news and current affairs that makes it a rich source for news media organizations. Selling these helps it to generate funds. 162

7.9.2.2 National Broadcasting Company It is a well-known global channel that offers information and entertainment in a diverse mix of Asian and world news, current affairs, documentaries, drama, music, serials, sports and children's programmes. NBC Asia is a subsidiary of the National Broadcasting Company, which has diverse media holdings, and one of the oldest and most well known of US broadcasters. NBC has around 13 operational centres and nearly 200 affiliates throughout the United States and its territories. Some of which are available in Canada and Mexico through pay-television providers. It is also involved in brand licensing agreements for international channels in Germany and South-Korea.

7.9.2.3 Cable News Network (CNN) International It is also an American television company that works towards providing comprehensive global news service all through 24x7 anywhere in the world. Being watched over 210 countries worldwide, CNN using the latest and state-of-the-art technology provides the latest news. CNN is acclaimed to have the quality news coverage broadcasted the fast and credible way as they happen. With its over 4,000+ employees worldwide, 43 domestic & international Bureaus, 1000+ contributing local news affiliates and 10,000 reporter CNN across the continents broadcasts and sells news stories digitally.

7.9.2.4 Reuters This news agency was founded by Paul Julius Reuter, Prussian government messenger Aix-la-Chapelle in 1849. Later in 1851, it shifted to London, the British capital and set up its office in the London Royal Exchange for the supply of commercial intelligence. The office transmitted news by wire to continental cities and distributed further. Reuter's services were adopted and bought by London papers in 1858, thereafter by many papers including The Times of London. The agency even used the pigeons for transmitting news. It used fast runners for sending the news. Gradually Reuters became famous and known for its services. Since 1950, the Agency has been owned by a large group of newspapers. This group includes the newspapers of the UK, Australia and New Zealand, through 163

the Newspaper Publishers Association and the Press Association (both from the UK) and the Australian Associated Press and the New Zealand Press Association. It covers news in different countries in cooperation with local agencies. The given pictures notifies the strength it maintains over the globe. Source: <https://www.reuters.com/news/world> Source: <https://www.reuters.com/news/world> Reuters also serves radio, television and other news and media organizations. In India, Reuters supplies news in association with the Indian national news agency, the Press Trust of India (PTI). Reuter's subscribers exceed 4,000 all over the world.

7.9.2.5 Agence France-Presse It is one of the oldest news agencies in the world. It started working in 1825 when it came into existence as French Havas News Agency and founded by Charles Havas. Initially, Havas had to struggle in influencing the newspaper editors for selling its services, but gradually he started signing contracts of exchange of news. It signed its contract with Reuters in 1859 and with New York Associated Press in 1875. Havas formed an extensive network of correspondents and bureaus globally. It amalgamated with several other agencies of France during the time of war and it 164

gave birth to the news agency - Agence France-Presse. The agency is administered by an administrative council. The Council includes eight members who are newspaper directors and two who are from the state broadcasting system, three from public services and two from its staff of whom one should be a journalist. The Council's higher body is formed with eight members including one Member of Parliament. AFP ever since its existence has always been influential for the news media worldwide. Various global news agencies subscribe to its services and transmit further to several other national newspapers and periodicals.

7.9.2.6 Associated Press of America It is one of the world's largest and oldest news agencies earlier known as the Associated Press of New York. It was founded in 1848 having headquarters at Rockefeller Centre in New York. It is a cooperative venture owned by America's newspaper members. Today, it has more than 18,000 subscribers, and more than half of which are from overseas that include newspapers, radio and television stations. It has exercised news arrangements for the news agencies in India, Canada, France, Russia and the UK etc using the latest technology of newsgathering and transmission. Its world services began in 1946. Today, it is perhaps the most reliable and competent news service from the US. Earlier, it was called Harbour News Association, but on collaborating with some other regional associations - the Western Associated Press, the New England Associated Press, and the Southern Associated Press it was renamed the Associated Press of America in 1892. Sources: apnews.com Today, having more than 700 members it has been supplying its subscribers with features since 1913 and around 20 million words and hundreds of photographs and graphics are transmitted daily. It began its photo transmission 165

services using telegraph wires which have evolved these days. AP using the most modern equipment for digital transmission of photos, videos, and audios transmits data to its subscribers at the click of a button. Sources: apnews.com With a staff of 3,000+ working in its national and international bureaus around the world, it is estimated to serve over one billion newspaper readers, television viewers, and radio listeners a day. The motto of the AP service is said to be: "To provide coverage that no one else could match in depth, breadth and quality." The AP head office in New York supervises and controls domestic and international news, business news, sports news, features, graphics, and photographs. AP general desk compiles and edits national news.

7.10 Unit Summary Let's sum up the unit arranging it into some key point :

- The Office of the Registrar of Newspapers for India, popularly known as RNI came into existence on 1st July 1956, on the recommendation of the First Press Commission in 1953 and by amending the Press and Registration of Books Act 1867.
- Indian Federation of Working Journalists (IFWJ), is one of the largest journalist organizations in the world. It was founded in New Delhi on 28 October 1950. After independence, it came as the first trade union of media persons in India.
- A new group was formed and named Indian Journalist Union (IJU) in 1989. It had been registered under the Indian Trade Unions Act (1926) by the 166 Registrar of Trade Unions. Its head office is established in New Delhi. The Union's administration is taken care of by its executive committee.
- With the inaugural ceremony, the National Union of Journalists was founded by some eminent journalists on January 23, 1972. The organization was created for the purpose of supporting and fighting for the interests of the media-persons and for setting and securing high standards in the field of journalism.
- The Editors Guild established in the year 1978 by the eminent editors of that time on realising a firm need of one such organization that could work towards protecting press freedom and privilege to raise the standards of editorial leadership of newspapers and magazines.
- Founded in 1948, the Audit Bureau of Circulation ABC is a not for profit, voluntary organisation consisting of Publishers, Advertisers and Advertising Agencies.
- The Press Information Bureau (PIB) is a governmental agency that works towards broadcasting information to the print and electronic media on government policies, programmes, initiatives and achievements.
- The Indian Parliament on the recommendations of the First Press Commission set up

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the Press Council of India (PCI) for preserving the freedom of the press and for managing and developing the standards of press in the country.

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press is important for any society. It should be protected and journalism should be safeguarded. These needs gave birth to some distinct bodies/organisations formed on different levels - national and international. And one of such significant international bodies is International Press Institute (IP).

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A news agency is an organization that collects news reports and sells them to news organizations like newspapers, magazines, radio and television

broadcasters. They are often referred to as a wire service, newswire or news service.

- Press Trust of India was registered on 27th August 1947 though it started functioning from 1st February 1949. It began as a joint venture of some 167

Indian newspapers, taking over the business of Associated Press India (a subsidiary of Reuters in India). • United News of India was set up on the recommendation of the Press Commission, it came into existence in March 1961 for promoting competition in the news agency sector. • British Broadcasting Corporation (BBC) was set up in 1927 by a Royal charter. Before it started television broadcasting service, for many years its "BBC radio" was the main source of information and communication of news and current affairs. "BBC Television" started in 1936 and since its birth, it has been one of the most-watched international TV channels. • National Broadcasting Company is a well-known global channel that offers information and entertainment in a diverse mix of Asian and world news, current affairs, documentaries, drama, music, serials, sports and children's programmes. • Reuters, the news agency was founded by Paul Julius Reuter, Prussian government messenger Aix-la-Chapelle in 1849. Later in 1851, it shifted to London, the British capital and set up its office in the London Royal Exchange for the supply of commercial intelligence. The office transmitted news by wire to continental cities and distributed further. • Agence France-Presse is one of the oldest news agencies in the world. It started working in 1825 when it came into existence as French Havas News Agency and founded by Charles Havas. • Associated Press of America is one of the world's largest and oldest news agencies earlier known as the Associated Press of New York. It was founded in 1848 having headquarters at Rockefeller Centre in New York. It is a cooperative venture owned by America's newspaper members. 7.11 Key Terms Indian Federation of Working Journalists (IFWJ): It is one of the largest journalist organizations in the world. It was founded in New Delhi on 28 October 1950. After independence, it came as the first trade union of media persons in India. 168

Registrar For Newspaper of India (RNI): The Office of the Registrar of Newspapers for India, popularly known as RNI came into existence on 1st July 1956, on the recommendation of the First Press Commission in 1953 and by amending the Press and Registration of Books Act 1867. The Press Information Bureau, commonly abbreviated as PIB, is a nodal agency of the Government of India. Based in the National Media Centre, New Delhi, the Press Information Bureau disseminates information to the print, electronic and web media on government plans, policies, programme initiatives and achievements. The Audit Bureau of Circulations of India is a non-profit circulation-auditing organisation. It certifies and audits the circulations of major publications, including newspapers and magazines in India. BBC News is an operational business division of the British Broadcasting Corporation responsible for the gathering and broadcasting of news and current affairs. Cable News Network CNN is an American news-based pay television channel owned by CNN Worldwide, a unit of the WarnerMedia News & Sports division of AT&T's WarnerMedia. It was founded in 1980 by American media proprietor Ted Turner and Reese Schonfeld as a 24-hour cable news channel The National Broadcasting Company (NBC) is an American English-language commercial terrestrial radio and television network owned by NBCUniversal, a subsidiary of Comcast. Reuters is an international news organization owned by Thomson Reuters. It employs some 2,500 journalists and 600 photojournalists in about 200 locations worldwide. Reuters is one of the largest news agencies in the world. Agence France-Presse: It is one of the oldest news agencies in the world. Associated Press of America: It is one of the world's largest and oldest news agencies earlier known as the Associated Press of New York. 7.12 Check Your Progress Read all the questions carefully and frame your answers in the required structure: 169

Q:1) Answer the following questions in one or two sentences: a) Who defines the duties and functions of the RNI? b) Write about any one objective from the many, the Press Information Bureau (PIB) works for. c) Name the founder of Agence France-Presse. d) Name any three international news agencies. e) Write any two objectives the Indian Federation of Working Journalists (IFWJ) works for? Q:2) Which of the following is a true or false statement? a) Reuters was founded by Paul Julius, Prussian government messenger Aix-la- Chapelle in 1849. b) BBC TV has four channels (BBC TV I, II, III & IV). c) The Associated Press of India (API) and the United Press of India (UPI) are the two news agencies established in India even before the independence. d) AP publishes an authoritative yearly report on media violations: the World Press Freedom Review. e) In 1958 a privately owned news agency was set up called Hindustan Samachar for providing services to the Indian languages. Q:3) Complete the following given incomplete sentences: a) The Office of the Registrar of Newspapers for India, popularly known as RNI came into existence on _____. b) The IFWJ's regional and territorial units have set up _____. c) The Indian Parliament on the recommendations of the First Press Commission set up the _____. d) _____ was set up on the recommendation of the Press Commission, it came into existence in March 1961. e) Havas formed an extensive network of _____. Q:4) Answer the following questions giving the explanations: a) What is the Indian Journalists Union (IJU) of India? Write any five objectives the organization wants to achieve. b) What is the Press Council of India? Write any five objectives the organization works for. c) Write in detail about the Audit Bureau of Circulation. 170

d) Defining the term "news agency", write about any two Indian news agencies. e) Write about any two international news agencies. Q: 5) Explore one or two international news agencies other than given above in the unit. You can study them through their websites. References: 1. Reporting For The Media By Fred Fedler John R. Bender Lucinda Davenport Michael W. Drager 2. Introduction To Journalism & Mass Communication By Finlay Webb 3. David Randall's The Universal Journalist 4. The News Manual 5. Principles and Practices of Journalism By Carl Hausman 6. THE HANDBOOK OF JOURNALISM STUDIES Edited by Karin Wahl- Jorgensen Thomas Hanitzsch 7. The Handbook of Journalism, Reuters 8. <https://editorsguild.in/> 9. <http://nujindia.com> 10. <https://www.indianjournalistsunion.org> 11. <http://www.auditbureau.org> 12. <https://www.presscouncil.nic.in> 13. <https://ipi.media> 14. <http://www.ptinews.com-www.ptinews.com> 15. <http://www.uniindia.com> 16. <https://www.reuters.com/news/world> 171

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Module: IV Editing & Layout 173

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Unit: 08 Editing 8.0 Introduction 8.1 Unit Objective 8.2 Editing - Meaning & Purpose 8.2.1 Concept 8.2.2 Purpose 8.3 Editing Tools & Techniques 8.3.1 News Selection, Treatment and Placement 8.3.2 Fact-Checking And Techniques 8.3.3 Techniques - Handling of News Copy 8.3.4 Editing Tools 8.3.5 Editing Marks & Symbols 8.3.6 Editing for Language 8.3.7 Style Book & Editing 8.3.8 Copy Selection & Copy Testing 8.4 Proofreading 8.5 Unit Summary 8.6 Key Terms 8.7 Check Your Progress 8.0 Introduction The contents in a report are scrutinized, amended, corrected and often restructured before its publication, printing, or broadcasting. Editing is such a formative and processing activity that makes a report ready for broadcasting or printing. Editing plays a vital role and depending upon the size and type of news organization a copy of a report is rectified, amended, or rewritten by a team of editors or an editor. 8.1 Unit Objective On the completion of this unit, you shall be able to understand the following: • Editing - Meaning & Purpose • Editing Tools & Techniques (News Selection, Treatment and Placement, Fact- Checking And Techniques, Techniques - Handling of News Copy, Editing 175

Tools, Editing Marks & Symbols, Editing for Language, Style Book & Editing, and Copy Testing • Proofreading 8.2 Editing - Meaning & Purpose Editing is - what to keep and what to cut out. A report received from a reporter goes through a process before its publication or broadcast. A piece of news comes from different sources in a raw form. It may be sent by a reporter, or an institution/organization as a press release, or news agencies, or even common citizens. A raw piece of news contains structural, grammatical, and readability issues or some content that cannot be published. Editing helps and takes care of such drafts, using techniques and tools it is edited before it goes for final publication and layout. The content in a report is scrutinized, amended, corrected and often restructured before its publication, printing, or broadcasting. Editing is such a formative and processing activity that makes a report ready for broadcasting or printing. Editing plays a vital role and depending upon the size and type of news organization a copy of a report is rectified, amended, or rewritten by a team of editors or an editor. In print media organizations the editor or in-charge for the editorial desk is responsible for the complete process of editing which includes adding, deleting, proofreading etc. An editor inspires the entire editorial team working under him/ her. They are responsible for deciding what is to publish and where it will be published. 8.2.1 Concept Editing is the process of preparing and selecting news for readers or viewers or listeners. It is one of the main stages leading to the final dissemination of news. It involves correcting, organizing, modifying news content for publication and to present it with accuracy and effectiveness. Editing is not merely trimming or removing it is a thoughtful activity which involves the insertion of readability or intrigue attributes to make the news content interesting, compelling, eventful and valuable. Editing is a needful activity, a newspaper office or news agency faces a flow of unassorted, bleak, erroneous, and new or raw content daily. Such content needs 176 to be assorted, error-free, make impactful, and readable. A piece of news is arranged into different formats and structures. It needs to be set within the space. Editing helps in meeting all such requirements. It is a relationship between an editor and editing. An editor and its team check for the

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completeness, accuracy, word choice, writing style and spelling errors. A writer may accept, negotiate or reject

a content but an editor knows exactly what should be there. An editor with news insight and journalistic cognizance decides the content. Usually, a raw content undergoes

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two edits - the copy edit and the final proofreading. Copyediting makes a write-up in a draft copy

after being checked for all the errors, incompleteness by the editor. Proofreading brings out the final copy ready to send for the publication. This is also done by the editor often with the help of its team or department members. Proofreading also checks the draft copy for typographical and formatting errors. Though, the process of copywriting and proofreading depends on the publication format. In the case of web publishing, content goes for proofreading in the online staging area for the website. Editing levels and responsibilities also depend on the size of the publication house. Hence, tailoring a news item or a news story and preparing the required shape, size, and language using the appropriate expressions and tones is called editing. Editing brings "news sense" and style in a story.

8.2.2 Purpose A news media agency involved in publication or selling of news stories of any kind receives a flow of news items. Such news items originate from various kinds of sources. They are usually written by inexperienced people and by experienced ones. Similarly, they may come in indistinct formats and hence lack readability. Journalists reporting in hurry from a spot of event do not get time to submit furnished details and happen to submit news erroneously in all the ways of format, grammar and readability etc. Regarding the printing of newspapers, there always stands a shortage of space. The advertisement department also keeps seeking space. Using the space efficiently, judiciously and economically a newspaper can increase its means of production. Considering the need for meticulous use of space also makes the 177

role of editing of significance. Editing of the news copy keeping the space factors helps the organization to achieve the desired results. All incoming news items called "copy" need to be sorted before they are published to maintain a balance of news. This activity of editing helps in organizing the news. Moreover, the well-written articles can be sorted out from all the "copies" separating the weeds to deliver the newsworthy stories. Selected news-stories are checked for grammar, syntax, facts, figures, and sense. That leads to publishing grammar free and readable content.

8.3 Editing Tools & Techniques Editing is a technical process that involves using different tools and knowledge. A copy goes through different steps. Before the dissemination of a news story, it goes through various channels of selection and modification.

8.3.1 News Selection, Treatment and Placement An editor selects a copy of news considering some factors like available space, newsworthiness and interest from the incoming flow of news reaching him from various sources. Such deciding factors can be summed as: • available space • newsworthiness • human interest • timeliness • ethical standards • news values Every information cannot be published due to the limited page size. Hence, a news story of great significance and newsworthy shall be given priority over the other while being selected for publication. The editor decides the newsworthiness using his/her ideology, experience, farsightedness, and style. A story that can cater to the interest of readers or viewers or audience and is fitted enough to grab their attention fulfils the requirement of being selected. However, sometimes generating the public interest a storey that lacks news values and ethical standards can get the place. Due to the paid news rage, a bleak storey that lacks interest and worth can get selected. 178

Such news stories create sensation though not having news values. Popularly such news stories are called "four C" - Cricket, Crime, Corruption and Cinema. "News agenda" is another phenomenon flourishing and affecting the criteria or techniques of news selection. Following are given some noteworthy techniques that help the process of selecting news, treatment and placement: Threshold - a scale measuring the impact: It is the technique that selects a story matter considering the size of the impact it conveys. A piece of news that can affect the people or society at large would get highlighted on the front-page news. Frequency - the least common: Something that does not happen usually picks the attention of the editor and consequently the readers or viewers.

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As the New York Tribune and Sun Editor, Charles A Dana once stated, "If a dog bites a man, that is not news. But if a man bites a dog, that is news."

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If a dog bites a man, that is not news. But if a man bites a dog,

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a dog bites a man, that is not news. But if a man bites a dog, that is news."

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a dog bites a man, that is not news. But if a man bites a dog, that is news."

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a dog bites a man, that is not news. But if a man bites a dog, that is news."

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a dog bites a man, that is not news. But if a man bites a dog, that is news."

Unexpectedness - sudden happening: Accidents happen unexpectedly, hence anything such happened makes a piece of news. For example, a plane crashed, or a deadly road accident or death of a prominent personality, etc. Such incidents that need to be reported and published are selected and spaced on the front page. Negativity: A news-story about corruption, murder, robbery, rape is the kind of bad news that gets notified. Such negative news-stories create a sensation, agitation, and evoke consciousness. Considering such effects the editors are more likely to select the bad news rather than good news. 8.3.2 Fact-Checking And Techniques Editors or the editing team undertakes a significant responsibility of fact- checking during the process of editing. Fact-checking helps a media organization in presenting trustworthy news. Any factual error found later the publication of a report or news can bring embarrassment to the organization as well as the editor affecting their reputation and credibility. To ensure the news copy is free of any kind of factual errors the editor or its team: 179

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Verifies the news credibility at least from two sources. • Ask the writer for his source of

the material or enquire from somebody to know the truth. • Assume the facts from its own experiences and guts by looking over the entire

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information received from different sources. 8.3.3 Techniques - Handling of News Copy Handling of news copy is a technique in itself.

Writing interesting and informative content without twisting the facts and keeping intact the reader's attention is a very methodical practice. The editor or its team works on a news copy: First: The first paragraph - The hook: For capturing the reader's attention and retaining it till the end, the first paragraph stands as the most important element of a news story. For this, an editor makes sure it is justifying to the purpose. Here the thumb rule is the first paragraph should be giving the entire news in a nutshell. It is achieved using the technique of 5Ws (what, when, where, who & why) and one H (How). Second: Format The entire news is given a format. As we have already read about different formats through the previous units, you can comprehend how different formats of news like an inverted pyramid, pyramids of pyramids, chronological order and sand clock etc. suiting the kind and need they give a structure to a piece of news. 8.3.4 Editing Tools A copy editor with the set of editing-tools without losing valuable time can edit its copy fast. These tools are the indispensable aids or techniques that help the process of editing fast and make the copy free of spellings and grammar mistakes. Editing used to be done using expert grammatical knowledge and referring books before the augmentation usage of computerised programmes and applications. Today, it is all being done using smart and artificial intelligence (AI) powered applications. There are various editing tools available online also used to make a copy error-free. Such tools help in finding language errors as well as 180

editing the images. After the Deadline, Ginder, Grammarly and Web Spell Checker are few to name available online. Such tools are so efficient and useful that not merely they can check the spelling and grammatical errors but style and contextual usage of spellings also. Editors can cite other reference checking books (books or online) like dictionaries, atlas, encyclopedia, law books, constitution, and books or information on different departments of a government. Source: Credit to Internet Open Sources 8.3.5 Editing Marks & Symbols For editing a news story that runs through different paras, the copy editing team or editor uses different symbols. Following is given a set of tables describing various editing symbols, their meaning and usage. 181

182

8.3.6 Editing for Language A news story or a copy at the desk of an editor for editing is being checked for its language and style also. That is the one such element of editing that can be done 183

only by someone who has a good sense of language, not merely in terms of grammar but effective communication also. A news article has the objective of delivering information. If the tone and sense are unclear and ambiguous then it cannot serve to its purpose. Editing also pays attention to the words used in the story, it helps in improving its quality and appeal. The language should be free of jargons and slangs and must be comprehensive for a common reader. The editor checks the language in terms of sentence structure also. A sentence formation should ideally be in the active voice. The use of short and straight sentences arranged in the active voice are desirable as they help in avoiding any vague and imaginary tone. A news-storey language should be free of jargons, the terminologies related to some specific activities, professions, and subjects. Similarly, slangs are the words that are not used formally and express a quick or frequent idea that is not generally known to people at large. Jargons and slangs both are less prevalent and generally unknown to a common reader or viewer. Technical terms should be explained in simple words so that the readers can understand them. Words of a foreign language should be used carefully after being checked for their correct spelling and preferably should be given the native pronunciation. Jargons, slangs and technical terms are replaced with the words a common reader is generally familiar with. Correct usage of punctuation makes a write-up easier to read as it helps a reader to know where one matter is ending up and the other is starting up. Using short sentences add greater readability. A well-constructed sentence does not need much punctuation. But where the punctuation is required it needs to be given using the correct punctuation marks like comma, colon, semi-colon, question mark, exclamation, or full stop. We know too much will clutter the sentence. There are few words in the English language that need to be used only when it is necessary. The use of words like 'that' is acknowledged as a bugbear of editing. The word "that " should be used - accurately keeping the need of expression and grammatically keeping the need of syntax but not much. It can be dispensed in some sentences like: "he said (that) he was going to work when the accident..." 184

The professional advice says the words like 'former' and 'latter' should not find a place in the news articles. They make a reader search up and down the article to identify the persons indicated by these words and cause irritation. Figures coming from one to nine should be spelt out, the figures from 10 upwards should be given in numbers. Where numbers are adjacent like conjoining or adjoining one of the numbers should be spelt out. Dates of the month except for historical ones are set in figures. For example, the fifteenth of August (denotes a historic event) not August 15. A news reader or viewer on reading or listening to the news stories does not fall to misinterpret the news, the editor checks the language of a copy for any kind of ambiguity. If the story case has been poorly organized, written lacking facts and the right tone, it shall definitely bring murkiness, opacity or ambiguity in the mind of the reader. Editors copy-editing the language check - have the characters been identified, have the statements been given validating the facts, has the news been authorised accurately, has the language been written grammatically correct and punctuated too, has the information been rendered what the article is about. Editing makes a story simpler and the language liven. Any misplacement of words could twist the meaning. Following is given a chart or table-form representation of the required language and style. The importance of language & Objectivity: Simple language simplifies the news, often complicated in nature to readers. The commonly accepted and comprehensible language using the correct words and grammar makes the reader or listener join in terms of paying attention to it, understanding it, and further sharing it. The purpose of a news article is to inform the reader. The language helps in vitally achieving this objectivity. Short, sharp, clear sentences: • Using short and simple sentences helps in achieving the objective of providing

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the maximum amount of understanding with the minimum risk of confusion. •

Use the minimum of fat and lazy words. • Sentence length: suggestively it should not have more than 20 words. 185

- Ideally, a sentence should be carrying - an idea or concept or information. However, this rule may change fulfilling the need for the structure.
- Wordy sentences should be replaced with concise words. For example, in place of "advance planning" use "planning", similarly instead of "climb up" use "climb". A table is given at the end of this table, that has a list of such lengthy or wordy words that have a concise substitution.

Lively Language:

- Use small and commonly used words. It helps in explaining the meaning accurately.
- Use the proper vocabulary. It should not be misfitted and misused.
- Take out the unnecessary adjectives and adverbs that are slowing a sentence down. It makes a sentence livelier and sharper.
- Use the verb words like "to" carefully. Inappropriate use of it can make a phrase in a sentence unusual.
- Use the "active voice". It helps in making the language live.
- For example: "

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the man hit the cycle" is in the active voice. "the cycle was hit by the man" is in the passive voice. The active voice

brings clarity of happening in a sentence. However, in some particular cases, passive voice use becomes unavoidable

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when it is not clear who is responsible for the action. •

Use the conjunctions "and & but" wisely. • Some words carry more than one meaning. Use such words carefully they should not be not causing any ambiguity of meaning. Quotes: For avoiding the tone of passing judgement on some news, a writer or journalist uses quotes. It helps in letting a reader or listener judge himself or perceive the sense himself. Contraction s No contraction is required for the following words: government (not to use govt.), communication (not to use comm.), advertisement (not to use advt.) and so on. A company name should always be mentioned clearly and completely. All the information that has been given above in the table keeps their reference in a style-book (you shall read about further) also. 186

Wordy Concise advance planning planning advance reservations reservations at the intersection of Main and Maple streets at Main and Maple streets a period of three months three months Be offensive to offend Bring an end to end Climb up climb Completely destroyed destroyed Despite the fact that because File a lawsuit against Suit In order to obtain To obtain In the process of Building Make a final determination Decide Provide insurance coverage for Insure 8.3.7 Style Book & Editing A stylebook or style sheet provides the guidelines on the usage of the language particularly concerned with grammar. It is a guide for the writers and editors guiding them on the usable terms, typefaces, highlighting etc. Every good newspaper has its stylebook and follows diligently. A stylebook and style sheet are the same thing. > It helps in presenting information in a standardised manner as already set by the editors. > It is an aid a journalist or writer uses to refer while writing and editing. > It varies from paper to paper. > Some items in a style-sheet may be like absolute rules though some may be like recommendations. >

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There are three types of Style Sheets: Embedded: the style rules are included within the HTML - in the head. 187 Inline: the style rules appear throughout the HTML of the Web page - i.e. in the body. Linked: The style rules are stored in a separate file external to all the Web pages.

The Associated Press Stylebook and Briefing on Media Law called the "AP Stylebook" is an English grammar style and usage guide created by American journalists to standardise mass communications. It is a general guide for grammar, punctuation and principles of reporting, many definitions and rules for the usage and different styles of capitalisation, abbreviation, spelling and numerals. Importance of style-sheets We know a newspaper publication or news media organization/agency works under strict time limits. In such a working environment, editors may forget informing the layout staff about the style requirements. A designer or a copy editor may not get time to sit and experiment with different fonts, sizes and colours. Any chaotic style of working may affect the publication. Here, a style sheet comes as a saviour. The already prepared document lists all the guidelines on the grammatical customs, characters, places and other distinctive treatments of words like capitalisation, hyphenation, spellings etc. Style sheets are useful in several ways. • It is time-saving and makes the job of the editors and copywriters easier. It explains - whether to use American or British spellings, the way of writing designations of the important people, the way of writing dates or days etc. • It brings a standard form of presentation. • It regulates the method of editing. • It includes everything that a copy-editor or editors may need towards deciding with editing. • It helps in maintaining consistency. • Style sheets help in proof-reading. A proof-reader would not need to make decisions about how to apply styles. • It helps writers and editors maintain error-free work. 188

- A piece of news coming from a variety of sources may come in a different style of writings. Referring to the style-sheet guide, such a piece of news can be transformed easily into the standardised and required form.
- Any newcomer need not ask the old-timers on the design and style. Referring to the style-sheet guide, a naive can perform the task efficiently.
- It helps in writing headlines, selecting and cropping photos and graphics.
- Even, a page designer benefits from the style sheet. Referring to a detailed spreadsheet helps in the page design.
- Here, the style sheet comes to the rescue. A designer has a detailed spreadsheet listing the smallest nuances of the page design.
- Some typical ways a style-sheet may be helpful are regarding the correct use of Language (whether British English or American English), Writing Dates, Contractions, abbreviations, courtesy titles, designations, names, italic fonts, educational qualifications etc.

8.3.8 Copy Selection & Copy Testing After all news stories have been edited and headlined and finally composed, the process of making-up starts. It is done according to plan. The dummy is the guide. The sub-editor gives directions to finalize the make-up. He tries to display the most important news stories of the day above the fold and almost all- important stories on the front page. His acquaintance with the art of printing, newspaper make-up and of writing; work in help of both to produce an attractive and readable newspaper. Indian newspapers usually have a set style of make- up, and as such things go smoothly unless big news of some magnitude breaks at the eleventh hour necessitating hurried conferences among the executive heads and quick decisions to alter the plan. Before the chief sub-editor gives the print order he goes through the 'blanket proofs' quickly. He discovers that a story has been repeated, a headline has been placed on the wrong side of the story, a dateline has been misplaced, he marks the blemishes with his blue pencil. The printer makes the necessary correction. 189

8.4 Proofreading After the copy has been edited for the grammar, structural, readability and other editing aspects it goes for proofreading. Traditionally, proofreading means reading a proof copy of a text to detect and correct any errors. A proof copy is a manuscript that may have typographical errors came by mistyping. A proofreader checks the typeset for corrections and in many cases second time also. It is considered a specific skill that works for detecting and correcting errors. It requires a trained proofreader who can see minute errors such as missing words or improper usage. It is often used as a synonym to copy-editing, however, this is a separate activity. It consists of reviewing the copy, whether hard or electronic and checking for typos and formatting errors. Defining the term "proofreading", Thomas Means said, "Proofreading is different from editing, it involves looking for errors or omissions rather than improving writing style or tone" Proofreading is undertaken when the content has already been edited. Today, when the world has been witnessing the digital revolution, the role of the proofreader has changed. These days, the proofreaders perform their job using computers and the area has also extended now, along with the print media it includes proofreading for websites versions also. Proofreading checks numeral things like: > The misspelled, misused, missing words. It checks the incorrections regarding the punctuation as well like misplaced, misused commas or apostrophes, quotation marks etc. > The proofed text with the edited copy. > The captions and illustrations. > The heading, page numbering. A proofreader does not undertake the tasks of performing page layouts, text editing, indexing or seeking permission from the copyright holders. Such are specialised jobs and carried out by the field experts and responsible heads. Proofreading is a procedural and systematic activity and as the final proofing of the copy mainly focuses on cleaning up different kinds of errors, this work can be performed efficiently following some tips: 190

> The focused eyes find errors and make the necessary changes to correct the copy. > Nurture a habit or sense of being doubtful. There are some kinds of errors that are tentatively made. Keep a doubt and an eye for them. > A proofreader cannot find all the errors on the first read, he may need to read the copy for more than one time and preferably out loud and slowly. > Proofreader shall divide the copy into sections for doing its job effectively. Dividing the manuscript into sections helps a proofreader to focus and decrease the overwhelming work of spotting the errors in a copy in one read. Spotting the errors he shall highlight the errors. > Proofreading involves not merely spotting and correcting the grammatical and language errors but it involves checking stories for facts accuracy, copyright laws and other issues like photos, tables and formatting. > Proofreading is a well conscientious job, it needs to be done carefully.

8.5 Unit Summary Editing is the process of preparing and selecting news for the reader or viewers or listeners. It is one of the main stages leading to the final dissemination of news. It involves correcting, organizing, modifying news content for publication and to present it with accuracy and effectiveness. A news media agency involved in publication or selling of news stories of any kind receives a flow of news items. Such news items originate from various kinds of sources. They are usually written by inexperienced people and by experienced ones. Similarly, they may come in indistinct formats and hence lack readability. Journalists reporting in hurry from a spot of event do not get time to submit furnished details and happen to submit news erroneously in all the ways of format, grammar and readability etc. Editing is a technical process that involves using different tools and knowledge. A copy goes through different steps. Before the dissemination of a news story, it goes through various channels of selection and modification. 191

After the copy has been edited for the grammar, structural, readability and other editing aspects it goes for proofreading. Traditionally, proofreading means reading a proof copy of a text to detect and correct any errors. 8.6 Key Terms > A stylebook or style sheet provides the guidelines on the usage of the language particularly concerned with grammar. > AP Style: Editing conventions are mentioned in The Associated Press, a style book as guidelines for newspapers and magazines. > Proofreading: After the copy has been edited for the grammar, structural, readability and other editing aspects it goes for proofreading. 8.7 Check Your Progress Read all the questions carefully and frame your answers in the required structure: Q:1) Answer the following questions in one or two sentences: a) What is "editing"? b) Name any three needs of editing? c) What is a Style-book or Style Sheet? Q:2) Which of the following is a true or false statement? a) Editing and proofreading, both have the same purpose. b) c) Q:3) Complete the following given incomplete sentences: a) Every good newspaper has its _____. b) The editing Symbols means _____. c) A proofreader does not undertake the tasks of _____. Q:4) Answer the following questions giving the explanations: a) Write the kind of language, the editing job needs to see in the news content. b) Explain the meaning of "editing" and its importance. 192 c) The copy editor with the set of tools, without losing valuable time can edit its copy fast. How? Q:5) Search through the internet or books for understanding the scope of editing in terms of tools and techniques. References: 1. Reporting For The Media By Fred Fedler John R. Bender Lucinda Davenport Michael W. Drager 2. Introduction To Journalism & Mass Communication By Finlay Webb 3. Essentials of Practical Journalism, VirBala 4. David Randall's The Universal Journalist 5. The News Manual 6. Principles and Practices of Journalism By Carl Hausman 7. THE HANDBOOK OF JOURNALISM STUDIES Edited by Karin Wahl-Jorgensen Thomas Hanitzsch 8. The Handbook of Journalism, Reuters 9. <https://editorsguild.in/> 10. <https://biostatmatt.com/uploads/ProofreadSymbols.pdf> 193

Unit: 09 Page Layout & Design 9.0 Introduction 9.1 Unit Objective 9.2 Page Layout 9.2.1 Orientation of Layout 9.2.2 Photo Placement 9.2.2.1 Photo Caption 9.2.3. Artwork 9.2.4 Grid System 9.2.5 Breaking The Layout 9.3 Page Design/ Page Make-UP 9.3.1 Concept of Page Make-up/Design 9.3.2 Principles of Page Designing 9.3.3 Traditional Page designing 9.3.4 Contemporary Page Makeup/Designing 9.3.4.1 Traditional vs Contemporary Concepts 9.3.4.2 Recent Changes in Page Designing 9.3.4.3 FrontPage Makeup/Designing 9.3.4.4 Inside Page Design/Makeup 9.3.4.5 Editorial Pages Makeup/Designing 9.3.4.6 Sports Page Makeup/Designing 9.3.4.7 LifeStyle & Feature Articles Page Designing/Makeup 9.4 Basic Elements of Design 9.5 Page Layout Software 9.6 Unit Summary 9.7 Key Terms 9.8 Check Your Progress 9.0 Introduction This Unit shall help the students to understand the concept of presentation or the technicalities behind the organized demonstrations of news. A payout means a plan or blueprint. These days newsprint layouts are designed graphically, using computer technology and graphics and generally maintaining the standardized form being followed by the specific news media organization. 194

9.1 Unit Objective On the completion of this unit, you shall be able to understand the following: • Page Layout - Orientation of Layout, Photo Placement, Photo Caption, • Artwork, Grid System, Breaking The Layout • Page Design/ Page Make-UP - Concept of Page Make-up/Design, Principles of Page Designing, Traditional Page designing, Contemporary Page Makeup/Designing, Traditional vs Contemporary Concepts, Recent Changes in Page Designing • Basic Elements of Design & Page Layout Software (practicum approach) 9.2 Page Layout A layout means a plan or blueprint. To construct a building an engineer works out a layout, and so does a carpenter and printer etc. prepare a layout. Here in context to the newsprint, a layout is also prepared based on which articles, pictures, colours etc. are placed. These days newsprint layouts are designed graphically, using computer technology and graphics and generally maintaining the standardized form being followed by the specific news media organization.

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Layouts can be classified into three categories: • Text Dominant: If there is too much text, it will

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Layouts can be classified into three categories: • Text Dominant: If there is too much text, it will

be a text dominated print layout. Here, headlines can be displayed in larger size fonts to create the desired effect. Source: Credit to Internet Open Sources 195

• Image Dominant: If there is too much use of pictures, it will be an image dominated print layout. Here, images are extensively used for carrying out the message. Images of places, products, celebrities etc. are used to give their visual recognition into the mind of the reader amusingly. Source: Credit to Internet Open Sources • Image and Text Dominant: If there is the balancing use of both pictures and text, it will be an image and text dominated print layout. Here, images

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too. Source: Credit to Internet Open Sources 196

9.2.1 Orientation of Layout Regardless of which type it is, a layout can be studied as being divided - modular or rectangular layout. I. Modular Layout: Under this kind of layout a page is divided into a series of rectangles. This type of layout came in the late 1970s and even today is used extensively. It is still used for it brings a neat look, helps in ordering the pages, and supports in grouping related news stories easily etc. Under this kind of layout, all the stories are made fit into a rectangular module while separated by white space. Over the years, modular layouts have further been identified mainly as horizontal and vertical: a) Horizontal: This type of layout is more popular, it helps in creating a favourable optical illusion. It helps in making long news stories look less distressed and hence most newspaper designers prefer the horizontal modular layout. It gives scope for bringing emphasis. It squares up text under multi-columns creating several horizontal units. It makes long stories to appear shorter and prompts the reader reading the whole story. It makes ample use of the width of the page. It helps in keeping the significant stories above the fold. Source: Credit to Internet Open Sources b) Vertical: This is the simplest and the oldest form of page orientation. Here, the headlines are the width of the basic single column. This kind of page layout adjusts lengthy news stories and can make a reader wary, hence, editorial pages are most often given such a layout, where the seriousness of the news is served rightly. However, visual distress can be 197

managed by using colours, or varying adjacent heads, or overcoming by the width of a column. Source: Credit to Internet Open Sources II. Irregular: It is the kind of layout that breaks a page into a series of interlocking or jigsaw shapes. It gives structural vagueness and freedom of expression as well. Source: Credit to Internet Open Sources 198

9.2.2 Photo Placement It says, "a picture is worth a thousand words". A good cartoon on a news page says two thousand words". Such are the perspectives of an editor towards incorporating photos to editorials, columns, or news stories. From a layout designer also, it is equally significant to consolidate photographs, cartoons and graphics. Though, there involve technical and right placement aspects. Placing a picture or cartoon at a wrong place may affect the utility and visibility of appeal and view. The incorporated pictures, cartoon and graphics etc. are assessed in terms of Are they suiting the purpose? Are they clarifying the matter? Are they consenting to the topic? agreeing Are they complacent to the news value? Are they arranged appropriately agreeing to the designed layout? Hence, once the editor or writer has incorporated photos and graphics, a page designer looks over them from different viewpoints. He considers the space matter, examines the relevance, finds if they are opposing the news story, and checks the size to adjust and fit them according to the available space. As the designer may need to crop the picture; using different creative digital cropping techniques and the visual impact he tries to bring out the exact point accentuated and noticeable. The designer may need to enlarge the main image for adjusting it to the available space. He shall attempt to expand the used graphic and fit it to the place. He may need to enlarge an image for it complements the content requirement also. He shall expand the photo for bringing a better visual impact. Using pictures or graphics on a news page is a technical and thoughtful job; it needs to be handled by an experienced and well versed professional. As a photo- editor may need to highlight the portions of a photograph that carries news relevance and value, he/she needs to be technically sound. A sound professional also keeps itself updated with the news, studies it and then works upon the photo or graphics. A sound photo-editor works upon an image first, visualizing it mentally and then handles it manually and technically to bring out a perfect 199

result. According to an article, a person who does not justify the job of cropping an image gets the nickname of a 'butcher' from the other photographers. 9.2.2.1 Photo Caption Photo captions, the crips lines given to photos, are from one of the most read body types in a publication. From all of the news contents, the titles of stories and photo captions have a higher readership. Hence, it needs to have higher standards of accuracy, clarity, completeness and readability. It is one of the essential parts of a news photographer's job. It should be providing a reader with relevant information. It needs to be written in a concise, clear, accurate and complete format matching a higher degree of professional standards allowing the reader to read it fast and comprehend it. A poorly written caption can mislead the reader and raise questions on the credibility of the news media. Writing captions A customary photo caption is like: • The first sentence will help the reader to identify the people and place in the photograph, and the date and location where the event has taken place. • the later sentences shall be providing contextual information to help readers know what the photo is narrating or saying. However, a caption format varies from publication to publication or media to media. But necessarily a caption should have: • Clarity of content: Helping the readers to clearly identify the people and locations appearing in the photo. Words or names should be clearly spelled. Where a photo has more than one person, the identification goes from left to right. Where a photo is portraying a large group, identification of the notable ones is given. • Time: Mention the data and day the photo belongs to. Where the photo is an archive photograph, the caption should mention it as "file photo". • News Value: Give some contextual information in the caption using some sufficient space. 200

- Correct Grammar: Caption sentences should be written using correct grammar structure. Using the present tense, a caption sentence gives a sense of instantiation. Use complete sentence structure instead of phrases. • Be brief. Most captions are one or two short, declarative sentences. Some may extend to a third sentence if complex contextual information is needed to explain the image completely. Observe the examples of photo-captions given, you shall be able to understand the manner of writing captions. Source: Credit to Internet Open Sources Today, in the digital era where the internet is used all throughout the world having handheld devices, the users are served news digitally using more pictures and graphics. The role of captions to such news becomes more significant as here captions give all the information or news. 201

9.2.3 Artwork A rough layout is changed into 'mechanical' for the printing purpose and is commonly known as artwork. Traditionally, it is a black and white image or black image on a white page of a camera-ready copy used by the printer to make a film positive or negative for the purpose of printing. This stage of the layout is usually handled by trained professionals who have considerable knowledge of printing and prepress work. All the elements of the page like areas for illustration, graphic shape and colour must be made into outlines and typed out as line art which will be printed without any gradation of tones.

9.2.4 Grid System Regarding the layout, there is a significant graphic designing aspect - the "Grid system". The grid system accommodates and organizes the content on a page, using a combination of margins, guides, rows and columns. The "grid system" is commonly used in newspaper and magazine layout. Grids do not remain visible in the finished and final print. They are just used to adjust the content, create strong print and web layout, and bring uniformity in the layout. Types of Grids: Grid layouts have no limit though some common types include - "equally sized two, three and four column grids" where a header runs across the top and a "full-page grid of squares". From these types of "grid-systems" stems up the variation of column widths, borders, page size and other traits of the grid rise up.

202 Source: Credit to Internet Open Sources 9.2.5 Breaking The Layout Once the grid pattern has been placed, a designer may choose to break and come out of it. However, this does not mean the grid system in graphic designing shall be ignored. It implies the news story components can run crossing over the grid columns or can extend from column to column. Breaking the grid layout furnishes interesting page designs. Reading the following given points, elaborating the need and significance of breaking the layout: • News printing involves setting the text justifying to available space as well as saving the space. Hence, it may lead to breaking the layout. In the case of brochures and magazines breaking the layout or grids makes the page look attractive and readable. • For text wrapping, graphics are used and necessitates breaking the grid layout. • An article that needs to be extended to two or more columns will have an alley between each. It shall give an image of a box to the article. The square will have the outer edges maintaining the unified distance from the next column from all sides. That way, a layout comes out to be broken. • A cloud shape is jugged out into an article; informing the key point of a storey while extending two columns, brings out the image of an irregular format.

203 Source: Credit to Internet Open Sources 9.3 Page Design/ Page Make-UP In today's modern, image-oriented, and competitive time, there comes an imperative need for being an eye-catcher or attractive newspaper or new reading element. Around 50 years ago, John Edward Allen, a notable newspaper designer, predicting the future of newspapers in his book "Newspaper Designing" said, " In the year 2000 there would be fewer and wider columns, the front pages will have indexes giving a preview of the inside pages, and will have better pages, pictures and colours". Observing today's newsprint designs, we know his predictions have been surprisingly true. Today's newsprints have more colours and pictures, they serve reader-friendly, attractive, and comprehensive page designs whether virtual or print. According to recent studies, the maximum amount of changes in newspapers have been in the areas of format, design, sectioning, and graphics. All such efforts have been towards giving the readers a well-guided tour through the vast amount of information that newspapers contain these days. Today's reader has also changed. Lacking time, he prefers to read front-to-back by going through headlines, pictures and stop where something interesting catches their eyes. One side where the readers have become so critical and less engrossing with reading the news the other side is where newsprint media faces competition from other newspapers and television and web news pages etc. Facing all that, newspapers try to become more reader-friendly and seek to serve the restless reader with attractive designs or make-ups. Here, the presentation style or page design plays a significant role.

204 9.3.1 Concept of Page Make-up/Design Arranging the news stories, photographs and other editorial content on a page is known as page makeup. It is a process that makes a newspaper more interesting and reader-friendly as the news content is arranged and organized in an easy-to-read format. • Arranging and organizing the news content helps people reading them interestingly. Readers can go through different types of news fast and easily. • Arranging the collection of many news stories, features, articles, editorials, pictures is page designing. • It communicates news through words and pictures. • It helps in delivering news beyond the words. • It helps in giving an interesting as well as sober look. • It works towards maintaining or projecting different looks. If it requires a classic or modern look the page designing will enhance that kind of look. If the requirement is to attract the elderly or young people, it will bring up that expression. Similarly, if the need is for the academic orientation, page designing shall magnify the educational outlook. Hence, a newsprint concerns about the attractive and organized arrangement of the news content creating and choosing the appropriate page design. The prime objective of page designing is - to arrange the different kinds of news content orderly and in a convenient-to-read manner. While the other objectives include - to create a distinct identity for the newspaper or news page; and to make reading exciting and interesting. 9.3.2 Principles of Page Designing Designing a newspaper page is a graphic art form. It involves certain principles of graphic designing like Balance, Contrast, Proportion and Unity. Balance: It deals with the visual importance of the various components of a newspaper page like the news stories, visuals, etc. A newspaper page should have the balance where any of the parts like the top-part, bottom-part and the side-part is not too heavy or comparatively heavy. The components like headlines, size of a story, pictures, boldness of certain texts, and breaking layout elements should not be making a page heavier. Balancing in page design can be

gained by weighing the components present on both the sides of a page - top and bottom and left and right sides. The weighing does not mean precisely balancing or measuring the components mathematically. Balancing a page requires distributing all the components equally, symmetrically. However, most newspapers use such an informal balance, where the two sides and the top and bottom halves are not mirrored images of each other, but there is a feeling of equilibrium. Source: Credit to Internet Open Sources

Contrast: This means using two or more elements that are dramatically different from each other. The difference in terms of their size, shape, shade, colour etc.; like a headline in lighter types shall contrast with a bold headline so does a black colour contrast with white colour and a small-sized picture with a big-sized one. Contrast is adopted for bringing a pleasant look, however, too much of contrast can make a page unattractive too hence it should be incorporated judiciously.

Proportion: This principle brings a comparative relationship concerning length, size and shape etc. For designing, a square shape is not used much as the rectangular shape is used. A square shape creates a dull and uninteresting and monotonous look. The proportional aspect is brought using the unequal dimensions. The most common proportions used in newspapers are the 2:3 and 3:5.

Unity: This principle concerns the impact a page design creates over the readers. Experts believe that a newspaper page should be like creating a single impression instead of various impressions. A single impression can make a page engaging and compelling. Unity can be achieved by checking and measuring the 206

placement of stories and pictures and shifting them to bring out a pleasing arrangement. The other considerable page designing principles are harmony, rhythm and directions. Nowadays, when page designing is performed using the computer technologies the method and outlook of page designing come so effectively. Many software packages like the Quark Express have been specially created for this purpose. So the page designing can take place by pressing a few keys.

9.3.3 Traditional Page designing Many newspapers have still been using certain traditional page makeup practices. The main characteristics of such traditional are:

- Nameplates are placed at the very top of the front page.
- All stories are placed below under the nameplate (also called masthead or flag).
- Bigger headlines are placed higher than the smaller ones placed below.
- The most important story is placed at the left-hand-top-corner of the front page.
- Datelines are located at the start of the story.
- A large picture or illustration is used only at the top of the page. If more visuals are used, they shall be placed in the top half of the page. Throughout the newspaper, the top half would have all the pictures while the bottom half will have no or few pictures.
- In the traditional page makeup, column rules are used to distinguish columns. Cutoff rules are used to mark the end of stories.
- Formal balancing is maintained where the left and right sides are balanced. Keeping the top usually heavy.

Source: Credit to Internet Open Sources 207

9.3.4 Contemporary Page Makeup/Designing With the changing time and meeting the present-day requirements, many newspapers are adopting modern design concepts. With the induction of new technologies and better-computerized printing, newspapers are using different presentations from the traditional page designing concepts. Some general contemporary page designings are like - Modular, Grid and Total Page Design.

- **Modular Makeup:** Under this kind of design, stories are arranged in modules. Stories of the same kind are arranged into different units or modules, where a module can even have one single story. Modules are separated by enclosing them into a box or a lot of white space is used around each module indicating their disconnection from the others. Hence, a page can be divided into a number of modules. The modular concept helps in arranging one kind of stories easily. It is also easy to implement and can fit into any style.
- **Grid Concept:** Under the grid concept, a pattern of intersecting lines that form rectangles of a particular size and shape is used. The grid lines divide a page into various uniformed columns where stories are placed vertically or horizontally. Gridlines divide a page into very neat portions and give a modern look to a page. Here the placement of stories is on the basis of their importance. Thus each story gets a chance of being seen.
- **Total Page Concept:** This concept also divides a page into different rectangular portions. Under this concept, the page is segregated into broad divisions, well proportional and rectangular. It differs from the other ideas in terms of the presentation; it involves - a dramatization of the content, the most significant feature of the "total page concept". Sober stories required to be presented in a clear-headed manner while sensational or dramatic news stories justify being presented in some dramatic way. However, TPC does not involve incorporating odd shapes like oval, triangular or round etc. to present any dramatization. It may use a lot of white space and photographs to make a story stand different from the other and gain attention. 208

- The Mixed Concept: It is an approach that many newspapers are adopting. A combination of the best elements is taken from different concepts like the modular, grid, and total page for the news presentation; this way complete flexibility is enjoyed in terms of the arrangement of stories and visuals on the paper.

9.3.4.1 Traditional vs Contemporary Concepts

The following given account of the difference between the conventional and modern concepts of page designing shall help you to perceive the importance of latest techniques better.

1. One of the changes is of the use of capital letters to set headlines. Contemporary approach prefers the lines set in mixed cases as it makes reading easier.
2. The other change is of the placement of the most important news stories. Earlier, it was a rule - the most significant news stories were given at the top of the page, in a way, indicating the bottom half is not having news stories of much importance. Today's newspapers want readers to read the entire page and place news stories meticulously. The weightage of a news story can be judged by the size, the headline, and any extra treatment (boxes, screens etc.) given to the story.
3. The next point of difference is the placement of the nameplate (masthead or flag) of the newspaper. The nameplate holds strong connotations and justifies to be placed at the top. Under the traditional page, designing methods headlines were given a large typeface and placed at the top of the page. However, some newspapers have started placing - other important matters at the top above the nameplate or on the top left corner. Placing the nameplate at any other place could complicate the page design. However, on rare occasions, some important stories can be placed above the nameplate if they demand so. Also, where it is horizontal rectangular design, the headlines may be placed at the left or right of the story, giving a modern look to the page.
4. Another change is the elimination of - column rules (lines) and the cut-off rules used earlier to separate stories at the top and bottom. The use of rules (lines) makes the already grey page even darker. Use of white space brings

lightness to the pages and makes the pages much more welcoming with less black.

5. Under modern practice, the number of columns used on a page has reduced. Instead of the traditional pattern of eight columns, many newspapers have started using six or four.
6. Some modern newspapers are using the "flush left" manner of presentation, where including the headlines the whole text body is set to flush left and ragged right just like manual type-writing.
7. The modern page designing is about the extensive use of subheadings as it breaks the monotony of the lengthy text reading.
8. Another developmental feature is the dramatic treatment of pictures in larger sizes. Also, the pictures used these days are usually vertical or horizontal and rarely square-shaped.

9.3.4.2 Recent Changes in Page Designing

It started around the year 1960 that newspapers started experimenting more with typography and designing. Gradually newspapers started using new styles, smaller headlines, larger photographs, etc. Changing tastes of readers, graphic designing, digital technological advancements, and better printing presses and designing innovations and practices have made today's newspapers creating pages that are attractive and reader-friendly. Let us see what makes a newspaper attractive visually.

- By presenting the contents in an easy-to-find, and easy-to-follow style.
- By offering surprises to the readers despite the highly formatted structure of its pages.
- By combining a magazine look with the traditional newspaper orientation.
- By incorporating graphics like sketches, diagrammatic representations, graphs, charts and computer-generated diagrams.
- By adding colours.
- By experimenting a lot. It happened in the USA when "Today" was first published on September 15, 1982, and changed the whole concept of newspaper page makeup the world over. In India, "The Times of India" has been trying to do something like this and introducing colour and more photos etc. the newspaper experimented with its page makeup.

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Source: Credit to Internet Open Sources

Today page makeup designers put text and visuals together on pages to meet the demand of readers who love reading graphics and images more than the textual news content. They use different innovative measures to improve their look.

- They give information and editorial content in such a way that the reader's requirements could be fulfilled. They design newspapers presenting information through a series of visuals, catchy headlines, well-structured text, photos, charts, graphs, maps, blurbs (at glance summaries) etc.
- The objective of newspaper designing is not merely making a paper or page attractive it implies to emphasize the informational content too. It is not to impress but to communicate or express. The used boxes, photographs, graphics and maps etc. are informative not the decorative pieces. They help in comprehending the information fast and easily. Designing present information in the most organized and appealing form.
- Designers choose the typefaces, type sizes, spaces etc. for making them legible.
- The incorporated elements like boxes, graphics and photographs etc. bring the "stop and read" delightful and surprising impacts.

9.3.4.3 FrontPage Makeup/Designing

The front page shows the image of a newspaper. It is the page that carries a lot of stories of value. Due to the unplanned and haphazard placement of stories, photos, and nonadherence of any design principles the past-time front-page makeup was old-fashioned, artificial, unattractive, and inflexible.

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Modern front-page makeup is highly useful, well-constructed, engaging and very flexible. Adopting the new principles of page designing the news-reading has been attempted to make it easy to read, attractive and inviting. To have a distinctive personality of its own and to increase the readership and readers, newspapers use the principle of creative dominance by adopting the modern concepts of size, shape and placement etc. The news-stories placed on the front page are significant ones that compete with each other for attention also. The front-page stories may have pictures or stories of similar or dissimilar kind. In India, most newspapers use the "Z-pattern" a traditional method of front-page makeup/designing. Under it, the most valuable story takes the top-most corner, the most prominent place. The next important place is the bottom-left where the next important news shall take place. In the west, most newspapers use the "C-shaped" another traditional approach of front-page designing. Under it, the important places for the news on the scale of their importance come - top right, top left, bottom left and bottom right. Both the Z-pattern and the C-pattern produce top-heavy front pages. Nowadays, stories get their places on the merits of their size and are given special treatments like boxes and circle forms by giving white space around. Today, stories are placed following contemporary concepts. Some guidelines for an exciting and more readable front page include:

- Create the open page (front page) with a lot of white space between columns, between stories, pictures, etc.
- Use a news summary preferably than having many small stories on the front page.
- Make the bottom half as interesting as the top half by using larger pictures, boxed stories, etc.
- Avoid overusing the boxes, lines and other attention-seeking devices like asterisk marks, screens, etc.
- Use clear and easy-to-read typefaces.
- Incorporate small changes to the basic format occasionally for bringing a sense of freshness and vitality to the page. 212

- Creating a look that is sophisticated and different from others by having columns of different widths.
- Use the simple manner of giving the nameplate.

9.3.4.4 Inside Page Design/Makeup Inside pages cover a variety of content, however, they are dominated by advertisement contents more. We know ads bring revenue, they can be given priority over the news and are placed enough on the pages. The number of advertisements may change every day and it affects the space matter also. It also makes the page designers work hard daily towards adjusting the space for ads and news stories. One of the techniques used for creating and designing the inside pages is - "centre of visual impact" (CVI). Under this technique, the centre of visual impact stays the most important story; while the other stories are arranged around this according to their editorial value. The position of ads also needs to be given a harmonious disposition with the editorial content. For this purpose, page designers may consult The structural position of advertisements also needs to be considered for bringing about a harmonious blend between the advertising and editorial content. Often makeup personnel have no or little control over the placement of advertisements. It is wise to consult with the advertising department and have suggestions about advertising placement on the pages, it may help in the designing of editorial content on these pages.

9.3.4.5 Editorial Pages Makeup/Designing Generally, it is seen that the editorial pages don't have a sober or serious look. Though, page designing techniques can make them look interesting and engaging despite the content-wise sober nature of the editorial pages. The techniques of brightening editorial pages include:

- Using the larger types than the ordinary body type.
- Putting the editorials in wider columns.
- Boxing the editorials or articles.
- Using more white space.
- Placing the masthead slightly lower or removing it from the top left corner.
- Managing photographs on the editorial page. 213

- Implying the flush-left and right-ragged style. But with the editorial page, a content-wise sober page is considered to be rigid in structure and as the editorials do not vary on day-to-day they remain the same always. Here, a page designer plays a vital role, as using different ways and techniques he can remove the monotony successfully.

9.3.4.6 Sports Page Makeup/Designing Plenty of sports news often creates the page designing a challenge for the designers. Hence, they prefer to use the grid system for making up this page. Using the number of photographs cropped so accurately removing the unwanted and highlighting the main can enhance the sports page. Sports news may have many agreeing pictures and incorporating all of them can create a mess and make a page look cluttered and unattractive.

9.3.4.7 LifeStyle & Feature Articles Page Designing/Makeup The lifestyle and feature pages maintain a balance between the serious and sober topics and try to involve the readers as they carry human interest stories. Such pages serve a reader with a variety of content. That needs to be striking, attractive and reader-friendly. Here are three valuable tips, using which designers can make such pages influencing and attractive:

- Stop the reader,
- Sustain his/her interest, and
- Surprise them.

Ensuring all these three things every day of the week is difficult, but using certain techniques designers attempt to apply them. The first such technique is the "centre of visual impact" (CVI). This technique allocates the dominant position to the prominent story that gets a striking photograph or an illustration. The CVC technique helps in stopping the reader. Other techniques include the use of modules, wider columns, informational graphics, and colour, etc.

9.4 Basic Elements of Design (practicum approach) Using creativity, style and applying technological features page designers try to create an impression on the readers. Some general designing elements like line, space, colour, texture, value and space etc. are used to arrange the contents and 214

make a page attractive. Let's know about these basic designing terms or elements a little more. A) Lines Geometrically, a line is a straight sketch that runs from a point. It may extend endlessly from a point or from a point to the other point. Source: Credit to Internet Open Sources In relation to designing, its thickness, thinness, waviness, and straightness are considerable aspects. It may have some irregular shapes. From the borderline and creating division, it is used in many places. The quality and type of lines on their uses depict different meanings interpreted by the viewers or readers. A designer using his creativity skills uses this element in various places. • Designers using line implore several designs like logos and symbols etc. • They use lines in grids, edges, borders, and other interesting structures. • They apply colour, ink and pencil styles to build impressions and expressions. • They use different features available by designing software for producing impressions of shades, boldness, pencil or brush styles etc. • They use lines in highlighting some areas for taking the reader attention to a specific subject or matter. • The use lines in creating segregation signalling the change of news type; for creating differentiation thin and dotted lines are used while thick and dotted lines are used to separate between columns of the news. Bold lines are used especially for infographics defining the charts and graphs etc. Source: Credit to Internet Open Sources 215

B) Shapes Depending on the confining area, shapes can be either regular or irregular and can be separated into two groups - geometric and organic. The hard-edged border shapes are the geometric ones, whereas the smooth-bordered are the organic ones. It is the designing element that provides meaning to a design. Purposely shapes are meaningful and positive and negative. Meaningful Shapes – These are the shapes that create a category and help to focus. They help in highlighting and determining ideas in a specific way. They define regions and provide space to certain news content. They create an expression by assigning a certain shape to the news. Positive and Negative Shapes - Negative shape is known in white and the positive in black colour. Shapes exist in space; negative shapes occupy positive space. Positive and negative spaces are also called figures and ground or foreground and background. Positive and negative shapes are often defined within their functions to describe space. Negative space is the space around and between the subjects of an image. The reversible effect is called the figure- ground reversal. Source: Credit to Internet Open Sources An object that has the same focus point is not a negative space. As mentioned earlier, a negative shape is often referred to as a background to grab attention to the main subject, which is, the positive space. Shapes have to be well-organized in space to create a good composition. The organisation of shapes in space should be well-balanced between its positive and negative shapes, however, it all depends on the intention of the designer. Shapes are sometimes organised to create a sense of expression or as an attention grabber. 216

C) Texture We see various kinds of texture around us. It is divided into two groups -When we can feel a texture by touching and viewing, it is a visual texture; when we can feel a texture by touch it is a tactile texture. Visual texture helps in giving meaning and creating a visual impression in graphic design. It can be created by brushing, rubbing, scratching and are viewed through light and colours A tactile texture may be fine or coarse and is used to avoid friction between any two surfaces. They may also be used to improve the visual appearance of the whole environment. Texture works as a visual aid takes place before any of the designing activities. It is useful at the time of creating a composition. For example, if we combine bold lines with the fine texture it will depict the idea of calmness. D) Form A form takes space to exist and can be produced by light and shadow. Forms are categorized as two dimensional (2D) and three dimensional (3D). They can be illustrated as organic and geometric. The 2D forms are seen in 180 degrees and made from the setup of planes choosing the required width and height. The 3D forms are seen in 360 degrees and are tactile that can be felt through touch. Source: Credit to Internet Open Sources Forms with smooth and rounded borders and lines are the organic forms; while the forms with hard edge borders and lines are the geometric forms. There are two aspects related to forms - illusion and perspective. We hold different perceptions of different shapes. How we look at a thing or form is out of some perception. The perception we create of a form depends on the angle that has been highlighted in the image and the feature that has been emphasised in an object. The illusion is created by the various forms using different types of 217

lines, a set of lines, shapes, colours and sometimes a combination of lines and shapes. E) Space It refers to the distance between shapes and forms, but it is best understood in design as white space or negative space. When shapes are placed higher within the horizontal line it appears as if at a farther distance, therefore, giving a sense of space. Size of the shapes creates a sense of space. Shapes which are smaller seem as if they are further away from the audience. The shape of objects which are at distant will be less detailed than the object which is closer to the audience. Darker the colour the closer it will appear to the viewer. Hence, space is a critical element of any package in the design. In the case of newspapers, we can relate it with the term "white space". Space does not stand for an "empty" space, but it is a background which is filled with white colour, but there are occasions when space is used with different colours. The main use of space, however, is to alleviate the human eyes to maneuver it among the words in the newspaper sections. Space usually provides a visual break. And a sensible use of white space attracts the attention of readers to the text. F) Colour: This segment talks about the value of colour and its application in graphic design. The following section on the meaning of colour discusses the functions of colour as well as the creation of colour which will be useful to you in terms of the design application. The Meaning of Colour: Colour is personal and subjective in terms of its role in graphic design. It also sometimes functions to arouse one's feelings. People use colour according to their personal experience, social mindset and cultural background. 218

Basic Colour Theory: Colour is viewed according to the hue, tone and saturation. Hue is a common name for colours which has a huge number of variations from light to dark shade, for example, red and blue. The varied range of colour is known as the tone. Colour varies from the light to the dark shades. According to pigment separation and to get a light colour you have to mix the white colour with some other colour such as red or yellow while on the other hand for a dark shade mix a colour with black. If you observe any diagram depicting the common colour mixing words, it will put tint as the mix of white that makes the colour lighter and shade is the mixing with black colour that reduces the lightness of the image colour. And the tone is made by both tinting and shading. Some colour specialists think that tone is also produced by mixing with grey colour. The hue can vary according to the saturation or the chroma also. That is referred to as intensity. As you may be aware, saturation is the full intensity or something like proceeding from brightness to greyness. The temperature of a colour is based on its intensity. Lower intensity creates cold colours, whereas warmer ones are created by the higher intensity. The Colour Wheel: Pigment Mixture Birren (1965) stated that "in the mixture of average pigments, the primary colours are magenta red, yellow and turquoise blue. These combine to form orange, green and violet (or purple)". Therefore, secondary colours are made out of two primary colours. Additive and Subtractive Primaries: Digitally, to predict how colour works, the colour system of Red, Green, Blue (RGB) which are also known as additive colours and the coloured pigments such as Cyan, Magenta, Yellow, Black (CMYK) which are also known as subtractive colours, never performs similarly. "If you are working with a computer the colour on your monitor (RGB system) will not be the same as the colour that is printed (CMYK system)" (Dabner et. al., 2010). Contrast and Harmony: Various types of colours support the content in graphics. They give strength to the idea of a designer, which gets depicted by the core design. Therefore, a designer must understand the management of colour while applying contrast and harmony colours in the design. The function and the perception of the design largely depend on the choice and amount of colour. Colour sometimes changes according to the lighting effects. For example, the 219

same colour appears different when seen under normal light and sunlight. Many factors have a huge impact on how we perceive colours. It is a popular notion that you can achieve a good combination of colour and can also achieve clarity in the image if you use opposite colours in the foreground and background. Source: Credit to Internet Open Sources Simultaneous Contrast: When you arrange colours side by side or if some colours are embedded within it, different intensities are created. This concept is known as simultaneous contrast. Based on surrounding colours the central image is affected. Colours seem to be warmer if the colours surrounding them are darker. "Simultaneous contrast identified by Michel Eugène Chevreul refers to how the colours of two different objects affect each other. The effect is more noticeable when shared between objects of complementary colour" (Wikipedia, 2016). 9.5 Page Layout Software (practicum approach) Designing software provides the ability to create visually compelling content. There are numerous newspaper design software serving the need and budget with their tools of designing in the market. From the many, the ideal software stands the one that comes with a full set of features for design and page layout and is user friendly. A perfect software will have all the programs helping to adjust graphics, editing images and improving filters. Besides designing it should be useful for editing the text features also. Designing softwares gives an appearance to a newspaper. Today, the designing softwares are the indispensable part of news printing that has been the product of the electronic revolution in the newspaper industry. They support and serve the purpose of speedy and accurate news transmission. The computers and word processors are used in page designing and making up gaining the hassle-free functionality. 220

The graphic experts or designers avail numerous options for designing a variety of pages and features. Using the arrangements of captions, photographs and graphics on a page that facilitates reading are virtually adjusted through computer software. A newspaper maintains a fixed format that becomes its trademark and identity, maintaining that format in terms of the page size, print area, number of columns, positioning of mast-head, allotment of articles, categories, page titles, type-size and style, number of pages a reliable and trustworthy software performs the designing of pages and their layout. It performs the automatic tasks of setting margins and allotting page numbers etc. It handles the entire process with ease and speed. It allows quick experimentation with designing features in terms of placing pictures and graphics, testing the visual look of different typefaces, and even incorporating last-minute changes in a page layout. All such editing is done by speed on need and according to the specifications. However, it is important to understand that the variety of page designs to choose from is acceptable and appropriate as far as it is for following an innovative approach and appealing to the readers. It is a known fact that the appearance of a newspaper works towards having a greater or lesser readership. Readers build a relationship with a newspaper, they become addicted or used to reading one particular newspaper daily. Finding gradual changes does not impact their relationship but bringing in sudden and greater changes can affect this loyal readership. 9.6 Unit Summary A layout means a plan or blueprint. These days newsprint layouts are designed graphically, using computer technology and graphics and generally maintaining the standardized form being followed by the specific news media organization. Regardless of which type it is, a layout can be studied as being divided - modular or rectangular layout. Using pictures or graphics on a news page is a technical and thoughtful job; it needs to be handled by an experienced and well versed professional. Photo captions, the crips lines given to photos, are from one of the most read body types in a publication. From all of the news contents, the titles of stories and photo captions have a higher readership. 221

Regarding the layout, there is a significant graphic designing aspect - the "Grid system". The grid system accommodates and organizes the content on a page, using a combination of margins, guides, rows and columns. Once the grid pattern has been placed, a designer may choose to break and come out of it. However, this does not mean the grid system in graphic designing shall be ignored. It implies the news story components can run crossing over the grid columns or can extend from column to column. Breaking the grid layout furnishes interesting page designs. Arranging the news stories, photographs and other editorial content on a page is known as page makeup. It is a process that makes a newspaper more interesting and reader-friendly as the news content is arranged and organized in an easy-to-read format. It started around the year 1960 that newspapers started to experiment more with typography and designing. Gradually newspapers started using new styles, smaller headlines, larger photographs, etc. Changing tastes of readers, graphic designing, digital technological advancements, and better printing presses and designing innovations and practices have made today's newspapers creating pages that are attractive and reader-friendly. Using creativity, style and applying technological features page designers try to create an impression on the readers. Some general designing elements like line, space, colour, texture, value and space etc. are used to arrange the contents and make a page attractive. Designing software provides the ability to create visually compelling content. There are numerous newspaper design softwares serving the need and budget with their tools of designing in the market. From the many, the ideal software stands the one that comes with a full set of features for design and page layout and is user friendly. 9.7 Key Terms • Page layout: It refers to the arrangement of text, images, and other objects on a page. • Photo caption: It refers to the crips lines given to photos, are from one of the most read body types in a publication. 222

• Grid means a layout grid is the non-printing set of guidelines that designers use to align images and text in a document layout. 9.8 Check Your Progress Read all the questions carefully and frame your answers in the required structure: Q:1) Answer the following questions in one or two sentences: a) Name the three categories of the layout. b) What is a modular layout? c) What a customary photo caption is like? d) What is a grid system? e) Name any three basic elements of designing? Q:2) Which of the following is a true or false statement? a) Vertical is the simplest and the oldest form of page orientation. b) Arranging the news stories, photographs and other editorial content on a page is known as page makeup. c) The front page shows the image of a newspaper. It is the page that carries a lot of stories of value. d) The lifestyle and feature pages maintain a balance between the serious and sober topics. e) Designing software provides the ability to create visually compelling content. Q:3) Complete the following given incomplete sentences: a) Plenty of sports news often creates the page designing a_____. b) Three valuable tips, using which designers can make pages influencing and attractive are _____. c) Geometrically, a line is a _____. d) Some modern newspapers are using the "flush left" manner of presentation, where _____. e) One technique of brightening editorial pages is _____. Q:4) Answer the following questions giving the explanations: a) What is breaking the layout? b) Give an explanatory account of the difference between the conventional and modern concepts of page designing. 223

c) Write an explanatory note on the Inside Page Design/Makeup. d) Explain any two basic elements of designs? e) Write an explanatory paragraph determining the need for page layout software. Q: 5) Take any two latest supplements of newspapers published in your area. Compare them in terms of - the style (headlines, types and division of news stories), the page layout (photographs, graphics, spacing through grinding, colour combination etc.) References: 1. Reporting For The Media By Fred Fedler John R. Bender Lucinda Davenport Michael W. Drager 2. Introduction To Journalism & Mass Communication By Finlay Webb 3. Essentials of Practical Journalism, VirBala 4. David Randall's The Universal Journalist 5. The News Manual 6. Principles and Practices of Journalism By Carl Hausman 7. THE HANDBOOK OF JOURNALISM STUDIES Edited by Karin Wahl- Jorgensen Thomas Hanitzsch 8. The Handbook of Journalism, Reuters 9. <https://editorsguild.in/> 10. <https://biostatmatt.com/uploads/ProofreadSymbols.pdf> 224

Hit and source - focused comparison, Side by Side

Submitted text As student entered the text in the submitted document.

Matching text As the text appears in the source.

1/90	SUBMITTED TEXT	17 WORDS	73% MATCHING TEXT	17 WORDS
	when a dog bites a man, that is not news, but when a man bites a dog,			
	SA Basics of Journalistic Writing_Home style SLM creation.doc (D118340540)			
2/90	SUBMITTED TEXT	22 WORDS	55% MATCHING TEXT	22 WORDS
	the New York Sun says, "when a dog bites a man, that is not news, but when a man bites a dog,			
	SA Fundamentals of Journalism.docx (D165770125)			
3/90	SUBMITTED TEXT	17 WORDS	90% MATCHING TEXT	17 WORDS
	when a dog bites a man, that is not news, but when a man bites a dog,		when a dog bites a man, it is not news but when a man bites a dog	
	W https://egyanagar.osou.ac.in/download-slm.php?file=osou-djmc-03-Block-01editing-english.pdf			
4/90	SUBMITTED TEXT	18 WORDS	75% MATCHING TEXT	18 WORDS
	when a dog bites a man, that is not news, but when a man bites a dog, that			
	SA PW_Writing for Print.docx (D57115499)			
5/90	SUBMITTED TEXT	18 WORDS	75% MATCHING TEXT	18 WORDS
	when a dog bites a man, that is not news, but when a man bites a dog, that			
	SA FG for Writing for Print.docx (D57115498)			

6/90	SUBMITTED TEXT	17 WORDS	80% MATCHING TEXT	17 WORDS
<p>a dog bites a man, that is not news, but when a man bites a dog, that</p> <p>SA Principle of Editing- IGNOU-Final.docx (D48113268)</p>				
7/90	SUBMITTED TEXT	12 WORDS	87% MATCHING TEXT	12 WORDS
<p>the families or relatives or associates of a person convicted or accused</p> <p>SA BEGSE-51-Mass Communication and Journalism.docx (D145781904)</p>				
8/90	SUBMITTED TEXT	11 WORDS	95% MATCHING TEXT	11 WORDS
<p>be honest, fair, and courageous in gathering, reporting, and interpreting information.</p> <p>SA PW_Writing for Print.docx (D57115499)</p>				
9/90	SUBMITTED TEXT	36 WORDS	80% MATCHING TEXT	36 WORDS
<p>Examine their own cultural values and avoid imposing on those values on others." 11 Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance, or social status. 12 "Support the open exchange of views,</p> <p>Examine your own cultural values and avoid imposing those values on others. vii. Avoid stereotyping by race, gender, age, religion, ethnicity, geography, disability, physical appearance or social status. viii. Support the open exchange of views.</p> <p>W http://icarzcu3.gov.in/book_publications/Writing%20News%20articles.pdf</p>				
10/90	SUBMITTED TEXT	15 WORDS	100% MATCHING TEXT	15 WORDS
<p>Be sensitive when seeking or using interviews or photographs of those affected by tragedy or</p> <p>Be sensitive when seeking or using interviews or photographs of those affected by tragedy or</p> <p>W http://icarzcu3.gov.in/book_publications/Writing%20News%20articles.pdf</p>				
11/90	SUBMITTED TEXT	21 WORDS	90% MATCHING TEXT	21 WORDS
<p>Avoid conflict of interest, real or perceived." 2 "Remain free of associations and activities that may compromise integrity or damage credibility." 3 "</p> <p>Avoid conflicts of interest, real or perceived. xvii. Remain free of associations and activities that may compromise integrity or damage credibility</p> <p>W http://icarzcu3.gov.in/book_publications/Writing%20News%20articles.pdf</p>				

12/90	SUBMITTED TEXT	49 WORDS	97% MATCHING TEXT	49 WORDS
<p>Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects." 2 Be sensitive when seeking or using interviews or photographs of those affected by tragedy or guilt." 3 "Recognize that gathering and reporting information may cause harm or discomfort.</p>		<p>Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects. • Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief. • Recognize that gathering and reporting information may cause harm or discomfort.</p>		
<p>W http://www.nraisinc.com/wp-content/uploads/2017/03/205-Television-Journalism.pdf</p>				

13/90	SUBMITTED TEXT	90 WORDS	100% MATCHING TEXT	90 WORDS
<p>pursuit of the news is not a license for arrogance." 4 "Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence, or attention. Only an overriding public need can justify intrusion into anyone's privacy." 5 "Show good taste. Avoid pandering to lurid curiosity." 6 "Be cautious about identifying juvenile suspects or victims of sex crimes." 7 "Be judicious about naming criminal suspects before the formal filing of charges." 8 "Balance a criminal suspect's fair trial rights with the public's right to be informed."</p>		<p>Pursuit of the news is not a license for arrogance. • Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy. • Show good taste. Avoid pandering to lurid curiosity. • Be cautious about identifying juvenile suspects or victims of sex crimes. • Be judicious about naming criminal suspects before the formal filing of charges. • Balance a criminal suspect's fair trial rights with the public's right to be informed.</p>		
<p>W http://www.nraisinc.com/wp-content/uploads/2017/03/205-Television-Journalism.pdf</p>				

14/90	SUBMITTED TEXT	24 WORDS	63% MATCHING TEXT	24 WORDS
<p>mass media. Reporters collect information through different ways, including tips, press releases, and witnessing an event. They perform research through interviews, public records, and other sources.</p>				
<p>SA Sports Book Chapters with PP 1.pdf (D110553709)</p>				

15/90	SUBMITTED TEXT	19 WORDS	57% MATCHING TEXT	19 WORDS
<p>there is no mention of the person's name it is called a credit line. The credit line could be</p>				
<p>SA Introduction to Journalism Block 2 Semester 2.pdf (D165447642)</p>				

16/90	SUBMITTED TEXT	19 WORDS	57% MATCHING TEXT	19 WORDS
<p>there is no mention of the person's name it is called a credit line. The credit line could be</p>				
<p>SA Journalism Block 2 Semester 2.pdf (D165447632)</p>				

17/90	SUBMITTED TEXT	19 WORDS	57%	MATCHING TEXT	19 WORDS
<p>there is no mention of the person's name it is called a credit line. The credit line could be</p> <p>SA Introduction to Journalism Block 2.pdf (D165065553)</p>					
18/90	SUBMITTED TEXT	19 WORDS	57%	MATCHING TEXT	19 WORDS
<p>there is no mention of the person's name it is called a credit line. The credit line could be</p> <p>SA Journalism block 2.pdf (D165065539)</p>					
19/90	SUBMITTED TEXT	15 WORDS	81%	MATCHING TEXT	15 WORDS
<p>by our correspondent' or 'our bureau' or 'by our special correspondent' etc. Dateline: The date-line</p> <p>SA Introduction to Journalism Block 2 Semester 2.pdf (D165447642)</p>					
20/90	SUBMITTED TEXT	15 WORDS	81%	MATCHING TEXT	15 WORDS
<p>by our correspondent' or 'our bureau' or 'by our special correspondent' etc. Dateline: The date-line</p> <p>SA Journalism Block 2 Semester 2.pdf (D165447632)</p>					
21/90	SUBMITTED TEXT	15 WORDS	81%	MATCHING TEXT	15 WORDS
<p>by our correspondent' or 'our bureau' or 'by our special correspondent' etc. Dateline: The date-line</p> <p>SA Introduction to Journalism Block 2.pdf (D165065553)</p>					
22/90	SUBMITTED TEXT	15 WORDS	81%	MATCHING TEXT	15 WORDS
<p>by our correspondent' or 'our bureau' or 'by our special correspondent' etc. Dateline: The date-line</p> <p>SA Journalism block 2.pdf (D165065539)</p>					
23/90	SUBMITTED TEXT	29 WORDS	53%	MATCHING TEXT	29 WORDS
<p>on which the reporter has found the story and the place from where the reporter has based the story. Lead: This is the first paragraph of a news story.</p> <p>SA Introduction to Journalism Block 2 Semester 2.pdf (D165447642)</p>					

24/90	SUBMITTED TEXT	29 WORDS	53% MATCHING TEXT	29 WORDS
<p>on which the reporter has found the story and the place from where the reporter has based the story. Lead: This is the first paragraph of a news story.</p> <p>SA Journalism Block 2 Semester 2.pdf (D165447632)</p>				
25/90	SUBMITTED TEXT	27 WORDS	100% MATCHING TEXT	27 WORDS
<p>An investigative journalism is a man or woman whose profession it is to discover the truth and to identify lapses from it in whatever media may be available.</p> <p>W http://www.nraismc.com/wp-content/uploads/2017/03/205-Television-Jornalism.pdf</p>				
26/90	SUBMITTED TEXT	29 WORDS	53% MATCHING TEXT	29 WORDS
<p>on which the reporter has found the story and the place from where the reporter has based the story. Lead: This is the first paragraph of a news story.</p> <p>SA Introduction to Journalism Block 2.pdf (D165065553)</p>				
27/90	SUBMITTED TEXT	16 WORDS	97% MATCHING TEXT	16 WORDS
<p>as "Reporting, through one's initiative and work product, matters of importance to readers, viewers or listeners".</p> <p>W http://www.nraismc.com/wp-content/uploads/2017/03/205-Television-Jornalism.pdf</p>				
28/90	SUBMITTED TEXT	29 WORDS	53% MATCHING TEXT	29 WORDS
<p>on which the reporter has found the story and the place from where the reporter has based the story. Lead: This is the first paragraph of a news story.</p> <p>SA Journalism block 2.pdf (D165065539)</p>				
29/90	SUBMITTED TEXT	17 WORDS	91% MATCHING TEXT	17 WORDS
<p>inform the readers of what crimes are going on in their city, state or country. For crime-reporting,</p> <p>SA Basics of Journalistic Writing_Home style SLM creation.doc (D118340540)</p>				

30/90	SUBMITTED TEXT	26 WORDS	71% MATCHING TEXT	26 WORDS
<p>Reporters can become senior reporters, correspondents, senior correspondents, chief reporters, special correspondents and foreign correspondents, sub-editors, chief sub-editor, deputy news editor and news editor. Responsibilities of a Reporter:</p>		<p>Reporters can become senior reporters, correspondents, senior correspondents, chief reporter, special correspondent and foreign correspondents. Sub-editors are promoted to the positions of senior sub-editor, chief sub-editor, deputy news editor and news editor. The basic job of a reporter</p>		
<p>W https://www.shareyouressays.com/knowledge/distinct-responsibilities-of-a-reporter-and-a-sub-edito ...</p>				

31/90	SUBMITTED TEXT	24 WORDS	100% MATCHING TEXT	24 WORDS
<p>keep six honest serving-men - They taught me all I knew - Their names are: What and why and when - And How and Where and Who"</p>		<p>keep six honest serving men They taught me all I knew Their names are what, and why and when And how and where and who</p>		
<p>W https://egyankosh.ac.in/bitstream/123456789/57072/1/Unit%201.pdf</p>				

32/90	SUBMITTED TEXT	13 WORDS	100% MATCHING TEXT	13 WORDS
<p>The basic shape of the news story is the inverted pyramid. This</p>		<p>the basic shape of the news story is the inverted pyramid. This</p>		
<p>W https://mediag2s4.files.wordpress.com/2015/04/the-news-manual.pdf</p>				

33/90	SUBMITTED TEXT	15 WORDS	66% MATCHING TEXT	15 WORDS
<p>is called the intro, that contains the newest, most unusual, most interesting and most significant</p>				
<p>SA PW_Writing for Print.docx (D57115499)</p>				

34/90	SUBMITTED TEXT	15 WORDS	66% MATCHING TEXT	15 WORDS
<p>is called the intro, that contains the newest, most unusual, most interesting and most significant</p>				
<p>SA FG for Writing for Print.docx (D57115498)</p>				

35/90	SUBMITTED TEXT	20 WORDS	59% MATCHING TEXT	20 WORDS
<p>Pyramid of Pyramids When a story has several different parts to be told, it is more useful to tell the story</p>				
<p>SA PW_Writing for Print.docx (D57115499)</p>				

36/90	SUBMITTED TEXT	20 WORDS	59%	MATCHING TEXT	20 WORDS
<p>Pyramid of Pyramids When a story has several different parts to be told, it is more useful to tell the story</p> <p>SA FG for Writing for Print.docx (D57115498)</p>					
37/90	SUBMITTED TEXT	13 WORDS	78%	MATCHING TEXT	13 WORDS
<p>The sequence of these mini-pyramids also depends upon the newsworthiness of each one.</p> <p>SA PW_Writing for Print.docx (D57115499)</p>					
38/90	SUBMITTED TEXT	13 WORDS	78%	MATCHING TEXT	13 WORDS
<p>The sequence of these mini-pyramids also depends upon the newsworthiness of each one.</p> <p>SA Sports Book Chapters with PP 1.pdf (D110553709)</p>					
39/90	SUBMITTED TEXT	13 WORDS	78%	MATCHING TEXT	13 WORDS
<p>The sequence of these mini-pyramids also depends upon the newsworthiness of each one.</p> <p>The sequence of these mini-pyramids will depend upon the newsworthiness of each one.</p> <p>W https://mediag2s4.files.wordpress.com/2015/04/the-news-manual.pdf</p>					
40/90	SUBMITTED TEXT	13 WORDS	78%	MATCHING TEXT	13 WORDS
<p>The sequence of these mini-pyramids also depends upon the newsworthiness of each one.</p> <p>SA FG for Writing for Print.docx (D57115498)</p>					
41/90	SUBMITTED TEXT	20 WORDS	100%	MATCHING TEXT	20 WORDS
<p>the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance</p> <p>SA PW_Writing for Print.docx (D57115499)</p>					

42/90	SUBMITTED TEXT	20 WORDS	100%	MATCHING TEXT	20 WORDS
<p>the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance</p> <p>SA Sports Book Chapters with PP 1.pdf (D110553709)</p>					

43/90	SUBMITTED TEXT	20 WORDS	100%	MATCHING TEXT	20 WORDS		
<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"> <p>the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance</p> <p>W https://mediag2s4.files.wordpress.com/2015/04/the-news-manual.pdf</p> </td> <td style="width: 50%;"> <p>The most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance.</p> </td> </tr> </table>						<p>the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance</p> <p>W https://mediag2s4.files.wordpress.com/2015/04/the-news-manual.pdf</p>	<p>The most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance.</p>
<p>the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance</p> <p>W https://mediag2s4.files.wordpress.com/2015/04/the-news-manual.pdf</p>	<p>The most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance.</p>						

44/90	SUBMITTED TEXT	20 WORDS	97%	MATCHING TEXT	20 WORDS		
<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"> <p>Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. • Feature</p> <p>W http://www.nraismc.com/wp-content/uploads/2017/03/205-Television-Journalism.pdf</p> </td> <td style="width: 50%;"> <p>Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. A feature'</p> </td> </tr> </table>						<p>Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. • Feature</p> <p>W http://www.nraismc.com/wp-content/uploads/2017/03/205-Television-Journalism.pdf</p>	<p>Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. A feature'</p>
<p>Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. • Feature</p> <p>W http://www.nraismc.com/wp-content/uploads/2017/03/205-Television-Journalism.pdf</p>	<p>Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. A feature'</p>						

45/90	SUBMITTED TEXT	20 WORDS	100%	MATCHING TEXT	20 WORDS
<p>the most newsworthy part of the story will come first, followed by the other parts in decreasing order of importance</p> <p>SA FG for Writing for Print.docx (D57115498)</p>					

46/90	SUBMITTED TEXT	16 WORDS	81%	MATCHING TEXT	16 WORDS
<p>lead is used to drive home the point about a particular event, person, place or happening.</p> <p>SA Journalism_drafft.doc (D64935511)</p>					

47/90	SUBMITTED TEXT	16 WORDS	81%	MATCHING TEXT	16 WORDS
<p>lead is used to drive home the point about a particular event, person, place or happening.</p> <p>SA _Journalism_Final_draft_.doc (D99230600)</p>					

48/90	SUBMITTED TEXT	12 WORDS	100%	MATCHING TEXT	12 WORDS
<p>The basic shape of the news story is the inverted pyramid. This</p> <p>W https://mediag2s4.files.wordpress.com/2015/04/the-news-manual.pdf</p>		<p>the basic shape of the news story is the inverted pyramid. This</p>			
49/90	SUBMITTED TEXT	16 WORDS	81%	MATCHING TEXT	16 WORDS
<p>lead is used to drive home the point about a particular event, person, place or happening.</p> <p>SA _Journalism_Final_draft_ (1).doc (D99235551)</p>					
50/90	SUBMITTED TEXT	16 WORDS	81%	MATCHING TEXT	16 WORDS
<p>lead is used to drive home the point about a particular event, person, place or happening.</p> <p>SA _Journalism_Final_draft_ (1).doc (D99235519)</p>					
51/90	SUBMITTED TEXT	18 WORDS	76%	MATCHING TEXT	18 WORDS
<p>also be defined as – “journalistic essay” that attempts to inform or explain or convince to stimulate insight</p> <p>SA Print and TV journalism -all units.docx (D139412503)</p>					
52/90	SUBMITTED TEXT	18 WORDS	76%	MATCHING TEXT	18 WORDS
<p>also be defined as – “journalistic essay” that attempts to inform or explain or convince to stimulate insight</p> <p>SA Print and TV journalism - all units.docx (D140022043)</p>					
53/90	SUBMITTED TEXT	18 WORDS	76%	MATCHING TEXT	18 WORDS
<p>also be defined as – “journalistic essay” that attempts to inform or explain or convince to stimulate insight</p> <p>SA Print and television journalism.docx (D136980693)</p>					
54/90	SUBMITTED TEXT	13 WORDS	100%	MATCHING TEXT	13 WORDS
<p>political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads.</p> <p>SA Print and TV journalism -all units.docx (D139412503)</p>					

55/90	SUBMITTED TEXT	13 WORDS	100%	MATCHING TEXT	13 WORDS
<p>political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads.</p>					
<p>SA Print and TV journalism - all units.docx (D140022043)</p>					

56/90	SUBMITTED TEXT	13 WORDS	100%	MATCHING TEXT	13 WORDS
<p>political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads.</p>					
<p>SA Print and television journalism.docx (D136980693)</p>					

57/90	SUBMITTED TEXT	13 WORDS	100%	MATCHING TEXT	13 WORDS
<p>political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads. 114</p>					
<p>SA Print and TV journalism -all units.docx (D139412503)</p>					

58/90	SUBMITTED TEXT	13 WORDS	100%	MATCHING TEXT	13 WORDS
<p>political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads. 114</p>					
<p>SA Print and TV journalism - all units.docx (D140022043)</p>					

59/90	SUBMITTED TEXT	13 WORDS	100%	MATCHING TEXT	13 WORDS
<p>political, social, economic, historical, scientific, etc. grouped under local, national, regional and international heads. 114</p>					
<p>SA Print and television journalism.docx (D136980693)</p>					

60/90	SUBMITTED TEXT	13 WORDS	76%	MATCHING TEXT	13 WORDS
<p>justified only in the public interest, and when information cannot be obtained by</p>					
<p>SA DCOMM 410-Newspaper Writing and Reporting.docx (D121402494)</p>					

61/90	SUBMITTED TEXT	13 WORDS	76% MATCHING TEXT	13 WORDS
<p>justified only in the public interest, and when information cannot be obtained by</p> <p>SA DCOMM 410-Newspaper Writing and Reporting.docx (D120783902)</p>				
62/90	SUBMITTED TEXT	22 WORDS	66% MATCHING TEXT	22 WORDS
<p>the Press Council of India (PCI) for preserving the freedom of the press 152 and for managing and developing the standards of</p> <p>SA BEGSE-51-Mass Communication and Journalism.docx (D145781904)</p>				
63/90	SUBMITTED TEXT	18 WORDS	91% MATCHING TEXT	18 WORDS
<p>to keep under review any development likely to restrict the supply and dissemination of news of public interest</p> <p>W https://silo.tips/download/print-media-journalism</p>				
64/90	SUBMITTED TEXT	22 WORDS	77% MATCHING TEXT	22 WORDS
<p>News Agencies A news agency is an organization that collects news reports and sells them to news organizations like newspapers, magazines, radio and television</p> <p>SA Writing For Media.docx (D130627082)</p>				
65/90	SUBMITTED TEXT	16 WORDS	93% MATCHING TEXT	16 WORDS
<p>completeness, accuracy, word choice, writing style and spelling errors. A writer may accept, negotiate or reject</p> <p>W https://egyanagar.osou.ac.in/download-slm.php?file=osou-djmc-03-Block-01editing-english.pdf</p>				
66/90	SUBMITTED TEXT	20 WORDS	72% MATCHING TEXT	20 WORDS
<p>two edits - the copy edit and the final proofreading. Copyediting makes a write-up in a draft copy</p> <p>W https://egyanagar.osou.ac.in/download-slm.php?file=osou-djmc-03-Block-01editing-english.pdf</p>				

67/90 **SUBMITTED TEXT** 27 WORDS **51% MATCHING TEXT** 27 WORDS

the Press Council of India (PCI) for preserving the freedom of the press and for managing and developing the standards of press in the country. • Freedom of the

SA BEGSE-51-Mass Communication and Journalism.docx (D145781904)

68/90 **SUBMITTED TEXT** 21 WORDS **81% MATCHING TEXT** 21 WORDS

A news agency is an organization that collects news reports and sells them to news organizations like newspapers, magazines, radio and television

SA Writing For Media.docx (D130627082)

69/90 **SUBMITTED TEXT** 17 WORDS **76% MATCHING TEXT** 17 WORDS

If a dog bites a man, that is not news. But if a man bites a dog,

SA Fundamentals of Journalism.docx (D165770125)

70/90 **SUBMITTED TEXT** 18 WORDS **58% MATCHING TEXT** 18 WORDS

a dog bites a man, that is not news. But if a man bites a dog, that is news."

SA Basics of Journalistic Writing_Home style SLM creation.doc (D118340540)

71/90 **SUBMITTED TEXT** 18 WORDS **85% MATCHING TEXT** 18 WORDS

a dog bites a man, that is not news. But if a man bites a dog, that is news."

SA PW_Writing for Print.docx (D57115499)

72/90 **SUBMITTED TEXT** 18 WORDS **85% MATCHING TEXT** 18 WORDS

a dog bites a man, that is not news. But if a man bites a dog, that is news."

SA FG for Writing for Print.docx (D57115498)

73/90	SUBMITTED TEXT	18 WORDS	73% MATCHING TEXT	18 WORDS
<p>a dog bites a man, that is not news. But if a man bites a dog, that is news."</p> <p>W https://egyanagar.osou.ac.in/download-slm.php?file=osou-djmc-03-Block-01editing-english.pdf</p>		<p>a dog bites a man, it is not news but when a man bites a dog it is news.</p>		
74/90	SUBMITTED TEXT	31 WORDS	88% MATCHING TEXT	31 WORDS
<p>As the New York Tribune and Sun Editor, Charles A Dana once stated, "If a dog bites a man, that is not news. But if a man bites a dog, that is news."</p> <p>SA Principle of Editing- IGNOU-Final.docx (D48113268)</p>				
75/90	SUBMITTED TEXT	13 WORDS	100% MATCHING TEXT	13 WORDS
<p>the maximum amount of understanding with the minimum risk of confusion. •</p> <p>W https://mediag2s4.files.wordpress.com/2015/04/the-news-manual.pdf</p>		<p>the maximum amount of understanding with the minimum risk of confusion.</p>		
76/90	SUBMITTED TEXT	18 WORDS	68% MATCHING TEXT	18 WORDS
<p>Verifies the news credibility at least from two sources. • Ask the writer for his source of</p> <p>W https://wecommunication.blogspot.com/2021/02/concept-of-news-editing.html</p>		<p>verifies the news credibility at least from two sources. Whether it is original sources or websites. Editor can either ask the writer for his source of</p>		
77/90	SUBMITTED TEXT	25 WORDS	63% MATCHING TEXT	25 WORDS
<p>the man hit the cycle" is in the active voice. "the cycle was hit by the man" is in the passive voice. The active voice</p> <p>W https://mediag2s4.files.wordpress.com/2015/04/the-news-manual.pdf</p>		<p>the man hit the table" is in the active voice (where the man is the hitter). The sentence "the table was hit by the man" is in the passive voice. Wherever possible, write in the active voice.</p>		
78/90	SUBMITTED TEXT	11 WORDS	100% MATCHING TEXT	11 WORDS
<p>when it is not clear who is responsible for the action. •</p> <p>W https://mediag2s4.files.wordpress.com/2015/04/the-news-manual.pdf</p>		<p>when it is not clear who is responsible for the action</p>		

79/90	SUBMITTED TEXT	20 WORDS	55%	MATCHING TEXT	20 WORDS
<p>information received from different sources. 8.3.3 Techniques - Handling of News Copy Handling of news copy is a technique in itself.</p>					
SA Principle of Editing- IGNOU-Final.docx (D48113268)					

80/90	SUBMITTED TEXT	55 WORDS	100%	MATCHING TEXT	55 WORDS
<p>There are three types of Style Sheets: Embedded: the style rules are included within the HTML - in the head. 187 Inline: the style rules appear throughout the HTML of the Web page - i.e. in the body. Linked: The style rules are stored in a separate file external to all the Web pages.</p>					
SA Principle of Editing- IGNOU-Final.docx (D48113268)					

81/90	SUBMITTED TEXT	19 WORDS	91%	MATCHING TEXT	19 WORDS
<p>Layouts can be classified into three categories: • Text Dominant: If there is too much text, it will</p>					
SA JOURNALISM – MEANING, NATURE, IMPORTANCE AND TYPES OF JOURNALISM.docx (D140400274)					

82/90	SUBMITTED TEXT	19 WORDS	82%	MATCHING TEXT	19 WORDS
<p>Layouts can be classified into three categories: • Text Dominant: If there is too much text, it will</p>					
SA Journalism_draftt.doc (D64935511)					

83/90	SUBMITTED TEXT	19 WORDS	82%	MATCHING TEXT	19 WORDS
<p>Layouts can be classified into three categories: • Text Dominant: If there is too much text, it will</p>					
SA _Journalism_Final_draft_.doc (D99230600)					

84/90	SUBMITTED TEXT	19 WORDS	82%	MATCHING TEXT	19 WORDS
<p>Layouts can be classified into three categories: • Text Dominant: If there is too much text, it will</p>					
SA _Journalism_Final_draft_ (1).doc (D99235551)					

85/90	SUBMITTED TEXT	19 WORDS	82%	MATCHING TEXT	19 WORDS
<p>Layouts can be classified into three categories: • Text Dominant: If there is too much text, it will</p> <p>SA _Journalism_Final_draft_ (1).doc (D99235519)</p>					
86/90	SUBMITTED TEXT	12 WORDS	87%	MATCHING TEXT	12 WORDS
<p>and text are used in equal measures and given a balanced exposure</p> <p>SA JOURNALISM – MEANING, NATURE, IMPORTANCE AND TYPES OF JOURNALISM.docx (D140400274)</p>					
87/90	SUBMITTED TEXT	12 WORDS	87%	MATCHING TEXT	12 WORDS
<p>and text are used in equal measures and given a balanced exposure</p> <p>SA Journalism_drafft.doc (D64935511)</p>					
88/90	SUBMITTED TEXT	12 WORDS	87%	MATCHING TEXT	12 WORDS
<p>and text are used in equal measures and given a balanced exposure</p> <p>SA _Journalism_Final_draft_.doc (D99230600)</p>					
89/90	SUBMITTED TEXT	12 WORDS	87%	MATCHING TEXT	12 WORDS
<p>and text are used in equal measures and given a balanced exposure</p> <p>SA _Journalism_Final_draft_ (1).doc (D99235551)</p>					
90/90	SUBMITTED TEXT	12 WORDS	87%	MATCHING TEXT	12 WORDS
<p>and text are used in equal measures and given a balanced exposure</p> <p>SA _Journalism_Final_draft_ (1).doc (D99235519)</p>					