



SRINIVASAN COLLEGE OF ARTS AND SCIENCE

(Affiliated to Bharathidasan University, Tiruchirappalli)

Perambalur-621 212

COURSE MATERIAL

OF

BASICS OF NEWS REPORTING – 16ACCJM3

For

I B.A Journalism and Mass Communication

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&

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Core Course III - Basics of News Reporting

Objective:

This subject will develop basic skills in reporting for print media. Students will learn the technique of reporting skills.

UNIT I

Qualities and responsibilities of a reporter; definition of news; news and views; news determinants: proximity, prominence, oddity, conflict, controversy, timeliness and human interest; reporting terminology

UNIT II

Basic structure of news; chronological versus inverted pyramid formats: strengths and limitations; 5Ws and 1H ingredients; types of leads; hard news, soft news and infotainment.

UNIT III

News Sources - handout, news conference, meet-the-press, international news agencies, Indian news agencies, internet, other media and beat - unexpected news sources.

UNIT IV

Interviewing-pre-interview homework, interviewing and writing interview-based reports.

UNIT V

Types of Reporting- basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting. Reporting science and environment.

UNIT-I

Qualities and responsibilities of a journalist

The job of a reporter is to gather news and write it for his organization. Sub-editor makes it fit to print. Reporters go out in the field while sub –editor’s work at the “News desk” where all the news that comes, is selected, edited, each news story is given a suitable headline and its place in the newspaper is decided.

Reporters can become senior reporters, correspondents, senior correspondents, chief reporters, special correspondents and foreign corresponds, sub editors, chief sub editor, deputy news editor and news editor. But the basic job of a reporter remains news gathering and filling the reporter or “copy” to the news desk.

To be a good reporter or good sub-editor what one needs is common sense and command over language. These two requirements in fact summarize the qualities of newsman should have as other qualities flow from these two and the basic Human values.

- **News sense:** It is the basic quality of news man. Every reporter has to have news sense or nose for news to distinguish news from non-news. He should be able to compare various news values and decide where to bring his story and should not miss important details.
- **Clarity:** A reporter should have clarity of mind and expression. A person who is confused himself cannot tell a story to others. Only clarity of mind is not enough unless it is accompanied by clarity of expression without clarity of mind has no meaning.

- **Objectivity:** Reporter and sub- editor should aim at objectivity while dealing with a story. They should not allow their personal bias or ideas to creep in to a story. They should not take side but try covering all the different viewpoints to achieve balance in the story.
- **Accuracy:** A reporter should strive for accuracy. He should check and recheck his fact till he is satisfied that he has them accurate. In this respect he should not take any chance as accuracy is directly proportional to the credibility of a reporter and his newspaper.
- **Alertness:** A reporter should always be alert while dealing with his subjects. Many major news breaks in the past were possible because of alertness of reporter. Scoops don't walk in to newspaper offices- alert reporters catch them in air and pursue.
- **Speed:** In today's world speed matters everywhere. A person who cannot work fast cannot be a good reporter. While maintaining all other desirable qualities a reporter should strive to work faster. He should think fast, write fast and write or type fast for he has to meet deadlines or may have to go to another assignment. Calmness: Reporter and sub editors often work in trying circumstances. They have to remain calm and composed in most exciting and tragic circumstances. In many situations they have to be calm devoid of hysterical actions or utterances and apply appropriate mental and physical effort to write or edit the story.
- **Curiosity:** Reporters should have an insatiable curiosity for reporters it is useful in developing lead for facts that may lead to better stories.
- **Skepticism:** It is another necessary quality which a reporter and sub editor should cultivate. They should not take anything for granted. They should have an unwavering posture of doubt until faced with undesirable proof.

Reporters should be more vigilant for many forces constantly try to use them and through them their paper. Many people try to plant on reporters fall in to

such traps in good faith. They should have enough skepticism to avoid such plots.

- **Punctuality:** It is a good habit for reporters it is a must for if they are not punctual they may miss something for which they made have to depend on secondary sources. It is always better to be punctual and then wait than reach late and ask others – a rival may misinformation you or hide some important information.
- **Patience:** It is quality which helps a reporter in big a way for many a time almost daily. He has to test his patience, the voluntary self control or resistant that helps one to endure waiting, provocation, injustice, suffering or any of the unpleasant vicissitudes of time and life. Most of the time a reporter waits for someone or something and patience gives him the willingness to wait without becoming dissented or anxious.
- **Imagination:** This basic mental faculty helps reporters in writing better stories that retain readers interest creative faculty is very useful. Is he can add sparkle to somebody else copy and make it lively. Besides, imagination headlines attract the reader and improve the quality of a news paper.
- **Farsightedness:** An intelligent envisioning of the future helps news men in general. The quality helps them identify processes and people who will be important in future. Reporters can watch such processes and cultivate people who may become important news sources in the future.
- A reporter with foresight can think ahead and prepare for eventualities with a little for thought sub-editors can plan their work so as to avoid tension and it results in better functioning of the desk.
- **Self Discipline:** One can achieve a degree of proficiency in sub editing or reporting by systematic effort and self control. In this sense self discipline suggests dedication and firm commitment.
- **Integrity:** It is a virtue in itself and implies undeviating honesty and strict adherence to a strong code of ethics. It is more important for a reporter for they are more exposed to temptations.

- **Fearlessness and Frankness:** These qualities help reporters in asking unpleasant questions and taking risks to find out truths. Nobody gives a story on a platter. The reporter will help to probe, question and exercise his power of dedication to get a good story.
- **Tactfulness:** A reporter should be fact full. He should have the ability to handle sensitive people and situations gracefully without causing heart or angry feelings. He should considerably of others and should be careful not to embrace upset or offend them.
- **Initiative:** A reporter who works in the field should have an outgoing nature with initiative and drive. These qualities will help him get acquainted with news sources and get stories from them. A meet retiring or shy person is not fit for reporting. He may be good at desk. Reporters need a fair amount assertiveness and aggressiveness to be successful in their career.
- **Mobility:** A reporter should be mobile. He should enjoy moving around and should not hesitate traveling distances to get stories when required. He should go to his news sources as often as possible for such constant contacts help him get news.
- **Diligence:** Reporter and sub-editors should be diligent. Their jobs require painstaking exertion of intense care and effort, alertness and dedication to the task and very watchfulness. They have to make extremely fine distinctions while writing or editing copy.

Definition of News

News is information about current events. This may be provided through many different media: word of mouth, printing, postal systems, broadcasting, electronic communication, or through the testimony of observers and witnesses to events.

Common topics for news reports include war, government, politics, education, health, the environment, economy, business, fashion, and entertainment, as well as athletic events, quirky or unusual events. Government proclamations, concerning royal ceremonies, laws,

taxes, public health, and criminals, have been dubbed news since ancient times. Humans exhibit a nearly universal desire to learn and share news, which they satisfy by talking to each other and sharing information. Technological and social developments, often driven by government communication and espionage networks, have increased the speed with which news can spread, as well as influenced its content. The genre of news as we know it today is closely associated with the newspaper, which originated in China as a court bulletin and spread, with paper and printing press, to Europe.

Etymology

The English word "news" developed in the 14th century as a special use of the plural form of "new". In Middle English, the equivalent word was *newes*, like the French *nouvelles* and the German *Neues*. Similar developments are found in the Slavic languages the Czech and Slovak *noviny* (from *nový*, "new"), the cognate Polish *nowiny*, the Bulgarian *novini*, and Russian *novosti* – and in the Celtic languages: the Welsh *newyddion* (from *newydd*) and the Cornish *nowodhow* (from *nowydh*).^{[1][2]}

Jessica Garretson Finch is credited with coining the phrase "current events" while teaching at Barnard College in the 1890s.^[3]

News Determinants

To decide if a story is newsworthy, reporters must consider its **news determinants**. Prominence - if there are any famous or well-known individuals involved. Proximity – how close the story is to the audience. Timeliness – how close in time the story is to the time of publication.

1. Proximity

Location, location, location: If an event is happening nearby, it will impact the audience more than if it were happening somewhere else that doesn't affect them as much – say, in another state or another country.

2. **Prominence**

A well-known person, place, or event has a stronger news angle than something that the audience isn't familiar with. A guest speaker visiting your local elementary school to take over story time doesn't resonate with many people ... unless that speaker is Oprah.

3. **Timeliness**

Current news has more impact than something that happened yesterday or last week. The news media loses interest quickly and past events become stale when there's always fresh news somewhere.

4. **Oddity**

If something is unusual, shocking, or bizarre, the strangeness alone could make it newsworthy.

5. **Consequence**

If the impact of an event may directly affect readers, they'll want to know about it. A run-of-the-mill burglary at the Watergate Hotel was white noise on the airwaves until it became clear what the identities of the key players meant for the nation.

6. **Conflict**

Audiences are always interested in disagreements, arguments, and rivalries. If an event has a conflict attached to it, many consumers will be interested on that basis alone. Let's not forget that it's human nature to choose sides and stand up for that choice. Stories that involve conflict include those about religion, sports, business, trials, wars, human rights violations, politics, and even struggles against nature, animals, or outer space.

7. **Human interest**

If a situation draws any sort of emotional reaction, it might contain the news element of a human-interest story. These stories can be "soft" kid-at-the-petting-zoo snapshots, inspiring comeback accounts, or infuriating reports of incompetence on the part of a public figure.

8. **Extremes/superlatives**

Reporters and audiences might be interested in the first, the best, the longest, the smallest, the highest – if you can legitimately claim one. Be careful. Do not overly focus on this, create hyperbole, or exaggerate claims. Dishonesty here will come back to bite you.

9. **Scandal**

Everyone loves to hate on the philandering congressman who sends inappropriate pictures under an absurd virtual handle. Reporters want a scoop on scandal.

10. **Impact**

Whether it's a peaceful protest that encompasses five city blocks or a 52-car pileup on the pike, the more people involved in the event, the more newsworthy it is. Similarly, the number of people affected by the event will affect its newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of Ebola.

Reporting Terminology

Accuracy and fairness are the hallmarks of Thomson Reuters journalism. Neither accuracy nor fairness must ever be sacrificed for speed. Double-check facts, figures, names, dates and spellings. Watch for typographical errors. And make sure there is enough context in the story to ensure balance and fairness, including disclosure of important information that is not clear or or not known. We often need to write what we don't know and well as what we know, rather than leaving the reader to guess.

Accuracy in Reuters includes accurate "coding", the proper use of "slugs", using the most appropriate "headline tags" and consistent style (see the Reuters Style Guide). Accuracy is also more than just getting the facts right – it is getting the right facts, and backing up our interpretation of the facts with authoritative and unimpeachable sourcing. We need to let the reader know how we know what we know.

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Who do we write for?

Reuters writes for three main audiences:

Professional – investors, fund managers, brokers, lawyers, tax specialists and others who take actions based on the news or may use it as a talking point with clients and a source of ideas to inform a longer-term strategy.

Media – broadcasters, newspapers, national news agencies, news websites.

The broader public – financially and politically aware readers who get news on Reuters.com and mobile devices.

As we only write one version of the story, we need to ensure that the significance and background are properly explained for an international readership, while not making the story so basic that a sophisticated reader won't value the news it contains. All readers want simple, clearly written stories that say what's happening and why it matters.

And to comply with the Reuters Trust principles, all stories, blogs and columns must display "integrity, independence and freedom from bias".

Basic story structure

A good Reuters story gets straight to the point and has all the main elements, including some context, analysis, human interest and color, woven in from the top, not just tagged on as an afterthought.

INTROS/LEDES

- SUMMARY INTRO: The 5 Ws – Who? What? When? Where? Why? Typical trunk story intro for breaking news including market reports.
- WRAP INTRO: Pulls together several urgents or updates on related events, or themes. The writer gets into the helicopter and looks for the big picture.
- ANALYSIS INTRO: State an argument, or forecast the implication of a trend, or come to a conclusion.
- FEATURE INTRO: Anecdotal, Scene setter, Narrative, Exemplar, Question, Quote.

NUT GRAPHS

"Nut graphs" answer the question, so what? What is the significance of this event, speech, development? Why should the reader bother to read on? If we can't answer that question, maybe we don't need the story at all.

To write the nut graph, answer the following questions: Assume the reader is new to the story, what is the context? Is this the first time? Is this a trend change? Is this a change in rank for the players as a result of the election, revolution, merger, takeover, earnings report, bankruptcy? What is at risk politically, economically, financially?

SOURCING

Tell the reader HOW you know what you know and WHEN you obtained the information.

Are there data and quotes back up the intro ?

You should source every new piece of information. Who told Reuters? Did the information come from a press statement or court document or email/letter or public or Reuters database? Was a Reuters reporter, photographer or camera operator on the scene as a witness?

Good sources and well-defined sourcing help to protect the integrity of the file and protect journalists against legal dangers (see The essentials of Reuters sourcing).

QUOTES

Quotes should be used to source a story or analysis or to add color. They should help to move the story along.

GROWING THE STORY

- Expand on the items, events, data, themes in your intro sequentially.
- Write yourself 2-3 subheads to create the building blocks. Subheads can usefully help the reader about every 300 words. .

- Each block should follow logically and add detail or data, a quote, and some analysis or context, just like the first 3-4 paragraphs of your story.
- What is changing and what is not?
- Who are the parties in conflict and why?
- What is at risk politically, economically, financially?
- For Reuters, national and international is usually more important than local
- Forward-looking is more important than backward-looking.
- Have I been fair to all parties and points of view? Have we given all relevant parties a chance to respond to each and every claim we make?

REREAD for accuracy and fairness before you file: bullet proof the story.

- Ensure information in the story agrees with and supports the headline, Are the headline tag and slug correct and appropriate?
- Confirm the day of the week and the date.
- Does the story make clear how we got the information, for example, from a newspaper pickup, interview, or news release?
- Check all the numbers. Do the components add up to the total, do individual percentages add up to 100? Double-check the period covered, conversions, whether the figure is up or down. Watch for confusion between millions and billions, misplaced decimal points, transposed conversions. Check share prices.
- Watch the spelling of proper names and ensure names are spelled consistently throughout the story.

- Ensure the story provides full company names, full and proper titles, and RICs or ticker symbols in both the text and header field. Check that unfamiliar RICs and web site addresses mentioned in the story actually work.
- Check for balance and legal dangers. Is the story balanced and fair? Does the story cast a slur on the good name of an individual, company or organization? If so it could be libelous and you may need to mark it ATTENTION EDITOR to get senior editors to review it.
- Use a second pair of eyes: Ask a colleague to read the story carefully to ensure that it is adequately sourced, accurate and fair, and written as concisely as possible. Your colleague must be critical. Most errors or problems can be caught in the bureau.
- Involve your bureau chief or an editor in charge in problem stories: Problematic stories should be copy edited by a senior reporter, bureau chief or editor in charge.

FINALLY...

- Don't "file and flee." Remain available to handle queries from the editing desk. If you must leave the bureau before your story is handled, make sure to provide a contact phone number.

Filing to Desk

Reporters working in Reuters Lynx Editor content management system file to a regional editing desk by using the TRANSFER button to send the story to a region basket.

Even if permissioned for access to editing desk TASTE or EDIT baskets, reporters should NOT open a story in edit mode in an editing desk taste basket as it prevents editors from handling the story in a timely way and often causes confusion on busy desks.

If a reporter needs a story returned, send a screentop message or phone the desk and ask for it to be sent back to his/her reporting team or bureau edit basket to work on. In Lynx

Editor, stories cannot be returned to a reporter's personal basket as there is only one live version at any time.

Story Length

Reuters uses a series of story formats (Alerts or Snaps, Newsbreaks/Urgents, Updates and Wrapups) to meet the differing speed needs of its readers. As a result we need to abide by line length guidelines to enable reporters and editors to move the copy quickly to meet readers speed needs.

NEWSBREAKS or URGENTS should be no more than about 100 words or TWO or THREE paragraphs. Newsbreaks that include pre-written material may run longer.

UPDATE 1s should be no more than about 300 words or FIVE or SIX paragraphs. Longer update1s may be cut by desk editors in order to move the copy quickly. Update 1s that include pre-written material may run longer, provided this does not prevent the editing desk from moving the story quickly.

The update series or "trunk" story format is designed to allow the reporter and editor to add information and analysis incrementally as the news breaks. Short, quick updates help meet the readers needs. Editing desks should try to fix and move problematic early updates quickly by cutting the story and then asking the reporter for a better version for the next update.

Readers prefer short, easy-to-read stories and analyses, so newspaper story length guidelines are still useful. Most news stories in newspapers are between 300 and 800 words and most Reuters stories should be about the same. Desks are encouraged to cut overwritten copy. If a story cannot be cut easily because it is poorly structured, it may be sent back for a rewrite. This will delay publication.

MOST BASIC NEWS STORIES, INCLUDING UPDATES, SIDEBARS AND MARKET REPORTS, SHOULD BE NO MORE THAN ABOUT 400 WORDS.

The final WRAPUP up on a breaking top news story that is likely to appear on a top news webpage or media wire news schedule, or significant exclusives, or especially well argued analyses tagged INSIGHTS, or features may run to 800 words, but you should check with your editor, bureau chief or regional desk.

Longer form pieces carrying the headline tag SPECIAL REPORT may run to magazine length of up to about 2,000 words or more.

Make the headline strong

Headlines should be short and informative. Use short words and an active verb and avoid unfamiliar abbreviations. It is better to convey one idea crisply and clearly than to cram in two ideas awkwardly. Often a geographic locator is also necessary. The headline field in Lynx Editor turns red after 64 characters, including headline tags such as “UPDATE 1” and so forth. This is a warning that your headline may be getting too long.

The key words approach to story structure

Try making a list of 10 key words without which you simply could not write the story. They don't have to be the exact words you will use in the story. Think more of the facts or concepts which must be there to guide your story structure.

How long before you reach a crucial word in the intro?

This is a variation of the key words approach to story writing. Read your lead and then count the number of words you use before you reach the one word that is strong and essential and cannot be thrown away. This is very often the news point. If you go beyond three or four words before reaching that “must have” word then stop and rewrite. You should be hitting strong, essential words very quickly after you start to read the first sentence.

Try this one:

“A Baldonian woman, who appeared to be in very poor health while held hostage by Philippine rebels for 12 weeks, is remarkably well despite reports that she had contemplated suicide, a doctor said on Tuesday after her return home to Baldonia City.”

That’s a 42-word intro, and you have to count 13 words before you reach the first word that grabs you: “hostage”. You get there much sooner this way: “A Baldonian woman, held hostage for 12 weeks by Philippine rebels, is remarkably well despite reports she was ill and had contemplated suicide, a doctor said after she returned home on Tuesday.” The attention-grabbing word “hostage” is the fifth word and the news point that she is well is reported sooner in the sentence.

Count the words in your first sentence

If there are more than 25 words in your first sentence, it may start to get hard on the reader's brain. Simply breaking the sentence in two can be a very useful way of shortening your lead.

Support your intro with a quote

Direct quotes add color and strength to your story and prove you have spoken to someone who knows what happened. Try to support your lead with a direct quote within the first few paragraphs, and be precise about who said this and where it was said. Listen for that “golden quote” – the one that will best illustrate the main point of the story.

People rarely speak eloquently or succinctly. They do not order their facts in a way a journalist should. So use one or two short quotes in a story rather than several long ones. Make sure your quote pushes the story forward rather than simply echoes what you have just written.

Do not write: The hostage was released on Sunday and was in remarkably good health, the doctor said. "She is in remarkably good condition," Joseph Smith said. That is called a "parrot" quote or "echo" quote and bores the reader. Rather, look for a quote that is

different and strengthens the lead while pushing the story forward: The hostage was released on Sunday and was in remarkably good health, the doctor said. "I'm very satisfied with her health, but she's tired and suffering from the tension of recent weeks." That reinforces the lead but pushes the story forward.

Avoid "broken" quotes unless the words are unusual, contentious or highly colorful.

Quotes can also be used to:

- Catch distinctions and nuances in important passages of speeches and convey some of the flavor of the speaker's language.
- Document and support statements made in the lead and elsewhere.
- Set off controversial material, where the precise wording can be an issue, as in legal contexts.

When using indirect (or reported) speech, instead of direct quotes, sources either say something or they do not. Innuendo is rarely acceptable in news reporting. You should never guess at what a source means. To write in a news story that someone hinted, implied, indicated, suggested, or signaled is to editorialize or interpret someone's actions, words, or thoughts. This is rarely acceptable unless you have some other evidence to support the interpretation.

Structuring the Body of the Story

- In addition to ensuring your story leads with the main facts, or leads with the main argument and quickly answers the questions why? and so what? also make it easy on the reader's brain by ensuring your story follows logically.
- Usually this is best done by building your story in blocks that follow sequentially. Try to group all the information relating to one element of your story in one group of sentences or paragraphs. Touching on an issue in the first couple of paragraphs and then only returning to it way down the story often confuses readers.
- Each sentence should connect to the next like a link in a chain. Avoid the laundry list. You make a statement, maybe expand on it in the next paragraph, or illustrate it

with a quote in a third paragraph, or provide further evidence in the form of data or background in the fourth paragraph. Then you move on to the next idea, perhaps by using a signpost sentence. A signpost or marker can be as simple as a “but” or it can be a short sentence which summarizes what follows.

- Don’t leave holes or gaps in the logic. Connect the dots and don't assume the reader can always make the leap of fact or logic with you. Don’t mention an element without explaining it. For example, if you have just said that a merger will create the second-largest widget maker in the region, don’t make the reader wait five paragraphs before revealing who is the largest.
- Using “cross-heads” to break up the story about every 300 words can help the reader to follow your thinking.

Some checks for error-free copy

Many corrections can be prevented by checking simple things. Here are some tips to keep errors down before you send your story to the desk:

- Ensure the Unique Story Number (USN) matches that of the Alert/Snap (if any).
- Are the headline tag and slug correct and appropriate?
- Ensure information in the story agrees with the headline, and if appropriate, the Alert (Snap or Bulletin).
- Does the story make clear how we got the information and when, e.g. newspaper pickup on Monday, interview on Tuesday, news conference on Wednesday?
- Make sure there are quotes or evidence to back up your intro.
- Confirm all times and dates. Ensure there are time references in the story to the reader who knows when the events occurred or what time period the data covers.
- Check all the numbers – do all the components add up to the total, do individual percentages add up to 100? Double check the period covered, conversions, whether the figure is up or down. Watch for confusion between millions and billions, misplaced decimal points, transposed conversions.
- Market reports are a snapshot of market activity at a point in time, and reports should specify that point in time (late morning, at the close etc, at XX.XX local time

etc). Prices may have changed between the time of filing to an editing desk and publication, but that does not make the report wrong at the point in time the reporter filed. So desk editors only need to check prices to ensure they are not so wrong as to make nonsense of the story. If a market has changed significantly by the time of publication, desk editors should encourage reporters to update the report.

- Watch the spelling of proper names and ensure names are spelled consistently throughout the story.
- Ensure the story gives full company names, full and proper titles, and RICs or ticker symbols in both the text and header field. Check that unfamiliar RICs and web site addresses mentioned in the story actually work.
- Ensure tabular material carries tabular formatting in the Lynx Editor header field.
- Check for balance. Is the story balanced and fair?

The Attention Editor flag

The warning flag ATTN EDITOR (or ATTN EDS) should be included in the slug line or the first line of the text field if you think your story may be legally dangerous or may affect the status or reputation of Reuters. When a story is flagged ATTN EDITOR the reasons should be explained to the editing desk in a separate message. The desk receiving such a story should refer it to the editor-in-charge. All reporters must clearly understand when and how to use the ATTN EDITOR flag. See Attention Editor items and Hoaxes for full details.

UNIT-II

A news report follows a particular pattern in reporting as well as editing. Every newspaper might have its own style of writing but a general format followed by all the newspapers at base levels is systematically divided into several parts. Roughly speaking a news story structure follows 1-2-3-4 steps, that is:

1. The lead. What is the most important news? How can you write it in the clearest way and make it interesting too?

2. Elaborate on the lead. Two, three, four or five paragraphs that explain support and amplify lead

3. Key background and context of event, if needed; information that helps readers understand more about the news they are reading.

4. More elaboration of the news, in descending order of importance.

The main impetus lies in the body of the report. Once the introduction has been written, there are rules that must be applied to any following paragraphs. Each following paragraph should be about 30 words long which will help to present information in shorter doses and maintain interest longer. Each paragraph should aim to be as independent of the other paragraphs as far as possible (inverted pyramid structure). The journalist must present information in descending order of importance. To get a deeper understanding, a news story or report is divided into 5 parts namely;

1. **Headline** – tells what the story is about
2. **Byline** – shows who wrote the story
3. **Lead** – tells the most important facts (5 W's)
4. **Body** – contains more information and details
5. **Ending** – gives something to think about

Here is a sample article which consists of all these parts for easy understanding:

Headline – Train accident forces evacuation

Byline – By M J Saleem

Lead – The Bangalore bound Muzaffarpur- Yesvantpur train derailed causing twenty deaths on Thursday leading to the resignation of the Railway Minister.

Body – Twenty persons were killed and 33 others injured when 11 bogies of Bangalore-bound Muzaffarpur- Yesvantpur Express derailed at Sitheri, about 90 km from here, early this morning.

The derailment occurred around 5.50 am, a Railway official said.

Top officials of the Southern Railway visited the spot and commenced an initial probe into the cause of the derailment.

Ending– The number of recent train accidents have become a serious concern for the government today. The government is planning some serious measures to avoid train accidents.

Other important parts of that make a newspaper complete are:

v News story

v Editorial

v Letters to the Editor

v Political Cartoon

Political Cartoon

Political Cartoons give the reader a view of the ‘thinking of the day’. The cartoon often uses satire to make a point and usually tries to evoke a strong emotional response for one side of the issue.

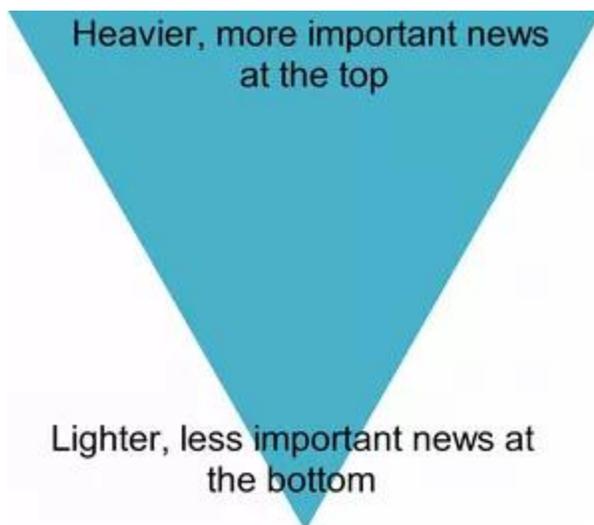
Editorial

An editorial is a brief essay of opinion about a timely and important topic. An effective editorial presents an informed argument that leads to a new course of action or a possible solution to a problem. Editorials are found in almost all newspapers and magazines.

An editorial has three main sections:

1. The subject of the editorial is identified
2. A discussion of the problem follows
3. A call for action is made

Inverted Pyramid Format



There are a few basic rules for writing and structuring any news story. If you're accustomed to other types of writing – such as fiction – these rules may seem odd at first. But the format is easy to pick up, and there are very practical reasons why reporters have followed this format for decades.

Inverted Pyramid in News

The inverted pyramid is the model for news writing. It simply means that the heaviest or most important information should be at the top – the beginning – of your story, and the

least important information should go at the bottom. And as you move from top to bottom, the information presented should gradually become less important.

In the age of internet news, many online news outlets have tweaked this format to align with search engines. But the basic premise remains the same: Get the most important information at the top of the news story.

How to Write with the Inverted Pyramid

Let's say you're writing a story about a fire in which two people are killed and their house is destroyed. In your reporting, you've gathered a lot of details including the victims' names, the address of their home, what time the blaze broke out, and possibly what officials believe may have caused the fire

Obviously, the most important information is the fact that two people died in the fire. That's what you want at the top of your story.

Other details – the names of the deceased, the address of their home, when the fire occurred – should certainly be included. But they can be placed lower down in the story, not at the very top.

Story Follows The Lede

The other important aspect of structuring a news article is making sure the story follows logically from the lede (this is a deliberate misspelling of "lead," which prevented confusion among typesetters in the early days of newspapers).

So if the lede of your story focuses on the fact that two people were killed in the house fire, the paragraphs that immediately follow the lede should elaborate on that fact. You wouldn't want the second or third paragraph of the story to discuss the weather at the time of the fire, for example. Details such as the people's names, their ages and how long they had lived in the home would all be important to include immediately following the lede sentence.

History of the Inverted Pyramid

The inverted pyramid format turns traditional storytelling on its head. In a short story or novel, the most important moment – the climax - typically comes about two-thirds of the way through, closer to the end. But in news writing, the most important moment is right at the start of the lede.

The inverted pyramid format was developed during the Civil War. Newspaper correspondents covering that war's great battles relied on telegraph machines to transmit their stories back to their newspapers' offices.

But often saboteurs would cut the telegraph lines, so reporters learned to transmit the most important information – General Lee defeated at Gettysburg, for instance – at the very start of the transmission to make sure it got through successfully.

The use of the inverted pyramid also grew in popularity because as the news cycle grew shorter with the advent of television and online news, readers' attention spans grew shorter as well. Now, there's no guarantee readers will continue to the end of a story, so getting the most important information at the top of the story is more important than ever.

5W 1 H

What are the **Five Ws and One H**? They are **Who, What, Why, When, Where and How**. Why are the Five Ws and One H important? Journalism purists will argue your story isn't complete until you answer all six questions. It's hard to argue this point, since missing any of these questions leaves a hole in your story. Even if you're not reporting on the news of the day, this concept could be useful in many professional writing scenarios.

In case it's not obvious what information you would be looking to gather from each of the six questions, let's look at what information you might want to gather with the Five Ws and One H if you were reporting on The Three Little Pigs:

- **Who** was involved? The three little pigs (the first pig, the second pig and the third pig) and The Big Bad Wolf (a.k.a. Wolf).
 - **What** happened? Each pig constructed a house out of different materials (straw, sticks and bricks). Wolf (allegedly) threatened to blow over their houses and is believed to have destroyed both the straw and stick homes at this time. Pig one and two were able to flee to the brick house, where they remain at the moment. We're still waiting to hear from local authorities, but it looks like the Wolf may have been injured while attempting to enter the brick house.
 - **Where** did it take place? Outside a straw house, a stick house and a brick house.
 - **When** did it take place? At various times throughout the day.
 - **Why** did it happen? Apparently the Big Bad Wolf was trying to eat the pigs. Several eyewitnesses recall the Wolf taunting the pigs before he destroyed the straw and stick homes by chanting, "Little pigs, little pigs, let me in." The pigs apparently scoffed at the Wolf's idle treats, saying "Not by the hair of our chinny, chin chins." It's believed this angered the Wolf and led to him blowing the houses down.
 - **How** did it happen? It would appear the first two homes were not built to withstand the Wolf's powerful breath. The incident inside the brick house is still being investigated, but early indications suggest the Wolf fell into a boiling pot of water when trying to enter the house through the chimney.

Can see how getting answers to these six questions can really help you get all the information needed to write an accurate report. Next time you are preparing interview questions or outlining a story, consider walking through the Five Ws and One H to see if you left anything out. **(Activity sheet 1)**

*"I 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" - Rudyard Kipling*

Tips for Writing Leads

Below are some helpful hints to keep in mind.

The Five W's and H

News writing strives to answer “The Five W’s and H:” that is, *Who, What, When, Where, Why* and *How*. Good leads answer as many of these questions as possible in a single sentence. When writing a lead, it helps to think about which of these facts is the most vital for readers to know.

Keep It Short

A good lead provides all the information the reader requires in just a few words. Ideally, a lead should be between 25 and 40 words.

Keep It Simple

Don’t clutter up the lead with unnecessary adjectives or adverbs. Also make sure that your lead only discusses one idea to avoid confusion.

Write in Active Voice

Avoid all forms of the verb “to be.” Common exceptions including writing about fatalities (“two people were killed Thursday”) and when discussing police activity (“two people were arrested”). Passive voice is often the result of incomplete reporting.

Structure Your Lead Properly

Put your most crucial information at the very beginning of the sentence. Important secondary information can go in subsequent sentences. Not following this practice is called “burying the lead.” If you need attribution in your lead, make sure it goes toward the end of the sentence because it is less important than the information itself.

Understand the Context

Keep in mind what your readers may already know about your story based on previous media coverage. Write in a way that speaks to these realities and adds relevant, useful information.

Be Honest

Never mislead the reader. If you promise a certain type of information with your lead, you should be ready to deliver.

Once you understand these cardinal rules, you can begin to experiment with style.

7 Types of Leads

Style implies a certain degree of voice and personal ownership over how a story is written. Although there are many ways to write leads, here are seven common approaches.

Straight Lead

Also called the “summary” lead, this is by far the most common and traditional version; it should be used in most cases. It is a brief summary, containing most of the Five W’s and H in one sentence.

“The European Parliament voted Tuesday to ratify the landmark Paris climate accord, paving the way for the international plan to curb greenhouse gas emissions to become binding as soon as the end of this week.”

Anecdotal Lead

The anecdotal lead uses a quick, relevant story to draw in the reader. The anecdote must help enhance the article’s broader point, and you must explain the connection to that point in the first few sentences following the lead.

“At the dilapidated morgue in the northern Brazilian city of Natal, Director Marcos Brandao walks over the blood-smeared floor to where the corpses are kept. He points out the labels attached to the bright metal doors, counting out loud. It has not been a particularly bad night, yet there are nine shooting victims in cold storage.”

Scene-Setting Lead

The scene-setting lead describes the physical location where a story takes place.

“On the second floor of an old Bavarian palace in Munich, Germany, there’s a library with high ceilings, a distinctly bookish smell and one of the world’s most extensive collections of Latin texts. About 20 researchers from all over the world work in small offices around the room.”

First-Person Lead

This lead describes the journalist’s personal experience with the topic. It should only be used when you have a valuable contribution and perspective that help illuminate the story.

“For many of us, Sept. 11, 2001 is one of those touchstone dates — we remember exactly where we were when we heard that the planes hit the World Trade Center and the Pentagon. I was in Afghanistan.”

Observational Lead

When offering an authoritative observation about a story and how it fits in with the larger picture, you should make sure you know the broader context of your subject matter.

“Tax records and literary criticism are strange bedfellows. But over the weekend, the two combined and brought into the world a literary controversy — call it the Ferrante Furor of 2016.”

Zinger Lead

The zinger lead is dramatic and attention-grabbing. Although it has a strong tone, it requires a hard set of facts to back it up.

“His last meal was worth \$30,000 and it killed him.” (The story was about a man who died while trying to smuggle cocaine-filled bags in his stomach.)

Question Lead

Question leads do just that: ask a question. Although they are effective in sparking interest, use them sparingly because they generally do not provide the main points of a story as concisely.

“What’s increasing faster than the price of gasoline? Apparently, the cost of court lobbyists.”

Ultimately, understanding the types of leads and style options available can help journalists tell stories as clearly and effectively as possible.

Unit-III

News Sources

Anything that provides news information for a period of time is said to be a news source. News sources can be a moving person or still documents. Such as people who have witnessed the crime would come to the news source or documents found at the suicide crime spot would be considered as a news source. There are several news sources such as official documents, governmental officials, witnesses of the crime scene, the victim itself etc. News sources are required for the both, the journalists and for the audiences. Here we are going to discuss the news sources for both.

In earlier days many rulers used the technique of drum beat to convey their message through different people or his officials and many rulers carved their messages on the walls or rocks to deliver their message. Later in the modern world, all these news sources were eliminated and then press took new elements of news sources. In today’s world, we can see there are totally different news sources. Such as televisions, radio, press release, press conference, newspapers, press interviews, institutions such as hospitals, schools, colleges, police stations etc.

These are the news sources which are prominent in today’s time:

1. **Radio:** It is an audio medium used by many in today's time. We can see people are relying on Radio as a source of information. Radio is prominent and seen in both rural and urban areas. People in rural who cannot afford television rely on radio as it is cheap. If we talk about urban areas where we do not see many using radio at their houses instead they listen in their cars. Over decades radio has gained popularity and is said to be a good source of news.
2. **Television:** television telecasts their news on television through which other newspaper takes their sources. It is said to be the most authentic source of news as it has visuals to establish the authenticity. Television helps and provides newspapers to give detailed information to the audience but television news just doesn't act as the source to the newspaper but also the audience itself.
3. **Newspapers and magazines:** these two also act as a good source of news. Newspaper on both the levels national and international provides the best information in details. The newspaper has 5W's and 1H which gives all the significant information at the starting of the news and further deals with the minor details and same is done in the magazines.
4. **Press release:** Press Releases are generally used for the release of a particular news. The Press Release should contain worthwhile material which has some news value. A Press Release should be written in a journalistic style and provide facts and information of interest to readers and should cover all aspects of a specific subject. The release should be on current subject and a piece of clear writing without any ambiguity, color or ornamentation but it should at the same time not be generally lengthy.
5. **Press notes:** The press notes are less formal in character. These are also issued on important official matters e.g. raising or lowering of tariff rates, price fixation of food grains, subsidy announcement of seeds, fertilizer etc. Apart from the name of department, place and date, a press note mentions headings. Unlike the press communiqué, the newspaper can edit or condense the press notes.
6. **Handouts:** The handouts are issued on a variety of subjects like the day-to-day activities of the ministry or departments, VIP speeches, question and answers in Parliament or legislature and the developmental programmes of government

departments. It covers the name of the PIB or information department. No official handout is issued, if the minister or a government official has spoken in his personal capacity.

7. **Press statement:** the statements are usually given by known people, then he shares his statement with media and later this becomes press statement.
8. **Police station:** every event which is of big concern to the police station would be firstly found in the police station. If the reporter wants to know about a crime scene he would get first-hand information from there.

And the least important information - things like what the weather was like at the time, or the color of the home - should be at the very bottom of the story (if included at all).

International Agencies

The big four United Press International, Associated Press, Reuters and Agence France Presse - the 'big four' news agencies - provide over 90 per cent of foreign news printed by the world's newspapers. The coverage they provide is cheaper and more comprehensive than a sparse network of 'own correspondents'. But the agencies have their faults. Alternative News and Features investigates.

Associated Press

The AP was created in 1848 by six New York dailies. It fought a long battle to break the monopoly of the British Reuters which was once accused by AP's Executive Manager of 'denigrating the US in reporting American news to the world' - a curious parallel to the charge levelled today by the Third World against Western news agencies. After the end of the Second World War, with increasing American economic power, AP expanded not only into Europe and Latin American, but also in the Far East when American economic interests were developing. Today it is the biggest news agency, sending out 17 million words a day.

Agence France Presse

Of the major four world agencies, Paris-based AFP is the only one which depends on subsidy from the government of its company - usually through official subscriptions by government offices. As a result it is often regarded as the voice of the French government. Its network is spread over 167 countries. It is particularly strong in Francophone Africa - based on the French colonial government subscriptions of the past, a tradition that has been maintained.

Reuters

When Baron Julius de Reuter in 1828 thought of sending pigeons to carry economic intelligence faster than the mail train from Brussels to Aachen, he could not imagine that less than 140 years later his successors in the Reuters office in London would be using computers to hook investment brokers into stock market prices. It has the highest income among the 'Big Four'. And internationally it is also the most popular - more than 80 per cent of income comes from foreign subscribers compared to 20 per cent for AP.

Unexpected News Source

A scoop is an exclusive news story broken by a single journalist or a group of journalists working together. Good scoops will attract a great deal of attention for the journalists and newspapers involved, with most major papers urging their staffs to get as many scoops as possible to add to the paper's prestige and perceived value. When a journalist manages to swoop in on a major story ahead of other journalists, he or she is said to have "scooped" the competition.

Scoops can take a wide variety of forms. Many relate to scandals and secret information, which by their very nature tend to be greeted with intense interest when they are exposed on the news. The story may also simply be important or particularly exciting; major breaking news is often a scoop. For example, the first newspaper to report on a major natural disaster may consider their reporting to be a scoop, as will the public, which will flock to the paper for more information while its competitors scramble to keep up.

Getting scoops requires a great deal of effort, and a very large support team. Many papers station journalists all over the world in the hopes of getting scoops on unexpected major stories, and they supplement these journalists with stringers who sell content to the highest bidder. Having foreign correspondents in place is a crucial part of running a successful major paper, and many news outlets dedicate a large chunk of their budget to maintaining such correspondents, along with their contacts.

Scoops can also be more local in nature. Journalists typically follow local politics and events closely, in the hopes of getting a scoop, and many cultivate extensive connections with local officials so that they are the first to know about major events. Without such connections, a journalist may flail behind the pack when big stories break, becoming a liability to their papers.

Numerous examples of scoops can be found in the news since 1874, when the word was first used in print. These scoops range from celebrity scandals to the publication of the Watergate Papers, and for the journalists involved, a scoop can be a substantial career-maker. If a journalist becomes known for getting high-quality scoops, he or she will typically be in great demand from major papers, and this may allow the journalist greater leeway to pursue projects and stories of personal interest.

UNIT -IV

5 Journalistic Tips for Conducting Better Interviews

When I started working as a writer and editor, I thought Q&As were easy. Step one, find someone interesting and convince them to speak. Step two, speak to them. Step three, write it up. Simple.

My first interview, with a United Nations diplomat for a Swiss lifestyle magazine, proved me wrong. After a recording equipment malfunction, I was so flustered I didn't push him to

elaborate on any of his points. When I sat down to write it up, all I had was a bunch of platitudes. I've never included the final piece, which ended up reading like a press release, in my writing portfolio.

Conducting interviews gets easier with practice, though. Since that first disaster, I've been lucky enough to improve by interviewing people like one of Google's first employees and Elon Musk's less well-known but equally accomplished brother. And now I continue to hone my skills as a content strategist for Think with Google. But for marketers who don't have time to learn the hard way, there are a few tips for pulling off the perfect interview.

Do more homework

"My only true advice for anyone carrying out an interview is to embrace the Boy Scout's motto: be prepared," freelance writer Lawrence Grobel told me over email. This philosophy helped him land the famously private Marlon Brando for a set of interviews with Playboy Magazine in 1978. "If someone is reclusive or unresponsive, the more you show you're prepared, the better your chances of getting them to open up," he said.

Being prepared doesn't mean scanning a Wikipedia page a few minutes before the interview. "You can't make yourself an expert on everything, but you can try," journalist David Marchese explained. Readers have shared his Quincy Jones interview for Vulture 600,000 times on Facebook since it was published in February. "First, I immerse myself in the subject ... Second, I read as deeply and as widely around the subject as possible."

Even lower-profile subjects will have some sort of online presence—perhaps a presentation they've uploaded to YouTube or an article they've written. How do you know when you've done enough research? "You get to a point in this process where you start to see information repeated," Marchese says. "That's a good sign you've done as much research as will be fruitful."

Put your subject at ease

Regardless of whether your subject is well-known or not, the person answering questions is probably nervous. If you want them to open up, you have to put them at ease.

Start by getting your own nerves under control. “People mirror the interviewers’ behavior,” Marchese said. “If you’re nervous and uptight, there’s a good chance the other person will feel less comfortable. If you’re relaxed, open, upbeat and curious, the person you’re talking to will mirror that.”

Another way of making your subject comfortable is to share something relatable about yourself. “I always try to find a common bond with the person I’m interviewing,” Yesha Callahan, deputy managing editor for the Root, told me. She recently applied the technique in an interview with Denzel Washington. “Because I wanted to build a rapport with him, the first thing I mentioned was that he knew my cousin, and had even given him his first break as an actor. From that point on, it was like talking to an old friend.”

If you’re interviewing someone you already know, such as an executive at your company, assume they have little experience speaking on the record. It’s always a good idea to talk them through the process beforehand.

“When you’re speaking with internal people, you can be more direct,” said Ken Wheaton, published novelist and former editor-in-chief of AdAge. “Warn them that some of the questions might be tough and could make them feel uncomfortable, but remind them that it’s a safe space. It’s not ‘gotcha’ journalism. I find doing that makes people more relaxed and less likely to answer in a way that sounds scripted.”

Prioritize conversation

If you’ve ever listened to a speaker read off notes during a presentation, you know how lifeless that experience can be. The same applies for interviews. Rather than rattling off your list of questions, focus on having a conversation.

One way of doing this is to take the time to learn your questions. “Throughout the research process, I’m taking down notes, which I’ll then condense into four or five pages of actual questions. Then I try and memorize them by reading them maybe twenty to thirty times,” Marchese said. By doing this in advance, he can spend the interview connecting with the subject rather than staring down at a piece of paper. “Things might go in a different direction from my planned questions, but if I’ve memorized what it is I want to ask, I know I won’t clam up or run out of things to ask.”

If you don’t think you can sustain a conversation while taking down notes of everything being said, turn to technology for help. “Unless it’s on video, most of my interviews are done over a conference line, which means I can record them. I’d rather not take notes while the subject is talking, as I don’t want to miss anything,” Callahan said.

Find the right mix of questions

All great interviews have one thing in common: they reveal something new, useful, interesting, or controversial. Occasionally the subject will offer that up on a plate, but don’t bank on it. Instead, prepare some tough questions and be confident enough to ask them.

“When I’m preparing my questions, I don’t just draw on press releases and positive pieces,” Wheaton said. “I actually go out of my way to read what the critics have been saying.” If that’s hard for journalists, it’s even more difficult for marketers, given that the line between their work and PR can be thin. But you owe it to both the reader and the subject to go beyond softball questions. “Readers aren’t interested in something that sounds like a sales pitch. And your subject wants to come across as someone who has something compelling to say.”

Of course, you probably don’t want to put someone on their heels right away. Even if you ask the right questions, the order you ask them can derail a good conversation. “Don’t let the sensitive topics be the first thing you talk about,” Marchese warned. “It’s useful to spend the first part of the interview just asking more general questions. Once you’ve built more of a rapport, then it’s easier to ask the higher stake ones.”

Edit what you can

Once you've done research and conducted the interview, remember that the hardest part is still to come: turning a long and possibly meandering conversation into something people want to read.

This might seem counterintuitive, but you're going to want to edit your Q&A. So where do you begin? Start by identifying a common thread running throughout the answers.

"You don't want a transcript," Wheaton said. "A transcript is boring. There still needs to be a narrative flow. Just because you asked the questions and got the answers in a certain order doesn't mean they need to appear that way."

On his quest to create a better Q&A, Wheaton can be just as ruthless with his own words as he is with those of the subject. "I always edit down my questions. Your final questions should be as short as possible while still getting the point across. The reader wants to hear from the subject, they're not interested in what you have to say."

How to Write a Profile or Interview-Based Article

A profile is a feature with one very pivotal point and focus—a certain individual who is noteworthy or exemplary in some way. Your readers want to know as much about him as possible. But they don't want the surface stuff, information that's available in untold other articles about him. They want something new. They want something intriguing. And so do the editors who will consider buying your work.

Mastering that art and learning how to write a good profile article can translate into a great new skill for freelance writers, but even seasoned journalists can sometimes have trouble with them. Anyone can benefit from brushing up on the basics because these are among the main types of pieces published in magazines and newspapers.

The Nuts and Bolts of a Profile Article

The person or subject of this type of article typically fits into a special niche of the magazine or has a new program or product to promote. Generally, her achievements, background, and personality are the focus of the article. So how do you get her personality and voice to come through in your writing? As with all types of writing, it can be a bit tricky, but you can follow some prescribed steps and refine them to your own style.

This method not only builds the article around your subject's voice, but it also tends to get from transcript to rough draft fairly quickly—a real bonus when time is money.

Interview Your Subject

First, you must deal with conducting the actual interview. You can't write an article, much less a profile piece, if you don't have all the underlying information.

You'll wrap up your interview either with a set of notes or a sound recording, but preferably both. It's usually a bad idea to rely entirely on written notes, particularly in this day and age when you don't have to. You're likely to miss telling voice tones and possibly inferences if you're so busy scribbling everything down that you're not really *listening*.

Not only that, but you're not engaging your target either. You're busy jotting down the information you think you need—today, right now, before you've really begun fleshing out your profile. If you're really listening to your subject as he speaks, you might be surprised at the questions that pop into your mind as you go along. If you're curious about his answers, the odds are strong that your readers will be as well. Stay on your toes.

If you do take written notes, be sure to tidy up them up and double check any special spellings or names while the interview and the interviewee are still fresh in your mind. Otherwise, commit the entire interview to a recording. Then you can sit down later and listen and transcribe what was said. And you'll always have the recording to refer back to if you later have questions.

Organize Your Data

If you use a recording device, you might want to consider hiring a transcriptionist to put the recording into writing for you. They're surprisingly affordable, and you can deduct the cost as a business expense come tax time. But some writers are actually fleet enough of fingers to do this themselves, and it can be beneficial.

Make a one-time, tax-deductible purchase of a dictation recorder and machine, the kind that is used in offices all over the country. Transfer the recording to tape, pop the tape into the machine, and begin typing with a handy little foot pedal that lets you pause the recording when you need to catch up.

This can be a worthwhile purchase if you do a lot of writing that involves interviews. And here's the bonus. When you hit periods of conversation that really don't contribute anything to your profile, you can fast-forward right through them. You'll still have them there on tape if you want to go back to them later, but, again, time is money. Don't waste yours typing words of dialogue you'll never use, or highlighting numerous pages of a transcript you had someone else type for you word for word.

You'll want to limit this period of lag time to a day or two at most, however. You risk losing your gut impressions and instincts—not to mention your motivation—if too much time passes between the interview and when you begin actually writing. And you don't want to wake up yawning one morning to realize that the finished product is due *today* and you haven't even gotten past this step yet. But you know that already, right? Freelancing for a living requires superhuman discipline.

Review the Transcript

Now it's time to review your transcript or notes. Identify broad subjects that stick out to you. Are there any recurring items, events, or ideas that this person seems to keep going back to? Is anything mentioned twice, three times, or with great passion? Try to gather at least three to five broad subjects from this first reading.

In a perfect world, your interview subject left the door open, and you can go back with a quick phone call to clarify these high points or get additional information.

Narrow Your Focus

Narrow down these broad items. This is a good time to reread the assignment from your editor or, if you're working on something you've pitched to an editor, read over your own pitch. If you haven't even pitched the idea or if you're just flying with this, go back to your original notes.

Was a particular, specific slant mentioned anywhere, such as concentration on the subject's recent accomplishments or promotion of a certain service? Compare your broad subjects to any research on the person that you might have done even before the interview took place. Compare them to your editor's directives or to your own goals. Pull out and refine these broad subject areas and place them temporarily in your transcript as your subheads. You can rename them to catchy subhead titles now, or you can wait until you have a finished product so you can be sure the subheads really grab the gist of the subject area.

Cut and Paste

Use your word processing program's cut-and-paste function to pull the interviewee's quotes about each topic into the appropriate subhead area. Of course, this is easiest if you transcribed the interview recording yourself, but plenty of software programs out there let you scan and edit a transcript typed by someone else if you didn't receive it in a word processor file.

Now you're pulling the subject's words out of the chronological order in which he spoke them, but that's OK. In fact, it's ideal. You're not just rewriting what he said. You're writing a profile.

It's not necessary to pull whole paragraphs. At this point, you'll have a feeling for the direction that your article is taking. Get the best quotes sorted and just leave the rest for future reference.

Practice Your Craft

By now you should have three to five subtitles, depending on your target length, and some great quotes about each of those topics. It's time to tell your readers why all the subtitles are important.

Use transitional phrasing, such as "Mr. Blank agrees..." or "Ms. SoAndSo makes this clear when she..." to move into your subject's quotes. Finish out the paragraph, subtitle, or idea with more research or exposition, and wrap it up or transition it to the next subtitle.

Write Your Introduction

Write the introduction. This step depends on your own writing style and preferences.

Many writers prefer to do this first before fleshing out their subtitles. It can establish some internal guidelines for the subtitles and help you get things sorted out in your own mind as to where you're going with this story. But whether you do it before or after you flesh out your subtitles, introduce the subject, her history, and the background of your piece. The introduction should reflect on the article in general, and it should also frame the interviewee in some way.

Now wrap things up with your conclusion. It often alludes back to the introduction or some interesting part of the interview. You can also use it to give a look ahead to the interviewee's future plans.

No, you're not done yet. Now reread. Revise. Rewrite. And repeat.

Tips From Start to Finish

1. Conduct research on your subject prior to interviewing.
2. Follow your editor's specifications and listen to that person's take on the interviewee's interest points.
3. Allow yourself a day or two after the rough draft before editing, if possible.
4. Be aware of the word count assigned as you're writing and make edits, if necessary.

UNIT-V

News Reporting Definition, Types and Perquisites

Definition of News Reporting

News reporting involves discovering all relevant facts, selecting and presenting the important facts and weaving a comprehensive story. Reporting involves hard work, which in turn involves stamina and patience. The main function of journalistic profession is news reporting.

A reporter needs not only energy to spend long hours chasing a story, collecting facts from various sources in an effort to dig up the truth, he needs must have the will to pursue the course of his investigation to the very end in order to produce a really comprehensive story without any missing links or unanswered questions.

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In the modern age news journalism the responsibilities of the press have grown manifold. These days, the people are governed by multiplicity of authorities, viz. Municipality, District Administration, State Government and the Central Government. Even non-governmental

authorities are involved in the lives of the people in one-way or the other. Man cannot live alone. He is a social animal. The way his neighbours behave or act affects him. Man is thus anxious to know more about the world he lives in. Satisfaction of this curiosity is the major task of a good journalist.

The variety and the depth of news has, of late, increased manifold. In fact, newspapers, magazines and periodicals have become the main source of information for the people. This fact underscores the need for accuracy in news reporting. Giving inaccurate news or putting out news in a casual manner is fraught with grave dangers. A journalist, who is careless in news reporting or indulges in lies, is a disgrace to the profession. It is better to ease him out from this profession. If a journalist reports that 50 persons belonging to a particular community ,died as a result of communal riot when in fact only 5 persons had lost their lives, his misreporting can trigger off a major communal flare up and pose grave threat to law and order

A journalist should not only perform unbiased news reporting but should bear full responsibility for the accuracy of the facts

Types of News Reporting

There are different types of news reporting which are as under:--

1. Investigative Reporting
2. Court Reporting
3. Accidence Reporting
4. Political Reporting
5. Fashion Reporting
6. Business Reporting
7. Sports Reporting
8. Specialized Reporting

Requisites of News Reporting

A News Reporter should follow the following steps

1. A reporter must appreciate the importance of having a good reputation for absolute reliability. For this purpose he must be systematic in his habits and punctual in keeping his appointments. By observing these principles, every reporter can make his path smooth and trouble free.
2. A reporter should have the ability of news reporting and writing skills in the language of his paper. He should possess the quality to compose in a condensed manner as per allowable space.
3. The reporter of any local newspaper occupies a unique position and he becomes quite popular with the people of his town. He reports the local events, functions, fairs, socials etc. and comes closer to the social life of the town. A reporter should follow some professional ethics in his work. Sometimes, while engaged in his profession, he may come to some persons and develop confidential relations with them.
4. Sometimes, a reporter may be asked to write short length paragraphs regarding the local intelligence or about the city news. For this he should keep his eyes and ears open and develop a nose for local news. He should develop a system to ensure that none of the interesting news is missed by him. He should try to know the secretaries of social, religious, political, musical dramatic, legal, official and other organizations and should call upon them regularly to get some interesting stories. He should make inquiries from the police regarding news of accidents and crimes. He should also contact the fire-station for the particulars of local fires.
5. Every reporter should keep an engagement diary. In this way he can systematize his working and attend to all his appointments properly and punctually. By keeping an engagement diary he can know about the important engagements and other events in the future and cover them without fail.
6. The reporter should not forget to give a head line to his typed copy. Every copy which goes to the printer to be set is given a catchline. The catchline is a key word,

because during the production it identifies all the sheets of the copy. Tile catchline is given on each sheet so that the printer can collate the whole story. The catchline should be chosen very carefully. It is better to choose an uncommon word, which may not resemble with another news catchline.

Reporting:

Reporting is just a genre of writing, alongside essays and stories, and bloggers most certainly fall into that genre."

When they talk about reporting on a show like Frontline, they mean the *process* a reporter goes through.

1. Interviews research.
2. Assemble story.
3. Fact-checking and editing.
4. Publishing.

Most bloggers aren't doing this whole thing. Our process is different, and I'd argue no less rigorous, just more distributed, and step 2 is something everyone does for themselves.

Key point in last night's piece -- sources are part of the reporting process, and more and more, the sources are becoming bloggers.

Types of Reporting:

GENERAL REPORTING

Reporting means gathering facts and presenting them objectively with all news writing skills. It is an active, creative, long and tough process of news, gathering, ideas and opinion collection, fact finding in order to serve the general public by informing them and enabling them to make judgment of the issues of the time.

The reporter either he/she is general assignment reporter, beat reporter or specialized reporter wants to know at all costs, what is going on and why, what has happened and why and who is involved

in what manner. He/she reports it to satisfy the curiosity of the public by giving due coverage to 5Ws & 1H which the people want to know.

News is not planted and cultivated in neat row for efficient harvesting and not necessarily in the tidy news offices. They are not developed in a vacuum. News is more likely to be found among the people, institutions, organizations, history etc. By the reporting of short news stories the reader can receive the information about the citizens, social, cultural and religious groups. Conducting interview is another part of reporting. Through interview news, personal ideas and opinions can be reported. Without reporting process there can be little business in news, and without news there can be no newspaper.

Political Reporting

Generally the coverage of a political campaign of a political personality is not sufficient. Much time and coverage needs to be given in following a candidate around and listening to the political speeches over and over again. Most of the political reporter's time is spent while covering the purely political aspects of government and personalities who run the government. He/she goes beneath the surface of routine political events and comes up with stories of great importance. For political reporting the broad knowledge of election laws, system and organizational setup of different political parties, political organizations, precampaign activities, campaigns, election practices, polling laws and techniques and way of result coverage and their proper interpretation are required by the political reporter. He/she has to interview candidates, write biographical sketches and evaluate the candidates' position on major issues during a political campaign.

Education and Research Reporting

Research and education go together. Through research one can add new knowledge which is necessary for educating the nation and also for national development. The research programmes of different institutions and their findings and achievements should be reported. The education system, its merits and demerits are the main sphere of education reporting. Public and private schooling and what

is happening in universities and colleges regarding academic activities and developments, teachers and students training facilities, co-curricular activities, unions and associations should be highlighted in the news stories. The budget allocated for education and its utilisation, literacy rate and programmes to increase literacy rate, adults education are the topics about which public has some curiosity to know. Trends in classrooms teaching and dozens of other significant problems can also be reported. The education and research reporter is normally expected to cover activities at all levels of the research and schooling system from policy making to the teachers in the classrooms. The research and education beat offers the opportunity for many routine stories as well as major news breaks, features and interpretative pieces.

Environment Reporting

The environment affects everyday life. People, sensitive about it, demand the due coverage of environment and the factors causing pollution, etc. Therefore the environment reporting can become a human service reporting. What are the government measurements for the prevention of pollution and what is public part in creating and

preventing the pollution. Nowadays environmental protection has become a political movement and a sensitive reporter uses the techniques of all kinds in environmental reporting. It merited attention, with most of the early focus being on water pollution, air pollution, sanitation and urban sprawl, etc. The reporter has to cover the horror stories about the possible diseases and destruction of the planet. The reporter has to point out particularly the development of what lie/ she considers dangerous system for producing energy and importance of energy for national development. Through environmental reporting the public can be well aware about the rate at which natural fuels are being consumed and pollution caused by the burning of these fuels. He/she has to inform the readers about present happenings and future impact on human life.

Religious Reporting

Religious news are also part of the newspaper contents. It is one of the most sensitive beats, and demands great care and responsibility on the part of the reporter covering various religious events. However, impartiality is the only effective means to deal with this beat. The reporter has to report in fair, factual, impartial and unbiased way and maintain objectivity.

The religious reporter must have clear understanding of religious sects, groups, organisations, institutions and worship services in the country and particularly in the city where he/she is working. The reporter uses simple way of explaining the news events for general readers by interpreting the religious voiding,

In religious reporting political motives of the local and national leaders must be covered. Incorrect use of titles religious reporting discourages their interest while their correct use builds confidence in the reliability of the news. A reporter has to be cautious in religious reporting and should always keep in view the highly sensitive nature of religious ideologies, conflicts and controversies.

Speech Reporting

Speeches are the basis for sound stories published daily in the press. All those speeches taking place from time to- time in the city are important to the participants but few are worthy of news coverage. Advance stories are also being written about speeches through which the readers are informed about the person to be delivering the speech, venue and topic, etc. The reporter in speech reporting must be well aware of the ways of covering an event, and how to get, write, arrange and structure the facts of speech in a news form. The additional information can be gathered at the end of the speech or to clarify some points which is a good practice.

The most significant criteria in speech reporting are to include all the positive **as** well **as** negative aspects of various speeches. The reporter takes only the essential **parts** of the speech and report these points in a concise way. The main points of the speech go into the lead or intro while quotes go into the body of the story.

Cultural Reporting

Cultural reporting requires a reporter to cover not only individuals i.e. artists, craftsmen etc. but also to cover different cultural organisations, institutions and other events by upholding public interest . For this he/she has to dig out that how many cultural organisational setups exist in the city. The cultural reporter is actually a cultural promoter. The reporter has a great responsibility to stimulate interest and participation in various cultural functions. He/she has to get ideas, opinions and news about culture from different materials printed by these organizations. When actually covering culture, it is preferable to visit the scenc of cultural activity personally. Familiarity with cultural heritage and history is a special

qualification of cultural reporter. He/she must be conscious about manipulation by the artists. The cultural news story writing style and contents must be based on information, entertainment and of general public interest. Music world-cinema, theatre, television-literature, fairs etc. have great newsworthy material of public interest.

SPORTS REPORTING

Sports reporting field is broad and interesting enough to challenge the finest talent. The sports coverage remains the life blood of most sports pages. More opinions and news analyses appear on these pages. Sports reports are read mostly due to their contents and style. Sports reporter should take into account all the compulsory elements of the sports news item while reporting a news event. Sports reporting requires qualities of background knowledge and judgement, critical evaluation of sports besides sound general knowledge about games and their rules & regulations. The performance of the teams should be covered fairly, impartially

and in an unbiased way. The quality of a written sports item depends on the quality of its reporting. The sports reporter who, among other things, knows the players well, the strategy they use during game, key incidents, crowd behaviour and the game which he/she is covering, is able to write an interesting sports story. But while writing a sports story or its advance story the reporter must follow the regular news writing and reporting principles in building the story and other requirements of sports writing. Sports reporting ranges from straight news reporting through all degrees of interpretation and feature writing and the editorialised column. A sports event may be treated in any one of these degrees or in all of them combined. For an important sports event, an advance story, a straight story, similarly background, prediction, follow-up types of stories may be used.

PARLIAMENT REPORTING

Parliament and its proceedings have always been the main interest of newspaper readers. Parliamentary reporting offers opportunities to the reporter to conduct first hand study of the practical working procedure, responsibilities, role and functions of parliament, their members, different officials, the offices which they hold and their biographies besides the working of government. He/she remains in touch with the parliamentarians who may become an important source of news. In parliamentary reporting, all the techniques, proceedings and requirements of political and court reporting are involved because it is highly technical and sensitive. It needs professional skills and there are chances that even an experienced reporter may misinterpret the arguments and the proceedings. He/she must, have access to legal parliamentary literature, reports, periodicals to improve his/her knowledge and skill. A parliamentary reporter should be well acquainted with the legislative procedure in both the Houses of parliament and could write reports of adjournment and privilege motions, as well as of questions hour, tea break discussions on private bills and proceedings of the Senate. A lot of information can be obtained through private dealings with the members of the parliament. Parliamentary report has to be composed in prevalent parliamentary terminology.

COURT/CRIME REPORTING

Reporting crime news can be a demanding task and at times, if properly done, it even amounts to public service that perhaps can even be deterrent to certain types of crimes. However, crime news reporting needs technical care on the part of reporter while covering his beat. A crime reporter should know what is meant by crime. A breach of law is a crime and may be either felony or a misdemeanour. The basic principle of crime/court reporting is that NOTHING is

permitted which may prejudice the right of any accused to a completely FAIR and IMPARTIAL trial. Crime and court reporting may be completed in four steps, i.e. the crime, the arrest, the trial, the verdict. In the selection of facts for crime/ court news story, the reporter must be well-alert and these facts should be carefully handled by observing the ethics of crime/court reporting. The length, the headline size and lead formation of a court/crime story is determined by the seriousness of the crime and court proceedings.

WAR REPORTING

The coverage of war imposes major responsibilities on reporters. On the one hand, they must exercise the greatest care not to spread rumours and on the other hand, they must expose themselves to danger if necessary to determine the magnitude of war event. But whatever they do, they must always be conscious that careless war reporting can cause untold harm in a tense situation. The greatest care must be taken in reporting killings, injuries, prisoners, property loss and the area captured etc. The kind of weapons being used in the war can also be reported. The position of armies on land, in the air or oceans, bombing on different areas and types of bombing can be explained. The ISPR in Pakistan also releases information about war situation.

The cause of war, beginning of war, major areas of war and who is at fault must be covered in war reporting. The fundamental precautions regarding war should be followed. Different news story types can be used in war reporting to give full coverage of war.

