

IDHAYA COLLEGE FOR WOMEN, KUMBAKONAM



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Introduction to Journalism

Journalism = Journalist + News

Journal > Journalism

- Providing information that the public needs to know
- Giving a fair and truthful account of news
- Emphasizing the importance of free speech
- Spurring people to action
- Having courage

Principles of Journalism

- Journalism's first obligation is to the truth.
- Its first loyalty is to citizens.
- Its essence is a discipline of verification.
- Its practitioners must maintain an independence from those they cover.
- It must serve as an independent monitor of power.
- It must provide a forum for public criticism and compromise.
- It must strive to make the significant interest and relevant.
- It must keep the news comprehensive and proportional.
- Its practitioners must be allowed to exercise their personal conscience.

Who is Journalist?

“journalism...a person whose occupation is journalism”

———— Webster Dictionary

- Reporters
- Copy editors
- Editors-in-chief and Desk editors
- Photojournalists
- Camera persons
- Video editors etc. who are related to shape a complete form of news.

USE OF LANGUAGE IN WRITING NEWS STORY

- Good language is essential for writing news story. A good journalistic writing is not very much different from good prose. But there has been a continuous deterioration in the language and style of the newspapers.

TIPS FOR USING LANGUAGE IN WRITING NEWS STORY

➤ UNDERSTANDABLE LANGUAGE

The news writer's primary concern is to state facts and therefore he must use understandable language. The news writer has to prefer the familiar words to the far-fetched; the concrete to the abstract; and the short to the long words.

➤ LUCIDITY, BREVITY AND PRECISION

The quality of expressing something clearly and using only a few words and the quality of being clear or exact. A journalist has to remember all these qualities.

➤ CORRECT SPELLING AND GRAMMAR

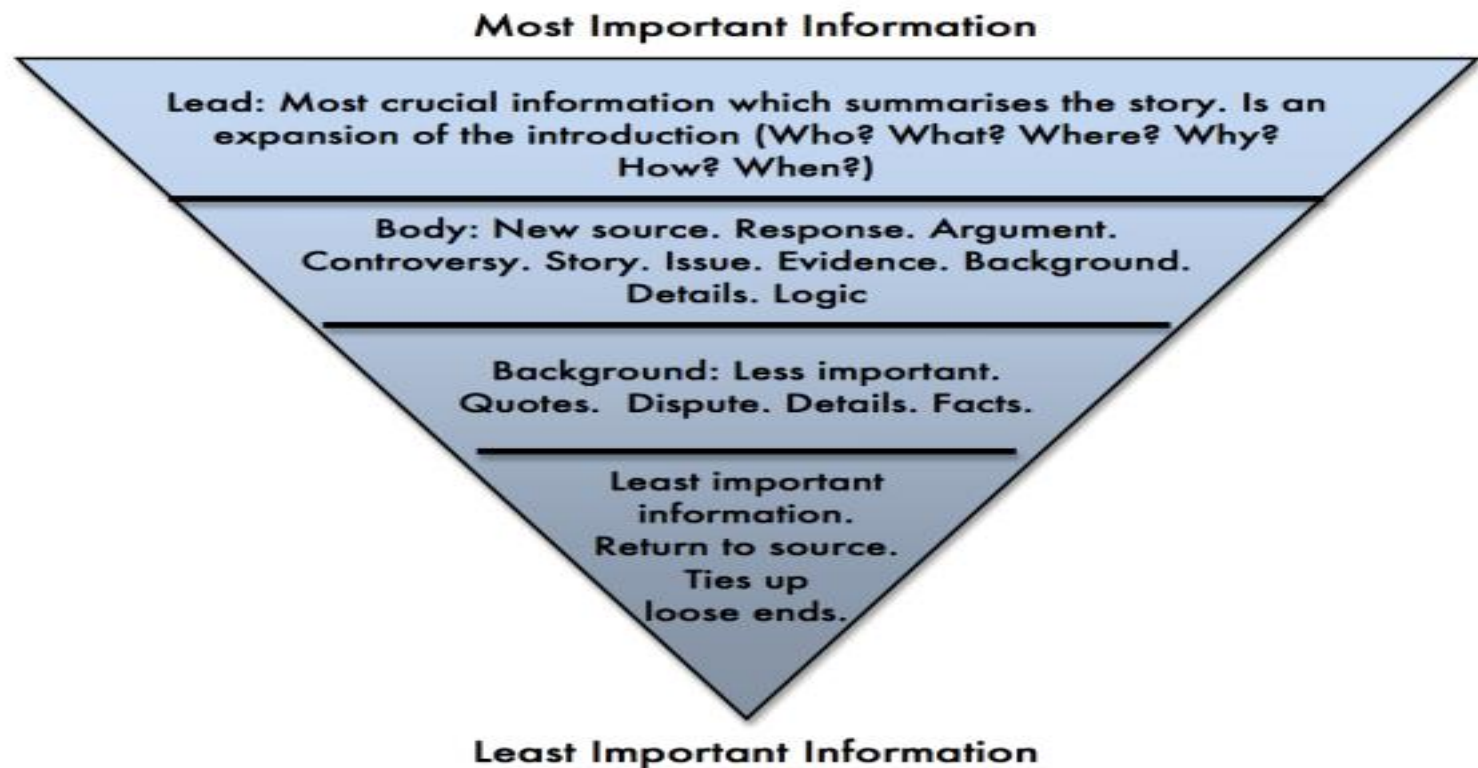
He have to be careful with grammar, spelling, capitalizations, use of abbreviations, and sentence construction.

➤ **ALWAYS BE SPECIFIC**

The news writer must be specific. He should be a unique journalist in his field.

➤ **STRUCTURE OF A NEWS STORY**

He (Journalist) have to follow the “Inverted Pyramid Method” of writing.



➤ **USE OF QUOTATIONS**

The writer must use direct quotations to record the opinions, emotions, and unique expressions of the sources.

➤ **RUDOLPH FLESCH'S FORMULA**

There are some formulas used to measure the language and style of a news story. Rudolph's formula measures three things in a news story.

(i) sentence length,

(ii) word difficulty and

(iii) number of personal references.

➤ **STYLE BOOKS**

The style books is meant for mainly for the guidance of their employees. Good style books can improve the presentation of the news.

The observance of these tips will make a news writer powerful.

WRITING OPINION PIECES

- The opinion is a pieces of writing that expresses the personal belief of the writer about timely issues.
- It is supported by facts. It regularly appears each issue under the same title and at the same location on the page.
- Opinions are regular features on the editorial page but they also appear in the feature page, science page, sports page and even in the front page.

EDITORIALS

- An editorial is an expression of facts and opinions in concise or an analytical interpretation of significant and timely topics or issues.
- It is logical and pleasing in order to influence opinion, or to interpret significant news such that its importance to the reader will be clear. It is usually written in formal language.
- Through editorial, the paper has the opportunity to write what it thinks about issues affecting the readers. If the editorial is well-written; it can be a vital force to make changes and reforms.

CHARACTERISTICS OF AN EDITORIAL

- Editorial must be interesting, compelling, and concise.
- Editorial must be factual and provide pertinent information.
- It must be concise, around 250-300 words in four or five paragraphs.

TYPES OF EDITORIAL

- **EDITORIAL OF INTERPRETATION:** It tries to interpret meaning of news by merely presenting both sides of an issue, event or situations and leaves the judgment to the reader.
- **EDITORIAL CRITICISM:** It points out the faults in the situation mentioned in a news that concerns and interests readers.
- **EDITORIAL OF ARGUMENTATION OR PERSUASION:** It takes a stand in a controversial issue and tries to convince the reader to adopt this stand.
- **EDITORIAL OF COMMENDATION OR TRIBUTE:** It gives praise to a worthy deed done by a person or by an institution.
- **EDITORIAL OF ENTERTAINMENT:** It discusses issues lightly, but often has a serious point gently and subtly suggested and sometimes satirically.
- **CRUSADE EDITORIAL:** It usually endorses a thought or course of action. This is also called a campaign editorial.

WRITING ARTICLES

- Articles and columns are other types of opinion pieces. Articles explain the meaning and significance of events.
- They appeal to the intellect rather than the emotions of the readers. They satisfy the desires of the readers for information and help him think more clearly on problems and questions of general interest.

WRITING COLUMNS

- Columns are the most personal of all newspaper writing. They have a very personal appeal, an authoritative influence, and very useful contribution to make in spreading news and opinions.
- They are written to inform, to influence, or to entertain readers. They're high in reader- interest for they stimulate public discussion of the day's affairs.

INTRODUCTION OF LEADS AND HEADLINES

- ❑ A news story has three parts- the headline, the lead (first paragraph) and the body, the remainder of the news story.
- ❑ The headline attracts the readers. Its message is terse, abrupt and often startling. The second part of the story is the lead, which gives the gist of the news. The body of the news gives the details and gives the remainder of the story.

DEFINITIONS OF LEAD:

- An introduction to any news story
- May be a single word, a phrase, a clause, a brief sentence, an entire paragraph or a series of paragraphs

FUNCTIONS OF THE LEAD:

- 1. Introduces the news story**
- 2. Tells the story in a capsule form**
- 3. Answers right away the questions that the reader would naturally ask**

Structure of News: The LEAD

- The first paragraph
- Most important part of the article, summarizes the story
- Arouses the interest of the reader
- Answers 5 W's and 1 H

Call center agent wins P4.5M lotto jackpot

A 22-year-old call center agent from Nueva Ecija won a lottery of P4.5 million after winning the July 7 6/45 lotto draw of the Philippine Charity Sweepstakes Office.

The bachelor who winner was indeed lucky as he only spent P20 bet for a lucky pick. He had been in the betting for four years and proved to be lucky to catch the jackpot prize.

The winning number combinations are 23-25-6-30-11-35.

The working student employed as call center agent in Pangasinan told PCSO general manager Atty. Joe Fernandez Rajon II that he will invest his winnings in a passageway for his father as well as buy a house and lot and save the rest for his future.

Earlier, 48-year-old retiree from Zamboanga claimed his P1,837,280.00 jackpot prize after winning the June 29 mega lotto 6/45 lotto draw for the winning number combinations of 13-18-19-28-37.

A solo winner in Palawan also won the July 7 6/45 draw for the pot money of P6,504,733.00.

The winning number combinations are 42-23-43-33-31.

Efren Montano

The LEAD: Guidelines in Writing

- Use active voice.
- Ask, "Why should I care?"; "What do my readers need to know most?"
- Sell the story.
- Put attributions first.

KINDS OF LEADS

- ***SUMMARY LEAD:*** It represents the synopsis of the entire story to the reader. It is also known as the “Digest Lead”.
- ***THE SUSPENDED INTEREST LEAD:*** It also known as “Cunning Lead” serves as a stimulation of interest. It makes the reader go to the news at once.
- ***THE HUMAN INTEREST LEAD:*** It appeals to the emotion of the readers. It also serves human interest.
- ***THE DESCRIPTIVE LEAD:*** It gives a picture of the information by describing the scene of the story and sets the stage for action.
- ***THE STRAIGHT NEWS LEAD:*** Frequently called ‘Hard News Lead’ topped major stories. Each effectively summarises what happened.
- ***THE COMPLEX STORY LEAD:*** It contains several elements which are of equal weight. The main purpose of a lead is to usher the reader into the story. The modern trend is towards highlighting one overriding news element and deferring subsidiary details, towards stressing a human angle and focussing on the people.

What is a Headline?



❧ The headline is the text indicating the nature of the article or news story below it. It's a brief summary of what is the article about.

❧ WHAT IS IT'S PURPOSE ?

A headline's purpose is to quickly and briefly draw attention to the story.

Functions



- ❧ to tell in capsule form what the story is all about;
- ❧ to grade news as to importance ;
- ❧ and to make the page look attractive

KINDS OF HEADLINES

- Banner head
- Crossline head
- Flush left head
- Side heads/ Flush right head
- Kicker (eyebrow)

Headlines have to get attention

- o Make the reader want to find out more by reading the article
- o Create curiosity
- o Promise answers to a questions or solutions to a problem
- o Include a key benefit

BANNER HEAD

- Banner headlines are **attention grabbers**. They set the **tone, and are used sparingly**.
- The banner head is set the **full-page width** at the **top of a news page** to **draw attention to the lead story of that particular page**.



FLUSH LEFT HEAD

- The flush left head is a **two- or three-line head** with each line set flush left.
- The lines **do not have to be equal** in width or set full.



KICKER

- **Kicker**, also known as a **tag line**, is a line that introduces the headline, can be underlined for emphasis.

Example: Cold weather hits...

Temperature drops
below freezing



• Thus, writing headlines is important for a news editor. It is an art as well as a craft.

Thank you!

