**UNIT-I**

**Meaning of Journalism**

* Journalism means writing for newspapers or magazines. It is the communication of information through writing in periodicals and newspapers.
* The people have an inborn desire to know what's novel or new. This curiosity is satisfied by the journalists through their writing in the newspapers and journals on current affairs and news.
* Journalism is the occupation of reporting, writing, editing, photographing or broadcasting news or of conducting any news organization as a business.
* The word "Journalism" is derived from the word "Journal" which means a daily register or a diary – a book containing each day's business or transactions.
* This includes newspapers no matter whether they are published daily or weekly. It also means a magazine to whatever section of the audience it caters to.

**Definitions of Journalism**

* Bond F. Fraser: According to him "The term journalism embraces all the forms in which and through which the news and the comments on the news reach the public.
* All that happens in the world, if such happenings hold interest for the public and all the thought, action and ideas which these happenings stimulate become the basic material for the journalist."
* According to Leslie Stephens, "Journalism consists of writing for pay on matters of which you are ignorant."
* Eric Hodgins of Time Magazine defines it as, "Journalism is the conveying of information from here to there with accuracy, insight and dispatch and in such a manner that the truth is served and the rightness of things is made slowly, even if not immediately, more evident".
* According to Websters third International Dictionary Journalism define as "The collection and editing of material of current interest for presentation, publication or broadcast".
* The word journalism is derived from Journal which means a daily register or a diary. To­day the word journal also connotes a newspaper, published every day or even less often or a magazine.
* Thus Journalism means .the communication of information regarding the events of a day through written words, sounds or pictures. And a journalist is a person who writes for or conducts a newspaper or a magazine. He is also called a press man.
* The oldest journalism is connected with periodical journalism. A periodical, is printed at a regular and fixed interval. A periodical can be called a newspaper if it appears at least weekly in recognized newspaper format and has general public interest.
* In the modern age, the press is called the "Fourth Estate". It enjoys a very important place in society and plays a very vital role in a democracy.

**Scope of Journalism**

Journalism, in its wider sense, includes reporting and commentaries delivered on television and radio. Even news events and film documentaries come within the scope of journalism. The editors, and the reporters working for television, radio or film industry claim that when they deal with news and views, they too are as much covered by the term "the Press" as people belonging to the print media. What qualifies a person to be called a journalist is the nature of the function performed by him and not the media for which he is working.

# The Objectives of Journalism

 *(i) Detecting or exposing crime or a serious misdemeanour.
(ii)Protecting published and safety.
(iii) Preventing the public from being misled by some statement or action of an individual or organisation.*

Since the public is the ultimate source of income for media, acting in their interest is both an ethical and pragmatic concern for journalists.

### Maintaining the Public’s Trust

* Journalists strive to keep the public’s trust, because it is on the foundation of trust that information is collected and exchanged.
* The public must trust journalists to provide accurate and valuable information, or the journalists’ works will be neither sought out nor believed.
* Sources of information must trust journalists to protect their identity, where applicable, and not to misrepresent them or their views.

Profit

Finally, there is the pragmatic concern of financial solvency. No media outlet wants to have to choose between accurately presenting an important story and turning a profit, but these objectives sometimes conflict. Staying in business is, of course, the primary concern in such situations.

**Ten Elements That Journalists Look For When Assessing The Viability Of A Story:**

* ***The power elite****: stories concerning powerful individuals, organizations or institutions;*
* ***Celebrity****: stories concerning people who are already famous;*
* ***Entertainment****: stories concerning sex, showbusiness, human interest, animals, an unfolding drama, or offering opportunities for humorous treatment, entertaining photographs or witty headlines;*
* ***Surprise:*** *stories with an element of the unexpected and/or contrast;*
* ***Bad news:*** *stories with negative overtones such as conflict or tragedy;*
* ***Good news****: stories with positive overtones such as rescues and cures;*
* ***Magnitude:*** *stories perceived as sufficiently significant either in the numbers of people involved or in potential impact;*
* ***Relevance:*** *stories about issues, groups and nations perceived to be relevant to the audience;*
* ***Follow-ups:*** *stories about subjects already in the news;*
* ***Media agenda:*** *stories that set or fit the news organisation’s own agenda.* **Types Of Journalism**

**Six Different Types of Journalism**

1. Print Journalism
2. Investigative
3. Broadcast
4. Reviews
5. Columns
6. Feature writings

**1.PrintJournalism**[Print journalism](http://www.nimcj.org/print-journalism.html) is the practice of investigating and reporting of events in newspaper, magazines or in printed form to a broad audience. Print journalism also covers cultural aspects of society such as arts and entertainment. Photojournalist often paired with a print journalist who takes photographs to tell the story using a medium of photographs.

**2.InvestigativeJournalism**:
Investigative journalism aims to find out about the facts and presenting them in an unbiased form to the public. Many a time the investigators may find themselves in situations where the person is recalcitrant and not willing to share the information. These are the situations where investigators have to show their talents and gather the original information for the presentation of facts to the public.

**3.BroadcastJournalism:**
When we hear the word broadcast the first thing that may come to you naturally would be the famous TV news anchors, like Ravish Kumar and Arnab Goswami. [Broadcast journalism](http://www.nimcj.org/Radio.html), however, rather not just that is in front of the camera but also behind the camera. There obviously goes a lot of research before printing or broadcasting anything.

**4.ReviewsJournalism**
Review writing is rather exciting, here the writer gets to state the facts about any event, object, happening or any person and then present his viewpoint on the same as a summary of his entire research or findings. It is based on research and experience of the writer.

**5.ColumnsJournalism:**
Columns are like a personal blog where the writer gets to express his views on any subject of his choice. He can write humorous blogs or any type of area where he expertise in. Columns are generally published on weekly basis.

**6.FeatureWriting:**
Feature writing involves long blogs about the scope, depth or interpretation of any event, object or any subject of concern. It brings the topics and viewpoints to which were previously unseen to the limelight. The data is collected and the information is inferred by conducting interviews and consulting experts in the field.

**Journalist**

A person who practices the occupation or profession of [journalism](https://www.dictionary.com/browse/journalism).

A person who keeps a [journal](https://www.dictionary.com/browse/journal), diary, or other record of daily events.

#### Jobs of journalists

* **Reporters** gather information and present it in a written or spoken form in news stories, feature articles or documentaries. Reporters may work on the staff of news organisations, but may also work freelance, writing stories for whoever paysthem.General reporters cover all sorts of news stories, but some journalists specialise in certain areas such as reporting sport, politics or agriculture.
* **Sub-editors** take the stories written by reporters and put them into a form which suits the special needs of their particular newspaper, magazine, bulletin or web page. Sub-editors do not usually gather information themselves. Their job is to concentrate on how the story can best be presented to their audience. They are often called subs. The person in charge of them is called the **chief sub-editor**, usually shortened to chief sub.
* **Photojournalists** use photographs to tell the news. .i.photojournalists;They either cover events with a reporter, taking photographs to illustrate the written story, or attend news events on their own, presenting both the pictures and a story or caption.
* **The editor**is usually the person who makes the final decision about what is included in the newspaper, magazine or news bulletins. He or she is responsible for all the content and all the journalists. Editors may have deputies and assistants to help them.
* **The news editor** is the person in charge of the news journalists. In small organisations, the news editor may make all the decisions about what stories to cover and who will do the work. In larger organisations, the news editor may have a deputy, often called the **chief of staff**, whose special job is to assign reporters to the stories selected.
* **Feature writers** work for newspapers and magazines, writing longer stories which usually give background to the news. In small organisations the reporters themselves will write feature articles. The person in charge of features is usually called the **features editor**. Larger radio or television stations may have specialist staff producing current affairs programs - the broadcasting equivalent of the feature article. The person in charge of producing a particular current affairs program is usually called the**producer** and the person in charge of all the programs in that series is called the**executive producer** or **EP**.
* **Specialist writers** may be employed to produce personal commentary columns or reviews of things such as books, films, art or performances. They are usually selected for their knowledge about certain subjects or their ability to write well. Again, small organisations may use general reporters for some or all of these tasks.There are many other jobs which can be done by journalists. It is a career with many opportunities.

**How to become a journalist**

Journalists write and edit news reports, commentaries, feature articles and blogs for newspapers, magazines, radio, television and websites, including online publications. Journalists usually start as cadets and report routine events.

**Personal requirements of a Journalist**

* Able to write clear, concise, objective and accurate material quickly
* Good general knowledge
* Interest in current events
* Aptitude to learn keyboard and shorthand skills
* Able to speak clearly when working on radio and television

##  Principles of Journalism

### 1. Truth and Accuracy

Journalists cannot always guarantee ‘truth’, but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy, give all the relevant facts we have and ensure that they have been checked. When we cannot corroborate information we should say so.

### 2. Independence

Journalists must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. We should declare to our editors – or the audience – any of our political affiliations, financial arrangements or other personal information that might constitute a conflict of interest.

### 3. Fairness and Impartiality

Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence.

### 4. Humanity

Journalists should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others.

### 5. Accountability

A sure sign of [professionalism and responsible journalism](https://ethicaljournalismnetwork.org/what-we-do/accountable-journalism) is the ability to hold ourselves accountable. When we commit errors we must correct them and our expressions of regret must be sincere not cynical. We listen to the concerns of our audience. We may not change what readers write or say but we will always provide remedies when we are unfair.

**Journalistic Ethics**

The Society of Professional Journalists’ [Code of Ethics](http://www.spj.org/ethicscode.asp) enjoins journalists to:

* **Seek Truth and Report It.** This includes fact-checking, not intentionally distorting information, identifying sources, avoiding stereotypes, and supporting the open exchange of opinions.
* **Minimize Harm.** This includes demonstrating compassion for sources and subjects of stories and protecting the privacy of individuals. Interestingly, the code makes no prohibition to interfere with national security.
* **Act Independently.** This includes avoiding conflicts of interest and corruption, and resisting the attempts of advertisers and special interests groups to influence the news.
* **Be Accountable.** This includes correcting mistakes, inviting criticism, and exposing unethical practices of the media.

**Code of Ethics**

1. *Adhere to the journalistic values of honesty, courage, fairness, balance, independence, credibility and diversity, giving no priority to commercial or political considerations over professional ones.*
2. *Endeavor to get to the truth and declare it in our dispatches, programmes and news bulletins unequivocally in a manner which leaves no doubt about its validity and accuracy.*
3. *Treat our audiences with due respect and address every issue or story with due attention to present a clear, factual and accurate picture while giving full consideration to the feelings of victims of crime, war, persecution and disaster, their relatives and our viewers, and to individual privacy and public decorum.*
4. *Welcome fair and honest media competition without allowing it to affect adversely our standards of performance so that getting a “scoop” will not become an end in itself.*
5. *Present diverse points of view and opinions without bias or partiality.*
6. *Recognise diversity in human societies with all their races, cultures and beliefs and their values and intrinsic individualities in order to present unbiased and faithful reflection of them.*
7. *Acknowledge a mistake when it occurs, promptly correct it and ensure it does not recur.*
8. *Observe transparency in dealing with news and news sources while adhering to internationally established practices concerning the rights of these sources.*
9. *Distinguish between news material, opinion and analysis to avoid the pitfalls of speculation and propaganda.*
10. *Stand by colleagues in the profession and offer them support when required, particularly in light of the acts of aggression and harassment to which journalists are subjected at times.*

**Role of Journalism**

* **Accuracy and fact-based communications**Journalists cannot always guarantee ‘truth’, but getting the facts right is the cardinal principle of journalism. Journalists should always strive for accuracy, give all the relevant facts and ensure that they have been checked.
* **Independence**Journalists must be independent voices; they should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. They should declare to their editors – or directly to the audience – any relevant information about political affiliations, financial arrangements or other personal connections that might constitute a conflict of interest.
* **Fairness and Impartiality**Most stories have at least two sides. While there is no obligation to present every side in every piece, the stories produced by journalists should strive for balance and provide context. Objectivity is not always possible, and may not always be desirable (in the face, for example, of clear and undeniable brutality or inhumanity), but impartial reporting builds trust and confidence.
* **Humanity**Journalists should do no harm. They should show sensitivity and care in their work recognising that what they publish or broadcast may be hurtful. It is not possible to report freely and in the public interest without occasionally causing hurt and offence, but journalists should always be aware of the impact of words and images on the lives of others. This is particularly important when reporting on minorities, children, the victims of violence, and vulnerable people.
* **Accountability and Transparency**A key principle of responsible journalism is the ability to be accountable. Journalists should always be open and transparent in their work except in the most extraordinary of circumstances. When they make mistakes they must correct them and expressions of regret must be sincere. They listen to their audience and provide remedies to those dealt with unfairly.

**Press Laws**

**1. Copyright and ‘public domain’**

* Even experienced sub editors have shown themselves to be ignorant of the difference between material that is ‘in the public domain’ and that which is ‘**public domain**‘ content.
* Read more about the differences in [***Finding images and multimedia for your news project (without breaking copyright laws)***](http://paulbradshaw.wpengine.com/2012/05/01/finding-images-and-multimedia-for-your-news-project-without-breaking-copyright-laws/)**.**

**2. Creative Commons and open data rights**

* The **[samepost](http://paulbradshaw.wpengine.com/2012/05/01/finding-images-and-multimedia-for-your-news-project-without-breaking-copyright-laws/)** also covers the more positive aspect of **Creative Commons** licensing, which allows you to find and use content quickly and with confidence.Images, audio, video, [text](http://wordpress.org/extend/plugins/wp-license-reloaded/) and other media with Creative Commons licences allow you to establish whether you can use that media.
* Media organisations including [broadcasters](http://cc.aljazeera.net/), [magazines](http://www.niemanlab.org/2011/11/wired-releases-images-via-creative-commons-but-reopens-a-debate-on-what-noncommercial-means/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+NiemanJournalismLab+%28Nieman+Journalism+Lab%29), and [newspapers](http://davidhiggerson.wordpress.com/2012/03/11/five-ways-newsrooms-can-do-more-to-get-the-most-out-of-flickr/) have all used this approach successfully, ashave [independent](http://blogs.wsj.com/digits/2009/11/23/how-to-make-55000-by-giving-away-your-work/) and [freelanceoperators](http://www.telegraph.co.uk/technology/news/8623680/How-the-Power-of-Open-can-benefit-photographers.html), and [investigative outfits](http://www.propublica.org/about/steal-our-stories).
* The ebook [*The Power of Open*](http://thepowerofopen.org/) has more detail on how some individuals have used Creative Commons – and it’s published under a CC licence too, naturally.

**3. Database rights**

* The ugly cousin of copyright is **Database Rights** – the rights held by an organisation or individual who has invested significant resources in compiling data.
* New information-gathering techniques such as [**scraping**](http://leanpub.com/scrapingforjournalists) require an understanding of those rights: the *scraping itself isn’t a problem*– but if you are planning to *publish* all the data scraped then the rights-holder may have a case against you.
* **A good analogy is a telephone directory:** you can publish a phone number without infringing on the database rights of the person which compiled them. And you can use dozens of phone numbers to pursue a story without any problems. But if you want to publish *all* the numbers then you need to think about whether someone is likely to successfully pursue you for breaking the database rights.
* ***As an aside:*** *the scraping itself may breach the terms and conditions of a website.*[*In practice these are rarely enforced with relation to scraping*](http://www.wired.com/techbiz/media/magazine/16-01/ff_scraping?currentPage=all)*, but you still need to factor the possibility of being banned from the site into your plans.*

**4. Discrimination and hate speech laws**

* As we become increasingly not just journalists but *publishers* – of content by other people as well as ourselves – we also become responsible for the content published by those people on our sites.

Broadly speaking the guidance is that you are only liable for third party content once you are made aware of it – but once a legally problematic comment is brought to your attention you still need to know how to act.

This isn’t just about defamation. Of new relevance here in the UK are a number of laws forbidding expression of ‘**hate speech**‘ online:

* The **Public Order Act 1986** covers comments which stir up hatred based on nationality, colour, and ethnic origins;
* The **Crime and Disorder Act 1998** covers incitement to ethnic or racial hatred.
* The **Racial and Religious Hatred Act 2006** relates to stirring up religious hatred;
* The **Criminal Justice and Immigration Act 2008**deals with inciting hatred on the basis of sexual orientation.
* And the **Communications Act 2003**, specifically Section 127 – covers “grossly offensive” messages, a term broad enough to include a worrying range of discussion for publishers.

Then there are laws on “encouraging or assisting a crime” under the **Serious Crime Act 2007**.

In addition, if someone claims that they are being harassed on your website, and that harassment is sexual in nature or based on gender, sexuality, disability, age, pregnancy, race or religion, you will need to know about the **Equality Act 2010**.

**5. Data protection**

* Another law that becomes relevant in the transformation from journalist to publisher *and*in the context of new information gathering techniques is the **Data Protection Act 1998**.

[**The PCC has more guidance**](http://www.pcc.org.uk/news/index.html?article=ODg)**,**

* Even if you don’t collect data on individuals yourself, the Data Protection Act is also a **great tool if you or a source want to get hold of data held about *yourself***.

**6. Harassment and stalking**

* The same chapter [**includes a section on**](http://paulbradshaw.wpengine.com/2012/03/28/what-you-need-to-know-about-the-laws-on-harassment-data-protection-and-hate-speech/) the use of **The Protection From Harrassment Act 1997** to prevent journalists on reporting on particular individuals.

*“Defences to a charge of harassment include if you were undertaking actions for the purpose of preventing or detecting crime, or that your conduct was “reasonable” in the particular circumstances. The fewer the incidents, and the more spaced out the instances of those, the weaker the case. If you have complied with an internal code of conduct with regard to privacy and fairness this will also help you.”*

**7. Freedom of Information**

* Too much teaching of media law focuses on what you *can’t* do. But if there’s one law you should read up on, it’s your country’s **Freedom of Information act** ([if it has one](http://www.freedominfo.org/regions/)).
* This sets out what rights you – and your site’s users – have to access information held by public bodies such as councils, police authorities, health bodies and national government departments.
* Don’t just read about the law itself – read up on the judgements (“[decision notices](http://www.ico.gov.uk/enforcement/decision_notices.aspx)“) by the Information Commissioner’s Office and mention those in your requests where relevant.

Press council

PRELIMINARY

1. Short title and extent.—

(1) This Act may be called the Press Council Act, 1978.

 (2) It extends to the whole of India.

2. Definitions.—In this Act, unless the context otherwise requires,—

 (a) “Chairman” means the Chairman of the Council;

 (b) “Council” means the Press Council of India established under section 4;

 (c) “member” means a member of the Council and includes its Chairman;

(d) “prescribed” means prescribed by rules made under this Act;

 (e) the expressions “editor” and “newspaper” have the meanings respectively assigned to them in the Press and Registration of Books Act, 1867 (25 of 1867), and the expression “working journalist” has the meaning assigned to it in the Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955 (45 of 1955).

 **3. Rule of construction respecting** enactments not extending to the State of Jammu and Kashmir or Sikkim.—Any reference in this Act to a law which is not in force in the State of Jammu and Kashmir or Sikkim shall, in relation to that State, be construed as a reference to the corresponding law, if any, in force in that State.

ESTABLISHMENT OF THE PRESS COUNCIL

**4. Incorporation of the Council.**

(1) With effect from such date as the Central Government may, by notification in the Official Gazette, appoint, there shall be established a Council by the name of the Press Council of India.

(2) The said Council shall be a body corporate having perptual succession and a common seal and shall by the said name sue and be sued.

**5. Composition of the Council.**

(1) The Council shall consist of a Chairman and twenty-eight other members.

(2) The Chairman shall be a person nominated by a Committee consisting of the Chairman of the Council of States (Rajya Sabha), the Speaker of the House of the People (Lok Sabha) and a person elected by the members of the Council under sub-section

 (3) Of the other members

(a) thirteen shall be nominated in accordance with such procedure as may be prescribed from among the working journalists, of whom six shall be editors of newspapers and the remaining seven shall be working journalists other than editors; so, however, that the number of such editors and working journalists other than editors in relation newspapers published in Indian languages shall be not less than three and four respectively;

(b) six shall be nominated in accordance with such procedure as may be prescribed from among persons who own or carry on the business of management of newspapers, so, however, that there shall be two representatives from each of the categories of big newspapers, medium newspapers and small newspapers

 (c) one shall nominated in accordance with such procedure as may be prescribed from among persons who manage news agencies;

(d) three shall be persons having special knowledge or practical experience in respect of education and science, law, and literature and culture of whom respectively one shall be nominated by the University Grants Commission, one by the Bar Council of India and one by the Sahitya Academy;

 (e) five shall be members of Parliament of whom three shall be nominated by the Speaker from among the members of the House of the People (Lok Sabha) and two shall be nominated by the Chairman of the Council of States (Rajya Sabha) from among its members: Provided that no working journalist who owns, or carries on the business of management of, any newspaper shall eligible for nomination under

clause.

 UNIT-II

What is News?

* [News is an unpublished account of human activity, which seeks to interest, inform, or educate the readers](http://www.studylecturenotes.com/journalism-mass-communication/functions-of-journalism-are-to-inform-educate-guide-and-entertain).
* The first requirement of news is that a writing should not have been published anywhere before. It should come to the readers to the first time.
* The second ingredient is human activity. News must relate in one way or the other to the human activity. Human beings must be involved in an event embodied in news.
* The Third important factor is that it should be of some interest to the readers. The interest may be physical or emotional.
* The fourth important pre-requisite is that it should be designed to impart some sort of information to the readers.

Meaning of News

* The information may be in respect of the reader's interest in specific fields.
* The best ingredient is that it should be of some education value for readers.
* The readers ought to be of the progress of the country and making in the specific fields.
* The countrymen have the right to know as to how strangers their country is.
* It is for the readers of the country.
* A news is tomorrows history done up in to-days meal package.
* News is the flow of tides of human aspirations, the ignominy of mankind and the glory of human race.
* It is the best record of the incredible meanness and the magnificent coverage of man.
* The news is current information made available to public about what is going on.
* It enables the people to make up their minds as what to think and how to act.
* News is a truly, concise and accurate report of the event.
* A news is the report of an event and what an event itself.
* News means the record of the event that has taken place in a particular era.
* It is a report in which the action is described narrated, highlighted or recorded.
* News is written in a comprehensive manner.
* There should be one audience or a class of readership.
* To whom the description is to be presented in print or on the air or on T.V. or movie screen.
* News should provoke into recipients or at least some of them to thought or action.

Definitions of News

* Oxford Dictionary defines it as "New information, the report of latest incident".
* According to Gerald W. Johnson, "News is the report of such incidents as in writing them, a first rank journalist feels satisfied".
* According to William F. Brook, "News is in fact a synonym of the unexpected."
* According to William Stead, "Everything which is extra-ordinary and unusual is called news".
* British Journal defines the news as, "any event, idea or opinion that is timely, that interests or affects a large number of people in a community and that is capable of being understood by them".

 20 Categories Of News

|  |  |
| --- | --- |
| * Novelty,
 | * Human interest,
 |
| * Personal impact,
 | * the Under-dog,
 |
| * Local news,
 | * Mystery,
 |
| * Money,
 | * Health,
 |
| * Crime,
 | * Science,
 |
| * Sex,
 | * Entertainment,
 |
| * Conflict,
 | * Famous people,
 |
| * Religion,
 | * Weather,
 |
| * Disaster and Tragedy.
 | * Food, and
 |
| * Humour,
 | * Minorities".
 |

**Characteristics of News**

The important characteristics of news are

1. Accuracy
2. Balance
3. Objectivity
4. Concise and Clear
5. Current and freshness

What are the different types of news?

**Breaking news**

This is hard news: the stuff that no one expects to happen, that everyone has to

spring into action to cover.

**Basic hard news**

Divided into all kinds of categories, political, business/economic, sports, arts, international, etc. This is more general news, of the kind that we know is going to happen and we can plan around. What makes it “hard” news? It all revolves around very basic facts: who, what, where, why when, etc.

**News features**

A news feature is a kind of story that focuses on a hard-news topic. News featurescombine a featurey writing style with hard-news reporting. Here are a few tips for producing news features.Lifestyle/entertainment articles

**Profiles**

Instead of focusing on an event, the catalyst for the news article is the individual. Someone who is very interesting for some reason: perhaps who has been in the news for some reason. Investigative News

* In-depth article or series of articles, based on extensive reporting over weeks, months of work, by a reporter or a team of reporters, that discloses stuff that has been hidden from public view, ranging from political corruption to other kinds of malfeasance.
* The central idea is that the stories being told involve something that disadvantages or harms ordinary citizens, and that the rest of us would have struggled to find out what was really happening without the access to sources and information that journalists have.
* legal stuff
* international news
* domestic news
* sports coverage
* political news
* what’s happening in your own city or nationally
* what’s going on in the education arena or in finance — fits into one of these broad TYPES of news.

ELEMENTS OF NEWS

1. Proximity
2. Prominence
3. Timeliness
4. Oddity
5. Consequences
6. Conflict
7. Human interest
8. Extreme

**NewsElements**
**Proximity:**

 An event is happening nearby, it will impact readers more than if it were happening somewhere else that doesn't affect them as much – in another state or in another country. Depending on the story, it may as well be the same thing.

* **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.
* **Timeliness:**
 Current news has more impact than something that happened yesterday or last week. The news media loses interest in past events because there is always fresh news somewhere.
* **Oddity:**
 If something is unusual, shocking or bizarre, the strangeness alone could make it newsworthy.
* Consequence:
 If the impact of an event may directly affect readers, they will want to know about it.
* **Conflict:**
* Readers are always interested in disagreements, arguments and rivalries. If an event has a conflict attached to it, many readers 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 –

|  |  |
| --- | --- |
| * religion,
 | * wars,
 |
| * sports,
 | * human rights violations,
 |
| * business,
 | * politics or even struggles against nature,
 |
| * trials,
 | * animals or outer space.
 |

* **Humaninterest:** If a situation draws any sort of emotional reaction, then it might contain the news element of a human-interest story.
* **Extremes/superlatives:**
 Reporters and audiences alike love to hear about the first, the best, the longest, the smallest, the highest. If you can claim one for yourself, do it.

## Best News Sources in Journalism

The major news sources for journalist are Radio T.V. newspapers and magazines, their own correspondents, press, interviews, press conferences, police stations, courts and handouts, press releases and press notes

## ****Radio****

Almost all newspapers in the country monitor news from the major foreign radio networks and publish the information. They also true in to listen to the national broadcast for news.

## ****Television****

Another important source of news the newspapers listen to the news telecast by TV. The news telecast by T.V. is also carry the reputation of evening authentic. Besides supplying the news, the T.V. reports give a pictorial view of an event.

## ****Newspaper and Magazines****

The newspapers and magazines, both in national and international contain good material for publication by the newspapers. Stories are published by a newspaper from interviews published in the magazines.

## ****Correspondents****

The newspaper has their own correspondents based inside and outside the country. The correspondents keep in touch with their respective organization and reports events of their newspapers interest. The newspapers have a subdivision of different fields and reporters. The newspaper major specialized or general correspondents.

## ****Press Interviews****

Interviews are secured to obtain information pertaining to different activities and fields

## ****Press Conferences****

Newspapers give new coverage to the press conferences addressed by various personalities. The press conferences addressed are called or arranged by personalities who want to make some point known to the public

**Police Stations**

One of the major and bests sources of news is police stations. Almost every occurrence, every case and incident is reported in news reporter establish 'links with police stations to secure information.

## ****Hospitals and Courts****

Another big source is the hospitals from where news of cases regarding accidents etc., are known. A person can file a case against another, like the complaint against the police and this information can be had not from the reader out also from attendance in court.

## ****Handouts****

All the documents containing information which are circulated for general information. They handouts may be issued by an organization to convey information to the public at large. The handouts now a days are being issued contain material in respect of activities of the Govt., and government organization.

**Press Note**

It is issued by the Govt. whenever some information in categorical terms or unambiguous terms is to be provided to the general public. They contain information on specific matters in which the Govts. firms stand is to be explained.

## ****Press Releases****

Press Relations contains press releases information pertaining to the activities of different organizations and establishment. The press releases are issued whenever these organizations want to reach the public through the information media. They are issued on behalf of the organization.

## ****Press Statements****

The statement must be issued by a person having some position in some organization or has attained distinction in one or the other. The statement is sent to the newspaper and it is used by them as subject to their interest in it.

News Agency

 A news agency is an organization that gathers news reports and sells them to subscribing news organizations, such as newspapers, magazines and radio and television broadcasters. A news agency may also be referred to as a wire service, newswire, or news service.

Structure Of News Agency

Generally, whether in a news agency, television or radio station, newspaper or magazine, the structureis similar and a typical day is identical in content. There are several departments in every media organization - administration, engineering, commercial/advertising, editorial.



The news agency gathers news and news material with the purpose of presenting facts and distributes this to a group of news enterprises. Today, India has four main news agencies.

Press Trust of India (PTI): This is the biggest news agency in India. More than 200 newspapers in India subscribe to PTI service, besides AIR, Doordarshan, Central and State Governments, commercial establishments, universities and public institutions.

It has foreign correspondents in UK, USA, Moscow, Colombo and other world capitals. It has a vast teleprinter network, and employs many journalists.

# List of Important News Agencies

 **1. Australian Associated Press –**Australia

**2. Xinhua –**China

**3. MENA –**Egypt

**4. Agence France-Presse (AFP) –**France (AFP is the oldest news agency of the world.)

**5. Associated Press of Pakistan (APP) –**Pakistan

**6. Pakistan Press International (PPI) –** Pakistan

**7. Ma’an News Agency –**Palestinian

**8. WAFA –** Palestinian

**9. Information Telegraph Agency of Russia (ITAR TASS) –**Russia

**10. Interfax –**Russia

**11. RIA Novosti –**Russia

**12. Press Trust of India (PTI) –** India

**13. Indo-Asian News Service (IANS) –** India

**14. Asian News International (ANI) –**India

**15. Samachar Bharti –**India

**16. United News Of India –** India

**17. Hindusthan Samachar –** India

**18. CNI (Country News & Information) –**India

**19. Express Media Service –** India

**20. Antara –**Indonesia

**21. IRNA –**Iran

**22. Mehr News Agency –**Iran

**23. Jiji Press –**Japan

**24. Kyodo News –**Japan

**25. Bernama –**Malaysia

**26. Notimex –**Mexico

**27. Reuters –**United Kingdom

**28. Press Association –**United Kingdom

**29. Associated Press –**United States

**30. United Press International –** United States

**31. Saba News Agency –**Yemen

**32. Belga –**Belgium

**33. Agenzia Fedis –**Vatican City

**34. Taanjug –**Serbia

**35. Middle East news agency –**Egypt

# News agency

### Introduction

 News agency, local, national, international, or technical organization that gathers and distributes news, usually for newspapers, periodicals, and broadcasters.

# News Transmission

* From 1915 until the 1940s, news agencies in the United States transmitted most copy over telephone wires to teletypewriters in newspaper offices.
* The late 1940s, however, brought the introduction of Teletypesetter machines, which allowed the stories from the agencies, in the form of perforated paper tape, to be fed into typesetting, or linotype, machines, without the use of human operators.
* In using Teletypesetters to save labor, publishers ceded to the agencies some of their editing prerogative, thereby standardizing usage and writing style in newspaper stories.
* Newspapers moved from linotype to photocomposition in the late 1960s to 1970s. Information is now transmitted by satellite service or the Internet, and newspapers reconstruct the information in their own format.
* Most news agencies also offer their clients photographs, news analyses, and special features; for radio and television stations they transmit news-broadcast scripts, video, and programming. Since the advent of computer technology, many news services have become available on line, and their products are also available for mobile phones and other devices.

# Government Agencies

* Government ownership of news agencies stems from the early 1900s.
* In 1904 the St. Petersburg (later Petrograd) Telegraph Agency was founded by the Russian government. In 1918, Soviet Russia founded Rosta, the Russian Telegraph Agency, by merging the telegraph agency with the government press bureau, and in 1925 Rosta became TASS, the Telegraph Agency of the Soviet Union.
* Renamed the Information Telegraph Agency of Russia in 1992 and known as ITAR-TASS, it became the official news service of Russia. Since 2014, when it was renamed Russian News Agency TASS, it has been known as TASS. In 1915, Germany established a service called Transocean to broadcast war propaganda.
* The New China News Agency (Xinhua), founded in 1931 as the Red China News Agency, maintains official news and financial service wires, publishes dozens of newspapers and magazines, has its own advertising and public relations firms, and runs a school of journalism.
* Since 1990 independent news agencies have appeared in Eastern Europe, including Interfax in Russia and A. M. Pres in Romania.

**Ownership**

* News agencies are often owned by commercial groups, governments or other entities.
* Commercial news agencies can be corporations that sell news to major publishing and TV networks while others work closely with large media companies.
* They obtain their news centrally and spread local stories that other media outlets may choose to redistribute.
* National governments can also own news agencies. Because they are state entities, they receive funding from the public. They use information from other news agencies as well.

News Agency Journalists

* One of the most interesting journalistic jobs that a person can have is working at a news agency.
* News agency journalists write and research stories for their employers.
* In addition to politics and news, they report on arts, culture, business and science.
* Aside from that, they cover local and national events, human interest and entertainment stories.

Their typical work activities include the following:

•    Building contacts to maintain a flow of news
•    Investigating and seeking out stories through press releases, other media and contacts

•    Reacting to breaking news stories
•    Working closely with editors, photographers and the news team
•    Creating news content for their news agency website

* A lot of news agency journalist start at the bottom.
* After a few years as a general reporter, they can move on to become a chief, senior reporter or specialist writer of some kind.
* Other career options include working on the news layout and headlines as a sub-editor.
* It may also be possible for people to move overseas as a news correspondent where knowledge of the culture and language is essential.
* Career development depends on initiative and performance.

**UNIT-III**

 **Good Qualities Reporter**

**1. News Sense:**

* News sense is the basic quality of newsmen. 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 begin his story and should not miss important details.

**2. 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 expression clarity of mind has no meaning.

**3. Objectivity:**

* Reporter should aim at objectivity while dealing with a story.
* They should not allow their personal bias or ideas to creep into a story.
* They should not take sides but try to cover all the different viewpoints to achieve balance in the story.

**4. Accuracy:**

* A reporter should strive for accuracy.
* He should check and re-check his facts till he is satisfied that he has them accurate.

**5. 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 reporters.

**6. Speed:**

* In today’s world speed matters everywhere.
* A person who cannot work fast cannot be a good reporter.
* He should think fast, decide fast and write or type fast for he has to meet deadlines or may have to go to another assignment.

**7. Calmness:**

* Reporters often work in trying circumstances.
* He has to remain calm and composed in most exciting and tragic circumstances.

**8. Curiosity:**

* Reporters and sub-editors should have an unsuitable curiosity.
* For reporters it is useful in developing lust for facts that may lead to better stories.

**9. Skepticism:**

* It is another necessary quality which a reporter and a sub­editor should cultivate.
* They should not take anything for granted.
* They should have an unwavering posture of doubt until faced with undeniable proof.

**10. 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 may 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 misinform you or hide some important information.

**11. Patience:**

It is a quality which helps a reporter in a big way for many a time almost daily he has to test his patience, the voluntary self- control or restraint that helps one to endure waiting, provocation, injustice, suffering or any of the unpleasant vicissitudes of time and life.

**12. Imagination:**

* This basic mental faculty helps reporters in writing better stories that retain the reader’s interest.
* Besides, imaginative headlines attract the reader and improve the quality of a newspaper.

**13. Farsightedness:**

Reporters can watch such processes and cultivate people who may become important news sources in the future.

**14. 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. It helps in journalism as in any other field.

**15. Integrity:**

It is a virtue in itself and implies undeviating honesty and strict adherence to a stern code of ethics. This human quality is important for journalists.

**16. Fearlessness and Frankness:**

These qualities help reporters in asking unpleasant questions and taking risks to find out truth. Nobody gives a story on a platter.

**17. Tactfulness:**

* A reporter should be tactful. He should have the ability to handle sensitive people and situations gracefully without causing hurt or angry feelings.
* He should be considerate of others and should be careful not to embarrass, upset or offend them.
* A reporter should have flexible and sociable personality and should have a nature that relishes variety of experiences.

**18. 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.

**19. Mobility:**

* A reporter should be mobile.
* He should enjoy moving around and should not hesitate travelling 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.
* A mobile reporter is seldom caught napping when a major story breaks.

**20. Diligence:**

Reporters should be diligent. Their jobs require painstaking exertion of intense care and effort, alertness and dedication to the task and wary watchfulness.

**Newspaper Reporter Responsibilities and Duties**

* Analyze and collect information through various modes such as personal interviews and news briefings to prepare news reports.
* Monitor daily events locally, nationally and internationally and assist others to gather current events.
* Prepare reports to keep the public informed about daily happenings.
* Coordinate with news editor and fellow reporters to develop story ideas for report writing.
* Maintain relations with all news sources on daily basis to develop story ideas and compile appropriate reports.
* Perform research and write international, local and national news.
* Analyze and ensure accurate and crisp news reporting to avoid ambiguity and redundancy.
* Collaborate with news editor to improve story presentation.
* Work in assigned beat areas once every week to gather all local news.
* Coordinate with graphics department to obtain visual elements for each story with appropriate photos or graphics.
* Manage staff photographers for all reports of local events.
* Develop breakout boxed for each story to emphasis lead points.
* Administer all news writing to meet deadlines.
* Attend weekly desk meetings and staff meetings to keep abreast of company policies and requirements.
* Maintain knowledge on latest events and news to obtain news coverage of important and pertinent issues.

**What Are the Different Types of Reporters?**

**Assignment Reporters**

Assignment reporters, sometimes called general assignment reporters, cover the notable incidents in their news coverage areas. Working as an assignment reporter means writing stories about community news events, such as car accidents or celebrity visits, as they are assigned to you by an editor.

**Beat Reporters**

A beat reporter specializes in one area of interest, from shopping to the environment to education. Sometimes called reporter specialists, these reporters keep up-to-date so they can find stories and inform the public of new developments.

**Columnists**

While assignment and beat reports must tell the facts as they are, columnists get to insert their opinions. They may specialize in a particular field in order to make their opinions well-formed.

**Sports and Weather Reporters**

Most media outlets have specialists in the sports and the weather. Many of these reporters are highly trained, such as weather reporters who have degrees in meteorology or sports reporters who have played or studied sports at the college or professional level.

**Reporters in Different Types of Media**

Media is changing due to the influence of technology, but the media forms still use basic journalistic technique. Each kind of reporter can be found in the different media types.

**Print**

Reporters in print media work for traditional outlets, such as newspapers and magazines, or increasingly common Internet publications. If you work in this medium, you'll use the traditional journalistic methods of completing research, interviewing experts on a topic, then developing a piece for publication, but Internet outlets might demand knowledge of video or photography principles too.

**Television and Radio**

You may wish to work in television or radio in order to be the face or voice of the news; however, reporters in broadcast media must still do the work of composing stories, often under a deadline. Once you have learned the basics of [journalism](https://learn.org/articles/Broadcast_Journalism_5_Steps_to_Becoming_a_Broadcast_Journalist.html), then you can begin to learn skills that are particular to the broadcast medium, such as reading from a teleprompter.

Top of Form

# Tips on reporting on court proceedings

* Reporting on court hearings is an essential part of journalism. It requires an understanding of local laws and knowing what can be reported and what can't.
* Some journalists choose to specialize in court reporting and become experts in the field. Others learn about it through their basic journalism training courses and by covering smaller court hearings.
* All need to understand the rules, constraints, the law, what can and cannot be reported, and how to deal with the public after the court hearing is over.

## 1: Operating within constraints

Courts of law are a controlled environment. Court reporters must operate within these controls.

## 2: Remember who is in charge

The judge is in charge of the court and what happens inside it. The judge has to keep order and usually has the power to imprison those who show contempt of court. That could include you.

## 3: Know the local laws

Most countries have their own sets of laws covering court reporting. You must know them inside-out. Journalists need to act within the law or they may end up in the dock themselves.

## 4: Focus on the key facts

The most interesting things about any trial are usually the verdict and the sentence. These will normally provide the lead to your story (assuming the trial has finished).

## 5: Avoid trying to do the judge's job

In most countries there is a presumption of “innocence until proven guilty”. This should be borne in mind while a trial is in progress and reflected in your copy.

## 6: Accuracy, accuracy, accuracy

Ensure you get everything right. Check names, spellings, titles and responsibilities. Fair and accurate journalism is the basic requirement.

## 7: Keep a careful note

In courts, as in all other reporting, you should make notes carefully and keep them safely. They may be needed later if your report is disputed.

## 8: Never take sides

The arguments used by the prosecuting and defense lawyers should be reported in an even-handed way, regardless of the evidence and what is said in court.

## 9: Courts are also theatre

Dramatic performances by the judge, lawyers or witnesses make excellent copy. Make sure that you capture all elements.

## 10: Give credit where it's due

Trials often hinge on a clever piece of detective work, or advocacy. Ensure you spot these and highlight them in your reporting.

## 11: Disciplined reporting

It is not particularly skilful to report everything that has been said. It is much more skilful to use only the most interesting and significant parts of a trial.

## 12: Be ready with the background

Big stories need big coverage. Before the trial, discover as much background as you can and have it ready for publication after the verdict.

## 13: The trial may be over but the story continues

Some of the most important elements of your story may be the interviews afterwards with witnesses, family, police etc. Make sure you leave the court in time to get the interviews.

**7 Basic Skills Needed to Work in Sports Writing**

**1. Broad Understanding of Sports Business**

Different leagues and entities within sports operate just like any other business.  Accordingly, sports writers must have a general understanding of how sports work as businesses in order to thoroughly complete a given assignment.   In sports, there are marketing, finance, public relations, communications, sales, legal, sponsorship and several other departments.

**2. Actual Industry Knowledge**

Before writing about a certain sport or a certain topic within sports, writers need to have in-depth industry knowledge about that particular sport or topic.  Simply put, if a writer is confused or unclear about a given topic, the reader likely will be too.  In addition to knowing background information, writers should also know sports lingo and terminology

**3. Research Skills**

Though some may live for the sensationalism and gossip perpetrated in sports media, a good writer should know how to find out all of the real facts that make up a particular sports story.  Instead of speculating or developing theories, writers should complete the appropriate research on a given topic before going to press.

**4. Ability to Connect With Sports Fans**

Every writer writes for a particular audience.  Whether that audience consists of sports fans in general, sports fans of a particular sport or sports professionals, the writer must keep this in mind.  An article, column or blog should read in a way that not only keeps readers interested in a particular story but also keeps readers wanting to read more of that writer’s stories.

**5. Creativity**

When readers find interest in a particular topic, they may peruse various articles and columns about the same topic.  The audience that sports writers cater to want to read about more than one opinion and see the same topic from various angles.

UNIT-IV

Explain the Structure of a News paper organization

* The newspaper is an organization where cadres are fixed. Unlike any otherorganization newspapers are different in functioning because of the time limit it has, there is a chaos in the organization, everyone in busy in its work.
* To maintain the speed of the work and proper functioning of organization even newspaper need a structure, this organization structure differ from one organization.
* That means there are very few chances that two organizations have similar structure.

**Structure and Function of the organization**

**Editor in chief:**

* It is the top most position in the editorial board.
* He does not involve in day-to-day activity of a newspaper yet he controls the newspaper.
* He appoints the right person for the job.
* A good Editor in Chief would know how to use his power &influence for the betterment of the publication as well as for the betterment of the society.
* He would use his office to draw attention to humanitarian issues and fight for the cause of the oppressed & the weak.
* The Editor in Chief is the soul of the News paper.

**Resident Editor**

* The resident editor heads a particular edition of the newspaper like the Editor in Chief he is fully responsible for the entire content of the edition.
* He has a legal and moral responsibility for all that goes in the edition of his newspaper.
* The resident editor sets the policies of his office and his man job is to chalk out the plan for the growth of his edition.

**News Editor:**

* He is the head of the news desk.
* His team comprises deputy news editor, Chief Subeditor, subeditor trainee subeditor.
* As the head of the desk the news editor plays a very important role in the layout of the newspaper.
* He is responsible for the day-to- day running of a news paper.
* He Plans layout of newspaper edition.
* Receives news copy, photographs, and dummy page layouts marked to indicatecolumns occupied by advertising Confers with management and the editorial staff members regarding placement of developing news stories.

**Copy editor:**

* A book editor (sometimes known as copy editor or line editor) prepares manuscripts of books for publication.
* They may proofread manuscripts and work with authors to ensure the manuscript is suitable for publication.

**Chief Sub-editor:**

* A chief sub-editor monitors the pages of a publication and sorts through the articles to decide on those that will be included.

**Proof reader:**

A proofreader checks typeset proofs and/or computer printouts todetect errors in typesetting or keyboarding before the final printing of a publication.

**Editor Roles and Responsibilities**

**Editors of scientific journals have responsibilities toward the authors who provide the content of the journals, the peer reviewers who comment on the suitability of manuscripts for publication, the journal’s readers and the scientific community, the owners/publishers of the journals, and the public as a whole.**

**Editor Responsibilities toward Authors**

* **Providing guidelines to authors for preparing and submitting manuscripts**
* **Providing a clear statement of the Journal’s policies on authorship criteria**
* **Treating all authors with fairness, courtesy, objectivity, honesty, and transparency**
* **Establishing and defining policies on conflicts of interest for *all* involved in the publication process, including editors, staff (e.g., editorial and sales), authors, and reviewers**
* **Protecting the confidentiality of every author’s work**
* **Establishing a system for effective and rapid peer review**
* **Making editorial decisions with reasonable speed and communicating them in a clear and constructive manner**
* **Being vigilant in avoiding the possibility of editors and/or referees delaying a manuscript for suspect reasons**
* **Establishing clear guidelines for authors regarding acceptable practices for sharing experimental materials and information, particularly those required to replicate the research, before and after publication**
* **Establishing a procedure for reconsidering editorial decisions**
* **Describing, implementing, and regularly reviewing policies for handling ethical issues and allegations or findings of misconduct by authors and anyone involved in the peer review process**
* **Informing authors of solicited manuscripts that the submission will be evaluated according to the journal’s standard procedures or outlining the decision-making process if it differs from those procedures**
* **Developing mechanisms, in cooperation with the publisher, to ensure timely publication of accepted manuscripts**
* **Clearly communicating all other editorial policies and standards**

# Qualities and Functions of a Sub-editor

**INTRODUCTION**

Editing is the most challenging fact of journalism. A good editors needs creative skills, command over the language, ideas to improve the copy, and correct judgment about how much importance should be given for a particular news item

**EDITOR**

* Editor is a special post for a journalist.
* A person who edits a copy of a story is called an editor.
* An editor supervises the reporters and improves his reports for publication.
* An editor also plans about what to report, how to cover and the relative importance to be given to each story.
* Every newspaper will have a set of editors, like reporters. All editors are not of the same category.
* In a newspaper, the top post is that of a Chief Editor.
* Modern newspapers have editors for every section.
* The sports editor looks after sports news.
* The feature editor looks after the features section.
* Picture editors are in charge of photographers.
* Like that business editors look after business news etc.

**SUB-EDITOR**

* Sub-editor is a person who collects reports from reporters and prepares the report to publish or broadcast.
* He also corrects and checks articles in a newspaper before they are printed.
* A big newspaper or magazine would employ several news/feature/sports editors assign work and edit a reporter/writers material for accuracy, content, grammar, and style.

**QUALITIES OF A SUB-EDITOR**

It is customary to describe desired qualities of a sub-editor separately. To be a good sub-editor one’s must be an all-rounder.

**NEWS SENSE**

* News sense is the basic quality of newsmen. News sense is essential for a sub-editor.
* He has to have news sense or nose for news to distinguish news from non-news.
* He is the first reader of a reporter’s copy and if the reporter has made a mistake he has to correct it.

**CLARITY**

* A sub-editor 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 expression clarity of mind has no meaning.
* He has every right to make life miserable for a reporter who is not clear and does not write in simple language.

**ALERTNESS**

* A sub-editor should always be alert while dealing with his subjects.
* Many major news breaks in the past were possible because of alertness of reporters.
* A sub-editor has to be alert while working on news-desk.
* Lack of alertness of a sub-editor can be seen by readers in the morning for he will be leaving or introducing mistakes for everybody to see.

**SPEED**

* A person who cannot work fast cannot be a good sub-editor.
* A sub-editor has to work with speed.
* He cannot sit with a copy for long.
* He has to do swiftly whatever is required of him for a lot more copy is waiting for him.
* He should think fast, decide fast and write or type fast for he has to meet deadlines or may have to go to another assignment.

**CURIOSITY**

* Sub-editors should have an insatiable curiosity.
* This characteristic will keep on improving a sub-editor for with every passing day a curious sub­editor will have a better background to do his job the next day.
* Reporters and sub-editors should read as much as possible to constantly improve their awareness level.

**BI-FOCAL MINDED**

* Sub-editor must be a bi-focal mind.
* By bi-focal mind we mean that a person observe a fact in two ways one from very close and other far from sight.
* It means that the sub-editor should have the ability to catch any mistake in a story.

**Skepticism**

* It is another necessary quality which a sub­editor should cultivate.
* He should not take anything for granted.
* He should have an unwavering posture of doubt until faced with undeniable 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 a wrong story for their own ends.
* Sub-editors should also be careful for some clever politicians, public relations men and product advertisers keep on trying to take them for a ride.
* They should not fail to check even reporters, copy for such foul play.

**OBJECTIVITY**

* Sub-editor should aim at objectivity while dealing with a story.
* They should not allow their personal bias or ideas to creep into a story.
* They should not take sides but try to cover all the different viewpoints to achieve balance in the story.

**ACCURACY**

* A sub-editor should strive for accuracy.
* He should check and re-check his facts till he is satisfied that he has them accurate. The role of a sub-editor is to check for accuracy.
* It is particularly important when background is involved.
* In the case of dates and names the reporter may rely on his memory but the sub-editor must check them from reference material available in the newspaper office.

**PUNCTUALITY**

* It is a good habit. It is always better to be punctual and then wait than reach late and ask others—a rival may misinform you or hide some important information.
* At the desk too punctuality pays. If a sub-editor is punctual he will be treated with respect by his co-workers.
* If he is late he will irritate them and spoil the working atmosphere.

**VAST KNOWLEDGE**

* All other things being equal reporters need additional qualities to deal effectively with all sorts of people they meet in the field.
* Sub-editors should have better command over language as they improve what reporters write.
* The sub-editors should keep up-date information and vast knowledge about home and abroad.
* Keep up to date with sector issues, by reading related publications. Adapt all these skills for a publication’s website.

**CREDIBILITY**

* A report should be credible. Before writing or editing, the sub-editor should crosscheck the facts and figures.
* Mistakes can creep in when work is done in haste.
* It is always better to revise the copy before sending to publish or broadcast.

**IMAGINATION**

* This basic mental faculty helps reporters in writing better stories that retain the reader’s interest.
* For a sub-editor this creative faculty is very useful as he can add sparkle to somebody else copy and make it lively.
* Besides, imaginative headlines attract the reader and improve the quality of a newspaper.

**TACTFULNESS**

* A sub-editor should be tactful.
* He should have the ability to handle sensitive people and situations gracefully without causing hurt or angry feelings.
* He should be considerate of others and should be careful not to embarrass, upset or offend them.
* He should have an understanding of human behavior and emotions.

**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.
* It helps in journalism as in any other field.

**CALMNESS**

* Sub-editors often work in trying circumstances.
* They have to remain calm and composed in most exciting and tragic circumstances.
* Reporters and sub-editors are human beings.
* They have emotions but they have to stifle them in the face of disturbing influences—they have to develop resistance to excitability.
* Sub-editors should develop a temperament to work under pressure of deadlines.

**FEARLESSNESS AND FRANKNESS**

* These qualities help sub-editor in asking unpleasant questions and taking risks to find out truth.
* Nobody gives a story on a platter.
* He will have to probe, question, authenticate and exercise his power of deduction to write a good story.

**DILIGENCE**

* Sub-editors should be diligent.
* . They have to make extremely fine distinctions while writing or editing copy a sub-editor should insist on perfection and should lose his job for he can make or impair the newspaper.
* These qualities are basically qualities of good and efficient human beings.
* Good and efficient human being makes good and efficient sub-editors and reporters.

**INTEGRITY**

* It is a virtue in itself and implies undeviating honesty and strict adherence to a stern code of ethics.
* This human quality is important for journalists.
* It is more important for reporters for they are more exposed to temptation as compared to sub-editors.

**FUNCTIONS OF A SUB-EDITOR**

* Sub editing is a practice that involves correcting any mistakes in an article and enforcing efficiency.
* Like other journalism roles, sub-editing is demanding and requires constant attention to detail within a fast-paced working environment.
* Sub-editors work on national and local newspapers, magazines and online publications.

**COPY EDIT AND DEVELOPMENT**

* Sub-editor edits copy, written by reporters or features writers, to remove spelling mistakes and grammatical errors then construct a develop story.
* The reporter’s job is to write the story as quickly as possible with all the facts and figures.
* There can be spelling mistakes, mistakes in sentence construction, grammar and factual mistakes.
* If the sub editor finds a portion of the report ambiguous or incorrect or doubtful he has to cross check it with the reporter.
* Edit reports and press releases.

**WRITE A HEADLINE**

* The sub editor then has to find a good headline for the story and writing headlines that capture the essence of the story or are clever or amusing.
* The headline should be sharp, attractive, crisp and convey the spirit of the story.
* The headline should compel the reader to stop and read the whole story.

**FOLLOW IN HOUSE POLICY**

* Sub-editors are responsible for overseeing the content, accuracy, layout and design of newspaper and magazine articles and making sure that they are in keeping with house style.
* Every media house has its own policy and ethics.
* The media house contains and maintains their own goals, rules, and regulation.
* Every media follows their several news, advertisement, and page makeup policy.

**PAGE MAKEUP/LAYOUT OF PAGES**

* Page layout or page make up is an art.
* Each newspaper has a different layout though all have eight columns in each page.
* Types or fonts used by newspapers also differ from paper to paper.
* Every sub editor has to learn the typefaces available in the paper and the layout pattern adopted.
* Preparing the page of the newspaper is called page making.
* Picture editing also involves placing the picture in the correct position in the page. It is part of the page layout.
* Usually in the front page, only very important news pictures will find a place.

**USE PICTURE PHOTOGRAPH OR GRAPH**

* The sub editor now has to see if there is a possibility for including photographs along with the news item.
* Pictures or graphs can improve the visual quality of a report.
* Photography is an integral part of the media.
* Whether a newspaper or news weekly or news channel or a news portal, photography is essential to give it the visual impact, effect and authenticity.

**WRITE CAPTION**

* When you see a photo in the newspaper you look for what is written under it.
* This writing under a photo is called the catchword or caption.
* When photographers file photos, it is the job of the sub editor to write the appropriate caption.
* Cropping photos and deciding where to use them for best effect, and writing picture captions.
* A good caption can improve the impact of the picture.

**RE-WRITE NEWS STORY**

* Rewriting material needs that it flows or reads better and adheres to the house style of a particular publication.
* Ensuring that, a story fits a particular word count by cutting or expanding materials as necessary.
* Checking facts and stories to ensure they are accurate, adhere to copyright laws, are not libelous or go against the publication’s policy.
* Working to a page, plan to ensure that the right stories appear in the correct place on each page.

**VALUE ADDED**

* The next job of the sub editor is to value add the report.
* If some background material has to be added, he has to collect it from the library and improve the story.
* For example, if a report is filed on a train accident killing ten people, the sub editor can improve the story by collecting information about other major train accidents that happened recently.

**GIVE A BYLINE**

* Another important decision an editor has to take is about giving a byline or credit to the story.
* Normally bylines are not given for particular stories. But if a reporter files an exclusive story then it should appear with his byline or name so that he gets individual credit for the story.
* The decision of giving a byline to a reporter for a particular story is taken by the news editor.
* But a sub editor who edits the story can always suggest to the news editor about giving that story a byline.

**PROOF READING**

* Proofreading complete pages produced by other sub-editors using the main basic proofing symbols.
* Checking facts and stories to ensure they are accurate, adhere to copyright laws, are not libelous or go against the publication’s policy.
* When a news ready to go for publication the sub-editor should check the spelling, grammar, punctuation and so on.

**TRANSLATE THE STORY**

* Translation a copy is a vital job for the sub-editor.
* To translate the news story is a significant function of a sub-editor.
* There are many news sources, news agencies and institutions around the world from where the news media collect information to publish or broadcast.
* This type of information usually written in English.
* Besides this the press note, press releases are almost publish in English.
* The sub-editor needs to translate these types of information for the readers benefit.

**CONCLUSION**

Editing is a process by which a report is read, corrected, modified, value added, polished, improved and made better for publication. Condensation is also part of editing. The editor also decides whether photographs or other images or graphs should be used along with the report.

## What Are the Different Types of Editors?

Selecting the right editor for your project depends on your needs and, sometimes, your budget. You’ll want to familiarize yourself with the different roles editors can

play in getting an article or a book published.

### 1. Beta Reader

Beta readers are generally those people you let look over your writing to get their opinion. Many authors may ask for beta readers and create a questionnaire for the readers to get early feedback on a story. You want to find beta readers if you are an author looking for feedback from the general public for your work.

### 2. Proofreader

Proofreaders look over content after it has gone through other stages of editing. Proofreaders often only look for glaring mistakes in grammar and punctuation, and they may give little feedback as to quality or content development. You want to hire a proofreader if you are concerned about spelling, punctuation or grammar mistakes, such as in articles or resumes.

### 3. Online Editor

The term “online editor” includes anyone you can find online to look over your content. These editors are most likely freelancers, and their skill sets may vary. If you plan on hiring an online editor, first make sure he or she is well-versed in the type of editing you are looking for.

### 4. Critique Partner

A critique partner tends to be a writer or published author who looks over a story and helps another writer or aspiring author to raise the quality of his or her work. A CP may act more as a coach than an editor. You want a critique partner when you need guidance on developing a story for publication.

### 5. Commissioning Editor

Also known as an acquisition editor, a commissioning editor is the one who looks for books or articles for publication. This is the person to talk to if you’re looking to get a book published or if you’re a freelance writer and want to pitch an [article or blog](https://www.bkacontent.com/content-shop/) to a particular site or company.

### 6. Developmental Editor

Developmental editors act as coaches for writers to get a story ready for publication. When you need guidance on moving your story forward, developmental editors should be able to help. They may also spend some of their time ghostwriting.

### 7. Content Editor

Content editors look at everything the writing encompasses. With books, they look over the story and make changes as necessary to the plot, characters, setting and so forth. In journalism or online publications, a content editor ensures the article scope is accurate for its audience and subject matter.

### 8. Copy Editor

Copy editors, also known as line editors and sometimes as content editors, usually look at everything from facts to grammar and formatting. These editors can do it all.

### 9. Associate Editor

Associate editors often work for newspapers or magazines. Another term for this position is “section editor.” An associate editor often has the same responsibilities as an acquisition editor; he or she is in charge of seeking out stories or content for publication.

### 10. Contributing Editor

Contributing editors tend to contribute their services to a magazine or newspaper and may also be referred to as a roving editor. In the journalism industry, a contributing editor is sometimes called an editor-at-large.

### 11. Chief Editor

Also known as an executive editor, the chief editor is the person overall in charge of an article, story or other content. The chief editor is the one who looks over the final product to ensure it meets company standards and approves it for release.

### 12. Editor-in-Chief

The editor-in-chief is generally the person who oversees the editing department and manages all of the other editors for the company. The EIC is also responsible for maintaining the voice of the company and upholding its philosophy and mission. Publishing companies sometimes refer to editors-in-chief as editors-at-large, which essentially means they can work on whatever project they choose to.

UNIT-V

**Types of leads**

**The digest lead:**

This lead summarizes clearly and plainly all the principle facts. It remains the simplest in construction and forms the basic part of all.

**The Direct appeal lead:**

It addresses the reader directly by implication as “you” and as the effect of making the reader a collaborator. It often begins with such phrases as “if you have ever thought” or” if you have ever seen or read”.

**The circumstantial lead:**

Here we have a beginning which stresses the circumstances under which the story happened. It props up usually when the story has a human interest.

**The statement (or) quotation leads:**

This type of lead starts out with an enunciation which, as often as not, occurs in quotation marks. In speech reporting particularly epigrammatic sentence often puts in capsule from the gist of the speakers idea.

**The descriptive leads:**

This form of beginning presents a picture. The reporter may set the stage for the action of his story or he may present in detail one or more of the chief actors. This lead can describe the scene or it can describe one or more of the people involved.

**Suspended interest leads:**

This type of lead serves as a stimulator by interest. It gives the reader enough information to wet his appetite. After the lead the story usually runs along in chronological form so that the reader must read to the very end to get at the climax.

**Summary lead:**

It gives the summary or a gist of the whole episode or article for readers who do not have a lot of time to sit and read, can just glance through important headlines of the day.

**Tabulated lead:**

Occasionally one runs into a story in which ones fact is prominent. Each facet of interest has about the same value in such instances a practice has grown up of tabulating each item in the lead one, two, three, and four.

## **Guidelines on Writing Newspaper Articles**

## Purpose

In this guide we provide basic tips on how to write a newspaper article, links to additional resources on how to write a newspaper article as well as a template

## Parts of Newspaper Article

**A newspaper article is usually constituted by five key parts:**

1. The **headline** is a short, attention getting statement about the event
2. The **byline** tells who wrote the story
3. The **lead paragraph** contains the what happened, where and when did it happen, who was involved, how did it happen, why is it newsworthy? Answers to these questions must be written in the opening sentences of the article and often provide the basis as to whether the reader continues with the rest of the story or not.
4. The **body/explanation** comprises of the relevant facts or details that the intended audience needs to know after reading the headline and lead paragraph. Depending on the context of the event, it could include direct quotes from the researchers, study participants and or community stakeholders.
5. The **additional information** part contains those details that are of least importance. In other words, these are details that even if the editor opted to delete from the article, the author would not have to rewrite it so as to convey the intended meaning.

# How to Write a Newspaper Article

* **Compile a Fact list**

A fact list is an outline of all the pertinent facts and information that one needs to include in the article. Compiling a fact list is important to write a clean, succinct article and reduce chances of leaving out any relevant information about the topic or story.

* **Use the inverted pyramid format**

It is advisable to use the inverted format. This means that the most important vital facts should be mentioned first and the less important facts come later in the article. The first paragraph must more important than the second paragraph and the second paragraph more important that the third and so on.



* **Check facts before concluding**

Read over the article and where necessary provide support for all claims. Assertions need to be attributed to someone—“According to…..” Information that cannot be attributed to a reliable and appropriate source is not suitable for publication. Include names, dates and contact information or address.

* **Remain unbiased**

A news article is meant to convey direct facts, not the opinions of its writer. Keep your writing unbiased and objective. Avoid any language that is overly positive or negative or statements that could be construed as support or criticism.

* **Concluding your article**

Make sure your news article is complete and finished by giving it a good concluding sentence. This is often a restatement of the leading statement or a statement indicating potential future developments relating to the article topic.

* **Keep it simple**

No big words! Newspapers are written for twelve-year-old reading level in order to accommodate readers of all backgrounds and abilities.

* **Every time is the first time**

Provide background information. When writing about the latest in a series of events, do not assume precursory knowledge. Assume the reader is picking up the newspaper for the very first time, with no prior knowledge about a situation

**TYPES OF HEADLINES**

**1. The *Direct Headlines***

This type of headline is direct, and goes straight to the heart of the matter, without any attempt at cleverness.

**Pure Silk Blouses – 30% Off**

**2. The *Indirect Headline***

This type of headline uses curiosity to raise a question in the reader’s mind. The answer to such question is revealed in the body of the article. Often a double meaning is utilized, which is useful online.

**3. The *News Headline***

This headline is pretty self-explanatory, as long as the news itself is actually, well news. A product announcement, an improved version, or even a content scoop can be the basis of a compelling news headline.

Example: **My Exclusive Interview with Prime Minister**

**4. The *How to Headline***

This type of headline is effective both online and offline. Bly says that “Many advertising writers claim if you begin with the words *how to*, you can’t write a bad headline.”

Examples: **How to Write Effective Headlines**

**How to Upload Videos on Facebook**

**5. The *Question Headline***

It must do more than simply ask a question. It must be a question that the reader can empathize with, or would like to see answered.

**Do You Close the Bathroom Door Even When you’re the**

**Only One Home?**

Whether the reader’s answer to this headline is “yes” or “no,” he will be curious to find out what this behavior means, and will most probably keep reading.

**6. The *Command Headline***

This headline boldly tells the prospect what the reader has to do. The first word should be a strong verb demanding action. This type of headline is best used when the information, product or service you are writing about eliminates the need for some equipment, a difficult task, or a big expense.

Example: **Teach Yourself Math!**

**7. The *Reason Why Headline*.**

This type of headline is useful when the body of the article consists of a numbered list of product features or tips, which you then incorporate into the headline.

Example: **Twenty Reasons Why Linux is Better Than Windows**

**8. The *Testimonial Headline***

This headline is effective because it presents outside proof that you offer great value. This involves taking what someone else has said about you, your website or service, and using their actual words in your headline. Using direct quotes lets the reader know that they are reading a testimonial. The body of the article should discuss further the testimonial quote.

Example: **“Open Source software is more effective,” admits Bill Gates**.

[**Writing an Editorial**](https://www.geneseo.edu/~bennett/EdWrite.doc)

**.         Editorial Writing**

* Editorial page has occupied an importance place in the newspaper industry.
* Editorial reflects the newspaper ideology and is considered the mouthpiece of the newspaper management.
* Editorial is an important tool to build public opinion in a positive and constructive way on important national and international issues.

 **Every editorial is made up of three parts:**

* **Introduction**
* **Body**
* **Conclusion**

**a.         Introduction**

**The introduction is the first paragraph. It often begins with a general statement about the topic and ends with a more specific statement of the main idea. The purpose of the introduction is to:**

* **let the reader know what the topic is**
* **inform the reader about your point of view**
* **arouse the reader’s curiosity so that he or she will want to read about your topic**

**b.         Body**

**The body of the editorial follows the introduction. It consists of a number of paragraphs in which you develop your ideas in detail:**

* **Limit each paragraph to one main idea. (Don’t try to talk about more than one idea per paragraph.)**
* **Prove your points continually by using specific examples and quotations.**
* **Use transition words to ensure a smooth flow of ideas from paragraph to paragraph.**

**c.         Conclusion**

**The conclusion is the last paragraph. Its purpose is to:**

* **summarize your main points, leaving out specific examples**

**Kind of Editorials**

**Editorial are of four (4) kinds:**

**I           Civic editorials**

**II          Policy editorials**

**III         Big News editorials**

**IV        Obituary Editorials**

**A good editorial makes three things clear**

               **The subject or news peg** – the news event or current situation or occasion evoking editorial

                **The reaction** – clear-cut for or against, what the editorial writer wants the reader to think about.

        **The reasons** – facts or logical arguments to back the statement.  This organizational order is not only the most logical but it is the easiest for the beginner to learn.

**Classification of Editorials**

Editorials can be classified on the basis of functions as follows:

* to influence opinion;
* to call attention to a wrong/evil to enlighten readers
* to praise or to congratulate;
* to comment lightly on the news.

**Goals of editorials**

* To make people think
* To influence policy makers, to sway a pending decision by government agency.
* To localize issues for readers, to bring it home for them and give it relevance.

**Structure**

* Editorials are written in a simple, direct and persuasive language. Generally they should run about 12". Longer editorials must be approved by the editorial board.
* The editorial opens with power and closes with purpose. Begin with a premise or strongly worded opinion then wrap up with a conclusion that restates the premise. If the reader has to wonder about or search for the editorial writer’s opinion, then the piece is not a success.
* In the body, provide facts, information and statistics to support your premise. You may pull broadly from past news stories. Provide facts, supporting material. The facts (evidence) should be as complete as possible in the space allowed. Avoid repeating arguments in the body, even if using different language.
* The strongest editorials acknowledge the opposing viewpoint, then use sound reason to refute it. No issue is black and white, and the informed editorial writer will note the merit of the opposition’s views.
* Finish with a conclusion that restates the premise. When the editorial includes criticism, the writer should provide a solution or a plea for reader action.

**CHARACTERISTICS OF EDITORIAL WRITING**

* An editorial is an article that presents the newspaper's opinion on an issue.
* It reflects the majority vote of the editorial board, the governing body of the newspaper made up of editors and business managers.
* It is usually unsigned. Much in the same manner of a lawyer, editorial writers build on an argument and try to persuade readers to think the same way they do.
* Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue.
* In essence, an editorial is an opinionated news story.

**Editorials have:**

1. Introduction, body and conclusion like other news stories
2. An objective explanation of the issue, especially complex issues
3. A timely news angle
4. Opinions from the opposing viewpoint that refute directly the same issues the writer address
5. The opinions of the writer delivered in a professional manner. Good editorials engage issues, not personalities and refrain from name-calling or other petty tactics of persuasion.
6. Alternative solutions to the problem or issue being criticized. Anyone can gripe about a problem, but a good editorial should take a pro-active approach to making the situation better by using constructive criticism and giving solutions.
7. A solid and concise conclusion that powerfully summarizes the writer's opinion. Give it some punch.

**Four Types of Editorials Will :**

1. ***Explain or interpret***:

 Editors often use these editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort like a food drive.
2. ***Criticize:***

These editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.
3. ***Persuade:***

Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.
4. ***Praise:***

These editorials commend people and organizations for something done well. They are not as common as the other three.

**Writing an Editorial**
1. Pick a significant topic that has a current news angle and would interest readers.
2. Collect information and facts; include objective reporting; do research
3. State your opinion briefly in the fashion of a thesis statement
4. Explain the issue objectively as a reporter would and tell why this situation is important
5. Give opposing viewpoint first with its quotations and facts
6. Refute (reject) the other side and develop your case using facts, details, figures, quotations. Pick apart the other side's logic.
7. Concede a point of the opposition — they must have some good points you can acknowledge that would make you look rational.
8. Repeat key phrases to reinforce an idea into the reader's minds.
9. Give a realistic solution(s) to the problem that goes beyond common knowledge. Encourage critical thinking and pro-active reaction.
10. Wrap it up in a concluding punch that restates your opening remark (thesis statement).
11. Keep it to 500 words; make every work count; never use "I"

**Column Writing:**

* Column is the creative expression covering all fields of journalism.  It also contains personal opinion of the writer, which is not welcomed in other form of news story writing.
* A column may pass the projected judgments, make recommendations and may write freely without following the accepted boundaries of news writing.
* The style as well approach of column writing is neither serious nor compulsive.  A column can be written on any aspect of human interest, it can be humorous, entertaining, sport, talking about people’s life, politics, good governance and may also deal with socio-economic issues such as finance, industry etc.
* Qualities of a column, editorial and sometime a feature are intermingled, however, column offer an opportunity for variety in content that no feature or editorial can approach.
* A Column should always carry the writer’s by-line and where necessary photographs may also be used.  Columns appear at regular intervals and usually in the same location in the publication in order to facilitate the readers.

* Columns may be subject oriented such as those in hobbies or crafts and project the writer’s personal opinion and personality, offering humor, opinion and anecdotes.

 **Types of Columns:**

Columns are considered very useful piece of material, which is flexible enough to fit in at various placed.  Columns can be divided in the following major types and classifications:

 **A)        Reporting-in-Depth Columns:**

In this category background info, perspective and interpretation are given to any happening as a follow-up of any hard news.  The current news events are presented by relating to the past information and projecting future perspective.

 **b)           Opinionated Columns**

Seasoned/experienced columnists usually write this type of columns.  The writer put himself at the driving seat and gives his opinion/observation as a specialist on the topic under discussion.

 **c)            Gossip Columns**

The reader is attracted to this type of columns because it contains a juicy bit of gossip.  Column contain little expect its titillating value which may not be the writer’s exclusive domain.

**d)        Humorous Columns**

This type of column is considered light weight.  The writer tries to find the humorous aspect in life and write an article that will amuse reader.  These columns also spotlight on an event more clearly than thousands of words of explanation.

 **e)         Essay Columns**

This require a perceptiveness or possible just and cover powering interesting in people that all authors do not possess.

 **f)             Personality Diary Columns**

Diary columns come from public figures and usually written by writers who claim to be close with the concerned personality.  Such columns also may emanate from those who have special place in public like politician, super stars etc.  Most writers occasionally attempt this kind of wring.

 **g)          Advice Columns**

This kind of column is intended to educate the readers through gentle instructions and usually appear on editorial pages.

#

Top of Form



Bottom of Form