**Title: Journalism Code: 16AMBEEN2**

**UNIT-1**

Journalism is the production and distribution of [reports](https://en.wikipedia.org/wiki/Report) on current or past events. The word journalism applies to the [occupation](https://en.wikipedia.org/wiki/Journalist), as well as [citizen journalists](https://en.wikipedia.org/wiki/Citizen_journalism) who gather and publish information. Journalistic media include print, television, radio, [Internet](https://en.wikipedia.org/wiki/Internet), and, in the past, [newsreels](https://en.wikipedia.org/wiki/Newsreels).

Concepts of the appropriate role for journalism vary between countries. In some nations, the news media are controlled by government intervention and are not fully independent.[[1]](https://en.wikipedia.org/wiki/Journalism#cite_note-1) In others, the news media are independent of the government but instead operate as [private industry](https://en.wikipedia.org/wiki/Private_industry) motivated by [profit](https://en.wikipedia.org/wiki/Profit_motive). In addition to the varying nature of how media organizations are run and funded, countries may have differing implementations of laws handling the [freedom of speech](https://en.wikipedia.org/wiki/Freedom_of_speech) and [libel cases](https://en.wikipedia.org/wiki/Libel).

The proliferation of the Internet and [smartphones](https://en.wikipedia.org/wiki/Smartphones) has brought significant changes to the media landscape since the turn of the 21st century. This has created a shift in the consumption of print media channels, as people increasingly consume news through [e-readers](https://en.wikipedia.org/wiki/E-reader), [smartphones](https://en.wikipedia.org/wiki/Smartphone), and other personal electronic devices, as opposed to the more traditional formats of [newspapers](https://en.wikipedia.org/wiki/Newspaper), [magazines](https://en.wikipedia.org/wiki/Magazine), or [television news channels](https://en.wikipedia.org/wiki/News_channel). News organizations are challenged to fully monetize their digital wing, as well as improvise on the context in which they publish in print. Newspapers have seen print revenues sink at a faster pace than the rate of growth for digital revenues.

**Role of Journalism:  
  
Communication of News, Information, Updation and Education:**   
  
The role of journalism is primarily to provide information and news. Journalism can be of varied types and a journalist can write or present various genre and styles. For instance, a journalist can cover daily, news, investigative news or write features on varied topics. A journalist today can also write and present varied stuff that may not qualify as hardcore news or journalism and this is a genre all by itself called Lifestyle journalism which is based upon news about Travel, Food, Luxury, Clothing, Automobiles, Fashion, Sex, etc,.  A journalist could write on environment or health. A journalist can also be a content writer.

Many Professionals from the world around be it Doctors, Lawyers, Environmentalists, Botanists, Zoologists, Engineers or IITians, have taken to journalism to make people aware and inform them on varied topics which cannot be presented by ordinary citizens. This rise of  Technical writers is indeed a boon as it creates a plethora of information on various topics, erstwhile unknown to many people.

As a journalist who writes and/ or presents information to the people, it is important to remember that Journalism is a tool that epitomises information that is to be proclaimed on the wings of truth, authenticity, objectivity, loyalty and Honesty. The “Purpose of journalism is thus to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their government”. (www.americanpress institute.org, 2015).  
  
**Role as Mediator:**

It is the role of the journalist to inform, educate and stand as the voice of the people of the country. While, journalism of different genres is a requirement, News journalism has an important role to play. A journalist has to be the voice that acts as a mediator between the People and the Government. Agenda setting by journalists has led to important issues being discussed and decisions taken to support People's demands of justice. While, it has been doing that for many years, times have changed and the patterns have changed too.   
  
**Role in Agenda Setting:**   
  
While some issues have achieved success in grossing the media limelight, some urgent issues have deliberately been suppressed. Agenda setting on one hand has brought certain important news to the forum, but on the other hand, has given way to deliberately giving a spin to news and to often making the people think what media wants them to think.  Journalism has fallen victim to economical pressures and in many cases death threats to loyal and brave journalists who have become victims to power ideologies, political battles, ideology gimmicks and economic fiasco. And this is not just the case in a country like ours, but world over. However, Online journalism has come as a respite as that which is sidelined by most TV channels tends to go viral over the net.

**Role in Development and National Integration:**  
  
Historically, the story of Journalism especially in the ‘freedom struggle’ ages of India is a bold story of immense courage. While it began with Hicky’s Bengal Gazette being printed; It had a very challenging phase in the freedom struggle where, various freedom fighters implanted the spark of the freedom struggle in the hearts of Indian Citizens using printed literature. The Britishers wanted to ban this movement of Indian press which was blossoming in order to encourage the freedom fight. However, this was not to be. Gradually India gained freedom. The press found its voice speaking for the people of the country and for development causes. The journalists were not to cow down even during the Emergency. Therefore, Journalism has the important role of playing a catalyst in India's development measures, National Integration and fight for justice. India has a history of stalwart journalists just like many other countries.

However, the arena drastically changed with the arrival of economisation and the need for TRPs to get ad revenue. Digitisation, Monetisation and Business has led to a media that often succumbs to the demands of economic demands. Hardcore business entities entered the Journalism arena and this was just the beginning of the downfall of objectivity in many cases of journalism. Advertisement moolah has become a prime necessity for most channels.

The meddling of Business manoeuvres and politicians have taken a toll on authentic journalism giving rise to a news reporting that has turned into a hob-nob for eye balls on Television debates and a politicising agenda for parties that wish to rule the rooster. As rightly said by Willams and Carpini, “it’s the power to set the “news agenda,” which determines which topics and issues are included in the news— and those which are omitted.” (Willams and Carpini, After Broadcast News p. 62-65).

There are journalists who have adapted to the economic scenario in order to safeguard their bread-winning jobs and the demands of their firms, while others have stood the ground and paid the price. A twist to tales with a high dosier of subjectivity in the news is today excepted as a clause acceptable to people. This is not justifiable and not to be considered as journalism. Bad news reporting or rather biased and unfair means of news reporting leads to an ill-formed public. It diverts the attention of the people from important concerns to trivial unimportant maters. In the long run, this trend could turn dangerous as people will lose regard for those who have woven lies under the mask of truth in the minds of people.  So, it is here that Journalism needs to undergo a rampant transformation.  
  
**Role as Gate-keeper:**  
  
Gate-keeping is another issue that leads to a massive amount of news from all over the country getting filtered. While the print media is still a better source of News and information, gate-keeping has led to a vast chunk of news especially from smaller towns never reaching a national platform. Most news channels barring a handful have become debate tables, with very little news from all over India about the needs of the people. These have turned into political pot-boilers debating on issues that evade other pressing issues that plague the country. The situation is also, not as bad as it could seem with authentic journalists heading towards social networking forums to present the voice of Truth.The newspapers both printed and Online, and the vernacular press are far better in their presentation of news. These also bring to you important international news which is sidelined by many channels. The major scams being exposed despite this unending trend of interference in media is an ode of triumph for the few motivated, honest and brave journalists. Though, these have to also pay the price as there are those who have succumbed to murders as a price of truth.

**UNIT-II**

**News elements**  
What makes a story newsworthy? Pay close attention to these 10 elements of newsworthiness to see which apply to your particular announcement. Good news stories have more than one of these elements.

1. **Proximity**Location, location, location: If an event is happening nearby, it will impact the audience more than if it were happening somewhere else that doesn't affect them as much – say, in another state or another country.  
   **2. Prominence**  
   A well-known person, place, or event has a stronger news angle than something that the audience isn’t familiar with. A guest speaker visiting your local elementary school to take over story time doesn't resonate with many people ... unless that speaker is Oprah.
   1. **Timeliness**  
      Current news has more impact than something that happened yesterday or last week. The news media loses interest quickly and past events become stale when there's always fresh news somewhere.
   2. **Oddity**  
      If something is unusual, shocking, or bizarre, the strangeness alone could make it newsworthy.
   3. **Consequence**  
      If the impact of an event may directly affect readers, they'll want to know about it. A run-of-the-mill burglary at the Watergate Hotel was white noise on the airwaves until it became clear what the identities of the key players meant for the nation.
   4. **Conflict**  
      Audiences are always interested in disagreements, arguments, and rivalries. If an event has a conflict attached to it, many consumers will be interested on that basis alone. Let's not forget that it's human nature to choose sides and stand up for that choice. Stories that involve conflict include those about religion, sports, business, trials, wars, human rights violations, politics, and even struggles against nature, animals, or outer space.
   5. **Human interest**

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

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

**NEWS AGENCIES:**

News agencies can be [corporations](https://en.wikipedia.org/wiki/Corporations) that sell news (e.g., [Press Association](https://en.wikipedia.org/wiki/Press_Association), [Thomson Reuters](https://en.wikipedia.org/wiki/Thomson_Reuters) and [United Press International](https://en.wikipedia.org/wiki/United_Press_International)). Other agencies work cooperatively with large media companies, generating their news centrally and sharing local news stories the major news agencies may choose to pick up and redistribute (i.e., [Associated Press](https://en.wikipedia.org/wiki/Associated_Press) (AP), [Agence France-Presse](https://en.wikipedia.org/wiki/Agence_France-Presse" \o "Agence France-Presse) (AFP) or American Press Agency (APA)) and Indian Press Agency [PTI](https://en.wikipedia.org/wiki/Press_Trust_of_India).

Governments may also control news agencies: China ([Xinhua](https://en.wikipedia.org/wiki/Xinhua)), France ([Agence France-Presse](https://en.wikipedia.org/wiki/Agence_France-Presse" \o "Agence France-Presse)), Russia ([TASS](https://en.wikipedia.org/wiki/TASS)), and several other [countries](https://en.wikipedia.org/wiki/Countries) have government-funded news agencies which also use information from other agencies as well.[[8]](https://en.wikipedia.org/wiki/News_agency#cite_note-8)

Commercial newswire services charge businesses to distribute their news (e.g., [Business Wire](https://en.wikipedia.org/wiki/Business_Wire), [Globe Newswire](https://en.wikipedia.org/wiki/GlobeNewswire), News file Corp., [PR Newswire](https://en.wikipedia.org/wiki/PR_Newswire), [PR Web](https://en.wikipedia.org/wiki/PR_Web), and [Cision](https://en.wikipedia.org/wiki/Cision" \o "Cision)).

The major news agencies generally prepare hard news stories and feature articles that can be used by other news organizations with little or no modification, and then sell them to other news organizations. They provide these articles in bulk electronically through wire services (originally they used [telegraphy](https://en.wikipedia.org/wiki/Telegraphy); today they frequently use the [Internet](https://en.wikipedia.org/wiki/Internet)). Corporations, individuals, analysts, and [intelligence agencies](https://en.wikipedia.org/wiki/Intelligence_agencies) may also subscribe.

News sources, collectively, described as [alternative media](https://en.wikipedia.org/wiki/Alternative_media) provide reporting which emphasizes a self-defined "non-corporate view" as a contrast to the points of view expressed in [corporate media](https://en.wikipedia.org/wiki/Corporate_media) and government-generated news releases. [Internet](https://en.wikipedia.org/wiki/Internet)-based [alternative news agencies](https://en.wikipedia.org/wiki/Alternative_news_agency) form one component of these sources

**UNIT-III**

Reporters are people that no media organization can do without. For example media all over the world rely on their reporters for their news contents. A reporter’s job is therefore a very important one. A reporter is one who observes the passing show in the widest sense of the word and pictures its detail for the benefit of the whole society.  
A reporter is the gatherer of news, and as such performs an important function in a newspaper establishment. A reporter may be accurate, conscientious, a good citizen and take part in mouldings the views of other people, but he cannot play his part successfully unless he keeps his eyes open and his mind attuned to the present, future as well as the past. He is a leader or representatives of men in many senses of the word.  
News reporters or correspondents gather information, prepare stories, and make broadcasts or publish that inform us about local, State, national, and international events; present points of view on current issues; and report on the actions of public officials, corporate executives, interest groups, and others who exercise power. News reporters examine, interpret, and ready to publish or broadcast news received from various sources.  
**CONCEPT OF REPORTER**

The people who collect or gather information and report it for a medium, especially for newspaper, television or online media is called reporter.  
Reporters are the eyes and years for any news channel as they move around in range of beats throughout the day and gather the news items from various sources and make the news stories.

**QUALITIES OF A REPORTER**  
The reporter must have some desire qualities to successes or to achieve the standard position of profession. The following are the basic qualities of a reporter or rather a good reporter:

**COURAGEOUS AND CONFIDENT**

A good reporter should be courageous and confident. Without courage and confidence it is difficult for a person to be a good reporter. Timidity on the part of any reporter will get them nowhere. You need to be brave enough to write the truth, no matter what the consequences. Sometimes it’s not easy. You end up almost becoming friends with your sources over time, and then one day you may be forced to write something negative about someone who thought they were your friend. That’s just the nature of the business. Also, sometimes you have to get mean with people who try to stonewall you and hide the truth.  
**SKEPTICISM**  
A good journalist is one who doesn’t take things on face value. Press releases or information given to them from people pushing for a certain agenda is only a starting point for a good journalist. Good journalists question sources and are always prepared to dig around until they get facts they are satisfied with.

**TRUSTWORTHINESS/CREDIBLE**  
Credibility is something that every good reporter should have. In other words, a reporter must exhibit characters and behaviors that make him or her to be believed and trusted by people. Journalists interact with people from all walks of life who are often faced with an extreme crisis in their lives. It is a good journalist’s duty to know what to ask and when in the most appropriate manner. When people trust him enough to give him confidential or private information, it is his duty as a journalist to not make that information publicly available.  
**DEVELOP GOOD WRITING SKILLS**  
Wherever a journalist may work, whether in Print, Radio, TV or Online, they have to write. Depending on the time constraints, a good journalist is one who writes articulately, succinctly and quickly in an interesting and relevant way that appeals to readers.  
**PERSISTENCE**  
Craziest thing, some people you have to write about don’t like you or don’t care about you. You have to be able to call them over and over and follow them around like a stalker sometimes to get the information you need.  
**GOOD AT COMMUNICATIVE SKILLS**  
The reporter has to be able to communicate with people, interpret what information they give you, and present it to others. The relationship of trust between information organs and people is the foundation for every journalist’s job. To promote and maintain of this relationship all journalists should be good at communication sectors. A journalist has to respect, cultivate and defend the right to information of all people; for these reasons he researches and diffuses every piece of information that he considers of public interest in observance of truth and with a wide accuracy of it.

**INQUISITIVE**  
A good journalist is one who is nosy. Where did the money for the project come from? Why is this politician supporting this policy? Why are these construction workers not wearing their head gear? A good journalist is one who is curious and burns with the desire to know what is going on in the world.  
**INTEGRITY**  
A journalist cannot accept benefits, favors or tasks that impair his autonomy and his professional credibility. A journalist cannot omit facts or details essential for a complete reconstruction of events. Titles, summaries, photos and subtitles must not either distort reality or forge the contents of all articles and news. A journalist must not publish images and photos of people involved in daily episodes which are particularly terrifying or prejudicial to people’s dignity, nor may he dwell upon details of violence or brutality unless for a prominent reason of social interest. He may not intervene in reality to create artificial images.  
**NEWS SENSE**  
News sense is the basic quality of newsmen. News sense is essential for a reporter. He has to have news sense or nose for news to distinguish news from non-news. He is the first reader of a copy and if he has made a mistake he has to correct it. A bad copy may have the most important element of the story buried in the fourth paragraph. He should be able to compare various news values and decide where to begin his story and should not miss important details.

**CLARITY**  
A reporter should have clarity of mind and expression. A person who is confused himself cannot tell a story to others. Only clarity of mind is not enough unless it is accompanied by clarity of expression. Without clarity of expression clarity of mind has no meaning. Reporter is the judge of clarity of the copy a good reporter will never allow a copy escape him unless the meaning is crystal clear**.**  
**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 sources. A reporter has to be alert while working on news-beat. Lack of alertness of a reporter can be seen by readers in the morning for he will be leaving or introducing mistakes for everybody to see.

**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 beat too punctuality pays. If a reporter 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. Besides he may have to face the problem of backlog of copy which he will have to clear under the pressure of deadline.

**DETERMINED**  
A journalist knows the difficulty in finding information, especially when certain people won’t agree to be interviewed. Nevertheless, they are determined to get over the toughest hurdle and bring a difficult story out into the open. What may start off seeming to be a simple news story can require hard work and determination?  
**GOOD GENERAL KNOWLEDGE**  
A good journalist is one who knows something about everything. They are well-informed news junkies especially in the area of politics, current affairs and law. There are plenty of ways to improve one’s general knowledge, from watching TV quiz shows and doing the newspaper quizzes to online searches, playing board games or even using your local or school library to access things like atlases, dictionaries and encyclopedias.  
**CULTIVATE ACCURACY**  
A good journalist is one who double- and even triple-checks the spelling of names and gives the correct details of the events that took place. Journalists need to have an eye for detail and not be afraid to ask questions again and again to ensure accuracy.  
**RESPONSIBILITY AND FAIRNESS**  
A good journalist is one who is able to take personal responsibility for what they write. They must keep in mind that there will be people who will be upset because they disagree with the angle of the story or because they wanted their story to be given more importance.

**MOTIVATED AND ENTHUSIASTIC/ CURIOSITY**  
Curiosity is another very important quality of any good reporter. There is the need to be curious all the time. The spirit of curiosity helps the reporter get good stories. It helps a lot if a journalist has a skill or interest in something else. For instance journalists that know a lot and have a lot of interest in a certain subject are usually valuable. A good journalist is one who does not give up easily and one who has thick skin. There will be times when a journalist won’t be able to find interesting stories to write up, or people who are willing to talk to them. Regardless, a good journalist maintains a high level of motivation whatever the situation may be.

**HIGHLY COMPETITIVE**  
It is difficult to get a job in mainstream media as a journalist. The industry is highly competitive and only few get selected. Nevertheless, there are many other opportunities for journalists as long as they are determined, competitive and have the skills noted above. Just make sure you get your foot in the media door. Some ways to start his journalism career include blogging, making regular contributions to his school or university newspapers, and volunteering at community radio stations. Keep in mind that any extra experience he gets in any media field will place him one step ahead of everyone else in the industry.  
**HARD WORKING**  
A reporter should be able to work fast and enthusiastically on any given story. News writing especially has a lot to do with deadlines. This therefore means that a good reporter should be able to work under pressure and meet deadlines. If you can’t soak the pressure then it is going to be hard to work as a reporter. The nature of the job being such, an ‘up-and -doing” type of person proves successful in this line. Naturally, persons who prefer fixed working hours and regular routine in daily life are unsuitable for this job.  
**POWER TO MAKE THE RIGHT QUESTION**  
Must be good at ask the right questions at the right time. A good reporter must be able to analyze and interpret information. He should have an ability to ask critical questions to the source. A person of snobbish, uppish and patronizing temperament has little or no chance of success in this line. A shy and a reserved type of young person are totally unfit to become a successful reporter. He must possess abundant self-confidence, so as not to be over-awed by the rank or position of an individual. He should be a man of initiative and should not be easily disheartened or discouraged.  
**MAINTAIN CODE OF CONDUCT**  
Either way, a journalist must be fair all the time and maintain a level of objectivity in what they report. The best journalist is one who has strong ethical and moral codes of conduct that help them determine what information to write and what to leave out. Reporters are people that no media organization can do without. For example newspapers all over the world rely on their reporters for their news contents. A reporter’s job is therefore a very important one.  
**SELF EDITING, CORRECTION AND CRITICISM POWER**  
A good reporter should have the habit of self-editing their copy before submitting it to their editors. Reporters should be able to write well. By writing very well I mean writing clear and well-focused stories that is easy to understand by everyone. Good spellings, punctuations and grammar are also requirements. A good reporter should be able to take corrections and criticisms in the course of performing their job. Comments, opinions belong to the right of speech and of criticism and, therefore, they have to be absolutely free from any obligation.  
**EYES FOR INDICATING NEWS STORY**  
A good reporter should have an eye for what is newsworthy and should be able to produce new stories without being told. A good reporter should be able to gather facts in a very careful and accurate way.  
**CAPABLE TO WORK WITH OTHERS AND IRREGULAR HOURS**  
The work of news gathering is quite an unpredictable one. One might never know when news will break or where it will happen. It is for this reason that a reporter should be able and willing to work at irregular hours. A reporter should be a good team player and be capable of working with other reporters, photographers and even editors. He should have an ability to work under pressure to meet deadlines. The nature of the job being such, an ‘up-and -doing” type of person proves successful in this line. Naturally, persons who prefer fixed working hours and regular routine in daily life are unsuitable for this job.  
The above are some of the basic qualities that reporters should have regardless of whatever medium they are working – print media or broadcast media. If they develop these qualities, will be on the way to becoming a good reporters

**FUNCTIONS OF REPORTER**  
Reporters are people that no media organization can do without. A reporter’s job is therefore a very important one. The followings are the most common functions of a reporter:

**TO GATHER NEWS**  
A reporter is the gatherer of news, and as such performs an important function in a newspaper establishment. As he has to gather news, he is required to be on the move most of the time usually within the area allotted to him. He has to interview persons and attend public functions and meetings, press conferences and law courts to investigate events of public interest, to collect news and to ascertain news on contemporary events.

**TO OBSERVE**  
A reporter is one who observes the passing show in the widest sense of the word and pictures its detail for the benefit of the whole society. He cannot play his part successfully unless he keeps his eyes open and his mind attuned to the present, future as well as the past. He must have the observation power to select news from the open world.

**FINDING THE ANGLE**  
The angle of a news story is its most vital part. A news story is based on the angle it takes. Once a reporter gets all the facts about a story, the choice of selecting the right angle begins. The reporter has to decide it quickly because the story has to be reported at the earliest. So every reporter faces this question of deciding the angle.

**TO MAKE THE NEWS REPORTS**  
By reporting, we mean collection or gathering of facts about current events or background material required for a news story or feature. Reporters do it through interviews, investigations and observation. Reporters are given directions by editors to cover a particular event, known as assignments. They may be general assignments or special ones. Reporters write the news stories, which are called copies. We call a news report a news story. In a newspaper office, reporters are the ones who file stories. They may be given different assignments. These may be on politics, economics, parliament, the stock exchange, sports, courts or markets. The reporter’s job is to write the story as quickly as possible with all the facts and figures.  
**TO BE AN ACTIVE LISTENER AS WELL AS ACTIVE PERSON**  
A reporter can get good stories by listening to others. While traveling in a bus, the reporter overhears the conversation between two passengers. “Did you go to the town today? There was a terrible accident. A school bus overturned. Twenty children were taken to hospital.”  
By listening to this, the reporter gets a clue to a story. He now has to find out more details of the accident. Which school bus was involved? How many children were injured? In which hospital where they been admitted? The reporter goes to the accident site to collect all this information. The reporter’s job does not end there. He has to inform the photographer about the accident. The next day’s newspaper should also carry some good photographs about the accident.

**COVERING EVENTS**  
PM visit Rangpur and hold a meeting, “India-Pakistan cricket Test in Mumbai”, “Kumbhmela in Haridwar”, “ International Film Festival in Goa “, these are all events. Reporters cover these events for their publications, channels or news bulletins. The coverage depends upon the importance and magnitude of the event. A small local government level meeting will be covered locally, whereas a state level function will get wider coverage. If it is a national event, it will receive nationwide attention.

**GO TO PRESS CONFERENCE**  
A major source of news is the press conference. Leaders of political parties hold press conferences regularly. Ministers also hold press conferences to announce various programmes and policies of the government. Business houses arrange press conferences to launch their new products. Organizations and Associations also held press briefings.  
**TO ATTEND PRESS BRIEFING**  
These are other major sources of news items. Various commissions and committees submit their reports to the Government which are a goldmine as far as news reporters are concerned. Statements or press briefing by leaders and businessmen also make news. The reporters should present in media briefing.  
**TO MOVE INTO RESPECTIVE BEATS**  
As he has to gather news, he is required to be on the move most of the time usually within the area allotted to him. He has to interview persons and attend public functions and meetings, press conferences and law courts to investigate events of public interest, to collect news and to ascertain news on contemporary events. His work changes daily; as such he should be prepared to handle any assignment and move anywhere. He should have special knack of meeting all sorts of people in all types of circumstances.  
**TO CONCERN ABOUT PARLIAMENT AND ASSEMBLIES**  
Parliament and state assemblies when in session generate lot of news. Questions in both the houses of parliament, proceedings, calling attentions, zero-hour mentions, debates and various acts passed by the parliament also make news. The general budget and railway budget are presented in parliament. State budgets are presented in state assemblies.

**TO HAVE LIAISON**  
The reporters should have maintained liaison with different sources of news. Such as-  
The police are in charge of law and order. So the police always maintain a close vigil about various activities of citizens. Reporters get details about crime, accidents etc. from police sources.  
**INTERVIEWING**  
Interviewing people connected with an event or incident is a very common practice used by reporters to get details. Television reporters take the opinion of people which are called reactions. Occasionally, reporters of newspapers and channels conduct long interviews with important people.  
**REWRITE A 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. Plan to ensure that the right stories appear in the correct place on each page. If the reporter find any mistakes in a copy he should correct the copy. If he think that the story needs to add some information or develop the story then he should re-write the story.  
**TO MAKE QUICK DECISION**  
He should be able to grasp the situation quickly and reduce it into writing in the shortest time and in a readable form. But while reporting news he must be able to judge its authenticity and then report the news so collected with absolute honesty. The narrative should be attractive so that the readers should enjoy reading it. In such a circumstance, he must have an eye for the important discussions/ decisions which are to be included in the report, omitting all other unimportant/irrelevant matter.  
**TO INVESTIGATE INFORMATION AND REPORT**  
The investigative journalist digs beneath the surface to help readers understand what’s going on in a complex world. Reporters must write and research stories in designated areas of expertise, or “beats.” This is more common at larger news organizations, where journalists specialize in such specific topics as medicine, politics or sports. Small city and town newspaper reporters are more likely to cover a wide range of subjects. Editors assign specific topics, which reporters develop into stories from calling or personally interviewing sources. Additional fact-checking may be needed if sources don’t agree on basic details.  
**WATCHDOG OF A SOCIETY**  
A crucial duty of journalists is to serve the public interest by acting as a watchdog on government, business, education, health, environment, safety and other institutions. That duty is particularly important where agencies and institutions restrict the flow of information. In any other case a journalist must always respect the principle of more transparency of the sources of information, giving the readers or the audience the maximum possible attention to them.  
**TO BE SOCIALLY RESPONSIBLE**  
A journalist has to observe the maximum caution in spreading news, names and images of accused people for minor offenses leading to mild punishments, except in cases of particular social interest. A journalist must check all information obtained by his sources, he must accept responsibility for and control the origins of what he says, and he must always safeguard the substantial truth of facts. A journalist cannot discriminate against people on grounds of race, religion, mental and physical conditions or political opinions.  
**TO MAINTAIN PROFESSIONAL SECRECY**  
In cases in which the sources require secrecy, a journalist has to respect the professional secrecy and has to be able to inform the reader of such circumstance. A journalist respects the right of secrecy of every person and he may not publish news about someone’s private life, unless they are transparent and relevant to the public interest, however, he must always make known his own identity and profession when he gathers such news.  
The names of victims of sexual violence can be neither published, nor can a journalist give details that can lead to their identification unless it is required by the victims themselves for relevant general interest.  
**TO HAVE TIME MANAGEMENT**  
News is extremely time sensitive. The reader wants his news to be new. Based on the idea that news is something you didn’t know before which is significant or interesting to a group of readers, news items are basically timely or immediate. News is what new. Reporting something that has just happened or is about to happen. An afternoon raid on a minister house may warrant a live report during evening news. So the reporter must maintain time management.  
**FOLLOW PRESS LAWS, ETHICS AND CODE OF CONDUCT**  
Press freedom is a word that is commonly used. By this, we mean the right to publish news without any restriction or control. But this does not mean that anything about anybody can be published. There are certain rules of conduct or principles of morality which we have to follow while reporting. The reporter should check and verify that the news which he writes is correct, accurate, and factual. He should not write anything that is misleading, inaccurate, defamatory, vulgar or obscene. Media should not intervene into the privacy of individuals. Also media should not report anything that harms national interest. If a report published in the paper defames the reputation of a person, that individual can file a defamation case in the court of law. The editor, printer or publisher is liable to be punished either individually or jointly.

**CONCLUSION**  
It is not going to be easy that establish one’s as an efficient reporter. It requires a lot of hard work and effort. It is achievable, thought. Just don’t give up, and take advantage of any opportunity that comes one’s way. He must not express his own views in what he writes-he must know in most sets of circumstances-but everything he writes must express his mind and its condition. He holds up a mirror and how much clouded or clear it is, depends on the truth or a twist of the truth which he makes in accordance with his nature and mental equipment.  
A reporter’s mind is like a sponge, paying a good deal of attention to purely mundane things but learning something every day and cleaning his mind of matters not up to the mark. He must organise his knowledge and codify it. He must understand the principles of government in general and in some details. He must know general history, particularly the history of his area. Though he can pick up these things as he goes along his duty, it is better for him to supplement his knowledge by a planned study.  
A good reporter seldom sticks to a vulnerable position for long. Usually he passes on to news agencies or gets promotion to look after other aspects of newspaper production like a news editor or a chief correspondent.

UNIT-IV

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. The copy of the report has been improved by the sub-editor and is therefore easier to read and understand. Sub-editor is all about quality control in print journalism. The role varies depending on whether you are working in print, online or broadcast media. It is says that reporter write the paper (story), sub-editor make it.

***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. The qualities that must be present in a sub-editor are listed below:

**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. A bad copy may have the most important element of the story buried in the fourth paragraph. It will be left to the sub-editor’s nose for news to bring that to the first paragraph. He should be able to compare various news values and decide where to begin his story and should not miss important details.

**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. Sub-editor is the judge of clarity of the copy a good sub­editor will never allow a copy escape him unless the meaning is crystal clear. 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. Scoops don’t walk into newspaper offices alert reporters catch them in air and pursue. 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. A slow sub-editor is a curse at the news desk and is treated with contempt. Some people are misfits in the profession.

**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.

When he take a copy of a story firstly he follow the visible mistakes, this is called very near mistake. For example, ‘Chapy Nobabgonj is the capital of mango in Bangladesh’ here contain spelling mistake, the correct spelling is ‘Chapai Nawabgonj’.

The second mistake is ‘The largest mangoes hut sits in Shivganj district’. Here Shivganj is not a district, it is a sub-district of Chapai Nawabgonj. The sub-editors should ability to face this type of mistake. In general sense this is called bi-focal mind.

**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. When there is a doubt he should leave it out—this is the golden rule of journalism. It is better not to say a thing than to say it wrong.

**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. Besides he may have to face the problem of backlog of copy which he will have to clear under the pressure of deadline.

**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. An intelligent envisioning of the future helps newsmen in general. The quality helps them in identifying processes and people who will be important in future. 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. If the story can be improved, it should be rewritten.

**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. This will help him in developing contacts that are so essential for news gathering & writing.

**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. In many situations they have to be calm— devoid of hysterical actions or utterances and apply appropriate mental and physical effort to write or edit the story. 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. They should not lose their cool if they are behind the clock for calm mind can work faster.

**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. Their jobs require painstaking exertion of intense care and effort, alertness and dedication to the task and wary watchfulness. 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. The functions that must be done by sub-editors are listed below:

In general the sub-editors perform the following three functions in which almost all the sub-editors functions are included.

**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. In their hurry, they may not be in a position to polish the language. So the first job of a sub editor is to see that the report is in good language and there are no mistakes. 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.

While writing the headline, a sub editor should know the space available for the story, whether it is one column, two columns or three etc. The headline should fit within that column. While writing the heading, it should fit into the mood of the story. A sarcastic headline for a hard story will look odd. Similarly a hard-line headline will spoil the spirit of a humorous piece. The headline should also be suggestive. It should never be a full sentence.

**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. They oriented by their own policy. So the sub-editor should follow and fulfill the in house policy.

Without these three functions there are various significant jobs that are perform by sub-editors are remarks below:-

**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. Earlier sub editors used to do it on dummy pages. Now a day they are doing it on the computer screen.

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. He must have noticed from this that the headlines are not of uniform type. The type, or font, of the letters in each headline differs according to the length and width of the column. A sub editor should also know about the font sizes available. Each paper has its fonts and types. Ensuring that, stories are the right length and correctly placed on pages.

**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. It is said that a good picture is worth a thousand words. Sometimes one picture is enough to explain the mood of a situation or an event.

**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.

**CONDENSATION**

Condensation is a task that the sub editor has to do. Reporters generally file lengthy stories. Only the sub editor will be able to know about the availability of space in the newspaper. If the full story written by a correspondent will not squeeze into the space available, it is the job of the sub editor to condense it by rewriting or editing. If one word can substitute for a number of words that definitely should be done.

**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. If the sub-editor find any mistakes in a reporters copy he should correct the copy. If he think that the story needs to add some information or develop the story then he should re-write the story.

**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

Sub-editors are journalists or designers 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. Now we can say that, the sub-editors are responsible to the house performing various functions. Besides sub-editors should cultivate some qualities that, make him for the competitive media world.

UNIT-V

The language of journalism is a fascinating field to analyze, because it offers a challenging outlook on its subtleties and power in each journalistic genre. This type of language helps understand how journalists create their stories or reports, shape points of view, deliver expected news and how media language is different from other languages we encounter. Investigating, interviewing and fact-checking activities are basic components of journalism, transmitted to media consumers, in order to inform, persuade, but also to reinforce public beliefs, using manipulating techniques.

Journalists can also use in their reports coded messages through their carefully selected words and sentences. Self-censorship in using words is often practised by journalists creating a provocative and uncomfortable situation for themselves. This involves expressing sentences differently in order to avoid threats against them and their writings. So, a comprehensive vocabulary will bring stories and broadcasts to life, enabling journalists to better describe the world around them. Using words correctly might provide a shade of meaning and understanding to the journalistic lexical level they aim to reach.

Whether the journalistic purpose is writing for newspapers, magazines or new media, all categories of publicists have the fundamental mission to learn and practise their language as specialists with all linguistic nuances required in their profession.

The examination of the languages of journalism has been a relatively novel phenomenon in the world of inquiry into journalism. Although language is at the heart of journalism, only over the past 30 years or so have scholars shown a sustained interest in investigating its languages. The combination of formal features of language—such as grammar, syntax, and word choice—and less formal ones—such as storytelling frames, textual patterns, and formulaic narratives—creates a multilayered system of information relay, which has grown in complexity as journalism has embraced not only the printed press but also radio, television, cable, and new media. Today, sound, still photographs, moving visuals, and patterns of interactivity have become part of the languages by which journalists provide information. As journalism has progressed toward increasingly complex systems of information relay, the notion of what constitutes a journalistic language has grown as well. Language studies are an outgrowth of the idea that the messages of journalism are not transparent or simplistic but encode larger messages about the shape of life beyond the sequencing of actions that comprise a news event. A simple reading of a text can be found nowhere obvious; instead, reading a text is always the product of a socially contingent and negotiated process of meaning construction. Reading necessarily involves a nuanced examination of a text’s fit with a larger cognitive, social, cultural, political, and/or economic context. In moving away from a somewhat empiricist bias on the world—the stance of “what you see is what you get” that is readily touted by journalists as part of their self-presentation as arbiters of reality—language studies provide a wide-ranging rubric in which to examine language in different, often competing contexts. Key to this rubric, which connects the microanalytic and macroanalytic dimensions of news work, has been an a priori acceptance of the premise that journalism involves construction. The Study of Language Inquiry of the languages of journalism has taken shape alongside broader developments in the academy around the world, primarily after scholars in communication, sociology, anthropology, and linguistics independently began to broaden their level of analysis concerning language during the late 1960s and early 1970s. According to Teun van Dijk (1987), four major historical developments paved the way for more creative and integrated interdisciplinary investigations of language. In linguistics, the primary unit of grammatical analysis moved from the “sentence” to the “text” or “discourse.” Anthropologists developed an interest in the ethnography of speaking, which promoted investigations of language use in its sociocultural context (e.g., Hymes 1972). Sociologists became interested in microsociology, an interest that gravitated in two directions: (1) toward the tradition of political sociology, where primarily British sociologists began to examine issues of class and other power distributions through Marxist leanings that geared them toward language (e.g., Lukes 1975) and (2) toward the examination of the rules and methods of everyday interaction, commonly known in the United States as conversation analysis and ethnomethodology (e.g., Sacks 1972). Finally, developments in cognitive psychology brought scholars closer to social psychology: they moved from largely experimental studies of text comprehension focusing on the formal grammatical rules by which reading and learning took shape to studies that examined the strategies of context-dependent practices associated with information processing. In the United Kingdom, a parallel move was made via Freudian and Lacanian theorizations of the centrality of language to human subjectivity. The theories and methods that found a home in language studies were widespread and strongly European in origin, though some efforts were displayed in the United States. Semiology, discourse analysis, critical linguistics, narrative analysis, rhetoric, and content analysis were but a few of the research perspectives employed by scholars seeking to examine language. At the heart of each perspective was a combination of one or more of three basic approaches to language—structuralism, culturalism, and functionalism. Structuralism typically considered language as an autonomous abstract system that existed in an arbitrary relationship with reality. Language in this view was predicated on the universality of linguistic structure that followed its own set of rules independent of the context at hand. Culturalism, sometimes called the “anthropological perspective” on language, promoted the idea that cultures develop different languages for perceiving reality. An extension of the Sapir-Whorf hypothesis, this view popularized the twin assumptions of linguistic relativity and linguistic determinism in offering the perspective that languages changed according to the cultures using them. Functionalism, which both sociolinguists and ethnomethodologists employ, saw language use as determined by the function it fulfilled in those who used it. This view offered a correlation between certain linguistic features and aspects of social context. The analysis of journalism’s languages typically employed a combination of these different perspectives on language use. In that each approach presumed that language resulted from construction, rendering language the focal point of analysis, each went against the grain of journalists’ selfpresentation by undermining their insistence that they mirrored reality. The enthusiasm for studying the languages of news accompanied an ascending recognition of the construction work underlying journalistic practice. At the same time, this assumption allied language research strongly with critical and ideological studies and thus saw journalists as agents of the ideological order. The emphasis on language played to both formalistic and less formalistic attributes that were repeatable and patterned, hence analytically accessible due to what appeared to be a static and seemingly stable nature. Differences that came to the fore when considering the use of passive or active voice or the differentiation across gender terms came to be seen as useful information in understanding the mind-set of journalists and journalism, and language gradually came to be regarded as a unique analytical setting for these reasons. For instance, it offset sociological inquiry’s relative lack of interest in news texts. Conversely, sociological inquiry’s greatest strength—the emphasis on interactions across groups of people—remained beyond the interest of most scholars engaged in language studies. Against this background, inquiry into language and journalism developed in numerous parts of the globe, its establishment facilitated by the ascent of computers in conducting searches. Tools such as Lexis-Nexis, a search engine that looked for a single phrase or word across newspapers, and other software, which allowed scholars to search for the pairing of certain words, made it easier to trace language use in the news. Language studies primarily emerged from analyses of English-language news, though some scholars also analyzed the news in German (Burger 1984), Italian (Mancini 1988), French (Brunel 1970), Chinese (Scollon 1998), Dutch Language (van Dijk 1988), and Hebrew (Roeh 1982; Blum-Kulka 1983; Nir 1984). Certain scholars provided comparative analyses across nation-states and languages (e.g., van Dijk 1988). Leitner (1980), for instance, compared two cases of official radio-talk—BBC English and Deutsche Rundfunksprache (the designated language of German radio)—finding that the sociopolitical structure determined which sociolinguistic categories became designated news languages. In all cases, different invocations of part or all of three bodies of scholarship targeted the verbal and visual languages of journalism as follows:

• An orientation to the informal attributes of the languages in which journalistic texts were relayed: Such attributes ranged from the number of times a word or phrase was mentioned to the linkage across the connoted meanings of a news photograph or front-page headline. Typical approaches here included content analysis and semiology.

• An orientation to the formalistic aspects of a journalistic text: Included were its grammar, syntax, morphology, semantics, lexical meanings, and pragmatics. Typical approaches here included sociolinguistics, critical linguistics, discourse analysis, and formalistic studies of the visual attributes of news.

• An orientation to the pragmatic use of journalistic language: Examples of such scholarship included those focused on the act of telling a story and its narrative formula and storytelling conventions, on rhetoric, and on the use of news as a framing device. Typical approaches here included the various modes of narrative analysis, rhetorical analysis, and framing studies. In recent years, this category of scholarship drew particular interest from those interested in alternative types of journalistic storytelling, as evidenced by the tabloids, and in visual storytelling.