



SRINIVASAN COLLEGE OF ARTS AND SCIENCE



(Affiliated to Bharathidasan University, Trichy)

PERAMBALUR – 621 212

DEPARTMENT OF ENGLISH

Course: B.A., ENGLISH

Year: III

Semester: VI

Course Material on : JOURNALISM

Course code : Major Based Elective - II

Sub. Code (BDU given) : 16AMBEEN2

Prepared by : S. ARUL, M.A., M.Phil., B.Ed.,

Assistant Professor / English

Month & Year : MARCH 2020

MAJOR BASED ELECTIVE – II

JOURNALISM

SYLLABUS

UNIT –I

Definition of Journalism

Definition of Journalism – Role of Journalism – Ethics – Press Laws – Press Council.

UNIT – II

News

News – Definition – Kinds – Elements – Source – News Agencies.

UNIT – III

Reporting

Reporting – Qualities of Reporters – Beats – Kinds of Reporting with Special Reference to Court, Crime, Election, Sport – Investigative Reporting.

UNIT –IV

Editing

Editing – News Editor – Sub Editors – Anatomy of Editing.

UNIT –V

Language of Journalism

Language of Journalism – Writing a News Story – Writing Opinion Pieces – Writing Leads – Headlines.

UNIT – I

INTRODUCTION:

What is Journalism?

Though journalism is practiced for years now, there is no established definition of the term 'journalism'. It is generally a term used to denote the practice of reporting news or current happenings for the masses of the country. While the people who work in collecting news and gathering information through various means are called journalists, the mediums through which they communicate the news – newspaper, radio, television, website etc. are called media. But to get a rough definition about what journalism means, I referred the dictionary. According to the dictionary, journalism is an occupation of writing, editing, reporting, photographing or broadcasting news.

Interestingly, the word journalism is derived from the Latin word *diurnalis* which means daily. Acta Diurna was probably world's first newspaper, established in Rome. Later on, pamphlets, periodicals, gazettes etc were termed as 'newspapers'. Those who wrote for these newspapers were called news writers or journalists. Journalism comprises of several different types of media which include newspaper, magazine, radios, television, cinema, internet based websites, blogs, phones and now social media. India boasts of a massive total of 70,000 newspapers which sell almost over 100 million copies a day, making it the World's largest newspaper market. In terms of satellite channels, India has more than 1500 channels.

HISTORY OF JOURNALISM IN INDIA:

Newspapers: The first newspaper that ever made its way in India was started by James Augustus Hickey by the name *The Bengal Gazette* in 1780. This was followed by many other newspapers later on. The biggest newspapers currently in India are Times of India, Hindustan Times, DainikBhaskar, DainikJagran, Rajasthan Patrika etc.

Magazines: Newspapers were followed by magazines which are active even today. English magazines like India Today, Outlook, Filmfare, Femina and Regional magazines like Grihshobha, Saheli, Vanithaetc are widely read.

Radio: Radio began in India from 1927 and it was named All India Radio in 1937. Later, it was rechristened to Akashvani in 1957. In the mid-2000s, the advent of FM Radio happened and today, it has become one of the most heard mediums.

Television: Broadcast reporting started in 1959, followed by the advent of coloured television in 1982. Doordarshan was the first channel which aired news, entertainment and infotainment shows. In 1990s when the liberalization happened, Cable-Tv was introduced in India, which took the broadcasting industry by storm.

Internet: Late 1990s and early 2000s saw the introduction of the World Wide Web. What began as a medium of entertainment, soon became a necessity. From providing information across the globe to giving out news within minutes, internet has done it all. It later introduced the culture of websites and blogs, which are currently ruling across the audience.

Smartphones: With the unveiling of smartphones, India has gone a step closer to digitization. The phone has captured the masses and has penetrated deep into the country, bringing about a digital trend. It has given rise to new set of audience. Ever media organization today enjoys as good as 75% of the mobile users and in the coming days, this number is only going to increase.

Beats/Types of Journalism Reporting: News reporting consists of various beats which include – Crime, Political, Entertainment, Lifestyle, General amongst many others. Each beat provides an in-depth reporting of that particular subject.

What is Bollywood/Entertainment/CineReporting?

Entertainment journalism includes the coverage about cinema, television, art and theatre. Journalists who cover this beat are often referred to as the entertainment reporters. While theatre covers all the news about plays and theatre artists, art covers music, dance, painting etc in its purview. Cinema is a broader term and it includes Bollywood, Hollywood, Regional Movies, interviews and reporting about celebrities, movie stars etc. Entertainment journalism specific to movies is also called Cine Journalism or Bollywood journalism, where Cine is a term derived from Cinema!

RELEVANCE OF THE STUDY:

This study is relevant because we have over the years witnessed research being done on Bollywood films and cinema but none has been done on the journalism aspect of it. Through this research we are trying to trace the journey and identify the changing trends of Bollywood journalism over the years.

ROLE OF JOURNALISM

Journalism mainly involves practices of print journalism in general, and newspaper in particular, because newspaper journalism remains a good grounding career in television, radio, magazine and online journalism. The role of press is to be a watchdog and act as a catalytic agent to hasten the process of socially and economic change in the society. Journalism is the voice of the people about corruption, the government, and the use and misuse of power. It should be noted that Journalism too is part of the political process, craves for power, is made up of people with personal ambitions and aversions, preferences

and prejudices. As perhaps the largest advertisers, the government supports and strengthens the press. Both the government and the press represent the 'powerelites' and therefore reflect their interests. This is why the interests of the poor are rarely on the agenda of public discussions.

The press is so obsessed with politics that even a silly rumor hits the front page. What the Journalism profession urgently needs is creative, investigative and development reporting chiefly on non-political themes like unemployment, malnutrition, exploitation of the poor, miscarriage of justice, police atrocities, development schemes and the like. For example, in India, the Bofors pay-offs, the Harshad Mehta securities scam, the 'hawala' payments to top politicians etc are all incidents where follow-up investigations are lacking. Such 'crisis' reporting sells newspapers but does little to bring the guilty to book or to educate the public about the context of corruption.

Credibility is indeed the very life-blood of the press, no matter which government is in power. Journalism is an awesome responsibility, which rests on the shoulders of journalists because in the final analysis they are the custodians of the freedom of press. If they prefer careerism to standing up for their rights, they are letting down their profession. Unfortunately, journalists are inclined to accept many favors from government and therefore, their news stories will ultimately favor that particular government.

New paradigm features

Journalism, have a role in society to link the individual to the world. The journalists need to give the audience a sense of what it is to be in the place they are reporting and connected to the world.

Press Laws & Media Ethics

Our audience is diverse and complex. So there needs to be a consciousness of diversity: not just in terms of race and gender but also class, rural/urban and youth/aged. Journalism must emphasize context; interpretation; research; investigation; complete reporting and analysis.

- ❖ The journalists must foreground the storyteller the individual and the media organization.
- ❖ They should respect the audiences and engage in dialogue.
- ❖ In our use of sources the journalists should move beyond "the authorities". Audiences are also sources. They must remember to foreground and situate who the sources are.
- ❖ Ownership: symbolically the audience needs to feel they "own" the medium.

- ❖ Ownership: economic -this needs to be diverse and needs participation by all stakeholders in media.
- ❖ Control and structures within media organizations – there should be respect for storytellers and storytelling and these should be given status and compensation. From this we drafted the policy statement which reads: “In recognition of our role in society as storytellers; as the link between citizens and the world; we strive to promote.
- ❖ Stories, told in a multiplicity of voices that are well researched; conceptualized; analytical; interpretive; in dialogue with, are considered respectful.

Role of Journalism in society

Journalism's role is to act as a mediator or translator between the public and policy making elites. The journalist became the middleman. When elites spoke, journalists listened and recorded the information, distilled it, and passed it on to the public for their consumption. The reasoning behind this function is that the public is not in a position to deconstruct a growing and complex flurry of information present in modern society, and so an intermediary is needed to filter news for the masses. Lippman put it this way: The public is not smart enough to understand complicated, political issues. Furthermore, the public was too consumed with their daily lives to care about complex public policy. Therefore the public needed someone to interpret the decisions or concerns of the elite to make the information plain and simple. That was the role of journalists.

Press Laws & Media Ethics

PUNJAB TECHNICAL UNIVERSITY elites were doing. It was also to act as a watchdog over the elites as the public had the final say with their votes. On the other hand, it is believed the public was not only capable of understanding the issues created or responded to by the elite; it was in the public forum that decisions should be made after discussion and debate. When issues were thoroughly vetted, then the best ideas would bubble to the surface. Thus, journalists not only have to inform the public, but should report on issues differently than simply passing on information. Journalists should take in the information, and then weigh the consequences of the policies being enacted by the elites on the public. Over time, this function of journalism has been implemented in various degrees, and is more commonly known as "community journalism." This concept of '*Community Journalism*' is at the center of new developments in journalism. Journalists are able to engage citizens and the experts/elites in the proposition and generation of content. The shared knowledge of many is far superior to a single individual's knowledge and conversation, debate, and dialogue lie at the heart of a democracy.

The Power of Press

The 'power' of the press to bring about social and political change or economical development is extremely limited. In capitalist societies, the press is primarily like any other business or industry. It exists to raise advertising revenue and circulation with the aim of making profits. 'Public service' and 'public interest' are not the main concerns. This is not to suggest that the press does not make attempts to exercise its 'power' in favor of one political or economic ideology over another or of one group or class or caste over another. These attempts, it must be acknowledged, are sometimes successful and at other times disastrous failures.

Press Laws & Media Ethics

In the ultimate analysis, the 'power' of the press depends on its credibility among readers, as well as on how the news reported is understood and interpreted. Different groups 'read' the same news item in varied ways depending on their social background. How news is read is not entirely in the hands of journalists. Indeed, the press often succeeds only in reinforcing widely held beliefs and the status quo rather than bringing about change and development. There is no doubt that the press keeps us informed about selected events, issues and people. But the public too has a role in '**setting the agenda**' of the press. The public has interests, beliefs and expectations that are catered by the press. While the press tells us what to think about, it has little power to change our ideas, beliefs and attitudes even when it attempts to do so. Only when there is a general consensus on an issue among all the elements of the press and the other media, and this consensus fits in with a community's needs, is there is some likelihood of a change being effected. Even in this case, several other factors would have to come to play before and real change can be felt. The public attitude to the 'internal emergency' imposed by Mrs. Indira Gandhi in India is a case in point. One could argue, however, that it was not so much the press that brought about the downfall of the government as the people's hostility to the crackdown on their fundamental rights. The press, after all, was easily silenced during the emergency. In the post-emergency period, the press only reflected the public's seething anger against the regime.

PRESS COUNCIL

Press Council Act, 1978 is an Act to establish a Press Council for the purpose of preserving the freedom of the press and of maintaining and improving the standards of newspapers and news agencies in India. It extends to the whole of India.

Under the Press Council Act, 1978, the Council by the name of Press Council of India has been established with effect from 1st March'79. The council is a body corporate having perpetual succession.

Press Laws & Media Ethics

Section 13 of the Press Council Act lays down the objects and functions of the Council.

The important functions of the Council are:

- ❖ To help newspapers and news agencies to maintain their independence,
- ❖ To build up a code of conduct for newspapers, news agencies and journalists,
- ❖ To keep under review any development likely to restrict supply and dissemination of news of public interest and importance.
- ❖ To concern itself with the developments such as concentration of or other aspects of ownership of newspapers and news agencies this may affect the independence of the press.
- ❖ The Press Council Act empowers the Press Council to make observations in respect of conduct of any authority including Government, if considered necessary for performance of its functions under the Act. It can warn, admonish or censure the newspaper, the news agency, the editor or the journalist or disapprove the conduct of the editor or the journalist if it finds that a newspaper or a news agency has offended against the standards of journalistic ethics or public taste or that an editor or a working journalist has committed any professional misconduct.

Press Councils Guide to Journalistic Ethics

Press Council of India has been established to 'preserve the freedom of the press and to maintain and improve the standards of newspaper and news agencies'. The council is enjoined to 'build up' a Code of Conduct for newspapers, news agencies and journalists in accordance with high professional standards. In October 1992, the Council published 'an updated succinct of the principles of journalistic ethics. The guide to Journalistic Ethics was further revised and updated in 1995 by **Mr. Justice P.B. Sawant**. Some excerpts from the Guidelines:

Accuracy and fairness

The press shall eschew publication of inaccurate, baseless, graceless, misleading or distorted material. All sides of the core issue or subject should be reported. Unjustified rumors and surmises should not be set forth as facts.

Pre-publication verification

On receipt of a report or article of public interest and benefit containing imputations or comments against a citizen, the editor should check with due care and attention its factual accuracy - apart from other authentic sources with the person or the organization concerned to elicit his / her or its version, comments or reaction and publish the same with due amendments in the report where necessary. In the event of lack or absence of response, a foot note to that effect should be appended to the report.

Caution against defamatory writings

- ❖ A newspaper should not publish anything which is manifestly defamatory or libelous against any individual organization unless after due care and checking, they have sufficient reason to believe that it is true and its publication will be for public good.
- ❖ No personal remarks, which may be considered or construed to be derogatory in nature against a dead person, should be published except in rare cases of public interest, as the dead person cannot possibly contradict or deny those remarks.
- ❖ The press has a duty, discretion and right to serve the public interest by drawing reader's attention to citizens of doubtful antecedents and of questionable character but as responsible journalists they should observe due restraint and caution in hazarding their own opinion or conclusion in branding these persons as 'cheats' or 'killers' etc.

Parameters of the right of the press to comment on the acts and conduct of public officials.

- ❖ So far as the government, local authority and other organs / institutions exercising governmental power are concerned, they cannot maintain a suit for damages for acts and conduct relevant to the discharge of their official duties unless the official establishes that the publication was made with reckless disregard for the truth.
- ❖ Publication of news or comments / information on public officials conducting investigations should have a tendency to help the commission of offences or to impede the prevention or detection of offences or prosecution of the guilty. The investigative agency is also under a corresponding obligation not to leak out or disclose such information or indulge in disinformation.
- ❖ Cartoons and caricatures in depicting good humor are to be placed in a special category of news that enjoy more liberal attitude.

Right to privacy

The press shall not intrude or invade the privacy of an individual unless outweighed by genuine overriding public interest, not being a prurient or morbid curiosity. So, however,

that once a matter becomes a matter of public record, the right to privacy no longer subsists and it becomes a legitimate subject for comment by press and media among others.

Recording interviews and phone conversation

- ❖ The press shall not tape-record anyone's conversation without that person's knowledge or consent, except where the recording is necessary to protect the journalist in a legal action, or for other compelling good reason.
- ❖ The press shall, prior to publication, delete offensive epithets used by an interviewer in conversation with the pressperson.
- ❖ Intrusion through photography into moments of personal grief shall be avoided. However, photography of victims of accidents or natural calamity may be in larger public interest.

Conjecture, comment and fact

A newspaper should not pass on or elevate conjecture, speculation or comment as a statement of fact. All these categories should be distinctly stated.

Newspapers to eschew suggestive guilt

Newspapers should eschew suggestive guilt by association. They should not name or identify the family or relatives or associates of a person convicted or accused of a crime, when they are totally innocent and a reference to them is not relevant to the matter reported.

Corrections

When any factual error or mistake is detected or confirmed, the newspaper should publish the correction promptly with due prominence and with apology or expression of regrets in a case of serious lapse.

Right of reply

The newspaper should promptly and with due prominence, publish either in full or with due editing, free of cost, at the instance of the person affected or feeling aggrieved / or concerned by the impugned publication, a contradiction / reply / clarification or rejoinder sent to the editor in the form of a letter or note. If the editor doubts the truth or factual accuracy of the contradiction / reply / clarification or rejoinder, he shall be at liberty to add separately at the end a brief editorial comment doubting its veracity, but only when this doubt is reasonably founded on unimpeachable documentary or other evidential material in his / her possession.

Freedom of the press involves the readers' right to know all sides of an issue of public interest. An editor, therefore, shall not refuse to publish the reply or rejoinder merely on the

ground that in his opinion the story published in the newspaper was true. That is an issue to be left to the judgment of the readers.

LAW OF LIBEL & DEFAMATION

Defamation simply means tarnishing somebody's image. It is an injury to a man's reputation. It means speaking or writing something damaging or diminishing the status or personality or prestige of a person or an organization. There are two types of defamation:

1. **Libel**- it is a written form of defamation
2. **Slander**- it is a spoken form of defamation Section 499 of the Indian Penal Code defines defamation as- 'Whoever, by words either spoken or intended to be read, or by signs or by visible, representations makes or publishes any imputation concerning any person intending to harm, or having reason to believe that such imputation will harm the reputation of such person, is said except in cases here in after expected, to defame that person.'

There are four explanation and 10 exceptions of section 499.

Ethics in Journalism:

Ethics involves what is right, impartial, fair, just, and responsible. Ethical practice is as important in media as it is in any other walk of life. Ethics based journalism with objectivity, accountability, fairness and truth as the key elements and are vital for responsible media practice.

Ethics: Meaning and Concept

The concepts of ethics is very subjective and relative, therefore it would be relevant to look at the theories which can be considered to determine correct media behavior. Basically three efficient theories that are consistently employed to determine media behavior are:

1. Consequentialism
2. Utilitarianism
3. Deontology

Consequentialism:

This theory suggests that the ethical value of an action should be determined on its consequences. Consequentiality theories concentrate only on the outcome of an action without considering about the means, i.e. how the consequences came about. Hence, all actions should be considered as of their possible outcomes before being executed. The consequences of an action can be judged from two perspectives: Ethical Egoism¹³ and Ethical Altruism¹⁴.

Utilitarianism:

Utilitarianism theory is applicable to the media as it considers the betterment of society at large. It considers ethical as that which is designed to create the greatest good for the maximum numbers. Mahatma Gandhi's concept of *Sarvodaya*¹⁵ talks about the welfare of all and reflects the utilitarian theory. However, Gandhi's *Sarvodaya* was not a utilitarian because he realized that the utilitarian objective of satisfying many people was not a sufficiently ethical model. Gandhi was of an opinion that asked why the well-being of the minority should be of any less value than that of the majority or why the welfare of certain people should be sacrificed. There are many arguments against consequentialism and the utilitarian theories of ethics.

Deontology:

Deontology concentrates on a person's duty as a means to determine appropriate action. Kant is believed to be the most famous follower of this theory. He was of the opinion that it was the pretention behind an action that rendered it ethical or unethical. Kant felt that there was only one virtue which was good without qualification.

Need for Ethics and Accountability

Morality is to be pursued for its own sake, as an end in itself rather than as means, is a lofty principle, which has the support of great practitioner of morality like Gandhi, however it may not motivate or encourage all, mainly the 'practical' people, because following moral values may entail personal sacrifices. For example, it may be enticing and individually beneficial for the influential to take bribes. Moreover they may be so powerful that they can simply cover their tracks and not be exposed. It is not good for the society if they behave so, although from their own point of view why should they be ethical? It is pretty enticing to be a 'free rider'. The detailed but briefly placed answer to was that in considering why I should be ethical, I should take a long term view of myself, of what I should be, and seek the answer to the question of what I should do in that light.

Developing a practice of taking bribes, for instance, will damage my very being and deprive me of mental peace. In short, 'every rational being has a reason to cultivate virtues, regardless of his particular desires'. This is how 'virtue ethics' developed. Furthermore this is the reason why all religions have emphasized the need to develop a strong moral character. It did not confine the possibility of being righteous to a person in seclusion. It urged people to be good citizens too, enlightening a strong civic sense, participating enthusiastically in public or political affairs, and influencing decision through active deliberations. It is believed that it is by becoming a proactive part of the society and polity for achieving common good that one

realizes one's moral potential. The modern significance of this teaching for people, mainly in countries like India, can barely be exaggerated.

UNIT – II

DEFINITION OF THE NEWS

Before you proceed further, try to find out what you mean by news. Have you ever thought about the nature of news? You must be listening to radio to update yourself with the happening of the country and the World. You must also be reading newspapers. Why do you read them? Your answer may be "to get information. And without the information you may feel that are lost to the World.

Hard News and Soft News

The news is mainly divided into two main categories-Hard and Soft news. The Hard News is mostly event-centered. It is a narration of an event. The Hard news items are centered on, "What, when, where and why. Consider the following news item taken from the front page of 'The Hindu', Delhi, Wednesday, February 9, 1994. They would like to enter beneath the upper crust of hard news. This type of news is called Soft news. Consider the following news item. This is taken from the same edition of the Hindu as of the Hard news.

INGREDIENTS OF THE NEWS

Timeliness : News must be timely and new. It will not arouse interest if it is already , known, or brought to notice long after its occurrence.

Ncuncss or Pro& J: People are more interested in what happens under their nose in their village, town, country rather than in distant places. Similarly, they are more concerned in the occurrence of an immediate impact on them. The news that the price of rice may rise, will make them sit up more than a report that government subsidy for fertilizers has been abolished.

Conflict : People gather in a street if and when there is a fight. Conflicts of all kinds ' are part of life and make good copy.

Prominence : What happens to important people makes news. The value of the news increases with the prominence of the person involved. Former Indian Prime Minister Rajiv Gandhi's assassination made the world headlines, but the murder of a village head may be carried only in a local daily. What the prominent people say, is also grist for a reporter's mill, particularly if they make some announcements which have an impact on the common people.

Government action : The passing of a law or other orders concerning general people, cabinet meetings, parliament and assembly sessions, notifications about new rules and regulations are news worthy. However, you should begin with the impact of such events such as "Motorists can make one time payment of road tax from Jan.

Development Projects and issues : This is not news about government action activities, though sometimes it will also qualify to be covered. The invention of a high yield variety rice and its success in changing the lifestyle of a community will be of interest to people who will financially benefit from it.

Human interest: If a woman gives birth to quadruplets in a village, it will make news in every household. That should make news everywhere else too. People are interested in what is happening to other people. In addition, oddities, humour, tragedy, triumph over handicap, stories involving kids, animals-all make for good human interest stories. Consider the following news item.

NEWS VALUES

New values differ from community to community, country to country. What is common practice to one community appear to be an oddity for a city-bred audience. While reporting such events, you should be careful not to appear to be derogatory in tone or in content. Similarly, news values are different for developing and developed countries. For the industrialised and individualised societies of developed countries, communally provocative speeches and incidents may be reported word for word, blow by blow. But the same treatment would be suicidal and would be lighting a powder keg in a communally sensitive, illiterate, developing country.

To be balanced in reporting, is as important as being accurate. If you are writing about a controversy, give both sides of the story. When reporting a strike, for instance, give the claim of the authorities and also that of the workers on how far it is successful. If it is a 'hartal', go around the spot and observe the exact position. A story may appear to be imbalanced: and thus biased, if it has too much of government views, or, tends to give too much of foreign news which has little relevance to your readers. You should not mix your opinion in the story. Report only facts and other people's opinions. You should be a disinterested observer, reporting events without taking sides.

Clarity :

A story may be best in verbiage. Your introductory sentence should be short and in active voice to the maximum extent possible.

NEWS SOURCES

A reporter, to be successful, should have a variety of reliable and highly placed contacts. They are some of the useful "sources" for his information. Among the news sources some are available to all reporters, such as Public meetings, monitoring of radio and television programmes, press conferences, news briefings, seminars and other functions. But the contacts are sources of exclusive information for the reporter. They may be in the government, public or private sector business or just anywhere. Sometimes a valuable tip-off may come from an ordinary person such as the driver of minister's personal car. Some of the contacts may like to be quoted for the story as it gives them publicity. In case of a critical story, they may not risk their neck. In that case, the story may live to be distributed to 'sources' only. It is the responsibility of a reporter to ensure the truthfulness of a report. In such cases, it will be advisable to keep some documents (copies) or an audio tape to prove your story. In the business of collecting the news, particularly of critical and investigative nature confrontation with the government is inevitable. A politician seeks to shape the world towards the ends he considers worthy. A journalist chronicles daily events, places facts before the public, and tries to communicate that he considers truth. This may not suit the politician all the time, hence confrontation may occur. In case, a confrontation becomes inevitable, a reporter should face it. He should also treat his sources as "sacred". There may be pressure on the journalist from the government and the judiciary at times to disclose the sources. Protecting one's source is a cardinal principle of journalism.

NATIONAL AND INTERNATIONAL NEWS AGENCIES

Issues of Crisis and Realignment

Oliver Boyd-Barrett

Abstract / National news agencies tend not to excite the same scholarly or even the same popular attention as the international or 'global' news agencies. Yet both international and national news agencies contribute to the simultaneous processes of globalization and localization. The number of major general news international agencies has reduced in recent years, while national news agencies are faced with a broad range of difficult challenges that may threaten the future viability of at least some of them. These challenges particularly have to do with relations between agencies and media owners, relations between agencies and the state, changes in the composition of the market as a result of growing media commercialization, concentration and globalization and new sources of competition in the supply of news. The range of possible defensive strategies includes diversification, redefining the relationship between national news agencies and national identity, linking up with the

new global media conglomerates, partnerships between agencies, identification of new models for relating to the state and reassessment of the respective benefits and weaknesses of the cooperative model of news agency organization.

Keywords / concentration / globalization / nation / news / press Within the past few years the general community of press agencies has witnessed the first major wave of new news agencies since the rash of agencies which appeared at the end of colonization in the Middle East, Africa and Asia: I am referring of course to the new or the transformed agencies which have appeared in the CIS and in Eastern and Central Europe. At the same time, it is for me both an exciting and a daunting experience to have the opportunity to address representatives and managing directors of agencies which have been in existence for 50 years, 100 years, even 150 years. In using the word ‘crisis’ in my title, therefore, I had better use it advisedly, because organizations which are in ‘crisis’ do not typically last for as long as 50, 100 or 150 years! Unless perhaps, crisis is a part of their existential condition. I initially wondered whether I should try to define just how the nature of this existential crisis varies from one era to another. But I conclude that the crisis is the same today as it was in the last century, a crisis that relates to topics and issues that have been around for as long as news agencies have been around. These include:

- The respective benefits of different modes of ownership,
- The relationship between states and agencies,

Scholarship – or at least English-language scholarship, always a rather dangerous restriction – has tended to focus on international news agencies. Scholars, like journalists, sometimes construct and reinforce perceptions of reality by the focus of their questions. So by focusing on international news agencies they may have contributed to a way of picturing the world as one in which international news agencies are more important, powerful, interesting than national agencies, or than specialist and local agencies. And this of course is questionable. I suspect there is scope for a good deal more historical scholarship on the national news agencies, especially comparative socio economic research of the kind in which I am most interested. It is a wish of mine that one day we might have a center for worldwide news agency scholarship.

More scholarship might have something to contribute to a more concerted effort by the agencies to review and perhaps even reconstruct images that people hold of national news agencies. I wonder how many news agencies have researched this area, and know something of how they are perceived by their respective publics? My own hypothesis is not that national news agencies are typically seen in a bad light, but rather that they are hardly seen at all. This

might not have mattered in the days when all that counted were the retail media clients for wholesale news services. But now that national agencies are in a position to deliver direct to retail markets through computer terminals, the public perception of news agencies may become a great deal more important. Even if it was not for that consideration, public perceptions are important because the visibility of national news agency product in news pages or through the broadcast media can help to sell those media, if properly promoted. Clients who have a positive experience of news agencies when they access news agency services directly will also be attracted to media which make prominent use of such services. What this comes down to, of course, is brand-imaging; brand-image is becoming even more important with the erosion of the difference between 'wholesale' and 'retail' operation: the future opens up the possibility of delivery of information services, not just to media, but direct to millions if not billions of clients. For the time being I know that many agencies are constrained from going down this path by the interests of owner-clients who do not want news agencies to undercut their own services. One day, however, the logic of the broader market may become sufficiently compelling to overcome such reservations. Perhaps the day may come when news agencies will not simply be services for media clients or members, but they will be flagships for the media that use them.

I make a few observations at the international level before moving on to raise a number of broad-ranging questions. What most strikes me at the international level is that the number of giants has grown smaller: the increasing diminution of UPI is the main culprit, and this is partly off-set by the additional robustness of AFP (e.g. in South East Asia), EFE (in South America), and dpa (still very frequently quoted as a No. 3 or No. 2 and very occasionally as a No.1 source for international news in an unpublished 1996 survey of national agencies by Boyd- Barrett and Rantanen). ANSA also sustains good international presence. EFE claims that it sources 30 percent of all international news published in Central and South America. However, the reduction in strength of UPI has meant the removal of an important competitive thorn in the flesh of AP. AP was stirred to become more aggressive internationally by the appearance on the scene of UPI in the early years of the 20th century; without UPI will AP continue to be as significant an international player, or revert, increasingly, to being an American agency amid declining interest in international news among American media?

In wholesale television news, the number of global news-film agencies temporarily increased from two (Visnews and UPITN) to three (Reuters Television, WTN and APTV) and has now slipped back to two (Reuters Television and APTV). There has even been

speculation as to whether Reuters shareholders have the will and motivation to sustain a presence in this market, and whether Reuters executives have been discouraged by the experience of marrying what turned out to be two quite different news cultures. Increased competition from 'retail' television news operators that also, to an extent, operate as 'wholesalers' such as CNN, MSNBC, Sky, helps ensure that this remains a difficult market.

In financial news we have seen some increase in competition, most spectacularly from Bloomberg, though even here I would say it is competition from a rather familiar stable (Wall Street plus Merrill Lynch, sustained by the US market). The development of services such as CNNfi, Pearson Financial Television, MSNBC is encouraging. Bridge can be viewed as the re-emergence, albeit Visitors would know that the national news agency was a 'first port of call' for advance information, information which could be customized to take account of the purpose of the enquirer's visit. Do we know enough about how far existing information and archival sources of national news agencies compare with other sources? How could national agencies begin to acquire the sense of identity, the brand image, that could position them at the forefront of the consciousness of educated people the world over? In this connection, appropriate services for national agencies could extend to:

- National print histories;
- National film histories;
- National photo archives;
- CD-ROM archives of all news transmitted;
- Nation-related fictional film and television drama;
- Key 'nation' themes (e.g. interviews with living historical figures);
- 'Nation' web sites;
- Web e-commerce sites for 'national' products.

FOREIGN NEWS AGENCIES:

According to the UNESCO Report World Communications, there are news agencies in 90 countries but some 40 countries have none. News agencies are directly controlled by the state in 50 of these 90 countries and in 40 others the agencies are co-operatively owned and run by the newspaper and the media. The five world news agencies are the Associated Press of America, Reuters, Agence France Presse, Tass and the United Press International.

The foreign news agencies that are accredited to the Government of India are:

- ❖ Associated Press of America (U.S.A)
- ❖ Reuters (U.K)
- ❖ Tass (U.S.S.R)

- ❖ Agence France – Presse (France)
- ❖ United Press International (U.S.A)
- ❖ Kyoda (Japan)
- ❖ Deutsche Press – Agentur (Federal Republic of Germany)
- ❖ AUSA (Italy)
- ❖ Central News Agency of China
- ❖ Tanjug Yugoslav Press Agency (Yugoslavia)
- ❖ Polish Press Agency (Poland)
- ❖ Iraq News Agency (Baghdad)
- ❖ Bangladesh Sangbad (Dacca)
- ❖ Novosty Press Agency (U.S.S.R)
- ❖ Depth News Asia Manila (Philippines)

UNIT –III

REPORTING

INTRODUCTION

Reporters write stories, report events and happenings in and around the society. They provide the core of news stories that are published daily in our commercial newspapers or broadcast in the electronic media. As there is no substitute for good reporting, so also there is no substitute for good reporters. A good reporter is a great asset for his/her media organisation. He/she is the ear and the eye of his/her medium. It is what he/she reports that the audience will know about. The reporter touches lives with his report.

OBJECTIVES

At the end this unit, you should be able to:

- ❖ Identify who a reporter is and what differentiates him/her from other media practitioner
- ❖ Identify qualities a good reporters differentiate between a good reporter and a bad one.

MAIN CONTENT

Qualities of the News Reporter

Some of the major qualities that make a good reporter are discussed below. **She / he must have a mastery of the written or spoken language of the medium of expression:** This will

enable him/her to interact easily with news sources, eyewitnesses or even the victims of events.

She/he must have a nose for news: This means the reporter or journalist must be curious about getting news from newsy or stale situations. A good reporter must have a natural instinct for news and should be able to identify news from seemingly events that may not be considered newsworthy by everyone else.

She/he must be current and keep abreast of events and happenings: In the media industry, yesterday's news is stale and no more needed. To remain relevant in the industry, therefore, the reporter must keep abreast of happenings in and around him/her.

A good reporter must be fair, accurate and objective in his news writing and reporting job. Fairness, accuracy and objectivity are news virtues, which the profession thrives on. Any attempt to compromise any of these values makes a mess of the reputation and credibility of the industry. These qualities of a reporter must be jealously guarded.

A good reporter must be creative: Creativity makes the reporter see another unique story from an already published report. Without creativity, the reporter will remain dry, uninspiring and boring to his readers and even his sources.

She/he must also have the ability to dress well: A common idiom says how you dress is how you are addressed and I add that it also betrays your address. A good reporter must know how to dress for the occasion otherwise he/she will be lost in the crowd or misrepresented. Dressing well is not necessarily dressing expensively. It only means having the right kind of dress for each occasion or situation.

A good reporter must have perseverance: Perseverance is having the staying power and refusing to give up even when the situation calls for giving up. A good reporter must have the ability to stay longer and under stress or pressure.

A good reporter must be a "good mixer": There is no room for the reserved kind of reporter who cannot easily get into a discussion with a potential news source. A good reporter should be able to blend easily with all kinds of persons especially when such persons are primary to getting the news he/she is pursuing at that moment. The good reporter should be able to make contacts, grow and maintain them.

She/he must have a high level of comportsment: The good reporter must have self-control and high level of comportsment no matter the situation or circumstances. He/she is not expected to be carried away easily by any surrounded situation.

A good reporter must have the ability to embark on **creative risk** and **courage** especially in reporting coups, wars, conflicts, crime, disaster etc. S/he must have the ability to ferret out news through the process of monitoring people and events.

She/he must also possess good observatory skills and have an eye for details: Poorly trained reporters look without seeing. The good reporter is able to see leads and news worthy situations by merely observing people and situations. Whenever the good reporter looks, he/she sees. He/she is also able to take in a lot of details by mere observation.

She/he must be a good listener and must have an unusual patience: The poorly trained reporters are only interested in hearing their voices in an interview situation. However, a good reporter is only interested in hearing the news source talk. Therefore, listening becomes a vital quality a reporter must possess in order to succeed.

She/he should also possess enough idealism to inspire indignant prose but not too much as to obstruct detached professionalism (Ragged Right cited in Agbese, 2008).

CONCLUSION

Good reporters are great assets to their media organizations. Not everyone who went to a journalism school usually turns out to become a good reporter. This is the primary reason they are always sought after anywhere they could be found.

Report Writing : Process, principles and styles

Effective reporting

- ❖ The purpose of a report is to give an account of something, to offer a solution to a problem, or to answer a question.
- ❖ A good reporting process is a cyclical one that ensures that feedback and decision making can occur between organisations and contractors/funders.
- ❖ Reporting principles (transparency and inclusiveness) should be applied to any report preparation to ensure that both the writer and report user share a common understanding of the underpinnings of the report.

Types of reports

Contractual reports are primarily required for accountability and performance assessment purposes. The key purpose of performance reporting and monitoring is to keep people focused on desired change and to help them decide what else needs to be done.

Project reports should provide detail on the overall project at the point of completion. They should be written in a way that enables the reader to assess the quality and importance of the information with the aim of persuading the reader to agree with the conclusions and recommendations.

Introduction

Writing reports is often seen as a time consuming and pointless exercise. However, by sharing information, reports can help develop common purposes and aims, spread successful innovations, build on successes, and avoid reinventing wheels and duplicating mistakes.

- ❖ Effective reporting – process and principles
- ❖ Types of reports
- ❖ Reporting styles
- ❖ Presentation tips
- ❖ Reporting in the future.

Evaluation reports are normally prepared at the midpoint and at the end of a project/program. They generally cover most if not all evaluation indicators, including the relevance, efficiency, effectiveness, impact and sustainability of the project/program.

An **annual report** is a good marketing tool that presents the actions and accomplishments of an organisation during the financial year. It provides public evidence of financial stability and showcases the achievements of an organisation.

Reporting styles

- ❖ The Balanced Scorecard Management System is a useful framework in which to report on organisational strategies and directions. It enables organisations to clarify their vision and
- ❖ strategy and translate them into action.
- ❖ Bennett's Hierarchy provides a logical framework in which to collect, measure, analyse and
- ❖ report on performance information. The Hierarchy describes a cause-and-effect chain through the identification of outcomes at seven levels. It provides a structure for a performance story, and enables organisations to identify any gaps in their knowledge.
- ❖ Narrative reporting is particularly useful in strategic planning because it provides a medium for defining relationships, sequencing events, determining cause and effect and setting priorities among items under consideration.

Presentation Tips

- ❖ Presentation is a key element in successful report writing. Formatting, revising and proof reading are important processes for good presentation.
- ❖ All reports should have an Executive Summary that presents the essential elements of the report from the introduction through to the recommendations and outcomes.

- ❖ Reports should be visually appealing and easy to read. Diagrams, figures, charts, tables and graphs can all add interest to a report.

Reporting of the Future

- ❖ Consumers are having a greater say in the information they want presented by an organisation and this is leading to a market-led reporting model.
- ❖ Reporting is moving from being periodic to continuous with updated information being transmitted to users.
- ❖ The emphasis on non-financial performance measures for economic, social, health, safety and environment issues will continue to grow.
- ❖ Within this changing environment, expectations and demands of contractors/funders to report writing should be kept reasonable and realistic.

Report Analysis may be the responsibility of both the report writer and contractor. For example, the report writer should include outcomes and/or recommendations in their report relevant to their organisation. The contractor should be involved in analysing comparisons and performance to benchmarks. This will include comparing performance between organisations where applicable and considering outcomes in relation to standards and benchmarks.

Report Feedback to the report writer is primarily the responsibility of the contractor. True report feedback is more than a notification that the report has been received. The contractor is responsible for providing feedback on the content and analysis of the report and on the outcomes for the organisation in relation to industry standards, benchmarks and goals. The report writer should also provide feedback to staff of the organisation, where appropriate.

Decision Making - the final part of the cycle - takes place after feedback and dialogue about the report. In response to the feedback from the contractor, the organisation may need to modify the way it is currently operating. Similarly, the contractor may need to make some changes to their overarching goals and intended outcomes. The decisions that are made following the dialogue between contractor and the organisation may influence the type of contractual report that is required to be written next time by the organisation. Decisionmaking is one of the key outcomes of report writing and if the cycle is followed, writing reports will be seen as a valuable task of an organisation.

Kinds of Reporting

Reporters cover a variety of assignments like accidents, court cases, crime, proceedings of legislatures, communal incidents, demonstrations, death, etc. besides political, social, economic and cultural events and sports.

- ❖ Reporting Accidents
- ❖ Reporting Crimes
- ❖ Reporting Court Cases
- ❖ Reporting Sports News
- ❖ Reporting Election News
- ❖ Other Reportings
- ❖ Investigative Reporting

UNIT – IV

Basics of Editing

The ideal principle, which governs editing, is: ‘never overestimate the public’s knowledge and never underestimate the public’s intelligence’. In a news organization, editing plays a vital role. A news story is written by hurried reporters, and is rough-edged like raw diamond. Hence, the copy is polished and honed by a team of editors. Thus, editing is done to achieve a balance of news between that originating within the organization and that pouring in from outside. Sorting out and sifting also helps induce parity between the well-written articles and those written by the inexperienced reporters. In the process, the unwanted matter gets weeded out. Only the newsworthy stories are finally selected. These are checked and rechecked for grammar, syntax, facts, figures, and sense and also clarified for betterment, and are condensed for economy of space.

Objectives of Editing:

1. **Striving for focus and accuracy:** Accuracy is one of the chief corners of the editing stage. News reports have the professional and ethical responsibility to include in their research and writing process the checking of facts, which includes the correct spelling and pronunciation of names, the factual details of a story, and any basis upon which conclusions are drawn. Multiple checks for accuracy are the norm. All careful, responsible writers should do the same. The reliability of the finished text depends upon accuracy in the researching and writing process.
2. **Fact Checking:** The internet has increased access to sources for checking facts. Unfortunately, the internet has also increased access to dubious sources. Debates about the

academic credibility and trustworthiness of sources to which the public can contribute will probably continue as expanding internet access changes the rules by which sources are evaluated. Ready access, speed, and the look of authenticity typically influence public use and acceptance of available resources, as the proliferation of medical, legal, and other specialty web sites attest. One can even watch surgical operations online. Who is to say what is real and what is staged? Most internet users are savvy enough to avoid entering credit card information on unfamiliar and unverified websites. The “buyers beware” admonition is just as applicable to those who would use the web indiscriminately to find factual information.

3. **Maintaining Objectivity:** Inaccurate information can also be dispersed by well-meaning sources. For example, a distraught mother who claims that her incarcerated son is an innocent victim of a federal law might have reached that erroneous conclusion as a result of her own emotional investment in her son's case, as opposed to the facts of the case. To maintain objectivity, one can report the mother's perspective as her factual, though undocumented, point of view, while also reporting the contents of the actual arrest warrant or any other claims communicated by the arresting authority.

4. **Staying on Track:** Maintaining the focus of a piece of writing is another important element of the editing stage. Writers are notoriously protective of their work. Crafting a text can be a painful, time consuming process. After investing so much time and effort, it is very difficult for some writers to recognize and delete tangential sentences or passages-particularly if they are well-crafted or contain brilliant ideas. Writers can also be blinded to generalizations that do not adequately cover the specifics of a topic. In short, taking on an editor's role often conflicts with the writer's emotional and intellectual investment in the writing process. For that reason, it is common for many writers to distance themselves from the text before editing it, or to ask someone else to read the text as a dispassionate editor.

Principles of Editing:

- ❖ The principles of Good News Editing:
- ❖ Accuracy
- ❖ Attribution
- ❖ Balance and Fairness
- ❖ Brevity
- ❖ Clarity
- ❖ Readability
- ❖ Human interest and
- ❖ Sharp observation

Accuracy:

The sub editor should be obsessed with accuracy because one mistake can destroy the reputation of a newspaper or magazine, and it takes just fraction of a second to make one. Checking and crosschecking names, figures and verifying facts are of utmost importance.

Attribution:

Always attribute the news to the source so that readers can judge its credibility. “A highly placed Defense Personnel, Finance Ministry Sources”. Etc. are attributions that help readers to arrive at their own conclusions, while steering clear of the suspicion that the reporter is giving his own version of the story.

Balance and Fairness:

Balance and fairness form the foundation of good editing. Balance is giving both sides of the picture, while fairness is not taking sides. It also means not providing support to political parties, institutions, communities or individuals, etc., through the columns of the newspaper. It is the attribute of a professional reporter and the duty of a sub editor to implement it.

Brevity:

Brevity is a great virtue in journalism appreciated by readers and editors alike. It is telling a story, as it should be, without beating around the bush. It saves time and space and wins applause when consummated to perfection.

Clarity:

Clarity is the ability to think clearly and translate it into paper—a quality that can take one to the higher echelons of media hierarchy. Readability has a bearing on sentence length and simple and forthright manner of expression.

Readability:

The average length of a sentence should not exceed 18 words, which is standard. It is not easy to read a sentence with more than 18 words. Beyond 25 words the sentence would be very difficult to read, though some accomplished authors have far exceeded the standard and yet remained readable because of their craftsmanship. But beginners are advised to stay out of long-winding and complicated sentence constructions. The best way is to write news stories using simple words, short and simple sentences.

Human Interest:

Using a style that arouses human interest is what the craft of editing is all about. Sub editors should see the events from the readers’ point of view and the news stories keeping the reader ever in mind along with his hopes, fears and aspirations. The sub editor should identify himself with the proverbial common man who does not exist but represents the silent majority whom the journalist is duty-bound to defend and protect.

Editorial Policy

Writing editorials is one of the most important, high-profile and controversy-ridden responsibilities of The Channels editors. College leaders—from students and faculty to key administrators—read editorials to see what the best, brightest and most informed students advocate on pressing campus issues. The editorial writer has tremendous power to influence opinion and policy, a power that brings with it awesome responsibility. In general, an editorial is a strongly worded opinion column that seeks to persuade or enlighten. The editorial writer should thoroughly research and understand all sides of an issue, then develop this background into a well-supported and argued opinion. Even when disagreeing, the editorial writer should strive for a tone that is courteous and fair. Editorial topics and positions are developed by consensus of the editorial board. The editorial writer may be written by an individual team, but the writer or writers always speak for the board majority. Editorials are unsigned. The following guidelines should be considered in the development of editorials: **Types of editorials**

Persuasive—meant to influence readers or policy makers, to urge them to take a particular stand.

Explanatory or Analysis—still opinion, but mostly casts new light on ongoing issue.

Localization of state or federal issue good example of this.

Obituary—laudatory in nature. Commentary on person leaving public service is similar type.

Endorsement—in political races.

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.

Other guidelines

- ❖ Editorials should be based on campus developments that already have been reported in the news column of The Channels. To do otherwise makes the editorial column the vehicle of reporting, and that is not its function; its function is analysis, comment, and opinion. An editorial may, when odd publication dates require it, appear simultaneously with a news story on which it comments.
- ❖ Remember who you are writing for and explain everything. Make sure you briefly restate the issues you are opining about. Expect that readers know nothing about the issue.
- ❖ Strive to show how the editorial subject will directly affect the reader.
- ❖ As with all good writing, avoid overgeneralizations and assumptions. Follow same rules as reporting when it comes to libel and use of language. Be careful. Always take the high road. No personal attacks or mean-spirited attacks.
- ❖ A cartoon should be assigned to illustrate the theme of the editorial.
- ❖ Editorials should include praise as commonly as attack or criticism.
- ❖ Beforehand, someone should ask: "Who will the editorial hurt?" or "Who will protest vigorously?" Ponder the responses and be prepared to face the consequences.

Role of the Editor

- ❖ 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.

Role of the News Editor

- ❖ The News Editor is one of the most important persons who plan a daily newspaper. His role in any newspaper office-whether it be weekly or daily-is all pervading. To a national newspaper an active, intelligent and enterprising news editor is the vital spark which energises its news coverage and outlook.
- ❖ He is responsible for a steady and continuous inflow of up-to-the-minute news into newspaper office. Although most of the news supplied is a mechanical process covered by daily routine, but like all machinery of news gathering, the news editor is responsible for watching its smooth functioning. The news editor keeps a careful eye on the routine side of his news collection as well as on the other side of his work or the news desk which calls for more imaginative emulation.

Daily Routine of News Editor

- ❖ His working day begins early. Once he gets to his office there is so much to be one that he has little time to examine thoroughly his own paper and those of rival managements.
- ❖ Therefore, he must begin his reading with his early morning cup of tea and continue it on the way so that when he gets to his desk he has a fair idea of the contents of the morning papers. His assistant will have arrived earlier and will have prepared a list of

his papers, exclusive news items and a more depressing list, that of the stories which the paper has missed.

- ❖ He will probably regard the 'scoops' as in the natural order of things, but he will certainly want to hold an inquest on the news which has been missed, primarily to satisfy himself that there is not a fault in the paper's methods of news gathering which needs to be eradicated.
- ❖ Having dealt with the past he must immediately concern himself with the future and launch his plan of campaign for the next issue. Probably his first task will be to decide whether there is anything in any of the papers which needs to be followed up.
- ❖ Next he must mark the diary and assign the reporters to attend meetings which ought to be specially covered and not left to the news agencies.

- ❖ He must also allot men to the news stories which have cropped up and to enquiries which may not produce immediate results but which may be the preliminary step towards a first-class article a few days later. But he must watch his man-power closely. He must not fritter it away and he must not be left in the position that if later in the morning big news comes in, the reporters' room is empty.
- ❖ It is certainly not false economy to have one or two reporters sitting idle; if they are wise they will spend their free time in reading newspapers, books, or periodicals which can always be borrowed from the office library.
- ❖ It is the great thrill of the News Editor's life that he can never guess when the big news will break. One News Editor certainly will never forget the moment when a pale-faced messenger tore an item off the tape machine and put on his desk the first news of the death of Lal Bahadur Shastri. Or another moment when, as he sat quietly in his armchair, the telephone rang in the late evening and he was informed that his paper's Patna correspondent had been kidnapped.

Morning News Conference of News Editor

Assuming that the morning is a norm's one the News Editor, having allotted the reporters their assignments turns his attention to the preparations for the morning news conference, for which he is primarily responsible.

This is generally attended by the Editor or one of his assistants, the Junior Editors and their assistants, the picture editor, the cartographer, a representative of the City Department, and a man from the circulating department which should always be kept in close touch with the news as it arises.

This conference is usually of an informal character when ideas on the day's news and on space requirements are freely exchanged in preparation for the more important conference which will be held in the late afternoon.

The News Editor also remains in communication with many of the special writers, who do much of their work away from the office, and with the heads of other departments. He goes through the 'marked papers' in which the contributions from correspondents are brought to his notice. That is why it is held that the News Editor should not stick to his desk all the time, because good contacts are necessary for the maintenance of a first class news service. For that reason, most of the News Editors of the national newspapers are given an entertainment allowance and most of it is spent at the luncheon table.

Role of Chief Sub Editor

- ❖ Press sub-editors, or subs, check the written text of newspapers, magazines or websites before it is published. They are responsible for ensuring the correct grammar, spelling, house style and tone of the published work.
- ❖ Sub editors make sure that the copy is factually correct and that it suits the target market. They also lay out the story on the page, write headings and captions, and may be involved with overall page design.
- ❖ Like other journalism roles, sub-editing is demanding and requires constant attention to detail in a fast-paced working environment.
- ❖ Responsibilities
- ❖ To be a good sub editor, you must be an all-rounder: you need to know media law, have a keen eye for detail and be able to put a story together with speed and style.
- ❖ Depending on the nature of employment and the extent to which production and layout work falls within the sub-editor's remit, your tasks will typically involve the following:
 - ❖ Editing copy, written by reporters or features writers, to remove spelling mistakes and grammatical errors
 - ❖ Rewriting material so 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 material as necessary
 - ❖ Writing headlines that capture the essence of the story or are clever or amusing
 - ❖ Writing standfirsts or 'sells' (brief introductions, which sum up the story underneath the headline)
 - ❖ Liaising with reporters, journalists and editors
 - ❖ Checking facts and stories to ensure they are accurate, adhere to copyright laws, are not libelous or go against the publication's policy
 - ❖ Cropping photos and deciding where to use them for best effect and writing picture captions
 - ❖ Proofreading complete pages produced by other sub-editors using the main basic proofing symbols
 - ❖ Working to a page plan to ensure that the right stories appear in the correct place on each page
 - ❖ Laying out pages and, depending on the nature of the role, playing a part in page design

- ❖ Manipulating on-screen copy using appropriate desktop publishing software, such as Quark Express, InDesign and Photoshop
- ❖ Keeping up to date with sector issues, e.g. by reading related publications
- ❖ Adapting all these skills for a publication's website.

Career prospects

- ❖ The most junior post for a sub-editor is that of copy sub, which is simply dealing with the written text. Being given greater responsibility for page design and layout is the next step up.
- ❖ The sub-editing role provides an excellent opportunity to gain an insight into all aspects of journalism, with exposure to writing, design and production skills.
- ❖ Sub-editors with experience often get the opportunity to write features, especially if they have been working on a specific section, such as sport, the arts, business or finance. This is valuable experience for anyone aiming towards a career in writing. Sub-editors could also move into a full-time design and production role.
- ❖ In some instances the role of the sub-editor is changing. A few newspapers have decided to eliminate this layer of the editorial process as a cost-cutting exercise and instead reporters are expected to write their copy directly onto the page, sub it themselves and write their own headlines.
- ❖ There are also changes with where sub-editing is carried out, with a greater degree of flexibility being offered in many cases. Sometimes it is outsourced to freelancers living miles from the rest of the publication, even abroad, or it may be carried out by employed staff working from different locations, outside of the main office.
- ❖ The print industry is in a state of flux, and journalism for the web is a growth area. Here, the sub-editor's ease with technical issues and good writing ability are a useful combination.
- ❖ Magazines and small newspapers have less clear-cut definitions between journalists, sub-editors and production editors, so a move to a smaller publication can be very useful to develop a real breadth of experience.
- ❖ Many of the larger newspaper groups own titles all over the country and one way to gain promotion is to apply for more senior posts within your own newspaper group.
- ❖ Like other journalists, sub-editors can find employment as press officers for companies or working with public relations (PR) agencies, writing the kind of copy that is likely to be accepted by other media.

- ❖ A willingness to relocate and work for different companies can help to advance your development and broaden your career prospects. The ability to maintain industry contacts and respond quickly to new opportunities is very useful.

Role of Sub Editors

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

LANGUAGE OF JOURNALISM

What is journalism?

The history of journalism in elective democracies around the world has been described as the emergence of a professional identity of journalists with claims to an exclusive role and status in society, based on and at times fiercely defended by their occupational ideology. Although the conceptualization of journalism as a professional ideology can be traced throughout the literature on journalism studies, scholars tend to take the building blocks of such an ideology more or less for granted. In this article the ideal-typical values of journalism's ideology are operationalized and investigated in terms of how these values are challenged or changed in the context of current cultural and technological developments. It is argued that multiculturalism and multimedia are similar and poignant examples of such developments. If the professional identity of journalists can be seen as kept together by the social cement of an occupational ideology of journalism, the analysis in this article shows how journalism in the self-perceptions of journalists has come to mean much more than its modernist bias of telling people what they need to know.

Journalism is and has been theorized, researched, studied and criticized worldwide by people coming from a wide variety of disciplines. Indeed, research about journalism and among journalists has been established as a widely acknowledged field, particularly in the second half of the 20th century. Worldwide one can find universities, schools and colleges with dedicated departments, research and teaching programs in journalism. The field even has its own international and national journals. ¹ This suggests journalism as a discipline and an object of study is based on a consensual body of knowledge, a widely shared understanding of key theories and methods, and an international practice of teaching, learning and researching journalism. Alas, this is

Writing a News Story

1. What can I write about? What is news?

On the surface, defining news is a simple task. News is an account of what is happening around us. It may involve current events, new initiatives or ongoing projects or issues. But a newspaper does not only print news of the day. It also prints background analysis, opinions,

and human interest stories. Choosing what news can be harder. The reporter chooses stories from the flood of information and events happening in the world and in their community. Stories are normally selected because of their importance, emotion, impact, timeliness and interest. Note: all these factors do not have to coincide in each and every story!

2. Identify what kind of a story it is Hard news (+/- 600 words):

This is how journalists refer to news of the day. It is a chronicle of current events/incidents and is the most common news style on the front page of your typical newspaper. It starts with a summary lead. What happened? Where? When? To/by whom? Why? (The journalist's 5 W's). It must be kept brief and simple, because the purpose of the rest of the story will be to elaborate on this lead. Keep the writing clean and uncluttered. Most important, give the readers the information they need. If Softball New Zealand announced a game development initiative yesterday, that's today's hard news.

Soft news (+/-600 words): This is a term for all the news that isn't time-sensitive. Soft news includes profiles of people, programs or organizations. As we discussed earlier, the "lead" is more literary. Most of YPP's news content is soft news.

Feature (+/-1500 words): A news feature takes one step back from the headlines. It explores an issue. News features are less time-sensitive than hard news but no less newsworthy. They can be an effective way to write about complex issues too large for the terse style of a hard news item. Hall of fame inductees are a perfect example. The stories of their Softball career are full of interest which can be reflected in a longer piece. Features are journalism's shopping centre. They're full of interesting people, ideas, colour, lights, action and energy. Storytelling at its height! A good feature is about the people in your community and their struggles, victories and defeats. A feature takes a certain angle (i.e. the resurrection of a club or playing field) and explores it by interviewing the people involved and drawing conclusions from that information. The writer takes an important issue of the day and explains it to the reader through comments from people involved in the story.

Hint: Remember to "balance" your story. Present the opinions of people on both sides of an issue and let the readers make their own decision on who to believe. No personal opinions are allowed. The quotes from the people you interview make up the story. You are the narrator.

Editorial: The editorial expresses an opinion. The editorial page of the newspaper lets the writer comment on issues in the news. All editorials are personal but the topics must still be relevant to the reader.

3. Structure for your article

The structure of a news story (hard & soft news & features) is simple: a lead and the body.

The lead

One of the most important elements of news writing is the opening paragraph or two of the story. Journalists refer to this as the "lead," and its function is to summarize the story and/or to draw the reader in (depending on whether it is a "hard" or "soft" news story - See below for the difference between these two genres of news stories).

In a **hard news story**, the lead should be a full summary of what is to follow. It should incorporate as many of the 5 "W's" of journalism (who, what, where, when and why) as possible. (e.g. "Barry Paton throws a perfect game at Surrey Park Saturday afternoon against Demons in the final of Softball's Calder McKay Shield". - Can you identify the 5 W's in this lead?)

In a **soft news story**, the lead should present the subject of the story by allusion. This type of opening is somewhat literary. Like a novelist, the role of the writer is to grab the attention of the reader. (e.g. "Until four years ago, J Davis played in Dunedin...") Once the reader is drawn in, the 5 "W's" should be incorporated into the body of the story, but not necessarily at the very top.

The body

The body of the story involves combining the opinions of the people you interview, some factual data, and a narrative which helps the story flow. A word of caution, however. In this style of writing, you are not allowed to "editorialise" (state your own opinion) in any way.

Remember:

The role of a reporter is to find out what people are thinking of an issue and to report the opinions of different stakeholders of an issue. These comments make up the bulk of the story. The narrative helps to weave the comments into a coherent whole. Hint: Stick to one particular theme throughout the story. You can put in different details but they all have to relate to the original idea of the piece. (e.g. If your story is about a Softballer making the Black Sox and their relationship with the club and community you DO NOT want to go into details about their employment).

As a reporter, you are the eyes and ears for the readers. You should try to provide some visual details to bring the story to life (this is difficult if you have conducted only phone interviews, which is why face-to-face is best). You should also try to get a feel for the story. Having a feel means getting some understanding of the emotional background of the piece and the people involved in it. Try to get a sense of the characters involved and why they feel the way they do.

Okay, got it? Let's look at two examples as a way of summarising the essentials:

Softballer's are banding together to start a new club. You want to show why are they doing that and the changes are they trying to make in the community. You want to say who they are and the strategies they are using.

A club is having their first premier tournament. Why? What is the purpose for doing this? Do they believe this new tournament will add value to regional Softball? What form or structure will the tournament take?

4. Further tips for news writing

- ❖ Finding story ideas
- ❖ Keep your eyes and ears open; listen to what your friends are talking about.
- ❖ Read everything you can get your hands on; get story ideas from other newspapers and magazines.
- ❖ Think of a youth angle to a current news story.
- ❖ Research a subject that interests you ask yourself what you would like to know more about.
- ❖ Talk to people in a specific field to find out what is important to them.

Newsgathering

- ❖ Begin collecting articles on your subject.
- ❖ Talk to friends and associates about the subject.
- ❖ Contact any agencies or associations with interest or professional knowledge in the area.
- ❖ Create a list of people you want to interview; cover both sides of the story by interviewing people on both sides of the issue.
- ❖ Collect statistics and reports on the subject get old press releases or reports to use as background.

Interviewing do's and don'ts

- ❖ Be polite.
- ❖ Explain the ground rules of the interview to people unfamiliar with how the media works - this means that you tell them the information they give you can and will be published. If they do not want any part of what they say published, they need to tell you it is "off the record."
- ❖ Tape the interview (so if anyone comes back at you, you have the proof of what was said).
- ❖ Build a relationship with the person being interviewed.

- ❖ Start with easy questions; end with difficult questions.
- ❖ Read the body language of the person you're interviewing and if they get defensive, back away from the question you are asking and return later.
- ❖ Don't attack the source.
- ❖ Keep control of the interview; don't let the subject ramble or stray from the subject.
- ❖ On the other hand, don't let your "opinion" of what the story should be colour the interview. Always remember that the person you are talking with knows more about the subject than you do.

Organising the information

- ❖ Gather your notes, interviews and research into a file.
- ❖ Review your notes.
- ❖ Look for a common theme.
- ❖ Search your notes for good quotes or interesting facts.
- ❖ Develop a focus.
- ❖ Write the focus of the article down in two or three sentences.

Writing and editing

- ❖ Remember you are the narrator, the story teller.
- ❖ Don't be afraid to rewrite.
- ❖ Be as clear and concise in the writing as possible.
- ❖ Avoid run-on sentences.
- ❖ Be direct.
- ❖ Tell a good story.
- ❖ Tell the reader what you think they want to know.
- ❖ Always ask yourself what the story is about.
- ❖ Read the story out loud; listen carefully.

Leads in Narrative Writing

TALKING LEAD

This lead begins with dialogue.

Boring:

There was a bat in our house last summer.

Better:

“Quick, hit the floor,” my dad yelled. “Whatever you do, don’t look up!” my mother added as I dropped to the floor and slid myself under my bed. It was a terrifying night for my family when we discovered a bat in our house.

SOUND EFFECT LEAD

This lead gets the reader quickly involved in the story by starting with an event or some kind of action.

Boring:

There was a loud storm outside my house last night.

Better:

Smash! The window cracked, the wind howled, and the door flung open. Rain poured in through the screen, drenching the welcome mat inside our house. I will never forget the fierce storm that invaded my house last night.

ACTION LEAD

You can get the reader quickly involved in the story by starting with an exciting event or some kind of action.

Boring:

I was excited for my birthday party.

Better: I threw on my favorite red dress and scrambled down the stairs as fast as I could. It was my 8th birthday, and I couldn't wait for the party to begin. **SNAPSHOT LEAD**
When you paint a picture with words, you draw the reader in.

Boring:

Ice-skating is my favorite sport.

Better:

It's ten degrees below zero, and the river is frozen a foot thick. It makes snapping sounds like the limbs of a tree cracking. A lone figure glides along the black ice, moving towards the city. The only sound is the scraping of each blade as it bites into the river. That's me doing my favorite sport, ice-skating.

QUESTION LEAD

This lead begins by asking an interesting question.

Boring:

In this story I will tell you about playing football with my friends.

Better:

In what sport can you tackle opponents, catch 30-yard touchdown passes in overtime, and sack the quarterback before he can even complete a pass? In football, of course. It's my favorite sport.

FLASHBACK LEAD

This lead takes the reader back to a specific event in the past that relates to the topic.

Boring:

I remember the time when I won the game for my team.

Better:

- ❖ I could feel the sweat pouring off my body as I watched the seconds tick off the clock. It was as if I was dribbling in slow motion, weaving in and out of the defenders, and heading towards the hoop. As the buzzer sounded, I felt the ball roll off of my finger tips, and I watched anxiously as it spun around the rim for what seemed like an eternity. I finally heard the swish of the net. I had won the game for my team!

WRITING THE HEADLINE

Your headline is the first, and perhaps only, impression you make on a prospective reader. Without a headline or post title that turns a browser into a reader, the rest of your words may as well not even exist. But a headline can do more than simply grab attention. A

great headline can also communicate a full message to its intended audience, and it absolutely must lure the reader into your body text.

In page Layout

The layout editor should make the headlines work with the graphics and the art on the page. Most reader surveys show that newspaper readers look first at photos on a page, then headlines.

The page designer should leave Ample Room so writers can create good headlines. Also, the layout editor should vary the Size and Shape of headlines to accurately grade the news elements for the reader.

Some basic Types of headlines: **banner (streamer), hammer, kicker or eyebrow (above the main headline), sidesaddle, deck (usually half the point size of the main headline), drop, read-in, read-out, jump heads.**

Some Headline Technicalities

Don't get into the habit of relying on Squeezing or stretching the headline type to fit the space. To trained eyes, it can look sloppy, especially when the "doctored" headline appears near other headlines.

In general, commas are used to replace 'and'; semicolons are used to split multi sentence headlines. Many desks do not allow colons to indicate attribution, except in rare cases, so it might be best to avoid that usage altogether.

Some "headlineese" words to avoid: slate, solon, nix, eyes, acronyms (unless they are well-known, such as CIA, FBI), names of people who are not well known. Don't convict someone in a headline (unless the story is about a conviction) use "in" instead of "for."

Avoid repeating bugs or page titles in headlines. For example, in a regular column that runs with the bug "Insider Trading," avoid using the word "Insiders" in the headline.

Avoid using the same word in several headlines that appear on the same page. This can easily bore the reader.

Headline Typography

How a publication or advertisement is designed tells us a lot about its target audience and about the image, which it is trying to project. For example, in Britain newspapers are generally divided into 'quality' broadsheets and 'popular' tabloids, according to their page size. The cover of the political magazine Prospect uses a cool, formal design, while teenage girls' magazines such as *Mizz* use much more colour and informal typography. The key elements of page design are **colour, size, type style and shape.**

Typefaces: The shape of the letters in which text is typeset can make a big difference to the image, which is conveyed. Typefaces fall into one of three main categories: *serif, sans serif and decorative*. *Serifs* are the little tabs on the corners of the letters. *Sans-serif* typefaces like Helvetica do not have these: they appear plainer, and can be designed in bolder versions than serif typefaces. Generally, serif typefaces are more 'traditional' and authoritative, while sans serif faces have a more modern or technological feel. In a broadsheet, a bold serif type like Times Bold may be used for headlines.

Type style: A tabloid front page may contain many variations in type style.

The headline will usually be typeset in a *bold, condensed, sans-serif* type. **It may be 'reversed out' - printed as white type on a black background.**

Bold means that the letters are made up of thicker strokes (lines) than normal, so the typeface looks blacker. **Condensed** means that the letters are tall and narrow, allowing more of them to be fitted onto a line at a given size. *Oblique* refers to slanted type, usually sans-serif; slanted serif type is usually called *Italic*.

The body - the main text of the story - will usually be set in a serif type because it's easier to read at small sizes; the *subheads* or *cross-heads* between sections of the story may be in either serif or sans-serif type. The style of type used in the **masthead** - the newspaper's logo - will usually tell us a lot about the image, which the newspaper is trying to project. The *Sun* and the *Mirror* are sometimes called 'redtops' in the trade to distinguish them from middlebrow tabloids like the *Express* and *Mail*.

The Grid: Almost all publications are designed on a grid. This is a background with columns on it, into which the type is placed. Headlines, photographs and the boxes containing stories can be run across several columns. Newspapers, particularly tabloids, vary the grid from page to page, or even have different grids for the top and bottom half of the page, or columns of different width on the same page.

Type Alignment: Within a column, type can be arranged in one of several ways: justified, where both edges of the column line up; centered; ranged left (where the left edge of the column is straight and the right is irregular) or ranged right (the opposite). The body of the story is usually justified; headlines may be justified, centered or ranged left. A broadsheet may use different alignments for different sections of the paper.

Rules: Rules are what designers call straight lines: a '10pt rule' is a straight line ten points thick (a point is 1/72 of an inch). Rules are used above and below stories, or to separate columns; they can also be used as boxes around stories.

News stories: Stories are organized methodically. In a tabloid, the main news story may occupy several times the space of the second story. Type size will be used to differentiate between the main headline, the *strap line*, and the main text of the article. Readers will be led steadily into the story. In both tabloid and broadsheet newspapers, stories will usually fit into a square or rectangle, with any surplus being carried over to another page. A '**jump line**' tells the reader which page to turn to.

Pictures: Tabloids will usually have a large picture on the front page. If there is another picture, it will often be very small: so that the main picture looks larger by comparison. Pictures will usually only be used the same size if they are being directly compared - for example, faces of opposing politicians. Pictures in tabloids will be closely cropped to eliminate any irrelevant information, and captions will be used to ensure that we get the intended meaning. In a broadsheet, more ambiguous or more loosely cropped pictures may be used.

Differentiation: Items on the page can be divided into four categories: general information about the newspaper (its name, price, the date and so on); the day's news stories with their accompanying pictures; 'puffs' or 'plugs' promoting what's in the paper, and advertisements, if any. The differences between these kinds of items are usually made very clear:

A single colour is often used for the *masthead* (the newspaper's logo), which will be set in a type style, which does not appear elsewhere on the page.

News stories are usually typeset in black type on a white background; colour will only be used for the photographs. Stories normally occupy squares or rectangles.

'*Puffs*' are often set in irregular shapes or boxes with rounded corners, and the photos in them may be cut out to extend beyond the border; they may be colourful and contain a variety of text styles. They usually appear at the top of the page, adjacent to the masthead.

Advertisements will also often be in colour, but will be clearly separated from the other items on the page by a rule or box, and will be well away from the masthead.

Putting it all together: A tabloid front page uses all these techniques to make life easy for the reader. It's obvious which are the puffs and which are the news stories; which is the main news story, and in which order we should read the story. In contrast, a broadsheet will use many of the same techniques but in a less pronounced way, offering readers a choice rather than directing the reader into one story.