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TITLE:JOURNALISM

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Unit I

JOURNALISM

PART A

1.What is journalism?

Journalism is the production and distribution of reports and events. The word journalism applies to the occupation, as well as citizen journalists who gather and publish information. Journalistic media include print, television, radio, internet, and in the past, newsreels.

2.what is the role of press in democracy?

The democracy of the public sphere is in the participation of citizens who provide information to the media and share it to society. Media democracy advocates that corporate ownership and commercial pressures influence media content, sharply limiting the range of news, opinions, and entertainment citizens receive.

3.what is the main role of media?

Media are the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communication industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television) and advertising.

4.what is media ethics in Journalism?

Media ethics is the best division of applied ethics dealing with the specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media and the internet. The field cover many varied and highly controversial topics, ranging from war journalism to Benetton ad compaigns.

5.what are the types of ethics?

1.Supernaturalism 2.Subjectivism, 3.Consequentialism, 4. Intuitionism, 5. Emotivism, 6. Duty based ethics, 7.virtue ethics, 8.situation ethics.

6.What is a libel case?

Libel is the written or broadcast form of defamation, distinguished from slander, which is oral defamation. It is a tort (civil wrong) making the person or entity (like a newspaper,magazine or political organization) open to a lawsuit for damages by the person who can prove the statement about him was a lie.

7.What is press laws?

Press laws are the laws concerning the licensing of books and the liberty of expression in all products of the printing-press, especially newspapers.

8.what are the rights of the press?

Freedom of the press the right to report news or circulate opinion with out censorship from the government-was considered one of the great bulwarks of liberty, by the founding fathers of the united states.

9.What is the aim of press council in india?

The press council of india has a two fold objective; one,- to preserve the freedom of the press Open main menu Home.

10.How many members are there in the press council of India?

It is headed by the Chairman, who should be a retired judge of the supreme court of India. The council has 28 members of which 20 have to represent the press by being nominated by the press organisations, agencies and other bodies.

PART B

1.What is the importance of freedom of the press?

Freedom of the press or freedom of the media is the principle that communication and expression through various media, including printed and electronic media, especially published materials, should be considered a right to be exercised freely. Such freedom implies the absence of interference from an overreaching state; its preservation may be sought through constitution or other legal protection and security.

With respect to governmental information, any government may distinguish which materials are public or protected from disclosure to the public. State materials are protected due to either of 2 reasons: the classification of information as sensitive, classified or secret, or the relevance of the information to protecting the national interest. Many governments are also subject to "sunshine laws" or freedom of information legislation that are used to define the ambit of national interest and enable citizens to request access to government-held information.

The United Nations' 1948 Universal Declaration of Human Rights states: "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference, and to seek, receive, and impart information and ideas through any media regardless of frontiers"

This philosophy is usually accompanied by legislation ensuring various degrees of freedom of scientific research (known as scientific freedom), publishing, and press. The depth to which these laws are entrenched in a country's legal system can go as far down as its constitution. The concept of freedom of speech is often covered by the same laws as freedom of the press, thereby giving equal treatment to spoken and published expression. Sweden was the first country in the world to adopt freedom of the press into its constitution with the Freedom of the Press Act of 1766.

.2.What are the five principles of journalism?

Five Core Principles of Journalism

1. Truth and Accuracy

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

2. Independence

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

3. Fairness and Impartiality

Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible,

and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence.

4. Humanity

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

5. Accountability

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

3. what is the importance of ethics in journalism?

Digital journalism, which partially consists of online blogging, instant news updates, live feeds and discussions has blurred the line between ethical and unethical journalism, leaving consumers dissatisfied and sceptical. News consumers now need to use critical thinking in order to compare credible and dumbfounding sources. As columnist Linda Bowles notes, "Unfortunately, the media have trouble distinguishing between real science and propaganda cross-dressed as science."

The possibility of the world having the Internet at its fingertips makes way for every single individual being able to write articles and post them on the Web. The mass use of the Internet has thus distorted the definition of journalism. In such a world, ethics is just as important.

The digital age can/has influenced journalists

To simplify why journalism ethics are so crucial, let's look at a comparison: the human muscle. When not exercised or simply used, the human muscle is weak, less noticeable and lazy. However when exercised, the human muscle grows, becomes strong and much more prominent and noticeable. When looking at unethical journalism, articles are usually weak, as they lack evidence, the correct information, grammar and facts. They exist, but are not so noticeable by the consumer.

Ethical journalism entails factual information, hard evidence, opinions from all parties involved, objective information steered away from subjectivity and outstanding grammar, spelling and punctuation. Ethical journalism, just like an exercised muscle, is strong in content, endures and does not go unnoticed.

The consumer is so overwhelmed with unethical content provided for by the internet that they crave a good piece of factual work.

Why ethical journalism is important

As a journalist you have the responsibility towards society to provide truthful, balanced, factual and objective information while steering away from conflicts of interest and taking society's privacy into account. "However, with the power of the pen in a business that revolves around revealing the shortcomings of others comes an inherent responsibility to act honestly and ethically" states Nick Craddock on PolicyMic. Journalists have the power to influence what society believes and should, as a result provide objective information allowing society to interpret what is being said and done using their own discretion.

Sensationalism should never enter a factual article in order to avoid rumour and speculation.

The consumer has a right to truthful and factual information. Without this the profession of journalism would not exist. "Journalists who take on the often thankless task of developing guidelines should ignore the sceptics and push on with this remarkable reinvention of journalism ethics. The future of responsible journalism depends on it," writes Stephen Ward, founding director of the Center for Journalism Ethics.

The smallest things count

The smallest of factors can determine whether a journalist is ethical or unethical. Double checking facts, having first hand sources, checking grammar, punctuation and spelling and validating material are all key ethics that should not be overlooked.

Journalists at times can be hasty in order to get their story out first, which may result in ethics being overlooked. However, being first and wrong is not ideal. Those who know your work and trust you will wait for your version. As noted above 'the consumer is so overwhelmed with unethical content provided for by the internet that they crave a good piece of factual work'.

4. what is the press council of india act?

Press Council Act, 1978

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. The Council consist of Chairman and 28 other members. 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 which may effect the independence of the press.

PART C

1.What are the Duties and Responsibility of Journalism?

Reporting Duties

Before journalists can write about a subject, they must first gather information. They usually conduct several interviews with people involved in or having knowledge of the subject. They may also go to the scene of an event, such as a crime or an accident, to interview witnesses or law enforcement officers and to document what they see. In addition, they often search public records or other databases to find information and statistics to back up their stories. Researching a story is often similar to conducting an investigation, and journalists must sometimes ask difficult questions. They may have to invest a lot of time tracking down information and people relevant to the story.

Working With People

Even though a news article bears a single journalist's byline, the process requires significant collaboration. How good a journalist's story is often depends on how adept he is at communicating and working with others. For example, journalists take instruction from their editors regarding what angle to approach when writing a story, how long the story should be and whom to interview. They also need strong people and communication skills so they can persuade sources to talk to them. Journalists frequently approach people they don't know, whether when reporting from the scene or calling to request an interview. If they're uncomfortable around strangers, they'll make others uncomfortable as well, making it less likely that people will want to be interviewed.

Legal Responsibilities

In addition to serving the public interest, journalists must also follow the law, especially regarding the confidentiality and privacy of the people they interview or write about. For example, while journalists often tape record their interviews to ensure accuracy, federal and state laws generally make it illegal to record a conversation without the permission of the other party. In this case, journalists must tell their sources they're recording the interview before it begins. Journalists must also understand the laws regarding libel and invasion of privacy. If a journalist is careless when reporting criminal allegations against a person, for example, he could face a defamation lawsuit if the accusations are proved untrue.

Ethical Responsibilities

Some aspects of a journalist's job are not subject to any kind of law but are just as important. Journalists must strive to present an accurate, well-balanced explanation of the stories they cover. For example, they have an obligation to present all sides of an issue, and to conduct extensive research and talk to several sources knowledgeable about the subject. If they present only popular opinion, or if they conduct minimal research without fully exploring the subject, they don't give readers and viewers the information they need to understand the implications of the event or issue. Journalists must also be honest with the people they interview, telling them before talking to them what the article is about and that they plan to quote them in the piece.

2.what are the types of journalism?

Common types of journalism

Investigative journalism

Watch dog journalism

Online journalism

Broadcast journalism

Opinion journalism

Sports journalism

Trade journalism

Entertainment journalism

Political journalism

1. Investigative journalism

Investigative journalism involves thoroughly researching a topic to expose evidence and deliver findings of figures or organizations to a wider audience. Investigative journalists conduct in-depth research and use various tactics to collect information. After collecting and evaluating evidence, investigative journalists write comprehensive reports to expose the subject and provide evidence to support their conclusions.

This type of journalism often requires more time to plan, prepare and research, and is typically a longer form to fully report details of research, findings and conclusions. Investigative journalism can be both print and broadcast media. An example of investigative journalism includes researching businesses to determine whether they promote fair practices.

2. Watch dog journalism

Watch dog journalism is a genre intended to guard society against illegal activity or inefficiency from societal powers, such as corporations and politicians. It is similar to investigative journalism in that the intent is to uncover and expose wrongdoing. Watch dog journalists monitor the activities of large companies and influential figures and report activities that may have negative impacts on society. This type of journalism helps ensure societal powers remain accountable for their actions.

Watch dog journalism can be both print and broadcast media. An example of watch dog journalism includes investigations into political campaign finances to ensure that candidates adhere to campaign finance law.

3. Online journalism

Online journalism reports facts through internet media, such as digital newspapers, blogs or social media. All kinds of information is freely available on the internet, but sources are not always credible. Online journalists create and deliver content that aligns with the traditional journalism practices of objectively reporting the facts of a situation or event. Online journalism allows reporters to quickly deliver information to audiences through online media without delays for print layout, processing and delivery or broadcast time slots.

Related: [Guide to Submitting a Writing Sample](#)

4. Broadcast journalism

Broadcast journalism reports information to the public through media such as radio and television. Branches of broadcast journalism include sports, weather, traffic, news and entertainment. Broadcast journalism can also take the form of investigative, watch dog and

opinion types. Broadcast journalism can include reading the report without corresponding video, narrating a report with a related video playing in the background or conducting a report in the field while capturing live video.

5. Opinion journalism

Opinion journalism reports on a topic using subjective ideas rather than objective facts. Opinion journalists report stories from their own perspective, including their own thoughts and biases. Opinion journalism is unique from other types because the writer can include their viewpoint. It can be important to recognize the difference between opinions and facts. Opinion journalism is useful in helping people understand their own opinions and values as well as to develop a fuller picture of reality when consuming reports from multiple perspectives.

While some opinion journalists may align with your personal viewpoints, balancing those opinions with opposing perspectives is necessary to gain a deeper understanding and develop empathy and respect for diversity. An example of opinion journalism includes political journalists who report on political activity from their own perspective.

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6. Sports journalism

Sports journalism focuses on the subject of athletic news. Sports journalists report scores, standings and rankings for different teams or athletes in different sporting events. Sports journalism can take the form of a specific genre such as investigative or opinion styles. It can be both print and broadcast media. Sports commentating is a form of sports journalism in broadcast and online journalism.

7. Trade journalism

Trade journalism reports on a particular industry or field. Trade journalists detail movements and developments in business that impact people involved in that field. It includes industry-specific news for products such as oil, metals and agriculture as well as business sectors, such as travel, finance and healthcare. Trade journalists process and report on substantial amounts of information regarding market conditions of the trades they cover.

8. Entertainment journalism

Entertainment journalism relates to the current events of popular figures and trends. Entertainment journalists report on the entertainment business, including celebrities, movies, television, books and events. Entertainment journalists may cover movie premiers and awards ceremonies as well as news about the entertainment industry. This type of

journalism can take the form of different genres and is common in print, digital and broadcast media.

9. Political journalism

Political journalism focuses on government, politics and political candidates. It covers different segments of political activity, such as local, national or international news. Political journalists often report on the activities of elected officials, political processes and the results of political work. It includes reporting political news and conducting investigative and watch dog reporting to ensure that the public has access to information about political activity. Political journalists may also report news in the form of the opinion journalism genre. Political journalism applies to print, digital and broadcast media. It is 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.

UNIT II

NEWS

PART-A

1. What is a news?

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

2. What are the 8 basic parts of a newspaper?

1. Headline, 2. Byline, 3. Jumpline, 4. caption, 5. dateline, 6. folio line, 7. index, 8. column

3. What are the three types of news media?

There are three main types of news media: print media, broadcast media, and the internet.

4. What is proximity?

This has to do with location. If an event is happening nearby, it will impact the reader more than if it were happening somewhere else that doesn't affect them as much in another state or in another country. Depending on the story, it may be as well as the same thing.

5. What is a spot news?

Spot news can also call the latest news. When any mistake happened in a speech to any leader. And it was spotted, and it's reported immediately.

6. What is breaking news?

Breaking news refers to events that are currently developing or breaking. Breaking news usually refers to events that are unexpected, such as a plane crash or building fire. Breaking news can also refer to news that occurs late in the day, close to news outlet's usual deadline.

7. What are the major news agencies?

United Press International, Associated Press, Reuters and Agence France Presse—the big four news agencies provide over 90 percent of foreign news printed by the world's newspaper.

PART B

1. What are the characteristics of news?

1) Proximity

Location, location, location. This has to do with location. If an event is happening nearby, it will impact readers more than if it were happening somewhere else that doesn't affect them as much – in another state or in another country. Depending on the story, it may be as well be the same thing.

2) Prominence

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

3) Timeliness

This is related with current situation. Current news has more impact than something that happened yesterday or last week. The news media loses interest in past events because

there is always fresh news somewhere. Often, the most recent development is the feature of the story.

4) Oddity

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

5) Consequence

If the impact of an event may directly affect readers, they will want to know about it. A run-of-the-mill burglary at the Watergate Hotel was white noise on the airwaves until it became clear what the identities of the key players meant for the nation. That bit of news cost a U.S. President his seat.

6) Conflict

Readers are always interested in disagreements, arguments and rivalries. If an event has a conflict attached to it, many readers will be interested on that basis alone. Stories that involve conflict include those about human rights violations, religion, business, sports, trials, wars, politics or even struggles against nature, animals or outer space.

7) Human Interest

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

8) Extremes / Superlatives

Reporters and audiences alike love to hear about the first, the best, the longest, the smallest, the highest. If you can claim one for yourself, do it.

9) Scandal

Everyone loves to hate on the philandering congressman who sends inappropriate pictures under an absurd virtual handle. If you've got info on an honest-to-goodness scandal, reporters everywhere are frothing at the mouth to get the scoop on it.

10) Impact

Number of people affected by the event will affect its newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of ebola.

2. Difference between hard news and soft news.

Hard News and Soft News

Even though it is a tough job since all stories fall into more than one category, news stories are mainly classified into two broad categories- Hard News and Soft News.

Hard news refers to the news stories that have a big impact at the society as a whole and need to be reported urgently. They are factual stories with data, concerning events that are potentially available to analysis. Examples include news on politics, crime, economics, international affairs, natural calamities, riots etc.

Soft news on the other hand refers to the stories that provide other background information about world events, human interest stories or entertainment news. Since these do not deal with serious subjects, they are labelled as "soft". Examples include sports news, celebrity news, or human interest stories that deal with emotions.

The writing styles for both of these differ significantly, as the hard news stories are supposed to be strictly objective- the journalist need not give his or her opinion on the story, but should provide facts as they are. The hard news stories also ideally follow the Inverted Pyramid structure of writing.

Soft stories can be, and are editorialised. They can be subjective, and do not follow the Inverted Pyramid.

This distinction is not straightjacket; sometimes it becomes very difficult to distinguish between the two. For example, where do we classify a story done on the personal lives of politicians?

Another key difference is about the deadlines provided to the journalists. A reporter covering a hard news story is given a much tighter deadline, owing to the urgency of the coverage. Soft news can also be a timeless feature- for example an article on "The Benefits of Chocolate", "Tips To Loose Weight", etc. can be published at any given point of time. The writing style here is much more flexible.

3.what are the things that will interest the readers?

To interest readers is obviously the prime object in all popular writing. The basis of interest in the news story, the special feature article, and the short story is essentially the same.

Whatever the average person likes to hear and see, whatever gives him pleasure and satisfaction, is what he wants to read about. In order to test all phases of a given subject from this point of view, a writer needs to keep in mind the fundamental sources of satisfaction.

Subjects and phases of subjects that attract readers may, for convenience, be divided into the following classes, which, however, are not mutually exclusive: (1) timely topics, (2) unique, novel, and extraordinary persons, things, and events, (3) mysteries, (4) romance, (5) adventure, (6) contests for supremacy, (7) children, (8) animals, (9) hobbies and amusements, (10) familiar persons, places, and objects, (11) prominent persons, places, and objects, (12) matters involving the life, property, and welfare of others, (13) matters that affect the reader's own success and well-being.

Timeliness. Though not absolutely essential, timeliness is a valuable attribute of any subject. Readers like to feel that they are getting the latest facts and the newest ideas, in special feature articles as well as in the news. A subject need not be discarded, however, because it does not make a timely appeal. It may have interest in other respects sufficiently great to compensate for its lack of timeliness.

Many topics that at first glance seem quite unrelated to current activities are found on closer examination to have some aspects that may be brought into connection with timely interests. To a writer keenly alive to everything that is going on in the world, most subjects will be found to have some bearing on what is uppermost in men's minds. Emphasis on that point of contact with current ideas will give to the article the desired timeliness.

PART C

1. Explain the various sources of news in journalism and importance of news sources.

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

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

Radio: It is an audio medium used by many in today's time. We can see people are relying on Radio as a source of information. Radio is prominent and seen in both rural and urban areas. People in rural who cannot afford television rely on radio as it is cheap. If we talk

about urban areas where we do not see many using radio at their houses instead they listen in their cars. Over decades radio has gained popularity and is said to be a good source of news.

Television: television telecasts their news on television through which other newspaper takes their sources. It is said to be the most authentic source of news as it has visuals to establish the authenticity. Television helps and provides newspapers to give detailed information to the audience but television news just doesn't act as the source to the newspaper but also the audience itself.

Newspapers and magazines: these two also act as a good source of news. Newspaper on both the levels national and international provides the best information in details. The newspaper has 5W's and 1H which gives all the significant information at the starting of the news and further deals with the minor details and same is done in the magazines.

Press release: Press Releases are generally used for the release of a particular news. The Press Release should contain worthwhile material which has some news value. A Press Release should be written in a journalistic style and provide facts and information of interest to readers and should cover all aspects of a specific subject. The release should be on current subject and a piece of clear writing without any ambiguity, color or ornamentation but it should at the same time not be generally lengthy.

Press notes: The press notes are less formal in character. These are also issued on important official matters e.g. raising or lowering of tariff rates, price fixation of food grains, subsidy announcement of seeds, fertilizer etc. Apart from the name of department, place and date, a press note mentions headings. Unlike the press communiqué, the newspaper can edit or condense the press notes.

Handouts: The handouts are issued on a variety of subjects like the day-to-day activities of the ministry or departments, VIP speeches, question and answers in Parliament or legislature and the developmental programmes of government departments. It covers the name of the PIB or information department. No official handout is issued, if the minister or a government official has spoken in his personal capacity.

Press statement: the statements are usually given by known people, then he shares his statement with media and later this becomes press statement.

Police station: every event which is of big concern to the police station would be firstly found in the police station. If the reporter wants to know about a crime scene he would get first-hand information from there.

2. write an essay on top news agencies of the world.

1:AP -ASSOCIATE PRESS

The Associated Press (AP) is a U.S.-based not-for-profit news agency headquartered in New York City. Founded in 1846, it operates as a cooperative, unincorporated association. The AP is owned by its contributing newspapers and radio and television stations in the United States, all of which contribute stories to the AP and use material written by its staff journalists.

Its Statement of News Values and Principles spells out its standards and practices.

2: United Press International (UPI)

is an international news agency whose newswires, photo, news film, and audio services provided news material to thousands of newspapers, magazines, radio and television stations for most of the 20th century. At its peak, it had more than 6,000 media subscribers. Since the first of several sales and staff cutbacks in 1982, and the 1999 sale of its broadcast client list to its rival, the Associated Press, UPI has concentrated on smaller information-market niches.

3:The Canadian Press (CP; French: La Presse Canadienne [PC]) is a national news agency headquartered in Toronto, Ontario, Canada. It was established in 1917

as a vehicle to permit Canadian newspapers of the day to exchange their news and information. For most of its history, The Canadian Press has been a private, not-for-profit cooperative, owned and operated by its member newspapers. In mid-2010, however, it announced plans to become a for-profit business owned by three media companies once certain conditions are met

4:Reuters is an international news agency headquartered in London, United Kingdom. It is a division of Thomson Reuters. Until 2008, the Reuters news agency formed part of an independent company, Reuters Group plc, which was also a provider of financial market data. Since the acquisition of Reuters Group by the Thomson Corporation in 2008, the Reuters news agency has been a part of Thomson Reuters, making up the media division. Reuters transmits news in English, French, German, Italian, Spanish, Portuguese, Russian, Urdu, Arabic, Japanese, Korean, and Chinese. It was established in 1851.

5: AFP AGENCY FRANCE PRESSE

Agence France-Presse (AFP) is an international news agency headquartered in Paris, France. Founded in 1835 as Agence Havas, it is the world's oldest news agency, and is the third largest news agency in the modern world after the Associated Press (AP) and Reuters.

AFP has regional offices in Nicosia, Montevideo, Hong Kong, and Washington, D.C., and news bureaux in 150 countries. AFP transmits in French, English, Arabic, Portuguese, Spanish, and German.

6: DPA DEUTSCHE PRESS AGENCY

Deutsche Presse-Agentur GmbH (DPA; German Press Agency) is a German news agency founded in 1949.[1] Based in Hamburg, it has grown to be a major worldwide operation serving print media, radio, television, online, mobile phones, and national news agencies. News is available in German, English, Spanish, and Arabic.

The DPA is the largest press agency in Germany. Along with the main office in Hamburg, there is a central news office in Berlin. The DPA has offices in some 100 countries, including 12 regional German bureaus along with 50 additional offices in Germany.

7: SPA SAUDI PRESS AGENCY

The agency was established in 1970 as the first national news agency in Saudi Arabia. The agency is also the first news agency in the Persian Gulf region. The main goal of its establishment was to serve as a central body to collect and distribute local and international news in Saudi Arabia and abroad.

The SPA is under the responsibility of the ministry of culture and information and therefore, its president directly reports to the minister. The SPA provides the newspapers with a guideline, the editorial line, which should be followed in their reports. The Agency publishes news in both Arabic and English.[4] The SPA has offices in Bonn, Cairo, London, Tunis and Washington, DC.

8: WAM

Emirates News Agency, also known as WAM, is the official news agency of the United Arab Emirates.

Founded: November 1976, Abu Dhabi, United Arab Emirates

Headquarters: Abu Dhabi, United Arab Emirates

Parent agency: UAE National Media Council

9: KUNA KUWAIT NEWS AGENCY

Kuwait News Agency is an official state news wire service based in Kuwait.

Founded: 1956

Headquarters: Shuwaikh, Al Asimah;

Agency executives: - Mubarak Al Duaij Al Sabah, Chairman; - Ahmad Yusuf Behbehani, Deputy Chairman; Ahmad Husain GH. Dashti

10: MINA

Montenegrin News Agency, or MINA, is a Montenegrin national news agency which was formed on March 11, 2002. It is based in the Montenegrin capital Podgorica. MINA's current executive

UNIT - III

REPORTING

PART-A

1.What is a report?

A report is an informative piece of writing concerning a particular person, place, situation, plan, etc; it is addressed to one's superior, members of a committee, etc, and is written in response to a request or instruction. A reporter is slightly different to an essay in the sense that it is a far more formal and professional way of conducting an analysis of your topic, in this case your customer service results.

2.what is the role of a reporter?

Reporters are responsible for delivering updates and analysis on current happening with the main goal to keep public updated. They create stories and breaking news through different channels such as radio, television, online news sites, and printed newspapers and magazines.

3.what is a optimism?

A reporter is also expected to be optimistic in outlook. His aim should be to create a better world and a prosperous society. He should also be capable of insight and initiative, without which he can never make success in life.

4.what is a sports reporting?

This reporting may seem cool for the audience but they don't know the hard work and sweat the reporter has to put provide information to all the viewers. Reporters can cover information about hockey, football as well as cricket tournaments held all around the globe.

5.how to report speeches?

An important duty of a reporter is to summarise speeches and official communications. And bring out the most important points. He should not merely transmit a speech verbatim.

6. how to write a court report?

A court report can change the course of someone's life. Court reports are presented to the judge in certain types of cases, including criminal proceedings against a minor and adoption hearings.

7. what is investigative reporting?

Investigative journalism is a form of journalism in which reporter deeply investigate a single topic of interest, such as serious crimes, political, corruption, or corporate wrongdoing. An investigative journalist may spend months or years researching and preparing a report.

PART-B

1. What are the various types of beats in journalism?

There are various Types of Beats in Journalism. Before saying anything let us for clear the difference between types and beats. Types in journalism mean different fields of journalism that are independent of each other generally, they use different pedagogy and research methods, for e.g. Investigative Journalism, Feature Writing Column Writing, etc. While beats can be called subsets of different types of journalism, A beat is journalism means going in depth in any type of journalism, for e.g. Business Magazines, Weather, Computer Virus Alerts, Entertainment, TV Network Schedules, Local News Resources, Government Directories, Horoscopes, Money, Personal Health Site, Politics, PR Newswires, Social Media, Sports News and much more. The term 'beat' is referred to the way or road taken by an individual on a regular basis. In journalism, the word 'Beat' is also referred to the niche which is appointed to the reporter.

The journalist has an art of conveying in various forms. There are numerous Types of Beats in Journalism which we will try to study in this blog. Some reporting techniques are more popular in a particular field than the rest. The role of the reporter is to deliver the news, show the story according to their perspective and observations, give us the insights, comment on it and to submit the report of the issues on the given period of time. Here are 6 types of popular beats are given as follows:

1. Political Reporting

Political Journalism is a very prolific and very broad branch of journalism. This beat includes coverage of all aspects of politics and its political science. Many people opt for this kind of journalism, it requires a lot of courage and diplomatic smartness. Although the term usually refers specifically to coverage of civil governments and political power.

2. Food Reporting

Food is a kind of industry which can never be outsourced. Food lovers always try to discover new food places near their areas. The job of the beat reporter in this field is to remind people about what's cooking in the local restaurants or any new opening of the outlets of famous restaurants. The reporter tries to connect with the audience by doing advertising and discovering the likes and dislikes in the food preference of the people.

3. Education Reporting

These days many reporters are trying to concentrate on Education reporting which focuses on young people. For the reporters, educational stories are easy to cover which includes exam scores, campus stories, and sports. They can also cover the safety regulations of the students or underpaid teachers in an academy. For example, in India, the reporter announces the results of entrance or final results of schools and colleges.

4. Health Reporting

It is one of the newsworthy issues these days. In today's generation, many individuals have started to focus on their health. The reporter covers the topics like malnutrition, disease, healthcare, pediatric care, nutrition, fitness, growing epidemics and much more. Reports mainly try to focus on prevention of the serious ailment or disease and for that, he must have a great knowledge about that field and provide us the insights.

5. Sports Reporting

This reporting may seem cool for the audience but they don't know the hard work and sweat the reporter has to put to provide information to all the viewers. Reporters can cover information about hockey, football as well as cricket tournaments held all around the globe.

6. Entertainment Reporting

This is one of the famous reporting where the journalist tries to reveal the juicy gossip of the glamorous people in the world. But it is not an easy job. The reporter has to wait for hours for the appearance of the celebrities. Entertainment reporting takes interviews, reviews of music and films and much more. There are many more types of beats in journalism but these six are one of the famous of all.

2. what are the types of crime reporting?

Types of crime reporting:

There are many types of crimes, criminals and victims. There are serious crimes and small offences. There are professional criminals and ordinary people who occasionally break the law. There are crimes which have obvious victims and there are the so-called victim-less crimes (although, as we shall see in a moment, all crimes have a victim somewhere).

It is not always the major crimes which make the most interesting news. Of course, your readers or listeners will be interested to know about an armed hold-up which netted a million dollars. But they may also be interested in the story of a sneak thief who broke into a poor widow's home and killed her much-loved cat.

As with all news, crime stories should be new, unusual, interesting, significant and about people.

New - Crime reporting has to be as up-to-date as possible. This is partly because some crimes depend for their news value on being current. For example, a story about a violent killer on the loose will lose much of its impact (and its value in alerting your audience to danger) once he is captured. Also, because in some societies crimes are a regular feature of life, today's break-and-enter quickly replaces yesterday's break-and-enter in the public's attention. Crime stories get stale quickly.

Unusual - Murders or armed robbery are not everyday events in most communities, and so have news value. However, less serious crime can also have unusual elements. Someone who sneaks on to a bus without paying or throws rubbish on the street may be breaking the law, but it is not very newsworthy. However, if a person stows away on an international airliner, that free flight becomes newsworthy. If the rubbish someone dumps fills three garbage trucks, that too is newsworthy.

Interesting or significant - As we have said, most law-abiding citizens are interested in people who break the law in big or unusual ways. Crimes which by themselves are ordinary can become significant when placed in context. For example, the car theft can be one of hundreds in a city, but it may become significant if it is the hundredth car to be stolen this year.

About people - Crimes involve people, as criminals and victims. The so-called victim-less crime does not really exist. The motorist parked in a No Parking zone at the very least may inconvenience other people and at worst may cause an accident. People who make false declarations to claim government benefits are taking money which could have gone to other people.

Always try to tell a crime story in human terms. Do not concentrate all the time on the police or the criminals. Look at what has happened to the victim. Your readers or listeners are more likely to be victims of crime than they are to be either police officers or criminals.

3. What function do you believe investigative journalism serves for society? What should be its purpose, and why?

Responses:

- To watch the watchers and expose wrongdoing and hypocrisy.
- Investigative journalism should call the powerful to account, and expose corruption. It is important in any democracy. It has nothing to do with prying into the private lives of celebrities – that's a separate matter. Journalists may need some subterfuge to carry it out, but this is not the same as hacking into the telephones of celebrities to get gossip.
- It's supposed to give the public a 'heads up' about certain people who are not obeying the law. They are usually getting financially rewarded to the detriment of tax payers. Private Eye has pages of them and rarely do the national papers do any work on these stories.
- Journalism can hold individuals and institutions accountable in the way that elections every five years or AGMs do not. Its purpose should be to uncover that which others might wish to remain hidden. Preferably issues that affect society, not the issue of which slapper [Ryan] Giggs is shagging.
- The hacking scandal has revealed the worst and the best of journalism. The worst being hacking, bribery and collusion, the best being the investigative journalism of the Guardian (and NYTimes though I haven't read those articles). The Guardian's relentless work on this subject is an example of what investigative journalism can achieve without illegal means. Its purpose should be to reveal matters of public and national interest, to reveal wrongdoing and to unfair treatment of the weak or marginalised in society.
- Its function is to reveal the truth, to root out facts many people often want to keep hidden, to re-establish fairness, to shine light in dark places. Good investigative journalism is journalism's strongest suit.

- Investigative journalism should be able to uncover the truth and not be selective in its revelations. It should not be tainted by people and/or organisations that do not want the truth revealed.
- To bring to our attention stuff that matters. To uncover that which people in power would like to keep secret for their own gain and the detriment of society.
- It should concentrate on exposing corruption, exploitation, illegal practices that are harmful to individuals or society, etc. Investigative journalism shouldn't be used, as it so often is now, to find out sensational and salacious gossip about celebrities and victims of tragedies. It should be used in the public interest, not for things that are merely of interest to the public, as I think Hugh Grant put it.
- Investigative journalism firstly diverts resources and expertise into unmasking potential abuses of power and/or developments that stand to significantly impact on the life of a proportion of society, or at the very least creates a system of monitoring powerful interests that may check abuses of power with such outcomes. This is an extension of the liberal democratic/enlightenment ideal of limiting power and influence, as an informal check on the illegal or questionable activities of resourced actors Secondly, it should also draw attention to passive shortcomings in public policy that affect the public. This is a guardianship role, where laws, regulations, and the operation of significant public and private bodies are scrutinised for effectiveness and for their fulfilment of the public good.
- It should serve as a check and balance against power hungry corporations and government. It should inform the public rather than sensationalise. There appears to be little investigative journalism these days as it is not profitable. Please do not let the UK follow in the footsteps of US and Australian media – tabloid news rather than unbiased reporting. Give me facts and links so that I can read further.
- Investigative journalism provides truth about people from government and other entities such as corporations who attempt to keep their often illegal activities secret. Its purpose is expose such actions so that those involved can be held accountable.
- Investigative journalism simply does in a more detailed and comprehensive way what all journalism should do, namely act as a watchdog in the public interest. In particular, it must expose abuses of power wherever it finds them – and these days these are to be found as much in the corporate sector as in the state sector. Very sadly, some of the worst offenders in this respect are newspapers themselves.

PART C

Explain the types of reporters.

Introduction to Reporting Reporting is the art, business, skill, profession of gathering information for immediate use. It is the part of collection and selection of information. The collection of information is the major aspect of reporting. Sometimes, the process of gathering news may involve risk of life. Unexpected news sources are important to generate significant news but your information from there needs careful verification. The process of selection of news starts in the newsroom on scheduled time. Specific desks are responsible for editing the specific type of news like political, commercial, sports and so on. This process is supervised by the news editor. Reporting is the dynamic of the news. If it fails the newspaper would fail. Reporting has become a big business today.

Types of Reporters

There are various types of reporter who reports on a various field. Some of the types of reporter are as follow:

Assignment Reporters

Assignment reporters are also called general assignment reporters. It covers the notable incidents in their news coverage areas. The work of an assignment reporter is to write stories about community news events, such as car accidents or celebrity visits. It is the duty of a reporter because they are assigned by an editor.

Broadcast Captioner

Broadcast captioners are also called steno captioners. They use court reporting skills on the Stenotype machine to provide captions of live television programs for deaf and hard-of-hearing viewers through real time technology. They caption news, emergency broadcasts, sports events, and another programming.

CART Provider

The captioning process is called Communication Access Realtime Translation (CART). It is also known as live-event captioning. It allows court reporters to provide more personalized services for deaf and hard-of-hearing people. CART providers accompany deaf and hard-of-hearing clients as needed. Freelance reporters are hired by corporations, unions, associations, and other individuals and groups. It refers to the accurate, complete, and secure records of pretrial depositions,

Freelance Reporter

Freelance reporters are hired by corporations, unions, associations, and other individuals and groups. It refers to the accurate, complete, and secure records of pretrial depositions.

Official Reporter

Official reporters work for the judicial system to convert the spoken word into text. The Official court reporters are front and center at controversial or famous cases like criminal trials, millionaire divorces, government corruption trials and lawsuits – ensuring that an accurate, complete and secure record of the proceedings is produced. The Official court reporters may also provide real-time during a courtroom setting to allow participants to read on a display screen.

Webcasters

Webcasters are reporters who use their training to capture financial earnings reports, sales meetings, press conferences, product introductions, and technical training seminars. They also instantly transmit the captions to all parties involved via the Internet. As participants speak into telephones or microphones, the words appear on everyone's computers, accompanied by any relevant documents or graphics.

Beat Reporters

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

2.Explain the qualities of the reporters.

Qualities

1. News Sense:

News sense is the basic quality of newsmen. Every reporter has to have news sense or nose for news to distinguish news from non-news.

He should be able to compare various news values and decide where to begin his story and should not miss important details.

News sense is essential for a sub-editor also. 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.

2. Clarity:

A reporter should have clarity of mind and expression. A person who is confused himself cannot tell a story to others.

Only clarity of mind is not enough unless it is accompanied by clarity of expression. Without clarity of expression clarity of mind has no meaning.

ADVERTISEMENTS:

Sub-editor is the judge of clarity of the copy a good sub-editor 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.

3. Objectivity:

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

4. Accuracy:

A reporter should strive for accuracy. He should check and re-check his facts till he is satisfied that he has them accurate. In this respect he should not take any chance as accuracy is directly proportional to the credibility of a reporter and his newspaper.

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.

ADVERTISEMENTS:

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.

5. Alertness:

A reporter should always be alert while dealing with his subjects. Many major news breaks in the past were possible because of alertness of reporters. 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.

6. Speed:

In today's world speed matters everywhere. A person who cannot work fast cannot be a good reporter. While maintaining all other desirable qualities a reporter should strive to work faster. He should think fast, decide fast and write or type fast for he has to meet deadlines or may have to go to another assignment.

A sub-editor also 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. A slow sub-editor is a curse at the news desk and is treated with contempt. Some people are misfits in the profession.

7. Calmness:

Reporters and sub-editors often work in trying circumstances. They have to remain calm and composed in most exciting and tragic circumstances.

In many situations they have to be calm— devoid of hysterical actions or utterances and apply appropriate mental and physical effort to write or edit the story.

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. Being in the field, reporters face many such occasions when they have to control their emotions.

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.

8. Curiosity:

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

This characteristic will keep on improving a sub-editor for with every passing day a curious sub-editor 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.

9. Scepticism:

It is another necessary quality which a reporter and a sub-editor should cultivate. They should not take anything for granted. They 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. Many a time reporters' fall into such traps in good faith. They should have enough scepticism to avoid such plots.

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 allow anything to go in news columns that should actually go as advertisement. They should not fail to check even reporters, copy for such foul play.

10. Punctuality:

It is a good habit. For reporters it is a must for if they are not punctual they may miss something for which they may have to depend on secondary sources. It is always better to be punctual and then wait than reach late and ask others—a rival may misinform you or hide some important information.

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.

11. Patience:

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

Most of the time a reporter waits for someone or something and patience gives him the willingness for wait without becoming disgruntled or anxious.

Many a time he has to tolerate other people's shortcomings and has to remain unperturbed by someone else's slowness or other quirks.

Patience also helps sub-editors as they work long hours in trying conditions. They have to put up with many annoying situations everyday vis-a-vis reporters, proof readers or typesetters.

12. 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's copy and make it lively. Besides, imaginative headlines attract the reader and improve the quality of a newspaper.

13. Farsightedness:

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.

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

It helps reporters and sub-editors in determining the importance of an event. A reporter with foresight can think ahead and prepare for eventualities.

With a little forethought sub-editors can plan their work so as to avoid tension and it results in better functioning of the desk.

14. Self-discipline:

One can achieve a degree of proficiency in sub-editing or reporting by systematic effort and self-control. In this sense self-discipline suggests dedication and firm commitment. It helps in journalism as in any other field.

15. Integrity:

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

16. Fearlessness and Frankness:

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

The reporter will have to probe, question, authenticate and exercise his power of deduction to get a good story.

17. Tactfulness:

A reporter should be tactful. He should have the ability to handle sensitive people and situations gracefully without causing hurt or angry feelings. He should be considerate of others and should be careful not to embarrass, upset or offend them.

A reporter should have flexible and sociable personality and should have a nature that relishes variety of experiences.

He should have an understanding of human behaviour and emotions. This will help him in developing contacts that are so essential for news gathering.

18. Initiative:

A reporter who works in the field should have an outgoing nature with initiative and drive. These qualities will help him get acquainted with news sources and get stories from them. A meek, retiring or shy person is not fit for reporting.

He may be good at his desk. Reporters need a fair amount of assertiveness and aggressiveness to be successful in their career.-

19. Mobility:

A reporter should be mobile. He should enjoy moving around and should not hesitate travelling distances to get stories when required.

He should go to his news sources as often as possible for such constant contacts help him get news. A mobile reporter is seldom caught napping when a major story breaks.

20. Diligence:

Reporters and 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.

UNIT - IV

EDITING

PART-A

1.who is the editor of a newspaper?

The editor is the head of the editorial department of a newspaper. In a large newspaper, he is assisted by many associate and assistant editors and sub-editors. It is he who represents the paper.

2.what is the concept of editing?

Editing involves making revisions to and suggestions about the content of a document. It include improving the accuracy of language, the flow, the organization and structure, and the overall readability of the text. It also involves checking for grammatical and spelling errors.

3.what are the role of editor?

role as editor is to maintain and develop wherever possible the journal's profile and reputation. You have final responsibility for the journal's content. You should ensure that the journal's aims, scope and content respond to any changes of direction in the field of study to incorporate newly-emerging work. You will work closely with the journal's publishing staff to ensure that it is strategically developed in line with market evolution. Both you and the publishing staff will make recommendations in this regard, based on your complementary expertise and sources of information.

4.who is a sub editor?

Sub Editor

A sub editor receives a large number of news from news agencies, reporters and correspondents. He also receives press releases and handouts. He cannot publish all those news. Therefore, he selects important and interesting news reports. After selection he edits the news properly. The function of revising and editing is called sub-editing or subbing. Sub-editor is called the backbone of a newspaper due to his most important job.

5.what are the two kinds of editors?

There are two kinds of editors active and passive editors. The passive editor simply pass through the news; but the active editor initiates and directs the action of newsgathering. He is the live wire of the newspaper.

6.who is the chief sub-editor?

The chief sub editor is generally in charge of a newspaper. He has several sub-editors working under him. He may also be in charge of indian and foreign news as the case may be.

PART-B

1.what are the qualification of sub-editor?

QUALIFICATIONS OF SUB-EDITOR

Like many other professions journalism has also become an organised discipline. In Western countries a large number of organisations and professional institutions are imparting training instruction in theoretical and practical journalism. In Pakistan also many universities have introduced Masters level programme in Journalism/Mass Communication. In recent years many professional institutions have also come into existence in private sector which are running full time and part time

In the past there were no preconditions of prescribed educational or professional qualification for a person who wanted to join the profession of journalism. This was open for all. Anybody having a flair for writing and liking for this profession could join it. Many a famous journalist and ed;or m the past did not possess very high academic or professional qualifications Even some of the renowned journalists of today neither possess very high academic qualifications nor any professional training. They occupied high positions in the profession due to their flair for writing and their hard work.

But now this trend is changing The owners of newspapers pilfer young people with decrees in M A Journalism or Mass Communication, because they have learnt the history, theory and practice of journalism. They know about the modern techniques of communication They have better news sense than those who are less educated.

A sub-editor must have good command over language. He should be able not only to express his own ideas but also to turn the diffused language of others in direct, simple and

lucid wording without changing its meaning. He should have good skill of language and communication.

The more important qualifications for a sub-editor are: instinct for news; ability to make decision; ruthlessness, conscientiousness; keenness on the job; a good memory; health and sight which can stand the strain of continued night work. He should be a man of great mental alertness and should have a keen news sense. He should be a regular reader of the newspaper so that he may aware of the development of different stories. He should have knowledge about current affairs. He should have knowledge of the technical terms used in his field.

2.Explain. importance of editing?

It is no secret that in the translation business, quality is key to achieving business expansion and getting the word around regarding your services. A translation that does not go through its respective QA process results in poor quality, and can affect the company's brand image and, in most cases, causing an irreversible poor impression on customers. This is when editing takes a role as important as the translation task itself. Today, and in an ever more interrelated world, business, financial and political strategies demand we give a clear message to our target markets. It is not enough to simply transcribe a text from one language to the other, it is essential for us to overcome cultural barriers and thus transmitting a seamless and culturally coherent message. This is why the editing task is so important, allowing us to eliminate mistakes, point out and correct inconsistencies and adjust the text so that it's relevant to the market or audience the text is directed to.

3.What are the guidelines for the sub-editor to follow while rewriting a news story?

- 1.the main point of the story must be given in the first paragraph.
2. the story must be told in a headline and a verb to be used to give it vigour.
- 3.all the names, titles,facts,figures and dates and address must be checked.
- 4.in case of disputes both sides of the story must be given.
- 5.short sentences and short paragraphs should be used.
6. queries in headlines should be avoided. We are supposed to be telling the reader , not asking him.
- 7.superlatives should be carefully used.
- 8.the evidence must be preserved, for later reference in case there is a legal problem.

9. long, unfamiliar words, scientific or medical terms must be defined for the general readers.

10. mixing of tenses must be avoided.

PART-C

1. what are the different types of editing?

The Different Types of Editing

Terms in editing can be confusing to a new author, especially because the terms are often used interchangeably and may have different meanings within the industry. However, here are the most widely accepted terms and their meanings. When hiring an editor, always speak to him or her about exactly what the editing includes.

Copyediting

Copyediting, commonly called line editing, is a light form of editing that applies a professional polish to a book. The editor reviews your work, fixing any mechanical errors in spelling, grammar, and punctuation. Copyediting is the least-expensive version of editing.

Some professionals divide copyediting and line editing into two separate edits, copyediting being the lighter, grammar-only edit, and line editing being a more intense look at each sentence's meaning. Always clarify with your editor what is included in his or her copyedit to be sure.

Line Editing

Line editing is often used interchangeably with the term copyediting. However, when it is distinguished from copyediting, it refers to a unique edit that falls between copyediting and developmental editing in intensity. In line editing, the editor looks at your book line by line and analyzes each sentence. The editor considers word choice and the power and meaning of a sentence. The editor considers syntax and whether a sentence needs to be trimmed or tightened. Line editing helps to make your prose sing.

Mechanical Editing

Mechanical editing refers to the application of a particular style, such as The Chicago Manual of Style or Associated Press (AP) Style. The editor looks at punctuation, capitalization, spelling, abbreviations, and any other style rules. Mechanical editing is sometimes included in copyediting.

Substantive Editing

Substantive editing considers a work's organization and presentation. It involves tightening and clarifying at a chapter, scene, paragraph, and sentence level. Unlike developmental editing, which covers the big-picture issues and deep-level restructuring, substantive editing deals with the actual prose. Substantive editing is sometimes referred to as line editing and can also be confused with developmental editing. Always check with your editor and put in writing what his or her services cover, regardless of the term used.

Developmental Editing

The developmental editor looks deeply at the organization and strength of a book. Think big picture. The editor considers everything from pacing to characters, point of view, tense, plot, subplots, and dialogue. Weak links are exposed and questioned. The editor scrutinizes order, flow, and consistency. He asks questions such as: Is this the right number of chapters? Are the chapters and paragraphs in the right order? Are there any places in the book where the pacing lags? Is there a hole in the information or story presented? Are the characters likable? Developmental editing considers all the aspects of a manuscript that make the book readable and enjoyable. Because of the extensive nature of this form of editing, it is more time intensive and costly. However, it is worth the investment if you are serious about Functions of Sub editor

2.what are the functions of sub editor?

The editorial staff of newspapers consists of a number of sub-editors. The basic role of a sub-editor is (he selection and processing of news copy for the purpose of publication The functions of a sub editor are as follows:-

FUNCTIONS OF SUB EDITOR

Selection of News

The main duty of a sub-editor is selection of news. A large number of news is received in the office of a newspaper from different sources, i.e. reporters, news agencies, hand out, press releases, etc. Due to limited space all of these news could not be accommodated. Therefore, the sub-editor who is incharge of the desk, has to be selective about the news stones to be published The news stories submitted by the reporters are preferred.

Correcting the ropy

The news stories are usually not written in a proper news style. Sometime there is repetition and redundancy of words and sentences. Sub-editor edits all these things. He corrects the copy grammatically. He also contacts the news agency when a news is misprinted or there is any other fault in the creed.

Making Improvement in the Copy

A sub-editor is also required to improve the copy. He removes the irrelevant details and trims down sentences to a reasonable length and use short and appropriate words for those long and unappropriate one.

Making Suitable Intro:

Weak intro of a news report fails to project the significance of the message and diminishes the importance of the news item. The sub-editor liable to rearrange the report in order to give a catching intro to news story.

Rewriting the Story

Sometimes the news report is poorly drafted and also contains superfluous details. It is not possible for a sub-editor to publish the entire story due to limited space In such circumstances, the sub-editor summarizes the story in such a way that its main points are not dropped. For this purpose a sub-editor must possess linguistic and journalistic competence.

Breaking down of the news report into paras

A news report is different from an essay or an article. Training and experience can teach a sub-editor to arrange a story into logically constructed paras. A news story is divided into small paras that make its meaning clear. The small paras of a news make its reading an enjoyable activity. The reader gets the message easily and quickly.

Giving the Headline

In modern journalism the headline has become an essential part of the story. The headline tells the reader what the story is about and it highlights the nature of the story. Another important function of the headline is to beautify the page. The headlines vary in size and length. It may be a single column, double column, three column etc. The maximum length of the headline is eight columns and this is called lead or super lead. Different computer points are used for different types of headlines. A headline attracts the readers and presents the summary of the whole news. Making a suitable and concise headline of a news story according to its importance is the basic function of a sub-editor. Before writing the headline the sub-editor should go through the whole story carefully. He may write two or three headlines. He should count the number of letters and then write the point of computer according to the computer chart. succeeding as an author.

UNIT - V

LANGUAGE OF JOURNALISM

PART-A

1.What style do journalists use?

Journalistic writing is a style of writing that is used to report news stories in a variety of media formats. Obvious characteristics of the style include short, simple sentences and paragraphs that present objective stories based on facts. Journalists use quotes to give the story credibility.

2.what is the lead?

The lead is a summary or newsat a glance. It is the beginning of a story which may be a sentence, a paragraph depending on the elements forming the story.

3.what is the purpose of style guide?

The purpose of a style guide is to make sure that multiple contributors create in a clear and cohesive way that reflects the corporate style and ensures brand consistency with everything from design to writing.

4.what is Anecdotal lead?

Anecdotal Lead

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

5. what is opinion piece?

An opinion piece is an article published in a newspaper or magazine that mainly reflects the author's about a subject. Editorials, articles, and columns come under this category.

6. what is editorial?

The editorials interpret the news of the day, in accordance with the policies of the newspaper. It is an opinion piece. Its main purpose is to inform and influence the readers.

7. what are articles?

Feature articles provide readers with a written analysis of a certain topic. These articles are intended to serve readers with the writer's interpretation of a story, unlike news stories, which simply provide the facts. Feature articles appear in several different forms.

8. who is columnist?

A columnist is a person who writes for publication in a series, creating an article that usually offers commentary and opinions. Columns appear in newspapers, magazines and other publications, including blogs. They take the form of a short essay by a specific writer who offers a personal point of view.

PART-B

1. Give some tips for writing leads.

Tips for Writing Leads

The Five W's and H

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

Keep It Short

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

Keep It Simple

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

Write in Active Voice

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

Structure Your Lead Properly

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

Understand the Context

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

Be Honest

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

2.How to Write a News Story?

Writing news stories isn't particularly difficult. It does take practice and not everyone will be an expert but if you follow the guidelines below you should be able to create effective news items without too much stress.

The Five "W"s and the "H"

This is the crux of all news - you need to know five things:

Who? What? Where? When? Why? How?

Any good news story provides answers to each of these questions. You must drill these into your brain and they must become second nature.

For example, if you wish to cover a story about a local sports team entering a competition you will need to answer these questions:

Who is the team? Who is the coach? Who are the prominent players? Who are the supporters?

What sport do they play? What is the competition?

Where is the competition? Where is the team normally based?

When is the competition? How long have they been preparing? Are there any other important time factors?

Why are they entering this particular competition? If it's relevant, why does the team exist at all?

How are they going to enter the competition? Do they need to fundraise? How much training and preparation is required? What will they need to do to win?

The Inverted Pyramid

This refers to the style of journalism which places the most important facts at the beginning and works "down" from there. Ideally, the first paragraph should contain enough information to give the reader a good overview of the entire story. The rest of the article explains and expands on the beginning.

3. what are the types of editorial writing?

TYPES OF EDITORIAL

1. Editorial of Information

– it seeks to give information on facts of news stories or add other facts with minimum explanation. It may define terms, identify persons or factors or provide a background.

2. Editorial of Interpretation

– It explains the significance or meaning of a news event, current idea, condition, or situation, theory, or hypothesis. The writer doesn't argue nor criticise, but merely present both sides of an issue and leaves the judgment to the reader. It merely interprets, say for example, the content of a new memorandum issued by the principal.

3. Editorial of Criticism

– It points out the good or the bad features of a problem or situation mentioned in the news. Its purpose is to influence the reader. It suggests a solution at the end.

4. Editorial of Commendation" Appreciation" or Tribute

– It praises, commends, or pays tribute to a person or organization that has performed some worthwhile projects or deeds, or accomplishments.

5. Editorial of Argumentation

– This is oftentimes called editorial of persuasion. The editor argues in order to convince or persuade the reader to accept his stand on the issue.

6. Editorial of entertainment

– It evokes a smile, a chuckle, laughter, while suggesting truth. Its main aim is to entertain. It is usually short.

7. Mood editorial

- It presents a philosophy rather than an argument or an explanation. "oftentimes, the subject matter is nature or emotion.

8. Special occasions

- it explains the significance of a special day or occasion.

PART-C

1. What are the types of leads?

Types of Leads

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

Straight Lead

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

Anecdotal Lead

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

Scene-Setting Lead

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

First-Person Lead

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

Observational Lead

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

Zinger Lead

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

Question Lead

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

2.what are the Rules of opinion pieces?

Opinionated editorial essays are often the most fun, fast and furious pieces to get into print—especially for nonfamous writers with strong opinions and day jobs in other fields. That’s because editors of newspapers and online magazines like Slate, Salon, The Huffington Post and The Daily Beast want quick commentary on the ever-changing news cycle from experts who can illuminate different angles of stories as they unfold.

1. BE TIMELY OR EARLY. I submitted my Kmart commentary the week the local branch opened, which, luckily, coincided with a front-page debate about superstores infiltrating Manhattan. Timeliness is essential with this genre, especially now that online news sites can update as often as they choose. The presidential election was hot for op-ed writers until Nov. 4; then, regular columnists took over the topic.

Be sure to factor in lead times and how long it can take an editor to reply (especially if he doesn’t know you). If the Fourth of July is next week, your patriotic piece might already be too late. Retool it for Labor Day. Holidays are reliable hooks because they happen every year, so you can plan ahead (or try again next year).

2. BE VERY OPINIONATED. Here’s the one time it’s helpful to be a hothead. Avoid being mild-mannered, tactful or diplomatic, as well as offering both sides of the story. An argument is much better than a discussion.

3. CONVEY A STRONG LINK TO YOUR SUBJECT. When you are an expert on a topic, it’s fine to emphasize your authority with the first-person voice, especially if your personal story resonates in a universal way. Just make sure you do have authority. Unless you have fought in the Iraq war, have lost a family member there or are from Iraq, your chances of selling a piece about it are slim. Ultimately, understanding the types of leads and style options available can help journalists tell stories as clearly and effectively as possible.

4. **ADD UNKNOWN FACTS.** When crafting your piece, keep asking yourself what's new, fresh, unusual and timely. As an editor recently told my journalism class, "[They're] called newspapers, not oldspapers." Include specific or obscure facts, updated statistics and direct quotes to support your argument.

5. **DON'T SHARE THE OBVIOUS SLANT.** Even if you can pen a smart argument on a topical subject, nobody wants to print what everyone already knows. Rage, play devil's advocate, argue the rarer point or elucidate as only you uniquely can.

6. **KEEP IT SHORT AND SWEET.** Most of the op-ed pieces my students have published over the years—in large publications such as *The Wall Street Journal* and *The Washington Post* as well as small ones like *The Star Ledger*—are between 350 and 700 words. Longer pieces tend to be penned by well-known scribes, senators and steady columnists—not freelancers.

7. **BE AWARE OF YOUR AUDIENCE.** Here's a sneaky way to learn about a publication's politics, geographic preferences and tone—read it first! *The Wall Street Journal*, *The Washington Times* and *Commentary Magazine* are slanted to the right politically and probably won't be running left-wing screeds by unknowns. The left-leaning *Nation*, *Newsday* and *Slate* aren't likely to print a newcomer's anti-blue-state rants. Beware of making too many New York or Los Angeles references in a piece aimed at *The Detroit News* or a website with national or international readers. Similarly, financial references and other such factors should depend on demographics.

8. **DON'T BE AFRAID TO BE SYBIL.** If you want to publish in lots of op-ed pages, develop multiple personalities, like the woman in the old Sally Field movie *Sybil*. Highlight different areas of expertise that show why you're a good person to take on each subject. If you're trashing the verdict of a public trial, identify yourself as a lawyer. To comment on parenting issues, mention that you have four children. If you want to interest the editor of *Forward* (a Jewish publication), *The Irish Times* or *Audrey* (an Asian lifestyle magazine), state your religion or ethnicity in the cover letter, the piece itself and your bio.

9. **DON'T COMMENT ON ANOTHER COMMENTARY.** Although it seems like an editor might want to print your contrary opinion to the essay she ran yesterday, she doesn't. Editors are also reluctant to run pieces trashing another specific article in a newspaper or magazine. Furthermore, a rant wrapped solely around one movie, book, play or TV show is a review,

not an op-ed. You're better off depicting trends or commenting on a bunch of current movies, books, plays or TV shows in an overview or cultural commentary.

10. FOLLOW UP. Many op-ed editors say if they don't get back to you within 48 hours, the answer is no. But maybe they never received your submission because of a fluke. To make sure your op-ed landed where it was directed, follow up politely within a week.

3. Briefly explain. types of headlines

TYPES OF HEADLINES:

Different types of headlines are used in journalism, the specific type used is based on the structure of the news story. Print media is geared toward informing the public on various topics. An important aspect in getting and holding the attention of the public is through the use of attractive headlines, no longer than one, two or in some cases three lines. Headlines should summarize in a few striking words the news story featured under it. The point is to get the attention of the reader and draw him into the story.

FLUSH LEFT HEADLINE

This is one of the more modern headline forms in use. It consists of two or three lines of headline, each one set flush left to the left side of the space. The design is simple and allows freedom in writing the headline. Not rules govern the writing of the flush left headline however a uniform style for better results is generally adopted. This type of headline is popular because it is easy to write, allows flexibility in unit count and provides a feeling of airiness to the page with the white space.

BANNER HEADLINE

The journalism industry is highly competitive, and attracting the attention of the readers, viewers or listeners is the most important thing. The audience should have a reason for choosing a particular newspaper, television channel or radio station. Headlines play an important role in attracting attention, especially in print media. Banner headlines are words printed in extra large letters across the top of the front page of the newspaper on extremely important stories; they are not used frequently, but when they are used, they have significant impact.

INVERTED PYRAMID HEADLINES

There are distinct advantages to using the inverted pyramid headline style for news writing. People often are in a rush and seldom have time to read every word of a story. The advantage of the inverted pyramid headline is that it concentrates on presenting pertinent

fact first. With inverted pyramid stories, the most important information goes in the first paragraph, and the less important information follows to the very end of the story. The inverted pyramid headline generally consists of three lines-the first runs across the column and the other two lines are shorter than the first line. The headline is created from the informative facts presented at the start of the story, giving the reader the most important points quickly.

CROSS - LINE HEADLINE

The cross-line headline is quite similar to a banner headline. While it is a large headline, it does not span the entire width of the page, but it does run across all the columns of the story it pertains to. The cross-line headline is one of the simplest types of headlines, consisting of a single line and one or most often more columns in width. It can run flush on both sides of the paper or it can have the words centered over the columns. This types of headline is generally used when there is more than one column for a story and to produce a formal look.