

# **BASIC JOURNALISM**

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<b>S. No.</b>	<b>The learning objectives are to impart:</b>
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2	Knowledge about news paper organization structure
3	Knowledge about the role, qualities, and responsibilities of a reporter
4	Knowledge about reporting and writing
5	Understanding of the role, qualities, and responsibilities of an editor.

### **Unit I**

Definition of News – Types of News – Determinants of News – News Evaluation

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## **THE AIM OF THE COURSE**

The best journalism informs about events, issues, and people that impact society or affect daily life. In a democratic society, journalism takes on the additional role of ensuring that citizens have the information they need to understand their government and vote in their best interests. An aim is a general statement of intent. “The public interest” is a very broad term, but in the context of journalism, it has been explicitly defined. While the structure of news stories has changed over time, the overall purpose remains the same. News writing informs and entertains readers and listeners. News stories give citizens information about events happening both in their communities and around the world and therefore play an essential role in shaping their news. Understanding the definition, types, and determinants of news; knowledge about news paper organization structure; knowledge about the role, qualities, and responsibilities of a reporter; knowledge about reporting and writing; and understanding of the role, qualities, and responsibilities of an editor. The main aim of this course is to introduce students to basic journalism and discuss in detail the basic skills of journalism.

## **LEARNING OBJECTIVES:**

- After studying this part, the reader should understand:
- Understanding the definition, types, and determinants of news
- The functions of news.
- The qualities that characterize news and the elements of news that interest the readers.
- News gathering, Unique elements that arouse the interests of the readers in locating news, the nose for news, and traits.

## **INTRODUCTION**

The term journalism history is of relatively recent coinage—more recent than the term journalism, of course. But the discourse now called journalism history has a longer history, one that tracks the rise of news culture as a realm of first-print culture and later media culture. As each new formation of news culture appeared, new genres of doing the history of news developed. Throughout this history of journalism, the boundary separating it from other forms of media history has been porous and blurry. Since the 1970s, journalism history has been wrestling with an identity crisis, one that in many ways anticipates the broader crisis in the identity of journalism today. Printed newspapers first appeared in Europe at the beginning of the seventeenth century. They were a late feature of the so-called printing revolution (Eisenstein, 1979; Johns, 1998). Newspapers were not immediately established because the uses of newspapers were not readily apparent to printers. But, with the rise of religious controversy following the Protestant Reformation, the appearance of new economic institutions, and the rise of market society, activists and entrepreneurs developed newspapers as practical media.

## **ORIGIN AND DEVELOPMENT OF THE PRESS IN INDIA**

The beginning of the Indian press was comprised of weak efforts by a few Anglo-Indians. The first newspaper in India was the Bengal Gazette, also known as the Calcutta General Advertiser, which appeared on January 29, 1780. It was edited by James Augustus Hicky. The Calcutta Gazette and the Calcutta Chronicle, too, were small ventures, with their circulation confined to the servants of the East India Company. In 1799, there were seven weeklies in Calcutta, two in Madras, and two in Bombay. The first Indian attempts were two weeklies, one in English and another in Bengali, both inspired by Raja Ram Mohan Roy. By 1823, there were three weeklies in Bengali, three in Persian, and one in Gujarati published by Indians. From such small beginnings, the press in India developed slowly and steadily and came to exercise an important influence on Indian affairs. By 1839, Calcutta had 39 European newspapers, including 6 dailies and 9 Indian newspapers; Bombay had 10 European and 4 Indian journals; and Ludhiana, Delhi, Agra, and Serampore each had one newspaper.

The progress of Indian journalism was maintained during the forties and fifties, the most important addition being the Hindoo Patriot (1853) of Calcutta, edited by Harishchandra

Mukherji, one of the greatest Indian editors of the 19th century. Ras Goftar, a Gujarati fortnightly, was published in Bombay in 1851 under the editorship of Dadabhai Naoraji. A Gujarati tri-weekly, Akhbar-o-Soudagar, by Dadabhai Kavagji, was founded in 1852. Among the English papers current in 1851 may be noted: The Friend of India, Hurkaru, Englishman, Bombay Times, Madras United Services Gazette, Citizen, Agra Messenger, Moffussilite, Lahore Chronicle, etc., of the Indian newspapers after the mutiny (1857–58). The Hindu of Madras (1878), the Amrut Bazar Patrika, and the Leader from Allahabad deserve to be mentioned. On September 28, 1861, the Bombay Times changed its name to The Times of India. Its editor, Rober Knight, bought the journal The Friend of India, founded in 1818, at Serampore in 1875.

Among other Anglo-Indian papers founded about the same time, mention may be made of the Madras Mail (1868), the Pioneer of Allahabad (1865), and the Civil and Military Gazette of Lahore (1876). The paper known since 1832 as John Bull changed its name to Englishman of Calcutta. At the beginning of 1861, there were 11 Urdu and 6 Hindi papers, of which 5 were published at Agra, 2 at Ajmere, and 2 at Etawah. On February 20, 1868, the Amrut Bazar was published. Patrika is a Bengali weekly from a village in Jessore, under the editorship of Sisirkumar Ghose. The most powerful English paper in Bengal, next to the Amrut Bazar Patrika, was the Bengalee. On January 1, 1879, Surendranath Banerji took over its editorship. By 1876, there were about 62 papers controlled by Indians in the Bombay Presidency—Marathi, Gujarati, Hindusthani, and Persian; about sixty in the North-West Provinces, Oudh, and Central Provinces; some twenty-eight in Bengal; about nineteen in Madras, Tamil, Telugu, Malayalam, and Hindusthani. We may now turn our attention to the growth of the press in Mysore State.

### **What is the news?**

News is one of the most important pieces of information imported by the mass media. People want to know what is going on around them. News connects them to the world and makes them aware of events that are taking place. News also makes people feel like they are part of a larger network of people or a larger community. News, however, has a very short lifespan. There is nothing worse than yesterday's news. Hence, timing is one of the most crucial factors in news. If not delivered at an appropriate time, news is simply not news. The word 'journal' was derived from the Latin word 'Diurnal or Diurnalis' which is almost synonymous with news presentation

as it is understood in today's world. 'What is news?' is an often repeated but essential question. Everyone knows that one man's meat is another man's poison. What appears to be news to Mr. X need not be the same to Mr. Y. So, defining news is a difficult task, as no definition can completely define or explain the nature of news. News is a happening in a society, or one can term news as an event on a particular day, at a particular place, and related to a particular issue. All of us are aware of the saying:

When a dog bites a man, it is not news; when a man bites a dog, it is news. There are many definitions of news: novel or recent information.

- New or fresh information or report(s) of what has most recently happened.
- News is anything out of the ordinary.
- News is anything published in a newspaper that interests a large number of people.
- News is what a newspaperman makes of it.
- Good news is not news.
- For a long time, it was considered that news was anything a big shot said. News is information from the North, East, West, and South.
- News is any event, idea, or opinion that is timely and that reflects a large number of people.
- News is a compilation of facts and events of current importance to the readers.
- News is anything new.
- News is anything and everything interesting about life in all its manifestations. From the above definitions, one can arrive at the understanding that news is new information and a report of fresh events.

Something fresh, new, and unusual always attracted the attention of the readers. Mysteries and events that affect the lives of people are news; the more people affected, the bigger the news. Hence, an essential feature of news is that it is new.

After going through this unit, you will be able to:

Define "the news." List various elements that make an event 'news' and hence worthy of reporting for a newspaper or news agency.

Describe "the news values" that a news reporter should keep in mind when determining whether an event is newsworthy or not.

Explain the importance of sources of news and the sources a reporter should tap for news stories. In common parlance, news is what is new. News is what everyone wants to know about. A newspaper office's main concern is to gather and report news—local, state, regional, national, and international. A basic understanding of news is essential for any editorial work in a newspaper, news agency, or news magazine.

In this unit, define news and try to understand all the elements that make news. Discuss at length the 'significance of "news values" for a reporter. The sources of news are very important for a journalist. Therefore, we shall discuss the characteristics of various news sources in this unit. In the following unit, we shall discuss the types of news and the skills required for each type of news to be reported. You must be very familiar with a newspaper. In this unit, we shall be discussing mainly news and its nature. You also have an idea about the news and the deterrents that characterise the news from other writings. The following news item is taken from the front page of the 7th Hindcatan Times, New Delhi, Thursday, February 3, 1994. Read it carefully and write the reasons why you consider it a news item. Hard news and soft news: The news is mainly divided into two main categories: hard news and soft news. The Hard News is mostly event-centred. It is a narration of an event. The hard news items are centred on "what, when, where, and why. Consider the following news item taken from the front page of 'The Hindu', Delhi, Wednesday, February 9, 1994.

### **DEFINITION OF THE NEWS**

According to **Rangaswami Parthasarathy**, the author of 'Basic Journalism', the newspaper is in search of action, movement, new developments, surprises, sudden reversals, the ups and downs of fate, the cataclysms of nature, and the perversities and follies of mankind. In support of his argument, he quotes the statement of an American journalist: "The newspaper's concentration on action, sensation, measurable developments, organised movements, personalities, and surprises, even though that concentration is no doubt congenial to most readers, limits the usefulness and impact of the newspaper."

It is universally acknowledged that news is often like an iceberg, with only a small crag or pinnacle revealed to the public. Hence, an adoptive newsman always searches below the water level of the community.

Before you proceed further, try to find out what you mean by news. Have you ever thought about the nature of the news? You must be listening to the radio to keep yourself updated on the happenings in the country and around the world. You must also be reading newspapers. Why do you read them? Your answer may be "to get information. And without the information, you may feel that you are lost in the world. You would not be able to relate yourself to society—politically, socially, and economically.

The news may be defined as "anything timely that interests a large number of persons, and the best news is that which has the greatest interest for the greatest number." In other words, the news is the timely report of events, facts, and opinions that interest a significant number of people. The news is a new piece of information about a significant and recent event that affects the audience and is of interest to them. Having situated ourselves in the world of the 'news', let us now try to put all our ideas and understanding of the news together and see if we can have a definition of the news. This is 'because the news is an abstract concept whose shape changes as the interests of humans change'. (Reporting and Writing the News, 1983).

the definitions of the news. But a word of surely finds them almost comprehensive and all-encompassing, but not complete. Therefore, we must remember that the news is relative. It changes with the changes in other factors related to or connected to it.

The definition of a news item is dependent 'on the size of the community (readers). the periodicity of the publication (weekly, daily, etc.); the social character and economic base of the community; the focus of attention or emphasis on the community (e.g., a provincial city's' municipality election may not become a headline in the newspapers of Delhi or Calcutta).

You must be aware of the famous definition of news developed by Khon B. Bogart, City Editor of the New York 'Sun'. He defined the news like this: "When a dog bites a man, that is not news; but when a man bites a dog, that is news. Jhon Bogart pointed out very correctly that unusual events fall under the purview of the news.



The famous editor of the Sun defined the news as "everything that occurs, everything that is of sufficient importance to arrest and absorb the attention of the public or of any considerable part of it.". You must be familiar with the name of Joseph Pulitzer, the publisher of the New York World. He defined news as "original, distinctive, dramatic, romantic, thrilling, unique, curious, quaint, humorous, odd, and apt-to-be-talked-about.". The founder of the first School of Journalism, Walter Williams, defined news as "news, in its broadest sense, is that which is of interest to the readers—the public."

The former managing editor of the New York Times said that the news was "anything you can find out today that you didn't know before. We may provide you with some more definitions, but we may do so at the risk of repeating ourselves or padding up this section unnecessarily. Let us recapitulate the salient points of the news. The news is that it is perishable. When the event is understood and the tension is eased, the news becomes less informative and more of a history. Many people are interested in unusual events and happenings. However, you should remember that the general notion of the news varies with people and situations. Generally, though some of the points about news may vary, the essential ingredients of the news are universally recognised.

### **THE VALUE OF NEWS**

Objectivity and accuracy are the mottos of journalism. News should not be written on the basis of a journalist's own whims and fancies. Because it is the reader who decides and judges the quality of news. Hence, the journalist should be a spectator, a commentator, but not a participant. It was rightly said by an American editor: "News is not the event; it is the account of the event written for people who did not witness it". At the same time, news values vary because newspapers vary. Rangaswami Parthasarathy says that "... the broadest and biggest news is that which appeals to everybody; which stirs the deepest emotions and touches the profoundest interests of the people". So what the public wants is news of human interest told in a natural way and presented in a manner that is agreeable to the eye and intelligent to the mind. The highest news values are those that combine the elements of intrinsic importance or magnitude with surprise.

## THE FUNCTION OF NEWS

The great American journalist Walter Lipmann said: “The function of news is to signalise an event; the function of truth is to bring to light the hidden facts. The press, if it did its job well, could elucidate the news. It is like the beam of a search light that moves restlessly about, bringing one episode and then another out of the darkness into vision.”.

The five qualities that should characterise news are:

- i. News will be interesting if it concerns the reader directly or makes reading interesting.
- ii. News is the truth or fact of something that happened, or it is a statement that has been made.
- iii. News has a quality of ‘regency’ about it. It is a story that possesses the appeal of freshly discovered material.
- iv. News has an element of proximity about it; readers expect special emphasis on stories of local interest and current events and activities of racial, religious, and national groups.
- v. News must have an element of the unusual about it. It should have both positive and negative news, and it should have the qualities of accuracy, interest, and timeliness. It must have a balanced view of the community, state, nation, and world beyond our borders.

### The Elements of News That Interest the Readers:

In his “Basic Journalism,” **Rangaswami Parthasarathy** lists the following as things that will interest the reader:.

- Unusual events.
- Prominent people, places, and things.
- Whatever people are talking about.
- Statements by persons in authority.
- New ideas: anything that is likely to be new to the general reader.
- All events that affect readers’ lives.
- Trends or continuing events that grasp the imagination of readers over a period of time.
- Conflict between man and man; between man and nature.
- Natural phenomena: violence, calamities, and disaster.
- Tragedies and comedies that appeal to human emotion.

## Topics of Health and Environment

- The Environment.
- The why of news: why things happen, what makes them happen, and who pulls the strings.
- News Gathering:

While gathering news, the reporter should have a clear idea of it. First of all, he should know what news is and what could be presented as news. For example, among the following headlines, only one item is news for a local newspaper and the others are not.

Why is it so?

- Raja and Krishna directed very good Tamil films.
- Raja and Krishna are excellent directors.
- Raja, the director, is nominated for the Oscar Award.

The successful reporter develops a 'nose for news'. He knows what his readers want and the extent of their clamour. Hence, he knows thoroughly that "people are news. These people must be doing something. And what they are doing must interest the newspaper reader," says Barun Roy, and further, he says that "this gives the formula.

**PEOPLE + ACTION + READER'S INTEREST = NEWS."**

The news reader's interest is aroused, attracted, and sustained through certain specific as well as unique elements such as nearness, timeliness, importance, names, conflict, variety, human interest, unusual incidents, and so on. Now let us see how the above things can be presented in newspapers.

## NEARNESS

- Five militants were shot dead in Tamil Nadu. .
- Five militants were shot dead in Jammu Kasmri.

Among the above two news items, the second one is more interesting to the readers of the local newspaper. It is because an event that takes place nearby is more interesting to readers than something that occurs far away. Daily newspapers report many happenings in their own area that would be of no interest to readers in another city. To the local newspaper reader, most events taking place within the community are of great interest.

## **TIMELINESS**

- The President of India is to visit Rameswaram next month. ·
- The President of India is to arrive in Rameswaram tomorrow. ·

The President of India arrived in Rameswaram yesterday. In the above news items, the last two items hold more interest for the reader than the first item. The reason for it is the timely publication of the news in the newspaper, and it has become close. So the timeliness of the publication of news is an important element in sustaining the interest of the readers. 3. Importance: The importance of the news element also depends on its prominence, size, or consequence. The ‘bigness’ of anything is one of the main factors in developing reader interest. A daily newspaper will attract more reader interest with a story about a fire gutting a building worth millions of rupees than a fire resulting in damage of a few hundred rupees.

## **FOUR TYPES OF NEWS**

News can also be distinguished by its geographic relevance to its audience under the subcategories of **international, national, regional, and local news**.

## **TYPES OF NEWS**

Emergency services deal with the high points of human drama—fires, sea rescues, or mountain rescues. Wherever human life is at risk, there is a story.

**Crime** rates offer a steady source of news, although journalists are perfectly aware of the fear of crime in society. Crime stories have many phases, from the actual incident to the police raid, arrest, and eventual appearance in court. In television, interesting crimes are usually reconstructed using actors. TV news broadcasters need to reconstruct based entirely on known

evidence and are not supposed to let any kind of fiction creep in to make a true incident more dramatic.

**Government:** Every action of the government—locally or nationally—has an influence on a potential audience, and whatever affects an audience is news. Most stories that start at the government level are reported from the point of view of the people affected, which always makes them more interesting.

**Planning and Developments:** Building developments are news that is emerging before your eyes. Big projects like Metro, shopping malls, and housing schemes make big news.

**Conflict and Controversy:** News is about change—events that shape our society and alter the way we live. Conflict is the essence of drama, and anything that is both true and dramatic makes news. This can be physical clashes in the streets or a conflict of ideals—a row at a local council, in a national government, or in a political party.

**Pressure and Lobby Groups:** They either want change or are opposed to it, so their demands usually make news, reactions to government policy, events, or developments an effective follow-up to a story.

**Industry and business:** employment and the state of business are major factors in most people's lives. These can affect jobs, pensions, savings, prosperity, and welfare, so developments in industry make big news.

**Health and Medicine:** Health makes news: outbreaks of agricultural diseases, rationing of drugs, epidemics, or a new kind of life-saving operation.

**Sport:** Covering national and international sporting events like 20-20 matches, the US Open, football leagues, etc., a local station tends to support its local teams while at the same time being fair to the opponents.

**Seasonal news:** seasonal news includes Christmas shopping, Diwali sales, Holi, etc.

**Special local interest:** no two areas are the same. Each will throw up stories peculiar to its own geography and make-up.

**Weather:** Regular weather updates are one of the main features of local news and form a regular part of the schedule of 24/7 radio and TV news channels.

**Animals'** stories can make news and create interest in the audience.

## **NEWS SOURCES: TYPES, CREDIBILITY, AND PROTECTION**

In journalism, a source is a person, publication, or other record or document that gives timely information. Outside journalism, sources are sometimes known as "news sources." Examples of sources include official records, publications or broadcasts, officials in government or business, organisations or corporations, witnesses of crime, accidents, or other events, and people involved with or affected by a news event or issue. According to Shoemaker (1996) and McQuail (1994), there are a multitude of factors that tend to condition the acceptance of sources as bona fide by investigative journalists. Reporters are expected to develop and cultivate sources, especially if they regularly cover a specific topic, known as a "beat." Beat reporters must, however, be cautious of becoming too close to their sources. Reporters often, but not always, give greater leeway to sources with little experience. For example, sometimes a person will say they don't want to talk and then proceed to talk; if that person is not a public figure, reporters are less likely to use that information. As a rule of thumb, but especially when reporting on controversy, reporters are expected to use multiple sources.

### **News versus Information: Hard News vs. Soft News**

#### **What is the news?**

On the surface, defining news is a simple task. The news is an account of what is happening around us. It may involve current events, public figures, or ongoing projects or issues. But newspapers publish more than just the news of the day. They also provide background analysis, opinions, and human-interest stories. Hard news: This is the term journalists use to refer to "news of the day."

## **HARD NEWS**

This is a chronicle of current events and incidents and is the most common news style on the front page of your typical newspaper. Hard news gives readers the information they need. If the federal government announces a new youth initiative, it's hard news the next day. Examples of hard news stories include reports on crime, court cases, government announcements, house fires, awards ceremonies, plane crashes, international events, etc. Hard news reporting uses clean and uncluttered writing. It may start with a summary that describes what happened, where, when, to whom, and why (the journalist's 5 W's). The lead must be brief and simple, and the purpose of the rest of the story is to elaborate on it.

## **SOFT NEWS**

This is a term for news that is not necessarily time-sensitive. Soft news includes profiles of people, programmes, organizations. Feature stories take a step back from the headlines to explore an issue in depth. Written in the soft news style, they are an effective way to write about complex issues that are too large for the terse style of a hard news item. A good feature might be about the people in your community and their struggles, victories, and defeats, or maybe about a trip someone took to Africa as a part of a school project. A feature usually focuses on a certain angle, explores it through background research and interviews with the people involved, and then draws conclusions from that information. For an example, look at street kids. A hard news story must clinically report the relevant statistics: how many there are, where they are, and what they're doing. It usually relies on a time-sensitive hook—for example, the release of a new study, a demonstration by street youth, or the untimely death of a young person on the streets. A feature on street youth is not limited in such a manner. It might be written over a longer period of time and allow the unique and detailed stories of street kids' individual lives to be expressed.

## **Different Kinds of News: Constructing the World**

“Territorial television news is about our relationship to political democratic processes, our sense of identity, our feelings of safety, and our understanding and tolerance of other members of our society” (Harrison, J. (2000).

When defining news, there may be an assumption that the term news, as it refers to certain media material, is generally understood and agreed upon. If something is “in the news,” then it is assumed to be the subject matter of daily papers and broadcast news programmes. But in spite of the dominance of TV news as a source of news,. There is no universal pattern of news material or of news consumption by audiences. If a million people read the Daily Mail every day, that leaves a lot who do not. Even if 9 million people on average watch BBCI 10'O'clock News, there are still millions of others who do not, and not all of these people are consistent readers and watchers. So even if there is a dominant agenda of news items across the news media in a given week, this does not mean that all people have the same news experience. It is not hard to demonstrate that across the eight leading daily news papers. Even leads will vary, and there is a pretty clear division between the hard news of the broadsheets and the soft news of the tabloids. Television (and radio) is not allowed to editorialise in the partial way that newspapers may, where radio 4 and the Today programme in particular are much more mainstream hard news— political events and social issues. So while one can articulate some general truths when talking about definitions of news, the differences and variations in news are almost more interesting.

## News

- ❖ Selection and construction: news agencies
- ❖ Hard news or soft news
- ❖ News values professionalism.
- ❖ News agenda
- ❖ Garnered news
- ❖ A public sphere
- ❖ Global
- ❖ Technologies
- ❖ Audiences
- ❖ Ideology
- ❖ Representation
- ❖ Consensus objectivity. **Discourse News: Mapping Critical Areas (Graeme Burton, 2004).**



## **Newsworthiness:**

Newsworthiness is defined as a subject having sufficient relevance to the public or a special audience to warrant press attention or coverage.

## **Factors determining newsworthiness:**

1. **Impact:** People want to know how a story is going to affect them. What consequences will be suffered if they don't take action on your issue? What is the extent of the consequences?
2. **Timeliness:** The more recent your information, the more likely people will find it of interest. In today's age of internet immediacy, this is even truer than it used to be.
3. **Proximity:** The reader wants to know how close they are to the news; e.g., if it is the Iran-Iraq War, will a reader in India think of it as close enough to affect them severely? On the other hand, if the news is about an issue in Pune, will a reader in Mumbai be concerned due to the proximity? Although the internet is breaking this one down, to some degree, we are still more likely to care about something down the street than across the world.
4. **Human interest:** This is one of the broadest categories; these are stories that show something about the human condition. From rags to riches stories, experiential pieces, and the like are things that make us feel very strong emotions; they make us smile or laugh, derive purpose and meaning, or want to help others.
5. **Conflict:** It's in human nature to gravitate towards conflict. Just think of how much "news" comes out of every single election—A versus B is a simple conflict to report, and we always want to know who's going to come out on top. On a larger scale, wars garner a lot more attention than most topics, thus making them highly newsworthy.
6. **Celebrity:** Whenever something happens to someone important or semi-famous, we tend to care more about it because these people seem special to us, and we feel like—to some extent—we know them. Think of the Kardashians, Sushant Singh Rajput, or, more recently, the Johnny Depp-Amber Heard case and their media coverage.
7. **The Bizarre:** More prominent and accessible in the Internet Age, this factor is anything with shock value. Such topics seem like click bait, but sure enough, we will keep on

clicking. h. Controversy: Controversy means a conflicting news story that adds newsworthiness. It is also known as disagreement over the news event: the more controversial the news, the more critical the report to the readers. Controversy attracts audiences to read the information, which adds sensation to the news story. People are always eager to identify the truth behind the conflict. So, controversy is another crucial news value in journalism or an element of newsworthiness. For example, the BJP minister says that the Taj Mahal was a Shiva temple long ago. Malaysia Airlines flight MH370: explaining the media controversy.

8. **Genuineness:** Genuine news means an authentic story collected from a trustworthy source. People always want to know the facts about the news. The audience determines the authenticity of the news through the genuine witness and trustworthy source of the news. For example, according to the WHO, 192 million people have been affected by the coronavirus, and 4.13 people have died. Most people will believe this news as the World Health Organisation (WHO) disseminates the information via press conference.
9. **Negativeness:** Negative news spreads faster than positive news. People discuss and share negative events more than ordinary news. Negative news occurs for a shorter period of time than positive news. Netizens share this type of news on social media excessively. Therefore, negative news goes viral quickly. For example, new

## Questions

1. What is the meaning of the term journalism?
2. Journalism not only disseminates the news in a society; it also helps in maintaining the \_\_\_\_\_ in the society.
3. What are the types of news?
4. What are the functions of the news?

## UNIT II

Newspaper Organization Structure – News Sources and Agencies – Target audience

### NEWSPAPER ORGANIZATION STRUCTURE

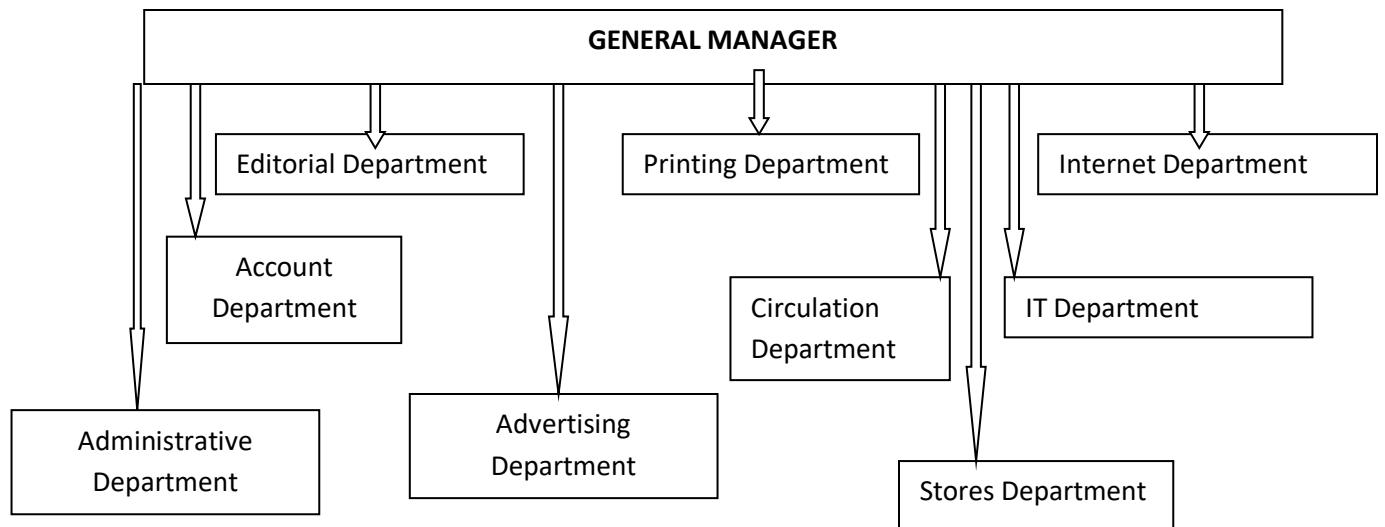
#### LEARNING OBJECTIVES

- ❖ The students have to know about the basics of the newspaper organisation.
- ❖ It demonstrates the basics of newspaper organisation.
- ❖ The newspaper is an organisation where cadres are fixed.
- ❖ To maintain the speed of the work and proper functioning of an organisation, even newspapers need a structure; this structure differs from one organisation to another.

#### NEWSPAPER ORGANISATION

Organisation and structure of a newspaper house: Below is a list of the basic departments that the average newspaper organisation has:

#### ORGANIZATIONAL STRUCTURE



## **EDITORIAL DEPARTMENT**

The Editorial Department: as the name implies, this department is the one responsible for content creation in any newspaper establishment. It is headed by the editor. The main responsibilities of this department are the gathering of news, selecting which news and features get to be published in the paper, editing the news and features that have been selected for publication, and then laying them out for print. As was said above, the editor is the head of the editorial department of a newspaper, and he or she is responsible for all the content that appears in the newspaper. The editor works in conjunction with assistant editors, subeditors, copy tasters, feature writers, correspondents, and so many others to gather news from various sources and bring it to the doorsteps of readers.

The primary concern of the copy editor in the organisational chart of his newspaper is, of course, the editorial department. Here, the description is not so easy since it is very marked. Differences are discernible from one newspaper to another. However, a typical organisational scheme would go something like this: The editorial department actually has two sides, and usually these are separately responsible for the publisher. They are "news" and "editorial." The news side is usually under the supervision of a managing or executive editor. The editorial page crew consists of editorial writers and is directed by a "chief editorial writer" and "editor", or "editor-in-chief", or sometimes an "editorial page editor".

### **(i) The News Desk:**

All stories destined for the newspaper, whether they come from the typewriters of reporters and rewrite men or from several wire services, teleprinters, and other sources, require editing. This duty falls chiefly on the copyreader, who sits on the horseshoe-shaped table called the desk. The city editor and other editors read all the copy. In the old days, there was what was called the universal desk system, under which the desk editor handled everything that came in. Nowadays, even in small dailies, the work is usually divided between the city desk and the teleprinter's desk. Between them, they edit the copy and write headlines for all-spot news—everything except sports and financial coverage. The independent or separate desk system in operation on a large scale allocates the news to different readers, each of whom has his own team of copyreaders. The editors, with a crew of men, edit the news designated as cable, teleprinter, city beats, society,

business, finance, sports, and reserve news. In larger newspapers, there is a separate desk for international news. Where the system is the universal desk or a separate desk, the process of editing runs along similar lines, in which case the story goes to a 'slot man' who sits at the head but on the inside rim of the horseshoe desk.

This editor, called the news editor, glances through the copy quickly, gauges its relative importance, determines the space it should occupy—200 words or a half or three-quarters of a column—decides the type on the copy, and passes it on to one of his copyreaders of the horseshoe.

**(ii) Clearness:** The reader must have no difficulty finding out what the story means.

**(iii) Condensation:** The copyreader must cut and condense each story to the length assigned to it. Condensation applies to words and not to ideas. Verbal frills may go, but the meaning must remain. Condensation is done by substituting short words for long ones—even smaller words for bigger ones; for example, 'try' in place of 'endeavour'.

**(iv) Arrangement:** The copyreader's notion of arrangement differs from that of the literary man. It is based on the convention of the Mead', which puts the important parts first and the least important parts last. It also makes for a sequence of ideas.

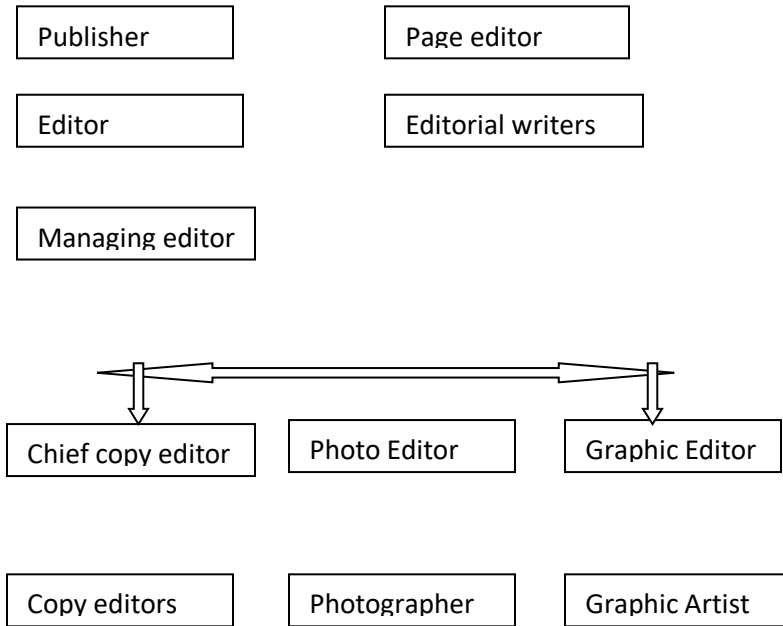
**(v) Style:** The copyreader's style has nothing to do with literary quality. It refers to particular rules that his paper has laid down for spelling, punctuation, capitalization, abbreviation, use of numerals, and the like. The copyreader edits his copy according to the foregoing principles by means of a set of standardized copy reading symbols, which tell the typesetter what section to omit, when to transpose, when to spell a word out, and when to contract. He then proceeds to check the copied paragraphs, and if the story has sufficient length, he supplies subheads. The subhead is a line to be printed in a type that differs from the body of the story or article and is used to break up the too-solid look of a long column. The best rule is to paragraph for ideas and not for mechanical reasons. Copyreaders try to avoid being mechanical when it comes to the subhead. The look of the column demands a subhead every two sticks or a stick and a half at least, or say about every 300 or 350 words. The copyreader aims to have his subheads make divisions in the subject, each division meant for something new and not merely for repeating

what has already been told. The copyreader usually faces three problems: (i) to tighten up the story and thereby speed up the action; (ii) to cut out the excess matter and bromides; and (iii) to reduce the story so that a telegraphic editor could splash it in a page-one box if he chose to handle it that way. The Art of the Headline: Although the copyreader works anonymously, when he constructs a good headline, he feels the pleasure of a creative artist. With short words and a short compass, he can tell a whole story. He knows that the headline must fulfil two requirements: it must attract attention to the story and announce the story's main facts. He sees to it that each headline he concocts does both.

- Responsible for gathering news, interpreting news, and short-listing news features.
- The editors in this department include the photo editor, the design editor, the layout editor, etc.
- The editor of the newspaper alone cannot handle the work and is therefore assisted by the chief correspondent, resident editors, managing editors, dy. editors, assistant . editors, subeditors, photographers, cartoonists, and feature writers.

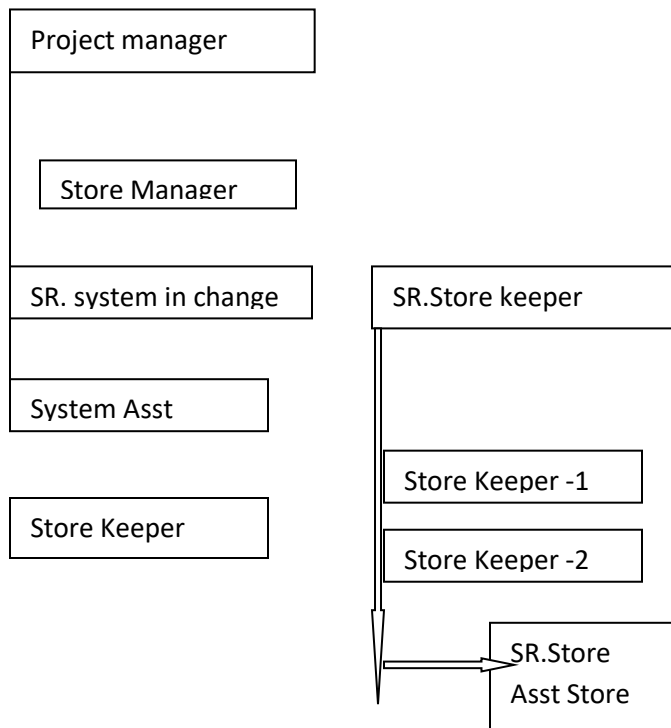
This department is headed by the editor, who is responsible for the collection of news. selection of news and features. Editing of news and features and interpretation of news. The editor of the newspaper alone cannot handle the editing work and is therefore assisted by the chief correspondent, resident editors, managing editors, deputy . editors, assistant editors, news editors (night and day), sub-editors, and other functionaries like photographers, cartoonists, feature writers, and reviewers. Various types of correspondents are engaged in the collection and supply of news to the newspaper's editorial department.

## EDITORIAL DEPARTMENT



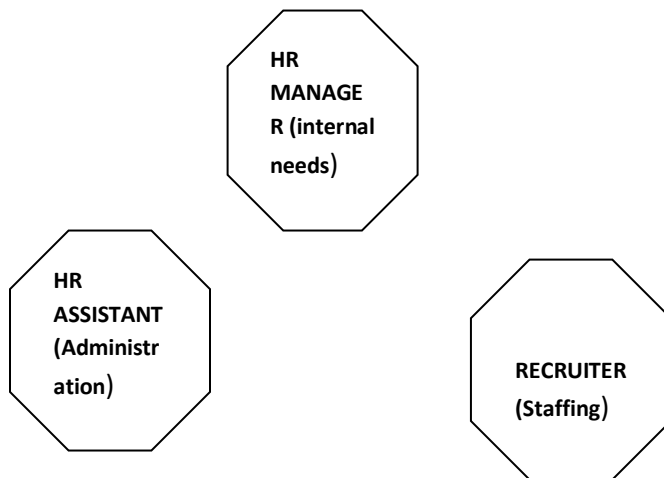
## STORE DEPARTMENT

It looks after the storage work, and it maintains and keeps a record of the stocks of raw materials (paper, ink, stencils, etc.) and finished goods (the printed newspaper). It is charged with the responsibility of proper storage of raw materials (newsprint) and other materials used in the newspaper office.



## **ADMINISTRATIVE DEPARTMENT**

This department looks after the general administrative work pertaining to personnel: their selection, training, promotion, allotment of work, maintaining leave records, liaison with government departments, general facilities, and all other work that facilitates the working of other departments. In the absence of a separate legal department, the administrative department also handles the work pertaining to legal matters. Most newspapers have four main departments devoted to publishing the newspaper itself. They look after general administration work. The task includes the work allotment of staff, workforce training and promotion, maintaining leave and other records, and managing other departments.

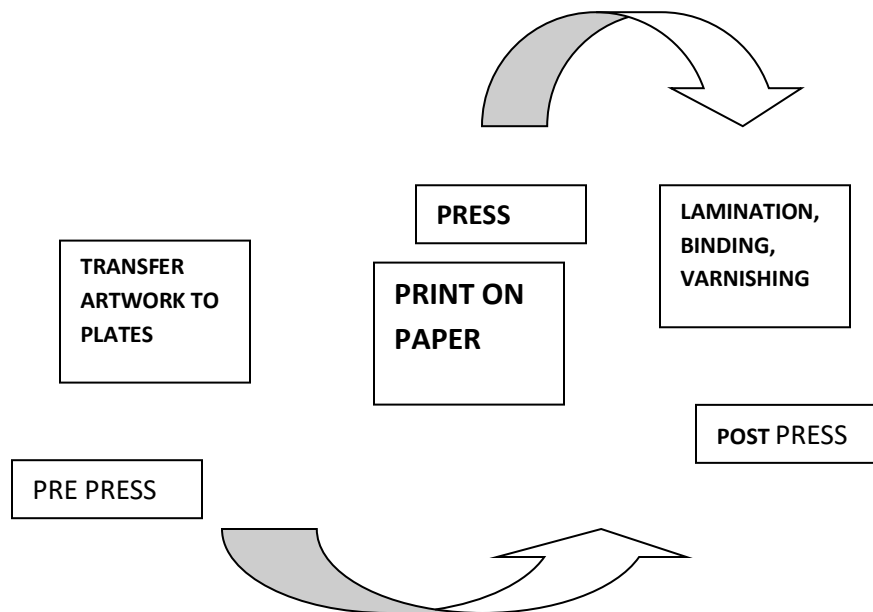


## **PRINTING DEPARTMENT**

The Production/Printing Department—this is another department in a newspaper. This department is responsible for the printing of the newspapers. The department is in charge of everything that has to do with the production and printing of the papers, which includes transforming journalists' stories into type and maintaining the printing machines. It looks after all the work of printing, including the installation of machines, plant layout, composition, processing, loading, scheduling, maintenance of machines, etc.



- Production aspects of the newspaper.
- Installation and maintenance of machines,
- Compiling the data into newspaper format and then putting it on paper.
- Example: printing plate preparation, printing, cutting, folding, etc



## **CIRCULATION DEPARTMENT**

The main responsibilities of the circulation department are to look after the circulation or distribution of copies of the newspaper.

There are three main responsibilities:

- Selling the paper.
- Delivering it to retailers.
- Collecting data from subscribers.

## **CIRCULATION DEPARTMENT**

The circulation department takes care of everything after the newspaper is printed. This includes delivering the publication to homes through their own or third-party carriers, to the post office to be mailed into homes, as well as to news agencies, vending machines, and other places it's distributed. They're also the department responsible for encouraging people to start or keep

reading the print and digital editions. Since people are constantly moving out of the area or cancelling subscriptions for other reasons, the circulation department is always working to bring in new people through telemarketing, direct mail, and advertising campaigns in print and multiple digital platforms. You'll see them at major community events, promoting your newspaper, and often sponsoring the event itself. Although typically advertising sales bring in about 75% of all newspaper revenue and circulation brings in the other 25%, without the circulation department, nobody would be reading the paper, and therefore no ads could be sold. Circulation is another major division of the business office and is usually headed by a major executive, the circulation manager, since the newspaper ultimately stands or falls on the basis of the number of steady readers that can be enrolled.

The circulation manager may have any or all of the following subdivisions under his supervision:

(i) City Circulation: It involves the maintenance of circulation records for the city of publication; the recruitment, supervision, and reimbursement of carrier boys; the supervision of district men who oversee circulation by subdivisions of the city; taking responsibility for moving papers to the news agencies; relations with news agency operators, etc.

(ii) Area Circulation: Responsibilities here include getting papers destined for the surrounding area into the mail and the operation of a fleet of tempos or taxis to carry the papers into surrounding areas where mail service is not rapid enough. The circulation manager is also in charge of moving the papers into the appropriate distribution channels as they move into the mailing room from the press room.

(iii) Sales Promotion: It involves the direction of an office staff to keep records, notifying subscribers when their subscriptions need renewing, the handling of complaints, new subscriptions and renewals over the counter, by mail, etc. Promotion is essentially the "public relations" department of the newspaper. Where a separate promotion department exists, it is usually responsible for initiating promotion policies, subject to the approval of the publisher, and usually coordinates the promotional activities of other departments.

GENERAL MANAGER

DEPUTY GENERAL MANGER

AREA MANAGER IN EACH UNIT

EXECUTIVES

## **ADVERTING DEPARTMENT**

The advertising department is also another very important department of any newspaper establishment. Everyone knows how much revenue advertising brings to newspapers. As a matter of fact, advertising is said to be the major source of revenue for newspaper establishments. Without advertisements in a newspaper, the establishment cannot survive. The advertising department of a newspaper is in charge of advertisements that are published in the paper. Advertising is the major source of revenue for a newspaper. As such, the work of collecting and publishing advertisements becomes crucial in a newspaper organization. The advertising department looks after this work. There can be several sections in this department: one to look after local advertising, one for classified ads, one for general or national advertising, one for legal advertising, and yet another one for preparing copy, and so on.

- This is a very important department in the revenue generation aspect.
- It looks after collecting advertisements that are placed in every newspaper edition.
- The sector looks into classified ads, local, national, and real estate ads, the law adds.

An advertising department for a newspaper is responsible for generating revenue for the business by selling advertising space to local or national organizations. To sell advertising space, the department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising

agencies, helping businesses develop advertising plans, and working with editorial teams to develop features that will attract advertisers.

## **Business**

The newspaper advertising department plays an important role in helping small businesses market their products and services. According to Professional Advertising, 57 percent of adults in the United States read a daily newspaper, and newspapers get the biggest share of advertising revenue in the country. Over 85 percent of newspaper advertising expenditures are accounted for by local advertisers. Classified Many advertisements in a newspaper are small, low-cost, and generally consist of text only, although some may include the use of photographs. These are known as classified advertisements, and they are published in a special section of the newspaper under different headings or classifications. The advertising department takes orders for classified advertisements via telephone, email, or the Internet and processes the orders for publication on an agreed-upon date.

## **Design**

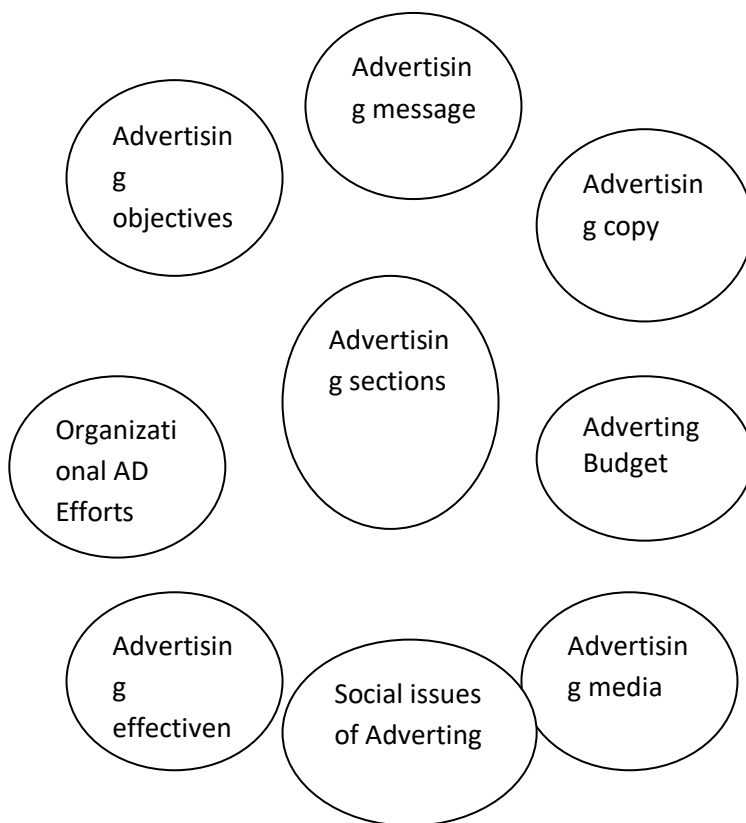
Advertisements that appear within the editorial sections of a newspaper are known as display advertisements. Generally, they include photographs or illustrations as well as text. The advertising department may offer design services to advertisers who do not have their own facilities or do not use an advertising agency; an in-house graphic designer will create and write an advertisement to suit the space the advertiser has purchased. Media Data Providing media data to advertisers is an important function of the advertising department.

## **Media data**

includes the circulation of the newspaper, its frequency of publication, geographical coverage, and a profile of its readership based on audience research. The department also produces a rate card that lists the costs of different sizes of advertisements, together with discounts available for multiple bookings. Advertisers and advertising agencies use media data and rate cards to plan their advertising campaigns. They choose a medium, such as a newspaper or magazine, that reaches the largest proportion of their target audience at the lowest cost.

## Features:

Advertising departments work with editorial teams to develop special features that will attract advertisers. An example is a feature on home improvements, where the editorial content would include a series of articles on decorating, furniture placement, and small building projects. The advertising department contacts suppliers of relevant products and services, inviting them to advertise in the feature and emphasizing the benefits of the editorial environment. Advertising departments also help small businesses plan advertising campaigns. Sales representatives often meet with advertisers to discuss their business objectives and recommend the best way to use the newspaper to advertise their products and services. Advertising departments may also offer special deals or discounts to high-profile advertisers that they wish to attract to the newspaper.



## IT Department:

This department is in charge of protecting, maintaining, and improving the technical equipment associated with running a media outlet. Engineers and technicians spend some of their time on preventive maintenance, trying to keep equipment from breaking, and much more of their time

fixing equipment that has already broken. This last job is especially important, considering that the high cost of new technology makes it difficult to replace equipment. Like the production/printing department, this department is not a part of the news department but still plays an important part in the newscast. This department is mostly headed by the Chief Engineer. He or she is responsible for all operations and maintenance that have to do with any and all engineering equipment used throughout the organisation. The chief engineer has to manage and maintain complex integrated systems with minimum supervision and to maintain and repair all technical equipment in the organisation. This position requires the ability to troubleshoot, diagnose, and handle the tools necessary to repair newsroom equipment, effectively present information, and respond to questions from managers, clients, customers, and the public. A solid working knowledge of the latest gadgets, computers, hardware, parts, and related software with practical knowledge of electrical, plumbing, and basic construction techniques is helpful. The Chief Engineer presides over ground-keeping technicians.

## **NEWS SOURCES AGENCIES**

### **The Press Trust of India (PTI)**

PTI is India's premier news agency, headquartered in New Delhi, and is a nonprofit cooperative of more than 500 Indian newspapers. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day. Its Hindi service is called Bhasha. PTI correspondents are based in all important news centres around the world. It also has tie-ups with several foreign news agencies. Currently, PTI commands 90% of the news agency market share in India.

PTI was registered in 1947 and started functioning in 1949. PTI is run by a Board of Directors, with the Chairmanship going by rotation at the Annual General Meeting. The day-to-day administration and management of PTI are headed by the CEO, who is also the Editor-in-Chief. Its board of directors includes the owners and editors of most of the leading publications in India, like Vineet Jain, Aavek Sarkar, Viveck Goenka, N Ravi, etc.

### **United News of India (UNI)**

UNI started its commercial operations on March 21, 1961. It has news bureaux in all state capitals and other major cities. The agency also has representatives in key world capitals. UNI was the first to start a multi-language news service, UNIVARTA, on May 1, 1982, that provides news services to Hindi newspapers. UNI has been the first and only news agency in the world to supply news in Urdu since June 5, 1992. The agency's subscribers include newspapers published in 14 languages, AIR, Doordarshan, the Central and State governments, corporate and commercial houses, and electronic and web-based media.

### **Indo-Asian News Service (IANS)**

IANS was established in 1986, initially to serve as an information bridge between India and its diaspora in North America. Today, it is a full-fledged, 24x7 agency based in Delhi-NCR (Noida), putting out real-time news from India, South Asia, and the news of this region around the world. IANS is divided into six strategic business units: IANS English, IANS Hindi, IANS Publishing, IANS Business Consultancy, IANS Solutions, and IANS Mobile. Its client list includes a range of print publications, television news channels, websites, ethnic publications abroad, government ministries, foreign missions, private sector players, and multilateral institutions.

**Asian News International (ANI)** ANI is South Asia's leading multimedia news agency, with over 100 bureaux in India, South Asia, and across the globe. ANI has established itself as a 'complete content house, providing text, video, and picture content for TV, print, mobile, and online media. ANI also provides a range of facilities for foreign and domestic channels to package their reports in India and uplink via satellite. These include the provision of professional crews, editing and post-production facilities, access to archives, uplinking facilities, coordinators, producers, and correspondents, as per requirement. ANI services include loosely edited news feeds and customised programmes for television channels, audio bytes for radio stations, live web casting and streamed multimedia and text content for websites and mobile carriers, and news wire services for newspapers, magazines, and websites.

## **Hindustan Samachar**

The Hindusthan Samachar was formed on December 1, 1948, and provides news in 14 Indian languages. Its subscribers include AIR, Doordarshan, various state governments, and Nepal Radio. Presently, the service is being provided in Hindi, Marathi, Gujrati, Nepali, Oriya, Asamiya, Kannada, Tamil, Malayalam, Telugu, Sindhi, Sanskrit, Punjabi, and Bangla. The service is fully based on web-based internet technology. The subscriber can either download the next or convert it into email format. In India, this agency has offices in all the states. The news circulated in all the Indian languages.

## TARGET AUDIENCE OF JOURNALISM

### **Writing to reach your target audience**

1. Tip #1: Know yourself. It may sound a bit stupid, because, of course, you know your business.
2. Tip #2: Know your target audience. The next tip is to know your target.
3. Tip #3: Speak the same language.
4. Tip #4: Think like your audience.
5. Tip #5: Know where to lead or find your audience.

17 Apr 2015

### **Who is the audience of newspapers?**

There are many factors that vary the audience of a news paper.

Representation

Values

Politics institution

Values

Language

Genre



Narrative

Ideology

Who's the audience for news?

In some ways, the audience for journalistic messages is the most concrete and predetermined of the three communications professions' work. Journalists write for publications or produce reports for media outlets that have a great deal of information about their subscribers or viewers. With the ability to track digital readership, journalists know what articles people read. At the start of the message analysis process, journalists must ask a set of questions about their target audience that will help them identify the treatment of the topic about which they will be writing and make decisions about the kind of reporting they must do.

Understanding the audience that uses the publication or media outlet for which they are producing a news report will help clarify some of the following questions:

- Who reads or views the publication? Who would be interested in this topic? Who needs to know about this topic? Who is the media organisation interested in attracting with its offerings?
- **WHAT:** What would the potential audience member want to know about the topic? What kind of report would be most informative or helpful for the audience? What kind of information will be useful? What does the audience already know about this?
- Where else do people interested in the topic find information? (For freelancers) Where should I pitch my story idea?
- When does the audience need to get this information? (Is this fast-breaking news or something that will be used as analysis after the event?)
- Why does the audience need to know this? Why does the audience care? Sometimes the audience member just wants to fill empty minutes with a news message (reading news briefs on a mobile device while standing in a line or eating alone at a restaurant). Sometimes the audience member needs to answer a specific question (who won the baseball game this afternoon? When does the movie start?). Each of these "why" questions suggests a different strategy for the communicator.

- How can we best communicate with the audience? How much background do they need to understand what we are writing about? How technical can we be? How might the audience react to this report?

A target audience is the person or group of people a piece of writing is intended to reach. In other words, it is important for a writer to know who will be reading his or her writing. This audience is the person or group of people the writer is aiming for or trying to reach. Identification of target audiences creates a better return on advertising investment as it reduces wasteful expenditure on creative and media mixes. Advertising leakages, i.e., advertising messages going to unintended audiences, can be harmful. It can trigger a negative effect amongst the intended audiences (Dahlen & Shojin, 2013). Knowing the target audience before the conceptualisation of a campaign makes the creative team use the relevant message theme (in terms of the idea, story, or situation), advertising appeals (based on audience motivations), and creative elements (headlines, copy, visuals in print ads and spoken copy, music, VO, scenes, SFX, VFX, jingles, and camera shots in audio-visual ads). Deep insights into target audiences also help in making effective media plans. It also helps in arriving at innovative media choices and scheduling strategies for brands. No wonder market strategy, which deals with understanding target markets and classifying target audiences, comes prior to message and media strategy in an ad plan

## **DEFINING AUDIENCE**

Rossiter & Percy (1985) & Percy (1985), in their advertising communication models, say “a target audience consists of people who will be most responsive to advertising.” As mediated communication evolves, audiences too need to be redefined. Existing paradigms in mass media contend that audiences are receivers towards whom the message is directed. However, the economics of the media industry presents to us many ways of describing the audience, i.e., audience as a product and audience as a consumer. The audience means a consumer who is a potential buyer. So in this case, the audience is the consumer. Now consider the case of a TV channel. Here, the TV channel produces the audiences by using its programmes for advertisers. The advertisers buy the audience of the TV channel, and the channel gets the revenue. The TV channel must satisfy its consumers, i.e., the advertisers in this case. Previously, the concept of a mass audience was relevant. Schramm, in his model of mass communication (as quoted by Baran (2010)), refers to the mass audience as a composite of many receivers involved in the process of

decoding, interpreting, and encoding. The individual receiver is further connected to a bunch where the message is being decoded and acted upon.

## **Target Audience**

The target audience is a group of people identified as the intended recipients of a message. And the process of successful communication is to determine its audience. In this study, the target audience is divided by demographic, geographic, and psychographic factors. Below, you can find more details about the targeted audience:

**Demographic** Age: 19–23 years. According to Jean Piaget’s theory of cognitive development, during early adulthood, cognition begins to stabilize. Early adulthood is a time of relativistic thinking, in which young people begin to become aware of more than simplistic views of right vs. wrong (Jean, 1997). They begin to look at ideas and concepts from multiple angles and understand that a question can have more than one right (or wrong) answer. The need for specialisation results in pragmatic thinking—using logic to solve real-world problems while accepting contradiction, imperfection, and other issues. Therefore, targeting this early adulthood would be a wise choice in order to inform them about Muslim scholars such as Rumi and others of his kind.

**Social Status: Learners or Students** Learners and students are in ages who are active in society and use public facilities, and at this age, the students are turning to social roles. As they are involved with academic studies, it would be great if we introduced to them the important figures of the Islamic world, such as Maulana Jalaluddin Rumi, especially about his journey of life transformation, which is expected to inspire someone out there.

**Economic status:** middle class According to a study by the Asian Development Bank, the middle class has 93 million people, which is 43 percent of the total population of Indonesia (Kilis 2018). Similarly, Professor Patrick Bima claims that middle- and upper-middle-class people enrol their kids in a national private school and send them to a governmental university, either international, a private university locally, or a university overseas (Bima, 2018). The middle class is a group of people living in contemporary society who fall socioeconomically

between the working class and the upper class. Selecting the middle class as the main target is because it is a vast group of people who are active members of society.

### **Types of Audience Segmentation**

Each segment has individuals who have similar interests. The interests of each segment may vary with regard to products. Traditionally, there were two approaches to market segmentation: product-oriented and people-oriented. The product-oriented approach measures the product-related aspects by segmenting the consumers to understand the market, and the people-oriented approach measures the people and relates them to the product (Plummer, 1974). For example, a cosmetic company can increase their customer base by targeting an audience of different age groups with products designed to meet their specific needs. E.g., L'Oreal and Garnier are some of the leading cosmetic producers that cater to the needs of male and female customers of their offered goods and services as valuable entities for their consumer base. opportunity for Growth: Segmentation helps identify potential customers who may be interested in our product. There are four types of segmentation strategies determined because of their measurability, accessibility, substantiality, and action ability (Drayton & Tynan, 1978).

### **Identification of the Target Audience**

The business head of Sony Entertainment Television, Danish Khan, says <sup>3</sup> Positioning is all about sacrifice; you can't offer everything to everybody. The next step is to implement targeting strategies. The marketer identifies which segment to target and prepares the ways and means to do so. There are times when a brand decides to target a particular segment at the introduction stage, gradually including other target segments as the brand grows or matures. There are various ways of identifying the target audience and communicating with them.

**a) Concentrated Marketing:** When a marketer decides to concentrate on one segment and develops a marketing mix to target it singularly, it is called concentrated marketing. It is a strategy quite effective during the decline phase of a product's life cycle, i.e., when the demand for the product is low and new consumers enter a certain segment.

**b) Sizable:** Advertising is aimed at a large section of the population; hence, the size of the segment is very important. It must be a significant group to be able to develop a message and

media strategy. Otherwise, targeting a few consumers will make the effort unprovable for the advertiser.

**c) Stable:** It is an advantage if the audience is classified on homogenous variables and is relatively stable, i.e., they do not change their attitude, lifestyle, and usage patterns swiftly.

**d) Accessible:** It is important to know beforehand if the advertiser can reach the audience cluster. One must, however, note that with interactive media, the advertiser can now disseminate information and reach out to audiences both vertically and horizontally.

**e) Congruence:** Every company has a business vision that includes creating or producing products for a specific set of people. So it is important that the market segmentation strategy adopted is in line with the corporate vision and business goals.

**b) Differentiated Marketing:** When the marketer identifies multiple segments to target and develops their respective marketing mixes, it is called differentiated marketing. It is commonly used during the growth and maturity phases of PLC.

**c) Counter segmentation:** When two or more identified segments are combined and a synergistic marketing mix is designed, it is called counter segmentation. As brand differentiation goes down, this strategy is becoming critical to ad planning.

## Questions

1. What is the organizational structure of a newspaper?
2. Why target an audience?
3. What are the different types of audiences?
4. What are the four important parts of the news writing structure?

## **Role, Qualities and Responsibilities of Reporter – Lead Writing – News Pegs – Developing a News Story**

### **LEARNING OBJECTIVES**

- ☞ To help the students understand the concepts of news, newsgathering, and reporters.
- ☞ The students should understand the role and responsibilities of a reporter.
- ☞ To train the students to recognise and classify the different types of beats, sources, and reporting in journalism.
- ☞ To equip the students to identify, categorise, and write journalistic pieces by themselves.

### **ROLE OF THE REPORTERS**

A reporter is a journalist who uses investigation and research to gather the details of a story or event and deliver the facts to the public through a medium or platform. The four categories of journalistic roles—normative, cognitive, practiced, and narrated roles—correspond to conceptually distinct ideas: what journalists ought to do, what they want to do, what they really do in practice, and what they think they do. A journalist, or reporter, is responsible for researching and writing informational news articles and stories about real events using a fair and unbiased perspective. Their duties include interviewing experts, gathering first-hand accounts of events, and organising an outline into a cohesive, interesting story.

News reporters are responsible for gathering and writing about the news as it happens. The advent of 24-hour news broadcasts and regularly updated digital editions of newspapers puts pressure on reporters covering national or international events to be first with the story or to find a new angle. Local reporters don't face the same time pressures, particularly when they are working for weekly publications. However, they have to find stories that keep readers or viewers informed or entertained.

### **BREAKING NEWS**

Reporters cover events that make the news. A news editor makes decisions about the importance of breaking stories and assigns reporters to cover the events. The source of the story could be a press release, breaking news over the wire service, or a tipoff from a contact. Reporters travel to the scene, gather information and quotes from official sources such as police or fire crews or witnesses, and put together a story. If they are covering the story for radio or television, they record the story and interview sources.

## **Events**

News reporters cover regular, scheduled events in addition to breaking news. Sports correspondents, for example, attend games to prepare reports. Reporters covering local government issues attend official meetings and community events. Crime reporters go to police stations and courts to keep up with ongoing cases or get leads to follow up on.

## **Background**

To add depth to news stories, reporters do background research. They check the accuracy of the facts and contact experts or witnesses to obtain more detailed information. They also confer with the legal team to ensure that sensitive stories are not breaking any laws. When they write articles, reporters add background to the original news story and prepare a piece that fits the length or time slot allocated by the editor.

## **Investigation**

Editors may assign individuals or teams of reporters to investigate issues of public concern, such as allegations of corruption or inefficiency in local government. Reporters interview people who can provide insight on the issues and build a story over time.

## **Presentation**

Reporters working on radio or television may also be responsible for presenting all or part of their stories. They may present the story in the studio or do a live link to a news anchor, giving an overview of the story and introducing the interviews they recorded on site.

### **Qualities and Responsibilities of Reporters**

The following are the basic qualities of a reporter, or rather, a good reporter: Credibility is something that every good reporter should have. In other words, a reporter must exhibit characters and behaviours that make him or her believed and trusted by people.

1. A good reporter should be courageous and confident. Without courage and confidence, it is difficult for a person to be a good reporter. Timidity on the part of any reporter will get them nowhere.
2. Curiosity is another very important quality of any good reporter. There is a need to be curious all the time. The spirit of curiosity helps the reporter get good stories.
3. A journalist should have a healthy skepticism. This means checking and rechecking information, which is very important because every story is based on facts and evidence.
4. A reporter should be able to work fast and enthusiastically on any given story. News writing, in particular, has a lot to do with deadlines. This therefore means that a good reporter should be able to work under pressure and meet deadlines. If you can't soak up the pressure, then it is going to be hard to work as a reporter.
5. A good reporter should be able to gather facts in a very careful and accurate way.
6. Reporters should be able to write well. By writing very well, I mean writing clear and well-focused stories that are easy for everyone to understand. Good spelling, punctuation, and grammar are also requirements.
7. Reporters should be able to write very good leads for their news stories and features.
8. A good reporter should have the habit of self-editing their copy before submitting it to their editors.
9. There is a need to have wide general knowledge on different issues.
10. A good reporter should have an eye for what is newsworthy and should be able to produce new stories without being told.



11. Another very important skill a good reporter should have is the skill of producing stories that are fair and balanced.
12. A good reporter should be skilled at taking notes.
13. A good reporter must be able to analyse and interpret information.
14. You must be good at asking the right questions at the right time.
15. The work of news gathering is quite unpredictable. One might never know when news will break or where it will happen. It is for this reason that a reporter should be able and willing to work irregular hours.
16. A reporter should be a good team player and be capable of working with other reporters, photographers, and even editors.
17. A good reporter should be able to take corrections and criticisms in the course of performing their job.

### **Lead writing**

Various types of leads and indicators A lead (or an intro) is the beginning paragraph of a story. It is the hardest part to write, as it sets the tone and introduces the reader to the rest of the story. A good lead paints a vivid picture of the story with a few words. Not many reporters can produce sharp, original leads. Writers of little talent and scant judgement load their leads with official sources, official titles, official phrases, and even official quotes and produce long-winding, cumbersome, and dull leads. If the lead is not effective, the reader may skip the story. It should be appropriate for the story. The lead must be accurate, short, and crisp. The lead should reflect the mood of the story.

**Straight lead** (or summary lead) A good lead incorporates the inverted pyramid style, with the most important facts first. It tells readers what they want to know in a creative manner. If the reader only read the lead, he or she would have a solid grasp of the story.

**Descriptive lead** A descriptive lead describes how an event happened rather than simply telling what the event is about.

**Quotation lead** Quotes are frequently the essential documentation for a lead and should be used immediately after a paraphrase that summarises them. Here, paraphrasing the verbatim quotation permits the removal of unnecessary words. But if a verbatim quotation itself is very important or

interesting, it can be the lead itself. This lead would add an element of interest such as drama, pathos, humour, astonishment, or some other factor that will reach out to the reader.

**Question lead** Many editors dislike question leads on the basis that people read newspapers to get answers and not to be asked questions. But if the question is provocative, it may be used as a lead.

**Personal lead** It involves the use of the first-person singular in the lead. Normally, such use is discouraged, except for columnists or such privileged writers.

**'You' lead (or direct address lead)** The 'You' lead is intended to make a personal appeal to the reader involved in a complicated situation. The second-person approach reaches out to involve the reader and capture his or her attention.

**Contrast lead** To vary monotony, a saga can be split into two sentences, the first of which refers to the humble beginning and the second to the hero's latest triumph.

**Delayed lead (or suspended interest lead):** A situation can be exploited in an interesting way so that an ordinary item stands out. The reporter delves into several paragraphs to find out what happened. The reader must get the story by reading to the end of the story.

**Blind identification leads** If the person concerned is not well known in the community, his or her name is less important than other salient facts that identify the person. e.g., "an 80-year-old woman" instead of her name.

**Anecdotal lead** The anecdotal lead is used when the anecdote is bright and applicable and not too wasteful of space. It brings the reader quickly into a news situation that might not attract his attention if it were routinely written.

**Gags (or funny) lead:** a journalist who writes a funny story puts up the saddest face in a newsroom. Journalistic humour requires skill and practice.

**Literary allusion leads** Paralleling the construction of a nursery rhyme or part of a well-known literary creation can add variety.

## **Reporting for different beats based on beats**

While the literature on news construction focuses on the utility of beats as a means of gathering news, research also shows that beats may serve additional functions for newsrooms. Becker, Lowrey, Claussen, and Anderson (2000), in fact, have argued that there are at least three different ways in which beats can be viewed. These three definitions of a beat are not in conflict. Beats can serve as a means of generating story ideas and gathering news. They can also reflect job differentiation and be used as a reward structure. Becker and his colleagues (2000) found little evidence in their newspaper newsroom study that beats are used for this third function. Beat structure did vary by size of organisation, however, though it retained its basic fabric as it grew in complexity, consistent with the view that beats are tools of news construction.

**Agricultural Journalism:** This branch has been growing at a fast pace in the past few years. Most people are not fully aware of the prospects in this field and thus get deterred from taking it up. However, it has a wide array of options in multiple fields. Careers in the food and wine industry, environmental welfare and conservation bodies, and resource organisations are some commonly pursued options.

**Arts Journalism** This beat is for all the art lovers. The focus is on various forms of art that include literature, film, dance, music, drama, and many more. Here, the journalist analyses the developments and trends of the art world and reports them to the audience. People who have a passion for art always need regular input, which makes arts journalism a fast-growing stream of the industry.

**Business Journalism** Here, the journalist has to cover business news from around the globe. This will include the launch of new products in the market, mergers and acquisitions of companies, economic ups and downs, the performance of companies, and so on. Well-researched analytical reports have to be made when it comes to business. These reports gather dates of all the important events on an international level; moreover, these reports have also exposed many business-related scandals.

**Celebrity Journalism** As the name suggests, this genre is related to the lives of celebrities from all fields. This includes news regarding their personal as well as professional lives. Reporting

gossip is one of the things that readers love to read. Interviewing celebrities from various fields, like music, sports, politics, the arts, and films, is also a part of this profession.

**Civic Journalism** This branch of the industry makes use of the democratic right, i.e., freedom of speech. Here, the citizens are involved in gathering news, wherein they speak out about their problems and give opinions. This information is used by the journalists to create new stories and present them to the world.

**Community Journalism** Stories, news, and information specific to a certain town, vicinity, or area are sorted under this category. Though many people do not take community news seriously, it has its fair share of readership. In fact, community journalism is known to affect people in a much closer way than national or world news. Featured stories are more or less light-hearted and entertaining. Jokes, articles, and stories submitted by readers are also usually included in these subscriptions.

**Crime Journalism** This beat has been popular for a long time. People are always eager to know about crimes taking place, with all the possible and accurate details. Even though this is the most amusing beat for journalists, it needs extensive investigation and networking to get all the facts true. It consists of violence, revenge, greed, and major issues like corruption, drugs, and so on. A crime reporter should always have good contacts so that no incident is missed.

**Culture Journalism** This branch gives journalists a chance to explore the cultural part of society. Culture has been an important medium for peace and understanding on international levels. This field is all about creating an awareness of one's culture, background, and the diverse groups in which one stays. The focus is on various types of festivals, history, languages, art, and so on.

**Cyber Journalism** This field is also known as online journalism. In simple words, this is a collaboration of most other forms of journalism, with the only difference being the medium. Cyber and multimedia are two closely related fields; they aim at extending the reach of the information to a global level while making the data appealing and engrossing.

**Defence Journalism** As the term explains, this is all about what is happening with the country's military forces. It also includes the latest updates on various defenses. The forces of a country play an important role in maintaining international relations, so journalists need to gather a lot of information on the same. These reports are also useful when there are violent situations. It makes the citizens aware of the basics of national defence.

**Education Journalism** This branch includes articles and reports on the developments taking place in the educational sector. The audience mostly consists of researchers, teachers, and students. These reports are a lot more important for policymakers. It focuses on spreading the importance of education among people so that a greater number of children will take the step towards higher education than those leading towards factory doors.

**Environmental Journalism** Many journalists prefer writing about environmental issues related to their protection and conservation. It is about the various changes in environmental policies and events held by organisations for various causes. Multiple environmental crises can be communicated in a better way through this medium.

**Food journalism**—writing about food—can be someone's passion. Moreover, people love to try new things, especially when it comes to food. Food writing is not only about different recipes or reviews of restaurants; it also includes the history and culture of various cuisines. This beat attracts a lot of scope, as many newspapers and magazines focus on these articles. Roaming all over the world and trying all types of cuisines encourages a lot of "foodie" journalists to select this beat.

**Lifestyle Journalism** The world is evolving, and people are interested in learning more about lifestyles. This beat has been on fast-track growth, focusing on entertainment, music, leisure, shopping, home, gardening, and so on. Lifestyle journalists study the stages of the development of lifestyle, economic influences on society, fashion, and trends. They provide readers with tips that can help them change their lifestyle over time.

**Medical Journalism** Health and science-related subjects fall under this category. It plays a crucial role in spreading awareness among professionals and the general public alike. Today, it is no longer restricted to lengthy journals and has spread to daily and monthly subscriptions, such

as newspapers and magazines! The presented information needs to be accurate; thus, rigour and extensive research are a must for every assignment.

**Motoring Journalism** This is one beat that has been newly introduced in the subject of journalism. As a motoring journalist, your job involves writing descriptive articles about the latest updates in the automobile field.

**War Journalism** As the name suggests, war journalists are required to cover an ongoing war. Though they are not required on an everyday basis, it is undoubtedly a dangerous profession. There are two types of war journalists: those assigned to a military unit to gather information and others who cover the same area independently.

**Weather Journalism** This self-explanatory and widely-known category is not taken seriously by most people and is usually sidetracked. However, this small section is immensely helpful and vastly relied upon, even today! Here, how you present the information is secondary; the key factor is to be short and precise.

## **NEWS PEGS: DEVELOPING A NEWS STORY**

A news story that forms the basis for a feature story, political cartoon, or the like. the reference in a feature story, or the like, to the newsworthy event that underlies or justifies it. Journalism is to participate in the social, economic, and cultural upliftment of society and the policies, events, and trends that have a bearing on society's development.

### **How to Write a News Story in the Steps**

1. Select a newsworthy story.
2. Think about your goals and objectives when writing the story.
3. Find out who can provide the most accurate information about the subject and how to contact that person.
4. Do your homework. ...
5. Prepare a list of questions to ask about the story.

Start with the information needed most—enough information to give a good overview of the entire story. The body is support—information that is second in importance. Continue with additional information to complete the story.

The first one or two paragraphs, known as the lead, sum up all the important elements of the story. Each paragraph that follows contains details that are less important. It makes editing easier. Editors correct any errors in grammar, punctuation, and spelling; then they write a headline to go along with the story and size it to fit the available space on the page. Read one of the stories all the way through. Cover the last paragraph with your hand. If the story follows the upside-down pyramid style, it will still be clear and understandable when you've covered most of it with your hand.

## **THE LEAD**

The most important part of a story is the lead—the opening paragraph or two. Spend some time working on your leads, because they should summarise your story. It should answer some—if not all—of the following questions: • Who is the story about? • What are they doing? • Where did the story happen? • When did it take place? • Why did it happen? • How did it happen?

The lead should capture the attention of the reader, so work to make it as interesting as possible. Since you are writing a newspaper article, it must be entirely factual. You can't make up any information, but you can try to make what information you have sound interesting. How long should it be? Not long at all. About 50 words is a good rule of thumb. The Body The rest of the story is called the body. It explains the lead and provides more details. In the upside-down pyramid structure, details are added in order of importance. The more important details go near the top of the story. Less-important ones follow. Writing the Story When you write your story:

1. Write complete sentences.
2. Write short paragraphs, no longer than 50 to 60 words.
3. Use full names the first time you mention people.
4. Be absolutely certain of your facts. Check and double-check.
5. Proofread your story after you are finished. Correct any errors. Don't assume your spelling of names is correct just because the name is simple or common. A "Smith" may be spelt "Smythe." News Story Structure, cont. 4-H Club Reporter Writing News Stories

4 Photos A good news photo is something more than a simple snapshot. You take better news pictures.

- Strive for action. Action may be implied rather than actual. A picture of a club member grooming a horse is more interesting than a picture of the same club member standing besides the horse.
  - Go for a natural look subjects should concentrate on what they are doing rather than looking at you and your camera.
5. Avoid distracting objects in the background. Telephone poles, for example, will look like sticks growing out of people's heads if you're not careful.
  6. If you use a flash, don't pose your subjects in front of a window or a mirror. The flash will be reflected in the glass, causing a distracting "hot spot" in the picture.
  7. Don't expect too much from your flash. Know its limits. It may not provide adequate lighting much beyond 7 to 10 feet.
  8. Make sure your flash is synched to the correct shutter speed before using it. When you remove it from your camera, take the shutter off its synch position.
  9. Avoid pictures of large groups. Two or three people in a news picture is an acceptable group.
  10. Each picture should have a caption or outline. A caption is a brief description of what is happening in the picture. Check with your club volunteers to make sure everyone in the photograph has given media consent before submitting any news report.
  11. Submit photographs to media outlets in the required format (usually.jpg files) along with your report. At the bottom of the report, indicate the filename of the photograph(s) you are submitting. What is media consent? Media consent is obtained from volunteers and members at the time of enrollment. Before volunteers or members' names or pictures can be used in a report, consent must be obtained first. For various reasons, people may not choose to have their name or picture used. We have to make sure we respect their wishes.



## Elements of a good news story:

1. **Facts** first While writing a news story, a reporter should keep in mind the 5W1H: What, Why, Where, Who, When, and How.
2. **Significance** Your story pitch may be of utmost importance to you, but what about the outlet's readers, listeners, or viewers? If you are not thinking of the audience, it is likely you will strike out. Keep in mind, however, that even if your pitch isn't particularly newsworthy (i.e., what a newspaper would, for example, want to run on their first page), editors still want ideas for feature stories that they think their readers will care about. What you considered a hard news item may be directed to be a soft news item by the editor.
3. **Focus** A good story is limited and focused. For example, in public relations, we often want a reporter to get all the details, but if you give them too much to work with, you will be disappointed in the result. Remember what your core story idea is, and stay focused on your pitch. A PR executive ultimately can't control how you, as a reporter, decide to report, but they can help you determine the story angle or elaborate on the crux of the subject matter. When you find a story that presents multiple facets of information, figure out your angle and focus before you write your drafts.
4. **Context:** Good news stories offer readers perspective. Your story idea might be of great interest to your own community or interest, but does it fit into a larger picture, or is it relevant to a larger audience? A reporter has to provide not only the current aspect of the story in their article but also the background information relevant to the story and connect the dots to present a coherent piece.
5. **Voice** Every reporter has their own style of writing that they develop after producing many, many stories. They are able to structure the research methodology, form a trustworthy network, find a niche, and give words to things that matter to them professionally and personally, which makes for a distinct style in their stories. This style is now their voice in the journalistic world.
6. **Clarity** The news story should always be written in clear, simple, and easily comprehensible language. A reporter should always use simple English and avoid ambiguous words in his news story. Also, the use of punctuation and good grammar will

help the reader understand the story. Unless writing for a niche magazine or journal, reporters should avoid jargon that might be useless to the layman.

7. **Brevity** A news story must always be brief, clear, and simple, and its aim must be to attract the attention of both the editors and the reader. Most readers are in such a hurry to read an entire story in a newspaper. Therefore, it is advisable to always present news concisely to maintain the reader's interest. This method requires the inverted pyramid style of writing.
8. **Complete** A good reporter anticipates and answers the questions that their readers, viewers, and listeners will ask. This requires preparation and practice and is learned on-the-go when you tackle more and more news stories.
9. **Balance/fairness** This is the ability to write a news story without showing any form of evidence of bias or partiality. These criteria need to be considered by a new writer: whenever you write a news story, do not judge anybody or oppose them.
10. **Objectivity** The reporter should be able to approach the story objectively, that is, without emotional involvement that can lead them to present opinions instead of facts. However close to your heart your story may be, you, as a reporter, should only present facts and figures that are credible.

## **DEVELOPING A NEWS STORY**

The renovation of the gym is one week away from being completed. The first basketball game of the season is set for two days after the scheduled end of construction. Construction workers have been installing new stands and a new floor, but heavy rains have just caused flooding throughout the area, including the gym. Selena, a reporter for the school's paper, hears from her math teacher (who is also an assistant basketball coach) that the flooding has ruined the new floor. As an online reporter trying to get the information out to her readers quickly, Selena might send this Twitter message out to her paper's Twitter feed: "Heavy rains flood, ruin new basketball floor in remodelled gymnasium." The word is out, but what other questions will the readers have? Twitter and Face book posts have given reporters and other users the ability to instantly convey short bursts of information to a large audience. Still, readers will have questions that go beyond a 140-character tweet or a brief status update. The straight news lead offers little more than the average social media "Right-to-work legislation eliminates fees for students," by Rochelle Brual,

p. 4, March 22, 2012. HiLite, Carmel High School, Carmel, Ind. Reproduced with the permission of Jim Streisel. Through a strong vignette lead, HiLite gives readers a personal look at the impact that labour union legislation has upon students. Students won't necessarily go online and read about this legislation. However, a good news writer can help the reader understand the issue by putting the story in concrete terms and featuring real people. The writer uses the lead to attract the reader but provides the news peg—the approval of right-to-work legislation—in the focus or wrap graph right after the lead.

**Clarifying the news story focus** Most high school publications hold regular meetings where the staff members' story ideas for upcoming editions are discussed. Such meetings often generate lists of story ideas, where possible pieces are sketched out and compiled for editors to comb through at a later date. In preparing for such a meeting, it is important to write out clearly focused story ideas with specific details. Make sure that your ideas are more than just topics, such as "recycling" or "standardised testing." Make sure there are specifics in your story idea, preferably with a local angle. You should always ask yourself the following basic questions to decide if a story idea is feasible and sufficiently focused:

- Is something new, changed, or different?

- Do we have solid and accurate sources for the news tip?

- Do we have verifiable facts from which to build the story? Here are some examples of story ideas: Poor: "School store. I heard it might be opening." This is merely a topic without any development. Better: "The school store is reopening next Friday. The store closed last year after losing a lot of money. The business teacher said the principal approved the reopening. The story should cover the entrepreneurial class plan to oversee cash flow and inventory to improve sales." This story idea has a definite time frame—the reopening date. The reporter also has a reliable source in the business teacher. As a result, the story is more than a rumor. It's the start of a plan for what to cover. A good, specific list of sources might strengthen this story idea.

Each paragraph in a news story:

- should usually cover just one idea; news paragraphs are written for a busy reader who needs to pick up as much information as possible.

- should advance the story, giving the readers fresh information different from that of the previous paragraph.

- should generally be one to three sentences, although exceptions are possible.

- should be relevant to the overall focus of the story. In the body of the following Harbinger story on the rise in cyber bullying, Shawnee Mission East's Andrew Goble gives an example of a Twitter site used to post anonymous comments.

Wilson started his account with a friend last fall. When they started last fall, their goal was to just make people laugh.

“We thought it would be funny if no one knew who was writing it; just ridiculous events were reported on in a laughable manner,” said Wilson. While some readers may agree with Wilson that the comments are just jokes, the writer also explores the perspective of those who object to the negative impact the tweets could have. Not everyone feels it is harmless. Sophomore Julie Sanders\* was devastated when she was mentioned in a post on SMEGossipGurlz. “I just remember not wanting to go to school,” Sanders said. “It was like the first week of freshman year, so I didn’t know anyone, and I called [friend’s name omitted to protect identity], crying, ‘What am I going to do?’ You feel like everyone is staring at you. You feel like the whole school is talking about you.” News sources need to be relevant to the focus. They should generally be identified by first and last name with some explanation as to why they are relevant. In the previous example, the writer decided to change the names of the sources and mark them with asterisks to protect their identity.

Good news writers will outline all the different points that need to be covered in the story. If the news story is about a new school policy or plan, are both strengths and weaknesses covered? If the story is about a problem, did it cover the possible solutions? If the story is about a proposed change, does the story cover the reasoning behind it? Does it cover the potential impact or difference it might make? In another section of the cyber bullying piece, the writer addresses

potential solutions to the problems raised in the story. The writer also understands that the solutions aren't easy, so he covers potential difficulties as well. The district guidelines give the administrators a range of actions to take.

## **Questions**

1. What are the qualities and responsibilities of a reporter?
2. What is the role of a news reporter?
3. What are the different types of news writing?
4. What is an example of a news peg lead?
5. How do you write the lead of a news story?

## UNIT – IV

Interviews – Interpretative Reporting – Investigative Reporting – Reviews – Feature Writing – Travelogues – Web Writing

### LEARNING OBJECTIVES

- To learn about students through interviews, interpretative reporting, and investigative reporting.
- The students learn the news review report;
- To help students learn to apply news techniques to news feature writing,
- To improve ethical skills in news, travelogues, and web writing.

### Interviewing:

An interview is a structured conversation where one participant asks questions and the other provides answers. In common parlance, the word "interview" refers to a one-on-one conversation between an interviewer and an interviewee. A journalist interview is a conversation between a journalist and a source that provides information on a specific subject or topic. For example, as an environmental journalist, you may interview ecologists and trained professionals to find information about upcoming projects and initiatives. Interviewing means finding out what is happening. Find people who know and Talk to them. The best sources are folks who were or are directly involved in the incident or subject that you're covering. A journalist interview is a conversation between a journalist and a source that provides information on a specific subject or topic. For example, as an environmental journalist, you may interview ecologists and trained professionals to find information about upcoming projects and initiatives. The point of an interview is to provide first-hand information about a particular subject that journalists can use to write articles, create content, or explore that subject further. A journalistic interview takes the form of a conversation between two or more people: the interviewer(s) ask questions to elicit facts or

statements from the interviewee(s). Interviews are a standard part of journalism and media reporting.

Interviews can produce many good stories and are a rich source of information. Properly handled, they can be a mine of lively, human, local copy. An interview with even a visiting foreigner can yield good local copy. A reporter who gets an interview arranged with a visiting foreign dignitary will get a scoop (i.e., an exclusive story). A person may be interviewed for three main purposes: first, if the person concerned has made news or participated in a news event—climbed a mountain, witnessed the landing of an unidentified flying object, or scored a goal in a soccer match; second, if the person in question is capable of making news or policy [a person in power is always a source of news]; and third, if the person is affected by power. Interviewing ordinary people who are affected by government policy, for instance, can give rise to a splendid copy that people who crafted the policy themselves will read.

## **The types of interviews**

### **Types of Interviews**

- Structured interviews. ...
- Unstructured interviews. ...
- Situational interviews. ...
- Behavioural interviews. ...
- Stress interviews. ...
- Technical interviews. ...
- One-to-one interviews. ...
- Video or phone interviews.

**Observation:** Observation involves getting relevant information firsthand. Your five senses can provide the details. What do you see? Hear? Smell? Feel? Drop those details into your story to provide your reader with a better perspective on what you are reporting.

**Looking Through Documents:** Looking through documents is another way of finding relevant information. Reporters can find thousands of stories in public documents.

Government databases on crime, school test scores, population statistics, accident reports, and environmental Safety and more can keep a motivated writer busy for years. Documents also provide a great way to fact-check statements made by an interview subject.

**Reporters, Correspondents, and Stringers:** Reporters usually return to the office to write copies. They work in the publication centre, i.e., the place from which the newspaper is being published. Newspapers also get news stories from “correspondents” and “stringers” who report from distant locations such as state capitals, important national places, and international locales. Stringers are freelance reporters, often students or nonprofessionals, who write news stories about their campus, community, or local areas.

**Working Conditions of Reporters:** Automation has eliminated the complexities of the newsrooms. Automation and electronic technology have resulted in a more high-tech information-producing operation. But it has not diminished the need for reporters. Reporters often work unscheduled overtime. They must also be prepared to work under stressful conditions. situations such as earthquakes, fires, floods, shoot-outs, and other dangerous conditions.

Reporters work both indoors and outdoors, dealing with all kinds of people. They may work for long periods on unproductive leads. Editors have the option of revising, shortening, or deleting their stories from the newspaper.

#### Investigative and Interpretative Reporting:

Newspaper events through interviews, investigations, or observations, and write news stories describing the events, background, meaning, and effects. They are given assignments such as disasters, crime, and human interest. They take notes (or sometimes use a tape recorder) while covering a story. The basic tasks of reporters involve viewing events objectively, reporting them accurately, and explaining their significance. Depending on the nature of the job, reporting could be classified into three groups: event reporting, interpretative reporting, and investigative reporting. On the basis of the subjects covered, reporting can be classified as follows: political reporting, economic reporting, social reporting, parliamentary reporting, business reporting, development reporting, crime reporting, legal reporting, and science and technology reporting. We shall discuss all the above-mentioned types of reporting later in other lessons. In this lesson, we shall discuss the broader aspects of reporting.



## **Definitions: Investigative Reporting**

Investigative reporting is a form of journalism that involves in-depth research, analysis, and fact-finding to uncover hidden information, expose corruption, and reveal wrongdoing. It goes beyond surface-level reporting and aims to bring accountability to individuals, organisations, or governments. Investigative reporters often rely on extensive research, interviews, data analysis, and document examination to gather evidence and support their claims. The objective of investigative reporting is to reveal facts, challenge authority, promote transparency, and hold power accountable. It has a direct impact on the legal, political, and social spheres and often leads to legal action, policy changes, and reforms.

## **Interpretative Reporting**

Interpretative reporting is a form of journalism that provides context, analysis, and insight into complex issues or events. It goes beyond reporting the facts and aims to help the audience understand the significance, implications, and broader perspectives of the subject matter. Interpretative reporters rely on in-depth interviews with experts, research into historical precedents, and analysis of data and trends to provide a deeper understanding of the topic. They often incorporate storytelling techniques to distil complex information into easily understandable narratives. The objective of interpretative reporting is to provide a deeper understanding, promote critical thinking, shape public opinion, and inspire informed discussions. It influences public discourse, challenges assumptions, and contributes to a more informed and engaged society.

## **The Impact of Investigative and Interpretative Reporting**

Investigative reporting and interpretative reporting have had a profound impact on society, democracy, and public discourse. They are as follows:

## **Holding Power to Account**

Investigative reporting uncovers wrongdoing, exposes corruption, and holds those in power accountable. By revealing the truth, journalists help maintain the checks and balances necessary for a functioning democracy.

## **Creating Awareness**

Investigative and interpretative journalism sheds light on societal issues and crises that might otherwise be overlooked. It brings attention to marginalised voices, raises awareness of systemic problems, and mobilises public action for change.

## **Fostering Transparency**

Investigative reporting prompts transparency and accountability in both the public and private sectors. By exposing malpractices and hidden agendas, journalists contribute to a more transparent and ethical society.

## **Influencing Policy and Legislation**

Investigative reports often lead to policy changes, legislative reforms, and legal action. They serve as catalysts for change and provide evidence that can shape new regulations and laws.

## **Inspiring Change**

In providing deep analysis and insightful narratives, interpretative reporting inspires critical thinking and encourages readers to question assumptions, challenge biases, and engage in informed dialogue. It helps the audience understand complex issues and contributes to a more informed society.

## **Differences between Investigative and Interpretative Reporting**

Comparison chart highlighting the key aspects related to investigative and interpretative reporting:

<b>Aspects</b>	<b>Investigative Reporting</b>	<b>Interpretative Reporting</b>
<b>Focus</b>	Investigative reporting primarily focuses on uncovering hidden information, exposing corruption, and revealing wrongdoing. It aims to bring accountability to individuals, organisations, or governments.	Interpretative reporting aims to provide context, analysis, and insight into complex issues. It goes beyond the surface-level facts and helps the audience understand the significance, implications, and broader perspectives of events.
<b>Methodology</b>	Investigative reporters conduct in-depth research, interviews, data analysis, and document examination to gather evidence and support their claims. They often rely on confidential sources, leaked documents, and undercover operations to uncover the truth.	Interpretative reporters rely on in-depth interviews with experts, research into historical precedents, and analysis of data and trends. They distil complex information into easily understandable narratives, often incorporating storytelling techniques.
<b>Objective</b>	The objective of investigative reporting is to reveal facts, expose misconduct, and bring about social change. It seeks to challenge authority, promote transparency, and hold power accountable.	The objective of interpretative reporting is to provide a deeper understanding of complex issues, promote critical thinking, and shape public opinion. It helps readers make sense of events, connect the dots, and encourage informed discussions.
<b>Impact</b>	Investigative reporting has a direct impact on the legal, political, and social spheres. It often leads to legal action, policy changes, and reforms. It exposes corruption, injustices, and systemic issues, influencing public opinion and fostering a more transparent society.	Interpretative reporting influences public discourse and shapes perspectives by providing analysis and insights. It contributes to informed decision-making, challenges assumptions, and inspires readers to engage in dialogue. While it may not directly lead to legal action, it fosters a more informed and engaged society.

There are five components of investigative reporting.

The five main components of investigative reporting and journalism include:

1. Research and Fact-Finding:

Investigative reporting involves thorough research to gather information and facts about a specific issue or topic. This often requires investigative journalists to delve into various sources, such as documents, public records, databases, interviews, and whistleblowers. The research component is crucial for uncovering hidden or undisclosed information.

2. Verification and Credibility:

Investigative reporters must carefully verify the accuracy and credibility of the information they gather. This involves cross-checking facts, seeking multiple sources, and corroborating evidence to ensure the reliability of the information being reported. Verification is essential to maintaining the integrity and credibility of investigative journalism.

3. Analysis and Interpretation:

Investigative reporting goes beyond presenting raw facts and information. It involves analysing and interpreting the data, documents, and evidence collected during the investigation. This helps journalists uncover patterns, connections, and implications that provide a deeper understanding of the issue being investigated.

4. Exposing wrongdoing or misconduct:

The core purpose of investigative reporting is to expose wrongdoing, corruption, or misconduct that is in the public interest. This component involves presenting the evidence and findings in a compelling and clear manner, often through detailed narratives, investigative reports, or exposés. It aims to hold individuals, organisations, or institutions accountable for their actions.

5. Impact and Public Interest:

Investigative reporting seeks to have a tangible impact on society. It aims to inform the public, raise awareness about critical issues, and spark public debate or action. The impact component of

investigative reporting can lead to changes in policies, investigations, legal actions, public opinion, or reforms

### **Writing a feature**

A feature is a longer piece of writing than a news story. Features come in many different types and are widely used in magazines, newspapers, and online. A feature will often cover an issue in greater depth than a news story would do, or it might look at an ongoing story from a different angle.

### **News Story vs. Feature**

This table compares some of the characteristics of news stories and features. Remember that these are not hard-and-fast rules. There can be overlap between the two genres.

For example, a recent news item can be covered in a news feature. Or a news article can abandon the inverted pyramid structure to cover a human interest story using more detail and emotion.

### **Writing a review**

Reviews are a staple of journalism. Almost anything can be reviewed: music concerts, films, video games, products, books, or restaurants.

The aim is to offer an honest critique of the object under review and to make a recommendation to your audience.

Writing a review demands a different skill from writing a news story. Whereas in a news story, you must be *objective* and balanced, in a review, you can be *subjective*, giving your opinion.

You can also be more personal and informal in tone; you want to create a *rapprochement* with the audience.

Your role as a reviewer is to

- inform
- describe
- analyse
- advise

Reviews can be positive or negative, but it is important to back up your opinions with evidence. In this video,

Mark Kermode reviews the film Ratchett and Clank.

### **Tips on reviewing a film**

When reviewing a film, you are advising the audience on whether it is worth going to see it or spending two hours of their life watching it. Make sure you:

- Include all the relevant details, such as the film title, director, lead actors, and date of release.
- Summarise the plot concisely, avoiding spoilers and plot twists. Don't give away the ending!
- Select and use short extracts or examples to illustrate what struck you most about the film. Was a particular scene particularly funny or poignant? Give an example of good (or bad) acting.
- Other aspects may be worth commenting on, for example, music or special effects.
- Give your opinion, but always back it up with evidence. Be fair; don't write off an entire film because you dislike one actor.
- Make a final judgement; for example, you could rate it out of five stars.

### **TRAVELOGUE WEB WRITING**

- A travelogue is a piece of travel writing that is essentially about giving readers a sense of place in a way that is engaging, unique, hopefully humorous, and ideally inspiring. It's a useful way of capturing details and observations of your own travels for your own

memories or to share with others. A travelogue can exist in the form of a book, a blog, a diary or journal, an article or essay, a podcast, a lecture, a narrated slide show, or in virtually every written or spoken form of creation. There are many examples of travelogues online in the form of “travel blogs.

- A travelogue is a truthful account of an individual’s experiences travelling, usually told in the past tense and in the first person.
- The word travelogue supposedly comes from a combination of the two words *travel* and *monologue*. In turn, the word *monologue* comes from the Greek words *monos* (alone) and *logos* (speech, word). A travelogue is then, in its most basic form, a spoken or written account of an individual’s experiences travelling, which usually appears in the past tense, in the first person, and with some verisimilitude.
- Because a travelogue aims to be a true account of an individual’s experiences travelling, descriptions of what the traveller sees, hears, tastes, smells, and feels in the external world while travelling are essential components.
- Of course, thoughts, feelings, and reflections are important parts of our experience of travel. So, descriptions of a traveller’s inner world are not out of place in the travelogue.
- Likewise, notes and observations on history, society, and culture are also common features of travelogues, as we certainly learn about the world when we travel.
- If you want to write better travel stories, check out our [tips for writing better travelogues](#).
- A travelogue can exist in the form of a book, a blog, a diary or journal, an article or essay, a podcast, a lecture, a narrated slide show, or in virtually every written or spoken form of creation.
- There are many examples of travelogues online in the form of “travel blogs.”
- However, not all travel blogs are travelogues in the pure sense of the term because some of their authors are less concerned with giving personal accounts of their own experiences travelling than capturing internet search traffic by providing tips, advice, or practical information about travel.
- For example, they claim to present the “best things to do” in a particular destination instead of “what I did” there. Though some travel blogs do publish hybrid travelogues that also provide tips and advice in order to market their travel services,.

But the modern travel book is a different beast. Among other important distinctions, modern travel books and modern travelogues have stories, plots, and through lines. A mission, quest, or journey isn't a story in and of itself.

Perhaps making a distinction between a travelogue and the modern travel book is an elitist or academic move. But perhaps it is no more pompous to say this than it is to say that a *modern novel* has a specific form and style different from its earlier iterations.

Is the travel book a "sub-species of memoir," as Fussell notes? Is travel writing even a genre? How do travelogues fit into the travel writing landscape? Travel writing historians and scholars do not agree upon the definitions and boundaries of travel writing. The one thing they agree on is that there is no consensus on the definition. To that point, Thompson writes, "The boundaries of the travel writing genre are fuzzy, and there is little point in policing them too rigidly."

## Questions

1. How do I write interview questions for journalism?
2. What is interpretative reporting in journalism?
3. What are the five components of investigative journalism?
4. What are the differences between investigative and interpretative reports?
5. Which of these would you **not** expect to find in a feature?



## **UNIT -V**

### **Role, Qualities and Functions of Editor – Headlines – Layout – Placement of Photographs Caption Writing – Info graphics**

- Knowledge about the role, qualities, and responsibilities of a reporter
- Understanding of the role, qualities, and responsibilities of an editor.
- The students know that the editor is responsible for ensuring that content is well-written to the standards of the organisation.
- To students learning about the purpose of editing the reader as clearly as possible.
- Students know that photojournalism needs to feature generational talking photos.
- Students should know about the placement of photographs, caption writing, and information graphics.

## **INTRODUCTION**

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

### **Structure and function of the organisation**

#### **Editor in chief:**

- It is the top position on the editorial board.
- He is not involved in the day-to-day activities of a newspaper, yet he controls the newspaper.
- He appoints the right person for the job.
- A good editor-in-chief would know how to use his power and influence for the betterment of the publication as well as for the betterment of the
- He would use his office to draw attention to humanitarian issues and fight for the cause of the oppressed and the weak.
- The Editor-in-Chief is the soul of the newspaper.

### **Resident Editor**

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

### **News Editor:**

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

### **Copy editor:**

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

### **Chief Sub-editor:**

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

## **Proof reader:**

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

## **Editor Roles and Responsibilities**

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

Providing guidelines to authors for preparing and submitting manuscripts

- Providing a clear statement of the journal's policies on authorship criteria
- Treating all authors with fairness, courtesy, objectivity, honesty, and transparency
- Establishing and defining policies on conflicts of interest for *all involved* in the publication process, including editors, staff (e.g., editorial and sales), authors, and reviewers
- Protecting the confidentiality of every author's work
- Establishing a system for effective and rapid peer review
- Making editorial decisions with reasonable speed and communicating them in a clear and constructive manner
- Being vigilant means avoiding the possibility of editors and/or referees delaying a manuscript for suspect reasons.
  
- Establishing clear guidelines for authors regarding acceptable practices for sharing experimental materials and information, particularly those required to replicate the research, before and after publication
- Establishing a procedure for reconsidering editorial decisions
- Describing, implementing, and regularly reviewing policies for handling ethical issues and allegations or findings of misconduct by authors and anyone involved in the peer review process

- Informing authors of solicited manuscripts that the submission will be evaluated according to the journal's standard procedures or outlining the decision-making process if it differs from those procedures
- Developing mechanisms, in cooperation with the publisher, to ensure the timely publication of accepted manuscripts
- Clearly communicating all other editorial policies and standards

### **The qualities and functions of an editor**

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

### ***SUB-EDITOR***

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

### ***Qualities of a Sub-Editor***

It is customary to describe the desired qualities of a subeditor separately. To be a good subeditor, one's must be an all-rounder.

### **NEWS SENSE**

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

### **CLARITY**

- A sub-editor should have clarity of mind and expression.
- A person who is confused cannot tell a story to others.
- Only clarity of mind is not enough unless it is accompanied by clarity of expression.
- Without clarity of expression, clarity of mind has no meaning.
- He has every right to make life miserable for a reporter who is not clear and does not write in simple language.

### **ALERTNESS**

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

### **SPEED**

- A person who cannot work fast cannot be a good subeditor.
- A sub-editor has to work with speed.
- He cannot sit with a copy for long.

- He has to do swiftly whatever is required of him, for a lot more copies are waiting for him.
- He should think fast, decide fast, and write or type fast, for he has to meet deadlines or may have to go to another assignment.

## **CURIOSITY**

- Sub-editors should have an insatiable curiosity.
- This characteristic will keep on improving a sub-editor, for with every passing day, a curious 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.

## **BI-FOCAL MINDED**

- The sub-editor must have a bi-focal mind.
- By bi-focal mind, we mean that a person observes a fact in two ways: one from very close and another from far away.
- It means that the sub-editor should have the ability to catch any mistake in a story.

## **Scepticism**

- It is another necessary quality that a subeditor should cultivate.
- He should not take anything for granted.
- He should have an unwavering posture of doubt until faced with undeniable proof.
- Reporters should be more vigilant, for many forces constantly try to use them and their papers.
- Many people try to plant on reporters the wrong story for their own ends.
- Sub-editors should also be careful, for some clever politicians, public relations men, and product advertisers keep on trying to take them for a ride.
- They should not fail to check even reporters, copies for such foul play.

## **OBJECTIVITY**

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

## **ACCURACY**

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

## **PUNCTUALITY**

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

## **VAST KNOWLEDGE**

- All other things being equal, reporters need additional qualities to deal effectively with all sorts of people they meet in the field.
- Sub-editors should have better command over language as they improve what reporters write.
- The sub-editors should keep up-to-date information and vast knowledge about home and abroad.

- Keep up-to-date with sector issues by reading related publications. Adapt all these skills for a publication's website.

## **CREDIBILITY**

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

## **IMAGINATION**

- This basic mental faculty helps reporters write 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.

## **TACTFULNESS**

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

## **SELF-DISCIPLINE**

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



## **CALMNESS**

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

## **Fear and frown**

- These qualities help the sub-editor ask unpleasant questions and take risks to find out the truth.
- Nobody puts a story on a platter.
- He will have to probe, question, authenticate, and exercise his power of deduction to write a good story.

## **DILIGENCE**

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

## **INTEGRITY**

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

### ***Functions of a Sub-Editor***

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

### **Copy Edit and Development**

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

### **Write a headline.**

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

### **Follow in House Policy**

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

- Every media outlet follows its own news, advertisement, and page makeup policy.

### **Page Makeup/Layout of Pages**

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

### **USE PICTURE PHOTOGRAPH OR GRAPH**

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

### **WRITE CAPTION**

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

## **RE-WRITE NEWS STORY**

- Rewriting material needs to flow or read better and adhere to the style of a particular publication.
- Ensure that a story fits a particular word count by cutting or expanding materials as necessary.
- Checking facts and stories to ensure they are accurate, adhere to copyright laws, are not libellous, or go against the publication's policy.
- When working on a page, plan to ensure that the right stories appear in the correct place on each page.
- **VALUE ADDED**
- The next job of the subeditor is to value-add the report.
- If some background material has to be added, he has to collect it from the library and improve the story.
  - improve the story by collecting information about other major train accidents that happened recently.

### **Give a Byline**

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

## **PROOF READING**

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

## **TRANSLATE THE STORY**

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

## **Different types of editors**

Selecting the right editor for your project depends on your needs and, sometimes, your budget. You'll want to familiarise yourself with the different roles editors can play in getting an article or a book published.

### **1. Beta Reader**

Beta readers are generally those people you let look over your writing to get their opinion. Many authors may ask for beta readers and create a questionnaire for the readers to get

- For example, if a report is filed on a train accident that killed ten people, the subeditors can early feedback on a story. You want to find beta readers if you are an author looking for feedback from the general public on your work.

## **2. Proofreader**

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

## **3. Online Editor**

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

## **4. Critique Partner**

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

## **5. Commissioning Editor**

Also known as an acquisition editor, a commissioning editor is the one who looks for books or articles for publication. This is the person to talk to if you’re looking to get a book published or if you’re a freelance writer and want to pitch to a particular site or company.

## **6. Developmental Editor**

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

## **7. Content Editor**

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

## **8. Copy editor**

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

## **9. Associate Editor**

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

## **10. Contributing Editor**

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

## **11. Chief Editor**

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

## **12. Editor-in-Chief**

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

## **NEWS LAYOUT**

The layout of a newspaper is designed to attract readership and optimise the newspaper's effectiveness in presenting information. Rules and conventions have evolved over the years, and almost all western newspapers share well-established layout principles. Newspaper layout was one of the first newspaper processes to be automated with the help of computers. The application is obvious, and the market is large. The problem is reasonably constrained; the programme is given a set of news articles and advertisements. Advertisements are placed according to one set of rules, while news articles are placed in the remaining space (the "newshole") according to another set of rules. The traditional newspaper front page displays only the first part of the article and makes the reader jump to an inside page to continue the story. This has been shown to lose one out of five readers. Ideally, the whole story should be displayed to avoid jumps, but real estate on the front page is expensive, and there is not enough room to show articles in full unless the number of front page stories is severely limited. This problem does not occur with online publishing, though the use of clickbait headlines does increase considerably to attract more readership. Given the dynamic nature of audience choices, there are a few rules to live by in the layout and presentation of news content.

## **PLACEMENT OF PHOTOGRAPHS IN PHOTO JOURNALISM**

**A Brief History of Photojournalism** Photos have been used to accompany news articles since the start of the American Civil War, though they were then seen more as enhancements than as the main focus of a piece. Photojournalism entered a Golden Age and became more important beginning in the 1920s with the arrival of smaller cameras like the 35 mm Leica, which was invented in Germany in 1925. These cameras were seen as revolutionary by photographers



everywhere, as much less equipment was required to take their pictures. Not only were the inventions of the Leica and Kodak cameras important in creating worldwide access to photography, but another related breakthrough occurred at the time—the popularisation of magazine journalism, allowing for this new form of journalism.

Photojournalism can be defined as the process of using photographs to tell a story. Whereas conventional journalists will share their information by employing pen and paper (or maybe a keyboard), photojournalists use a camera as their medium. A photojournalist will use images to tell the entire story, from start to finish, and if executed properly, a reader may not even need words to fully understand the message being presented. In our world today, which is so interconnected through digital devices, news outlets and media agencies will pay top dollar for the best, most encompassing, and most informative pictures available. Breaking news can change quickly, and distrust and scepticism are not uncommon as events unfold. Word travels fast, and many search for the most reliable sources of information. Photojournalists are on the scene, right alongside more traditional journalists; their objective is to create a story that speaks without words.

### **Purpose of Photojournalism**

Simply speaking, a photojournalist's role is to relate a story through photography. The goal is not only to take pictures but also to hold the images up to the highest journalistic standards in an effort to convey the truth. Not every one of a photojournalist's images will pass the test, just as every traditional journalist has to pitch multiple stories before one is accepted. Using journalism in photography is a way to expose the average person to new and different stories in an arresting and digestible way. Photojournalism is a form of visual storytelling and reporting. There is no

### **5 Different Types of Photojournalism**

There are multiple types of photojournalism; five popular types include:

#### **General News Photography**

General news photography pertains to any event that is planned ahead of time and is not considered breaking news. Elections, cricket, and other scheduled events fall under this category. General news photography allows a journalist to become fully familiar with a story before reporting on the results or the outcome. It is also an opportunity to educate readers and viewers about specific events as they occur. (Al Drago/The New York Times) President Joe Biden signs the \$1 trillion infrastructure bill into law at the White House on November 15, 2021.

### Portrait photojournalism

This is not typical portraiture. This type of photojournalism generally portrays prominent members of the government or the community assuming a natural pose in their typical environment. A good example of portrait photography might be a picture of the president working in the Oval Office or a physician performing surgery in a hospital operating room. (Adrienne Raquel/The New York Times) Halle Berry in Los Angeles, August 25, 2021

### **Obituary Photography**

Obituary photography seeks to showcase a life through a series of curated images. Its objective is to recall and commemorate a deceased subject, recognising their impact on a group, a community, or society at large. (Andrew Testa/The New York Times) A photo of Prince Philip dominating Picadilly Circus in London on Friday, April 9, 2021, after the death of Prince Philip was announced earlier in the day.

### **Feature Photojournalism**

one right way to tell a story through images; a handful of pictures can complement a text, but a single dramatic image can also furnish stand-alone commentary on an individual, world events, or culture. No matter how the story is told, photojournalists seek to enlighten audiences by capturing a crystallising image.

## **Photojournalism Differs from Other Types of Photography**

Anyone can take a picture, but not just anyone can be a photojournalist. There are two practical pillars of photojournalism: high ethical standards and a pursuit of objective truth. While photography in its different forms may be a means of self-expression,

## **The Importance of Photojournalism**

They can either be stand-alone images offering insight into a specific story or accompany an article to provide more context. Below are some of the reasons why photojournalism is important.

### **Impact on Pictures**

As mentioned in the news before, the impulse to create images has been around for generations. Whether they be cave paintings or the ceiling of the Sistine Chapel, images have been employed to convey information throughout human history. Images can make it easy for viewers to digest a large amount of information in a single frame and help bring the events to life. Often, a user can see a single picture and immediately know what the broader story is about.

### **Images are easier for people to remember.**

In their nature, humans recognise pictures better than they do text. In fact, scientific studies have shown this to be true: According to a study by the U.S. National Academy of Sciences, participants were able to recognise over 2,000 images merely by memory, with at least 90% accuracy.

### **Photographs can make a story more tangible.**

Photographs can add another dimension or layer to a news story. When an image is added to an article, it makes it possible for viewers to better visualise or understand the events being discussed. The story becomes more real.

This type of photojournalism runs concurrent with a headline story or photo series to offer more in-depth coverage. Feature photojournalism brings context to the main story and offers supporting details about the people and places involved, or additional perspectives on events and issues the main story explored. (Tyler Hicks/The New York Times) Tyler Hicks of The New York Times was nominated for the 2021 Pulitzer Prize in Feature Photography. His photographs captured the toll of the COVID-19 pandemic deep in Brazil's Amazon forest and the ways it ravaged the region's indigenous population.

**Documentary photojournalism** This is long-term photography that tells an unfolding story. Photojournalists might be assigned, for instance, to tell the story of the Olympic Games or other sporting events that unfold over days, weeks, or a season.

### **Writing photo captions**

- Recall what information is included in a photo caption.
- Write a photo caption for a photo.
- Write comments on a sheet of paper answering the questions listed:
  - Make a personal connection to the photo.
  - Write a question that the photo brings to mind.
- Make a guess as to what information the original caption of this photo imparted.

### **Writing style for photo captions**

Don't incorrectly place the time element in the first sentence; use the time element in the first sentence; use the time element in the adjective form.

Avoid stating the obvious.

"Dennis Rodman smiles as he kicks a broadcast photographer in the groin." "Provide useful information."

- Write in complete sentences.
- Check the spelling of names, places, farms, and ranches.

Avoid restating the headline or text.

Don't assume

Ask questions in your effort to inform and be specific.

Be willing to contact and include the subject.

Ask for the correct spelling of names.

Write in a conversational tone that avoids the agriculture industry and is Indian for consumers.

Don't editorialise

Don't use clichés.

Use adjectives sparingly; don't make judgements.

“An unhappy citizen watches the protest.”

State how you manipulated the photo (if needed).

Elements to exclude

## **Infographic**

An infographic is a way of communicating information graphically. It uses design principles to communicate that information quickly and clearly. It has standard components, usually a mixture of images, icons, and data representations. Infographic According to the Oxford English Dictionary, an infographic (or information graphic) is “a visual representation of information or data.” But the meaning of an infographic is something much more specific. The word itself. “Infographic” is a portmanteau of the words “information” and “graphic.” In essence, an infographic is a form of visual communication meant to capture attention and enhance comprehension. In this era, “infographic” has become the broadest descriptor of a specific type of visual communication that includes graphics showing data, copy, or both.

### **There are five elements of an infographic.**

Five key elements of designing an infographic

- Attracting eyeballs and exciting. ...
- communicate accurately, and the information is clear.
- Remove the rough and fine; make it simple and easy to understand.
- Sight flows and constructs time and space.
- Abandon the words and explain with pictures.

## **Five Key Elements of Designing an Infographic**

The most important five key elements of designing an infographic.

### **Attracting eyeballs and exciting**

In this era of information explosion, if the information has no distinctive features, it will be overwhelmed. So you should design works that are attractive and resonate with readers. Information floods our lives at an alarming rate, and even if a new message wants to attract people's attention, it must make people shine, be attracted to it, resonate with it, and want to continue reading it. Our goal is to make such an infographic. This attraction is achieved through the core graphics or composition. This design is not to be unconventional, but to allow readers to understand the content of the information in the most intuitive way.

### **Communicate accurately, and the information is clear.**

You must be clear about who the message is designed for, and you must be clear about what you want to convey and what you want readers to understand. In figurative terms, "what you want to convey" refers to what your intentions are.

### **Remove the rough and fine; make it simple and easy to understand.**

Filter out the really necessary information from the huge amount of information. At the same time, the design method should be simple and easy to understand. The information retained on the map should be able to produce the greatest effect in the smallest amount so that readers can understand the intention conveyed in it at first glance.

In addition, it is not only information that needs to be simplified, but also colours, fonts, word count, lines, and typesetting.

### **Sight constructs time and space.**

Making full use of people's reading habits and the law of sight movement, creating a sense of time and space through design, and recognising the order of sight movement. Therefore, the

layout design of exhibition boards, posters, magazines, web pages, etc. basically follows this rule. In other words, by recognising the sequence of the movement of the eyes, we can find the most eye-catching place on the layout and put the most important graphic materials there. In addition, the movement of the line of sight is not only the movement of space but also the change of time in the graphics and text. Therefore, in the infographic, time also flows from the upper left to the lower right, starting from the "past" in the upper left, to the "now" in the lower right, and even to the "future."

### **Abandon the words and explain with pictures.**

When explaining the structure or flow of things, try to avoid using words and only use graphics to convey information. Without any words, the content can be fully understood. This is the most ideal infographic. In the future, it may become a common language in the world and a new communication tool for people. Some pictures can have a natural insight into the minds of readers and can communicate with them. To make such a picture, the designer must have a strong willingness to express it.

### **Questions**

- How does photojournalism differ from journalism?
- What is good photojournalism?
- What is a photojournalist's role?
- Is photojournalism a form of art?
- Is photojournalism a type of journalism?
- What is the difference between photojournalism, editorial photography, and commercial photography?
- Why is photojournalism such an important part of the media?

## CONCLUSION

The concept of news values, then, can help us to understand the ways in which some phenomena become identified as “events” and the ways that some of those “events” are then selected to become “news.” The concept of news values also helps us to explore the ways in which certain elements of the selected “events” will be emphasised while others will be downplayed or excluded. In this sense, discussion of news values sometimes blurs distinctions between news selection and news treatment.

Definitions of news are not fixed. Many lists of news values have been drawn up, and news values can change over time, from place to place, and between different sectors of the news media. For example, Galtung and Ruge put great emphasis on the “frequency” with which events occur; yet, as technology changes many of the ways in which news is produced and received, criteria such as “frequency” may become increasingly irrelevant in the world of continuous deadlines required by the production of online and 24-hour news. For these news media, however, “recency” (Golding & Elliot, 1979) and “competition” (Gans, 1980; Bell, 1991; Allern,

2002) may become more dominant selection criteria, as well as the “type of audience” (Golding & Elliott, 1979; Gans, 1980; Allern, 2002) in an increasingly fragmented news market. This and other perceived changes in news values suggest that the topic will remain a fruitful one for journalism scholars for many years to come. Whatever the technology and media involved—and notwithstanding the growth of user-generated content, blogs, and online news aggregators—the process of news journalism will still involve selection. And, although many journalists tend to refer to the need for an instinctive “nose” for news selection, most academic researchers in the field would argue that it is probably not possible to examine news values in a meaningful way without also paying attention to occupational routines, budgets, the market, and ideology, as well as wider global cultural, economic, and political considerations.

An understanding of news values is clearly of importance for media, which use an understanding of news values either to urge changes in such values or to inform the creation of alternative forms of media with an alternative conception of news values. Groups who find their viewpoints



marginalised in mainstream media, such as environmental groups or unions, can use an understanding of mainstream news values to obtain some access to their message (Manning, 2001; O'Neill, 2007). And, last but by no means least, a society's citizens can benefit from the increase in media literacy that may potentially result from the efforts of journalism studies scholars to scrutinise, unpick, and explain the ways in which news is selected and constructed.

The commercialisation of news began with the Yellow Press around the turn of the 20th century. Instances abound. On a more hopeful note, the revolution in digital communication technologies makes this the most exciting time to study the economics and regulation of the news media. T

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