

# NEWS REPORTING: THE BEGINNING

## Unit Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 News Reporting: What it is and what it's not
  - 1.2.1 What is News Reporting?
- 1.3 Elements of News
- 1.4 Methods of Reporting
- 1.5 Various types of Reporting
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## 1.0 OBJECTIVES

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- To explain what is news
- To understand principles of news reporting
- To discuss readers of the news
- To identify sources of news

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## 1.1 INTRODUCTION

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Communication is the key for sharing information with people and ensuring everything is understood by everyone to be acted upon. A human being starts communicating with the first cry that he makes to seek their parents' attention. He finds different ways to communicate in different domains as he grows up. Communication encompasses a mess of experiences, actions, and events. Thus, any convention or occasion or procession or assembly may be termed as "Communication Event"; newspaper, radio, cinema and television are "Communication media", mobile phones, computers, internet and satellite are "Communication technologies and journalist, advertisers, public relation personnel, camera crew, and newsreaders are "Communication professionals" The current age is defined as "Information age", "Communication age" or "Network age". The origin of communication came first with "means of transport" and later with transmission"; in the simplest sense communication is a human relationship, involving people who come together to share information. Thus, communication is not just a process or event or act rather its social or cultural togetherness.

Gradually, after the second industrial revolution, the term mass media or mass communication started emerging in society. The sharing or

transmission of information that has been done through any medium or media to many people or an audience is called mass communication. Newspapers, radio, television, cinema are those who transfer this information. News is the type of information that started as the “first” popular transmission in the mass communication domain. This is where the Journalism industry emerged and settled up as an industry. The gathering, assessing, presenting, creating and distributing of news and information was basic functions of this industry. In the shadow of mass communication, journalism developed as a process of “Transforming information.”

The process of reporting refers to the activity of gathering, testing/evaluating, creating and presenting news and information. It is also a product of these activities. Reporting is different from other activities, products and forms of communication. There are certain elements that separate reporting from other forms of communication. The most important of them is a "verifying facts" which reporters use to find out the facts, but also the "truth about the facts". Not only these elements but the audience/reader at the receiving end of the reporting process also adds to the process of reporting and so do the reporters. The reader/audience is the very best end of the newspaper-related process, and a reporter is someone who is acting as a mediator between the process and the audience/reader. News or information which is processed or translated to be sent to the reader; the reporter plays an important role in processing or creating it. So the reporting process includes two ends; the reporter having news or information processing on one hand and the reader/audience on other hand. This unit will look into depth the concept and process of news reporting.

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## **1.2 NEWS REPORTING: WHAT IT IS AND WHAT IT'S NOT**

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Reporting is the core function of the journalistic process. It's a routine activity for every news house. But how we can decide what event or happening is considered to be news and whatnot. Each event or happening has the potential to become news, only if it fits within the parameters of news. Before moving further let's define what is news?

### **What is News?**

News is the most difficult term to define. Not because of its nature but the way it has been perceived. There are many definitions of news as there are journalists. Even a layman can come up with the definition of news that is acceptable. There are a lot of events happenings in the India and world. “Russia Ukraine War”, “Oil Crisis” “Life after Pandemic” “Election in 5 states” and the list will go on. But all these events will not become news unless any reporter reports them. In other words, the news is the account of an event, not the event itself.

The scholars and media professionals have given definitions of news, they are:

**William S. Maulsby defined:**

“News is an accurate, unbiased account of the significant facts of a timely happening that is of interest to the readers of the newspaper that prints the account.”

**William G. Bleyer defines it like this:**

“News is anything timely that interests a number of people; and the best news is that which has the greatest interest for the greatest number.”

**Let's interpret the definitions of the news:**

- News is information collected from N = North, E = East, W = West and S = South.
- News is something which is unexpected
- News as form of knowledge – News as a form of knowledge is not primarily concerned either with the past or future but rather with the present.
- News is the timely report of facts or opinions that hold interest or importance or both for a considerable number of people.

**Finally news can be defined in the following manner:**

- News is an account of man's changing relationships
- News is an account of events that disrupts the status quo or have the potential to cause disruption
- News is an event of community consequences

Despite all these definitions and interpretations, we should remember that the general notions of news vary with people and situations. Despite this various essential points about the significance of news are universally recognized.

**Nature of News:**

At the first look is a flash or announcing the event has happened. So the nature of news or characteristics of news may be described likewise:

**1. News - A Report:**

First news is a report. A story composed by the reporter to convey the happenings. Now, this report is drafted from the reader's perception. So news can be hit only when readers perceive it and have had an interest in it.

**2. Ideas, Events and Problems:**

Man is the source to generate ideas. This idea can lead to new products and services, cause conflict. News does the same thing because here the

reporter thinks, analyzes and evaluates the event and declares it News. So news as an idea can generate doubt, confusion or solution in the readers' mind. As an event new can be anything a murder, a robbery, a marriage or a funeral etc. Wherever the public is involved, that event has the potential to be news. Problem is the key here. If it is misshapen, has a high potential to be a piece of sensational news.

### **3. News is real:**

This is one of its best pieces of news. News is always a real incident or an event. It contains facts and details. Which is mentioned after the verification on the media house. Sometimes a reporter fails because he/she couldn't establish a relationship between the facts.

### **4. News is current:**

News is always a concern with the present. What happened today is important. This timeliness of news makes it vibrant and dynamic. It happens in a specious present. News being current, possesses Perishability.

### **5. News interests people:**

News takes place in people's interest areas. That's the reason why the audience of news is fragmented in their own interest.

For e.g.: News related to Agriculture may not hit the cosmopolitan audience or; fashion, Trends related news may not be the favourite of rural audiences.

## **1.2.1 What is News Reporting?**

News reporting is an important task in the field of reporting. News is immediate or current. Facts unfold as one gathers them. Reported news must sound more accurate than sensational; it must tell the truth, not opinion. That's why it is important to understand what is news reporting and how one reports the news.

News reporting means covering any newsworthy event which is factual, reliable and truthful. Reporting a news story requires special skills like analytical thinking, fact-checking, and a multi-dimensional approach to the story. Writing a report of the event is the primary task in news reporting but what makes it different from other reports is converting it into the news by applying the above mentioned skills.

### **Check your progress**

1. Define News?
2. What is nature of news?
3. Why do we say news is real?

News reporting is always considered as a storyteller's job. How effectively you tell your story decides the impact of news on readers' or audiences' minds. To tell the news story there are certain elements of news. These elements are the core of news storytelling. Let's discuss what they are:

### **1. Conflict (Tension, surprise):**

The first and most relevant element of news is conflict! Without conflict, it's very difficult to establish a news story. The element of surprise, conflict, and contrast in the event creates an emotional impact, a factor that appeals to many people. Many types of stories have conflict as their underlying element the struggle against odds. Here are some of these types:

- a. Man's struggle with nature
- b. Struggle between individual and organized society
- c. Struggle between political and economic groups i.e. wars, campaigns, strikes

### **2. Progress (Triumph, Achievement):**

The positive element of news is progress. Stories or events on the development of a nation in various fields like science & technology, cultural, social, economic & financial, sports etc. always created a positive impact on readers/audiences' minds.

### **3. Disaster (Defeat or Destruction):**

Disaster or destruction leaves a long impact on the human mind. This element in a news story always has an emotional influence on readers/audience's lifestyle. Story of war, bomb blasts, floods, earthquakes, and road or railway accidents shake society upside down. These types of stories get maximum attention from readers/audiences'

### **4. Consequences (effect on individuals and community):**

There are certain events that effects individuals or the entire community. The consequences of that event are the cause of these effects. Events like communal or religious riots, Economic breakdown, price hikes in gasoline and other petroleum products, life after natural calamity etc., are likely to have major consequences on the community or an individual. So this element plays a crucial role in news storytelling.

### **5. Prominence (the well-known or famous):**

Readers always want to know about the life of celebrities. Prominence is the element that focuses on the news stories where any well-known personality or celebrity is involved. Famous personalities from different

fields, especially from Bollywood, sports, politics, music, etc. are the highlighters of the prominence element stories.

### **6. Novelty (The unusual, even the bizarre)**

Searching for something new every day is the nature of humans. We being humans always search for something novel in our life. News is also not the exception to it. The unusual or unexpected happening in society attracts reporters to cover the exclusive story of novelty. Stories of innovation, unusual or unexpected have the potential to be novel stories.

### **7. Human interest (Sex, crime, politics etc.):**

Apart from the above-mentioned elements, there are certain areas that interest humans to look for a story. Areas like politics, crime, sex, violence etc. are the key human interest areas. According to individuals' choices, they consume stories from this field,

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## **1.4 METHODS OF REPORTING:**

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Journalistic Reporting is different from a normal day report writing. People have skills of reporting but the majority of them can only write a normal report. Here comes the difference in skills of journalistic reporting and normal reporting; because reporters spend very less time in actual report writing. Before that, they plan their report - thinking about the dimension of the news story and who is going to read it; deciding what to put in it, and fitting it into space. While writing the final report they probably spend as much time thinking about how best to present their ideas and putting them on paper. These people achieved a better standard of writing the report because they have used methods of News report writing. Let us understand the methods of news report writing:

### **1. The purpose:**

The reporter who is writing a news report is always conscious of the purpose of the story. This leads him/her toward a particular angle or dimension of the story.

#### **Factual news Writing:**

For example; if there is an accident or any public announcement is done by government officials; there is no need of creating curiosity or suspense in the story. Here it is expected a straightforward factual report.

#### **Instructional news report:**

For example, if there is any change introduced, revised tax system or Revision in Pandemic SOPs; then you need to write a report in a step-by-step instructional manner. A kind of a descriptive report to tell the people about the new changes.

When you are trying to sell your idea, it may be to persuade. This type is usually called a leading report. By writing these kinds of reports, you are leading your readers to make a decision; the one you want or her to make.

**2. Identifying the reader or audience:**

In reporting it is essential to define or identify your audience. They are generally the sum of all but on other hand, they are very much diversified in nature. There are three questions that will help to get a clearer picture. They are; what does the reader know? What are the reader's attitudes? What does the reader really want?

Diversity in society makes it difficult to answer these questions. In such cases, the focus is always on the important reader - the one who will be affected more by the news.

**3. Material and Structure:**

While writing a news report, one must understand that selecting material for the report and structuring it is very important. The readers want easy and simple information, so they can reach to some conclusion or opinion. For selecting material there are two golden rules:

- a. Simplify and be firm on it. Avoid using unnecessary or irrelevant information. Don't use statements that create doubt in readers' minds. Use only what is required and essential.
- b. Justify your writing with facts and their sources. Be consistent and logical so the readers can draw certain conclusions.

**4. Presentation:**

The use of graphs, stats, tables, pie charts etc. makes your news presentable in both ways, visually and readably. Visual aesthetics grabs the attention of the reader. It makes your news report look good. Using margins, kicker, and indenting subheadings will make the news report attractive and attend readers' attention

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**1.5 VARIOUS TYPES OF REPORTING**

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**a. Objective Reporting:**

Objective reporting refers to the subtle presentation of facts as they have happened. Objective reporting does not involve any instructional description or any persuasive message. It is a straightforward reporting of what had happened. Here the reporter only reports what he has seen or observed without any kind of subjective input.

**Objective reporting can be summarized with the following points:**

- Balancing the equivalence in different perspectives of the event.

- Accuracy and reality in the news report.
- Covering major points of the event
- Using facts to support the report
- Avoiding slang.

### **Example of Objective Reporting:**

#### **Minister launches 52 Thalli Bidda vehicles in Tirupati**

STAFF REPORTER CHITTOOR APRIL 03, 2022 01:26 IST

**UPDATED:** APRIL 03, 2022 01:26 IST

Panchayat Raj Minister Peddireddi Ramachandra Reddy said that the YSR Congress Party government was committed to providing quality services in education, medical and health sectors and top priority was being given to improve facilities in government hospitals under Nadu-Nedu.

The Minister was speaking at the launch of 52 Thalli Bidda Express vehicles at SVU stadium at Tirupati on Saturday. The vehicles were allotted to various primary health centers in Chittoor district.

The Minister said that all the vehicles were equipped with the latest facilities, including air-conditioning, oxygen supply, and emergency care. Every pregnant woman would be escorted by two attendants in the vehicle. After delivery, the mother and child would be transported back to their house in the vehicles. They would also get a cash benefit of ₹ 5,000.

The Minister said that as many as 1,08,104 vehicles were in use all over the State. All medical bills above ₹ 100 were included under the Arogyasri for the benefit of the poor, he added.

Deputy District Medical and Health Officer Aruna Sulochana, District Immunisation Officer P. Ravi Raju and senior medical and paramedical staff were present.

Ref: <https://www.thehindu.com/news/national/andhra-pradesh/minister-launches-52-thalli-bidda-vehicles-in-tirupati/article65284412.ece> 3rd April, 2022 The Hindu.

### **b. Interpretative Reporting;**

Interpretative reporting is a combination of facts and interpretation. Here reporter has to interpret the report for a better understanding of the readers. This means providing background about the incident. Along with the facts gathered from the field, the reporter, sometimes, needs to illustrate the news with background information so that readers can understand it well. The full incident may or may not unfold in a day. It is a continuous process of unfolding a story and it is observed that one event leads to another. To understand how the event occurred, we need to understand the background or the course of events that led to the latest



one. It's the reporter who tells the readers about the past history of the event and relates it with the currency. Thus, interpretative reporting brings out the hidden importance of an occasion and separates reality from falsehood.

### **Example of Interpretative Reporting:**

People, judiciary, Centre have faith in CBI: Rijiju

NEW DELHI: APRIL 03, 2022 00:00 IST

Minister's remarks come day after CJI flagged falling credibility of agency

Union Law Minister Kiren Rijiju on Saturday, April 2, 2022, said the people, judiciary and the Government of India had high expectations from the Central Bureau of Investigation (CBI) and had faith and trust in the agency.

Overall, the agency remained the pride of everybody. The conduct of CBI officers, right from the constabulary to the Director, was impeccable, said the Union Minister, according to a release issued by the CBI.

Speaking at the valedictory session of the first-ever Investigating Officers Conference organised by the CBI, Mr. Rijiju applauded the "professional" working of CBI officers in achieving a high conviction rate and exhibiting tremendous team work.

Working under a government that believed in zero tolerance against corruption added to the efforts of the agency officials while performing their duties, said Mr. Rijiju.

The Minister's remarks come a day after Chief Justice of India N.V. Ramana said, with the passage of time, the CBI had come under deep public scrutiny. Its actions and inactions had raised questions regarding its credibility, in some cases, he added.

The Union Minister assured the agency of all the help in meeting the manpower requirements, including best lawyers. He said the ultimate goal of various state organs, including the judiciary, government and the law enforcement agencies like the CBI was to ensure justice to the people. The government was working towards providing justice at the door step, he said.

"The Minister expressed hope [that the], trust and faith of people of India will further enhance as the organisation is conducting initiatives like Conference held today to hone in CBI skills of its personnel," said the agency.

Earlier, the conference was marked by key note address of Delhi High Court Judge, Justice Talwant Singh, on the theme "Expectation from Investigators in Electronic Era". He applauded the working of CBI and

also called for moving on to paperless and Information Technology-driven investigation as well as prosecution.

He called upon all the personnel to continuously upgrade their skills which, he said, had become easier with the latest tools, including through the Internet.

Ref: <https://www.thehindu.com/news/national/people-judiciary-centre-have-faith-in-cbi-rijju/article65285381.ece> 3rd April, 2022 The Hindu.

### **c. Investigative Reporting:**

When a news reporter has to dig into deep past what's said inside the tough information with the intention to locate what actual facts, or, in short, check out past what meets the bare eye, then it's far referred to as investigative reporting. Investigative reporting way of investigating any taking place. Investigative journalism is in intensity and entails long-term studies and reporting. It exhibits data now no longer acknowledged to the public and which others need to preserve secret. Most research is executed in case of important events taking place or while a large public problem is worried or in subjects that contain public figures or celebrities. In any type of reporting, the reporter does a few forms of research to dig out data that in any other case isn't available. Without preliminary research, the reporter cannot make a legitimate reproduction or report. However, in the case of a few stories, specifically regarding positive scams

The seeds of investigative journalism in India were sown by Arun Shourie, after he was appointed as the executive editor of The Indian Express in 1979. He was well known to have introduced a new style of aggressive, independent investigative journalism in our country.

### **Check your progress**

1. What are the different types of reporting?
2. What are the methods of reporting?
3. What are the elements of news?
4. "Disaster as an element of news has a higher impact on readers" Justify.

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## **1.6 SUMMARY**

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- News can be defined as an account of an event, not the event itself. News is the information about any event or an incident reported by a reporter taking care of the readers'/audience.
- Nature is based on certain qualities such as Reality, Unexpectedness', Current, the interest of the people etc.
- Conflict, novelty, disaster, consequence etc. are the elements of the news.

- Purpose, presentation, material and structure and identifying readers are the methods of news reporting.
- Objective Reporting, Interpretative Reporting and Investigative reporting are the types of news reporting.

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## 1.7 QUESTIONS

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1. Define news and explain the nature of the news?
2. Describe elements of news in detail.
3. While writing the report what methods shall be considered by the reporter; explain those methods in detail.
4. Write the types of reporting? Explain any case study on investigative journalism.

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## NEWS WRITING: ART OF STORYTELLING

### Unit Structure

- 2.0 Objectives
- 2.1 Introduction
- 2.2 News values
- 2.3 Principles of News Writing
  - 2.3.1 Elements of news writing
  - 2.3.2 Inverted Pyramid
  - 2.3.3 Types of leads
- 2.4 Summary
- 2.5 Questions
- 2.6 References

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### 2.0 OBJECTIVES

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- To ensure that students will understand the news writing
- To enable students with real-life news writing
- To prepare them to write news for various media

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### 2.1 INTRODUCTION

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So far in the earlier chapter, we have discussed what is news, what is news reporting, methods and types of news, and elements of news. Now we need to understand how news is written in real-time journalism, what are news values, what are its principles, the importance of headlines, types of leads, newspaper structure and its audience.

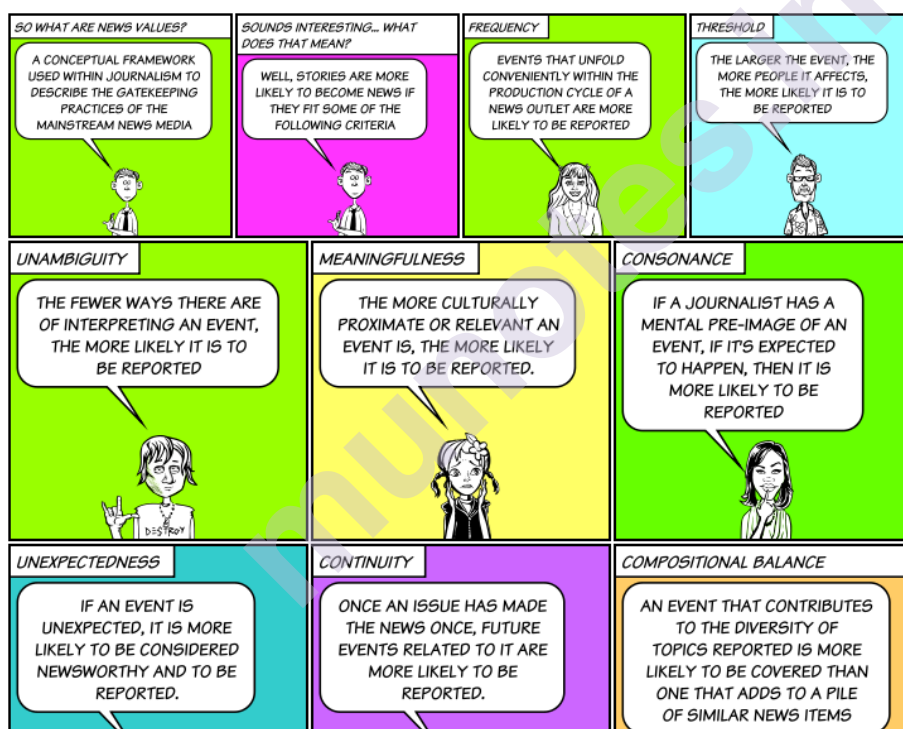
News values are the core structure of news writing and they are the indicators or parameters of what the news is and what is not. Gatekeeping is the process through which every news has to go. A reporter or a journalist or an editor has a certain set of values that makes it possible for them to decide whether the event is newsworthy or not. These values are the criteria to define or convert an event or incident into news. It does not, of course, suggest that journalists and editors refer to a list hanging on the office wall, but subconsciously measure a potential story against these criteria.

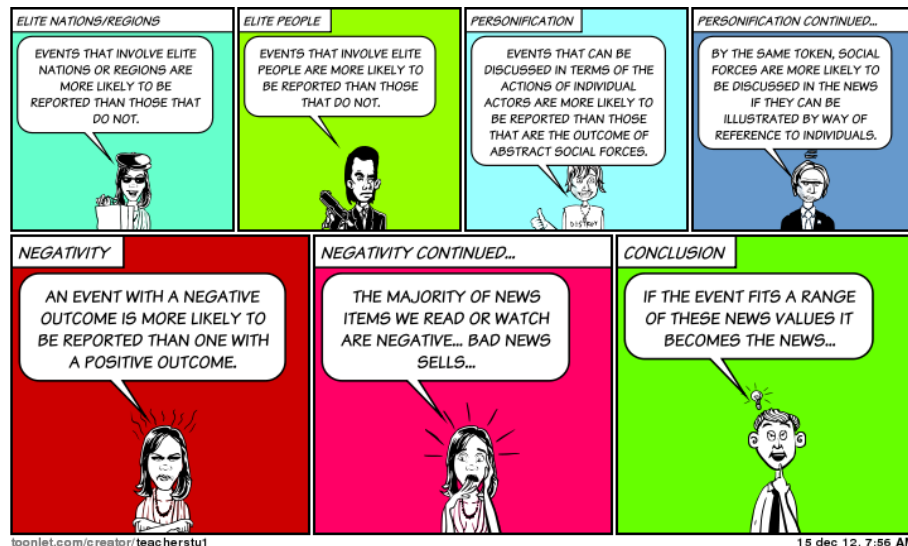
## 2.2 NEWS VALUES

Many researchers, scholars, sociologists, and media thinkers have discussed the term Newsworthiness or News values in the field of media studies. Stuart Hall states that:

“The media do not simply and transparently report events that are naturally newsworthy in themselves. News is the end product of a complex process, which begins with systematic sorting and selecting of events and topics according to a socially constructed set of categories.”  
Stuart Hall (in Fowler1991:12)

Around 40 years ago Johan Galtung and Marie Holmboe Ruge had listed down 12 features of news which afterwards regarded as news values. Today all 12 may not be applied or few of them were replaced but still, they are still considerable and that’s why we are also going to study them all. The news values defined by Johan Galtung and Marie Holmboe Ruge are as follows:





Source: [https://www.galtung-institut.de/wp-](https://www.galtung-institut.de/wp-content/uploads/2015/04/Galtung-and-Ruge.png)

[content/uploads/2015/04/Galtung-and-Ruge.png](https://www.galtung-institut.de/wp-content/uploads/2015/04/Galtung-and-Ruge.png)

### 1. Frequency:

The time span of an incident and its relevance to the 'frequency' of newspaper or news channel schedule. The most recent happening qualifies to be printed or broadcast. News like motor accidents, plane crashes, murders or robbery can fit in the frequency feature as they have a very simple and straight meaning as well as they have a short duration. Sometimes political parties used this for their election campaigns, political rallies or any other agenda.

### 2. Threshold:

The larger the event, the more people it will affect, and the more likely it is to be reported. The newsworthiness of any event or incident can be decided by how big that event is! Any incident or disaster where lots of people got affected makes big news and it has a high potential to appear in the breaking news segment. Not only the intensity but the involvement of big personalities or dignitaries also make the event big.

For e.g.: COVID – 19, PNB Scam, Kedarnath Flood etc.

### 3. Unambiguity:

Events that have one interpretation and easy grasping, make them better for being reported. The events that have more than one interpretation look ambiguous and become complex to understand. So it has less newsworthiness than the others having single and straight interpretations. Unambiguity in the event makes it possible to be reported and published in the news. In an Observer article of June 11 2000, Peter Preston quoted the results of a survey of 300 leading US media professionals across the US, conducted by The Columbia Journalism Review, which revealed that the most regular reason why stories don't appear is that they are too complicated.

#### **4. Meaningfulness:**

This is in relation to cultural proximity. Readers are more interested in reading what is happening in their own cultural periphery or happening about their own people. Stories about people who share the same language, same lifestyle, same likes and dislikes receive more appearance than the others.

For e.g.: A recent news story about an Indian student killed in Canada, received more attention than the student killed in Australia from another nationality.

#### **5. Consonance:**

Stories that are at par with the media expectations, receive more coverage than those which contradict them. Consonance refers to media readiness to report an event, which they are more likely to do if they are prepared for it. Indeed, journalists often have a preconceived idea of the angle they want to report an event, even before they get there.

#### **6. Unexpectedness:**

Highly unpredictable events are more likely to make it into the news. The unpredictability of the event has to be in line with the meaningfulness and unambiguity. As Charles A. Dana famously put it, "If a dog bites a man, that's not news. But if a man bites a dog, that is news!"

#### **7. Continuity:**

The event once is covered, it is convenient to cover the same with its further update. Continuity of an event is the principle behind the preservation of the space in the news domain. This will totally depend on the nature of an event.

For. E.g.: Every day we do read news about actions and raids of the Enforcement Directorate.

#### **8. Composition:**

This is a matter of the balance of the news. It's a matter of the editors' judgement, more than anything else. If there's a lot of foreign news around, some of it will be dropped in favour of more domestic news. If some major event is seizing a huge amount of attention, there will be a 'round-up' of less important stories.

#### **9. Negativity:**

The bad news is more exciting than good news. News stories about a robbery, bankruptcy, violence, disaster, natural calamity, communal riots, deaths etc. always have an upper hand over good news. This is one of the basic and most applicable features of news in real-time, so it is always scored high on other news values.

**10. Timeliness:**

Events that are recent, current, ongoing or about to happen are newsworthy. The news business is based on this value as timeliness is the major determinant of the news. The more current, the more chances to be covered. That is the reason why news channel reporters are always on the edge of their seats while covering the news.

**11. Composition**

In news media, stories compete with each other for space. For instance, the editor always tries to keep balance in different types of stories covered. If there is an excess of crime stories, then the least important crime story must have to make a way for inconsequential news of social news. In this way, the prominence given to a story depends not only on its own news value but also on those of competing stories

**12. Personalisation:**

People are interested in people. News stories that are central to a particular person, celebrity or big personality. It even appeals more when these stories are presented from a human interest angle. This news value is directly connected to the psychology of people. This way of covering personal stories has a high chance to be published as news.

**Check your Progress:**

1. What are the news values?
2. What is the role of news values in real-time journalism?
3. What is personalisation?

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**2.3 PRINCIPLES OF NEWS WRITING**


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News writing is a very serious business. It's not a natural gift or talent but it is a scientific art that can be learned by practice and presentation. News writing is a continuous process. There are certain techniques and methods that a news reporter and writer have to adapt for news writing. There is a specific structure of news writing but a journalist can use his/her own style of news writing in order to make the news look distinctive and interesting. This style can be considered a sign of that journalist in the journalistic world.

There are certain principles of news writing. These principles are followed by news correspondents all over the world to maintain uniformity in the structure of news writing. Effective news writing needs physical, mental and emotional focus. This skill is not rocket science but can't be developed overnight. It is a slow and time-consuming process. An aspiring reporter shall not get bogged down in the news writing learning by the exacting nature of it. Instead, he/she should actively try to learn the skills. Few basic principles of new writing are given below but it must be kept in



mind that these are just guidelines and directive in nature. They are not the ultimate truth.

### **1. Keep it simple:**

Simplicity is the key to making your news readable. The simplicity of styles always stands better for the students of journalism or aspiring journalists. There is a misunderstanding that in news writing, the use of flowery words or ostentatious vocabulary is the basic principle of good news writing. Such a writing style does nothing but takes your readers away from the story. So keeping simplicity in news writing is always better. Use of 5 W and 1 H, small sentences helps you to keep your news simple.

### **2. Keep it short:**

Lengthy news reports always get less attention as readers are not interested in reading too long statements. Readers are interested in knowing the overall happening of the event; so keeping the news short attracts readers and makes it simple for readers to understand what had happened. The use of small phrases and short sentences helps news reports to look attractive as well as informative.

### **3. Avoid the use of jargon, argot:**

Every social group or cultural group has its own set of terminology used that can be understood by the same group only. For example, only cricketers or cricket fans can understand terminology like fine leg, reverse swing, and cover drive; not any other sports player or fan. Thus a journalist shall refrain from using these terminologies in the general news. A good news writer should endeavour to disseminate his/her message among various target groups in an unobstructed manner. That is, good news should have the quality of universal comprehensibility

### **4. Avoid adjectives and adverbs:**

The language of the general news report shall not be like literary language where the adverbs and adjectives are used to make the text interesting. Journalistic writing is informative writing so a good journalist shall use nouns and verbs instead of adverbs and adjectives. Use of adjectives diminishes the effectiveness of the news message. A good news report shall be written in very simplistic and informative language; so the readers are able to understand it very well in time. There is another point that is to be considered; that is the diversity of the reader. Newspaper readers have a huge diversity in reference to their class, education and profession. So from an auto-rickshaw driver to an industrialist reads the news and that makes a point here to keep news language informative rather than keeping it scholarly.

### **5. Continuity:**

In every news article, there shall be continuity in reference to thoughts. It has to be in a proper flow. Every next sentence shall have a connection

with the previous one. An abrupt bunch of sentences never called a news report. They are useless until they are not arranged in proper sequence. A good journalist shall follow the discipline of thoughts and write news; otherwise, the news will be rejected by its audience. Structuring the news article in the continuity of thoughts is a vital principle of news writing.

## **6. Objectivity:**

The news is a current and comprehensive report of what has been happening in society. To report the news there must be objectivity in news writing otherwise it just will be a report of scattered thoughts. While writing a news report a good journalist shall focus on the objectivity of the news that is a specific purpose with integrity towards all types of readers. Objectivity is the soul of news writing.

## **7. Clarity:**

News writing is not literary writing where the writer can take his/her own freedom and write the news in an imaginary plot. Clarity of writing with factual analysis is the core of news writing. Journalists have an obligation to convey their messages in 'minimum possible time' (in case of electronic media) and in 'minimum possible space' (in case of print media) to the target groups. Lack of attention can be caused due to lack of clarity in news.

Above mentioned principles are just guidelines for journalists. If journalists follow them while news writing; they will definitely going to achieve their objectives.

### **2.3.1 Elements of news writing:**

Writing the news includes a few basic Elements. Without these elements, no news will be constructed. These elements are:

- Headlines (main head, deck heads, and summary lines)
- A lead
- Backup for the lead
- Nut graph
- Lead quote
- Impact on the audience
- Attribution
- Background
- Elaboration
- Ending

## 1. The Headline:

The headline is the face of news, in other words, it is the entry point for the reader. It's a one-liner of the news which tells the audience what's inside the news. It generally contains 5 to 6 words. Sometimes there is another sentence written below the main headline that is called a subhead. Headlines act as an index of the contents of the newspaper and a summary of the information in its stories.

## 2. The Lead:

The lead is usually defined as the start of a news story. It leads audiences toward a short description of the event. The lead is the starting point of a story. The lead is often called a summary lead. The lead contains some of 5 W's and H, the most important facts of the story. There is always a short paragraph of 25 to 30 words. Leads should be "tight" - that is, written with the conscious. A news story with a strong lead is more likely to be read. Types of leads such as Irony leads, Great-quote leads, Person-centred leads, Contrast leads, Play-on-word leads, Situational leads, Nightmare leads etc. make the news story interesting.

## 3. The Backup Quote:

Most news stories use backup quotes after lead, to make news comprehensible and a little entertaining. But the snippet or single column news will not have such a quote as the size of such news is small. It enhances the beauty of the news story.

## 4. Attribution:

All news stories require attribution. Attribution is basically the mention of news sources. It mostly appears in the story as quotes. All these quotes have attribution and it helps the audience to whether the facts of the story have authenticity or not. A news story without attribution is worthless.

## 5. Reaction:

All news stories that contain controversial statements, should have a reaction - the comments of someone who is familiar with the situation, or of someone with an alternative view of the main thesis of the story. A representative of the government should have the opportunity to respond. Fairness requires a reaction.

## 6. The Nut Graph:

A nut graph informs readers about the context or reference of the story. The lead will serve the same purpose as the nut graph. A nut graph is essential to set out for the reader what is going on. For example, if the news story concerns an overview of deaths due to covid-19 in the year 2021-2022 in India; nut graph will contain what was the situation before and now, how it is in India as well as in the globe.

## **7. Background:**

Most stories need some background for the reader to understand what's going on. The more complicated the story, the more pressing the need for background. The background helps explain the action.

## **8. The Ending:**

Sometimes writers end a story with a reference to future action that is expected. This closing remark is always needed so the audience can't feel hanging in between when a story ends.

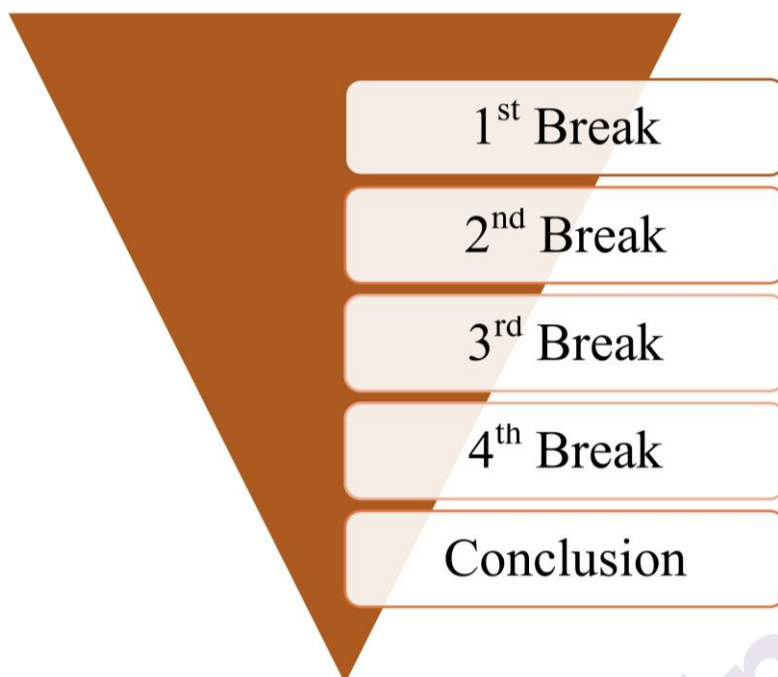
### **2.3.2 Inverted Pyramid**

Writing a news report is a day to day task for a reporter. The news is covered by the correspondent and subsequently written in a proper manner known as a news story/item. News writing is narrative writing, turned upside down. While constructing a story the narrator emphasizes more on the end of the story, carefully building up the climax. The news writer does exactly the opposite i.e. in a news story the most important fact is told first. The two styles of writing also differ in other aspects. The news writing style is more of short words, short sentences, short paragraphs, and generous use of quotes. Sentences and paragraphs in narrative writing tend to be longer, and the choice of words often is more expansive.

In the news writing, story begins with its climax. There are two reasons for it:

- The desire to catch the reader's attention.
- The desire to save reader's time.

The news writing style and the idea behind it can be graphically shown as an inverted pyramid. The most important element of given greatest prominence, the next most important is given somewhat less prominence, and so on down the story. So the story narrows down from most important to least important and so the inverted pyramid.



The steps of news writing can be defined as follows:

1st Break : Lead (five Ws and One H)

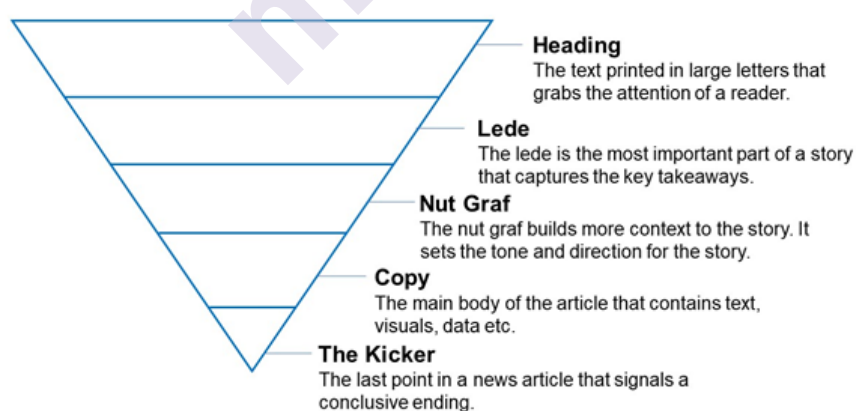
2nd Break : Explanatory Details

3rd Break : Descriptive details

4th Break : Additional Points

Conclusion : Leaving the thread

The above-mentioned pyramid can also be shown in the following manner:



**Source:** <https://www.yaagneshwaran.com/blog/inverted-pyramid-content-writing/>

### **Benefits of using an inverted pyramid:**

According to a famous journalist of the New York Times, Clark “Inverted Pyramid Methods provides you the climax at the beginning of the story.”

#### **Advantages:**

1. Complete story idea is put in the lead.
2. Story can be edited from the bottom and makes no effect.
3. Giving headlines becomes easy.
4. Para can be inserted in between the story.

### **How to write in inverted pyramid style:**

#### **1. Identify your key points:**

Identifying the most relevant points is the key to writing in an inverted pyramid style. What are the key facts that a reporter wants the audience to read or to know, that have to be identified first.

#### **2. Rank Secondary Information:**

The story outline shall be designed with details and supporting information. Prioritizing the information which will interest the mass audience and putting down the list to the smaller and more nuanced details.

#### **3. Right well and concisely:**

Straightforward and simple language is the key here. If the content is strong then only this structure will help readers. Cut unnecessary information. The use of short paragraphs and a bulleted list will support the structure.

#### **4. Front Load all elements of the content with important information:**

The main headline should be descriptive. The story should start with the main point. Each heading or subheading should be descriptive. The first sentence of every paragraph should be the most important. The first words in each sentence should be information-carrying and indicate what content will follow.

#### **5. Consider adding a summary or list of highlights:**

Summary note and emphasising on the main takeaways from the news story should be added at the end of the story.

### **The 5 W's:**

Rudyard Kipling once said – I have 6 honest serving men. They thought all I know. Their names are What, Why, When and How, Where and Who. Every new story should answer the question Who? What? When, Where,

Why? And the good measure How? They should be answered as quickly as possible for the reader.

For e.g.: This morning at about 9:30 p.m. at his residence, the Prime Minister, while on a visit to Ayodhya, had to cancel his visit due to a technical glitch in the helicopter.

In the above example,

What? – Prime minister visit cancelled, When? – Morning 9.30, where? – Prime ministers’ residence, why? – A technical glitch in the helicopter.

This is how reporters use the 5 W’s and H formula and write a news report.

### Check Your Progress:

1. What are the elements of news?
2. What are the principles of News writing?
3. What is an inverted pyramid?

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## 2.4 SUMMARY

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- A reporter or a journalist or an editor has a certain set of values that makes it possible for them to decide whether the event is newsworthy or not.
- In news writing, the story begins with its climax. There are two reasons for it:
  - The desire to catch the reader’s attention.
  - The desire to save the reader’s time.
- The news writing style and the idea behind it can be graphically shown as an inverted pyramid. The story narrows down from most important to least important and so does the inverted pyramid.
- Every new story should answer the question Who? What? When, Where, Why? And the good measure How? They should be answered as quickly as possible for the reader.

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## 2.5 QUESTIONS

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1. What are news values? Explain all the news values in detail.
2. “News is the end product of a complex process, which begins with systematic sorting and selecting of events and topics according to a socially constructed set of categories.” Justify this statement of Stuart Hall in the context of the newsworthiness of an event.

3. Principles of news writing are guidelines for a journalist in the news writing process. But in real-life situations, there are many factors that influence news writing or presentation. Describe those factors in detail.
4. Assignment: Prepare an analytical report on at least 15 news articles, how inverted pyramid style is used in it?

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## NEWS WRITING AND STRUCTURE OF NEWS

### Unit Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Writing Lead
  - 3.2.1 Types of Leads
  - 3.2.2 What to Avoid?
- 3.3 Headline Writing
  - 3.3.1 Types of Headline
- 3.4 Sources of News
- 3.5 Summary
- 3.6 Questions
- 3.7 References

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### 3.0 OBJECTIVES

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- To ensure that students will understand the news writing styles
- To enable students with different aspect
- To prepare them to write news for various media

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### 3.1 INTRODUCTION

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This unit will look into the various news writing styles for various media. The lead, or opening paragraph, is the most important part of a news story. The audience is not interested in reading the news unless the first paragraph grabs their attention; whether it is a newspaper, magazine, radio, television or a blog. Lead plays an important role in seeking the attention of the audience to a news story. It gives readers the most important information in a clear, concise, and interesting way. It also establishes the voice and direction of an article.

#### How to write a good lead?

Writing a good lead is a skill that can be developed by practising it day by day. There are some guidelines or key pointers to writing a good lead. They are as follows:

#### 1. The five W and a H:

Before starting the lead, articulate the important information with the five W's and H. At least 4 of these shall be explained in the lead.

## **2. Conflict:**

While writing lead, the journalist must use the feature of the conflict. Conflict attracts human attention as psychologically all of us are looking for it everywhere in society.

## **3. Specificity:**

Be specific with the lead. While summarising the story in lead, try to be specific so that it will hit readers' minds.

## **4. Brevity:**

Anyone or everyone who is an audience of the news story is always interested in why that news is important to them. They can't wait long to get the answer so the lead has to be brief i.e., not more than 25 to 30 words. Sometimes it may extend to 40 words.

## **5. Active Sentences**

Strong verbs make your lead lively and interesting. Using active sentences connects the text to the emotions of the readers. This may lead your story and will gain major attention.

## **6. Audience and context:**

Knowing your readers is always better and based on that you have to structure your story. Due to the internet and social media, the readers are already aware of what happened a few minutes ago. So if you are writing for print then your lead shall do more than merely informing readers.

## **7. Honesty:**

A lead is an implicit promise to your readers. You must be able to deliver what you promise in your lead.

### **3.2.1 Types of Leads**

#### **1. Descriptive lead:**

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

For e.g.: New Delhi: Prime Minister Narendra Modi and his UK counterpart Boris Johnson on Friday set a target of concluding negotiations for a free trade deal by October, and unveiled an expanded defence partnership that envisages easier access to British military hardware and technology.

Source: Hindustan Times 22 April 2022

## 2. Direct Address Lead:

The Direct Access lead is aimed directly at the readers and makes them collaborators with facts in the story.

For e.g.: Mumbai: Mumbaiites will now get live updates on road congestions and alternate travel routes via Google maps. Brihanmumbai Municipal Corporation (BMC) has announced a tie-up with Google and its partner Lepton to provide real-time updates on road closures in the city.

Source:

<https://epaper.hindustantimes.com/Home/ShareArticle?OrgId=23457fccdb&imageview=0> 22 April 2022

## 3. Contrast Lead:

A contrast lead combines two or more antithetic elements to make an idea more significant or interesting.

For e.g.: Indian politicians are so dedicated to their work that if there are no potholes; they will dig it and then fill it again.

## 4. Pun Lead:

Using novelty to catch the reader's attention. Something

E.g.: Western high's trash collectors have been down in the dumps lately

## 5. Punch Lead:

Short and punchy to attract readers. Blunt, explosive statement to summarize the article.

For e.g.: Mumbai never sleeps, Mumbaikar never stops, the spirit of Mumbai is the show must go on.

## 6. Allusion Lead:

This type of lead is obvious enough that readers can recognise it, as it is always based on history or past events, a well-known personality.

For e.g.: The following was strong. Laxman did follow the footprints of his elder brother Ram to pose a grave challenge to enemies. On the third day of Faisalabad, V.V.S. Laxman made remarkable 90 runs while providing exemplary support to his captain Rahul Dravid.

## 7. One word lead:

Uses only a single word to express the essence of the story. One word = 100 statements.

For e.g.: Fabulous! That's the best term to describe the victory of the Indian Kabaddi team.

## 8. Miscellaneous freak Lead:

In this type of lead an unusual statement or a word or phrase is used.

For e.g.: For sale: A hunger

The government is thinking about inserting that ad in the newspaper. A curtailed budget makes it impossible to care for "undernourished children," and search for someone who can purchase the hunger of these children.

## 9. Parody lead:

This lead is in mimics of the well-known proverb, quotation, or phrase.

For e.g.: Hurry, hurry! Everywhere but no one reaches on time.

## 10. Staccato lead:

This lead is a series of jerky, exciting phrases, separated by dots or dashes.

For e.g.: Midnight on the road . . . . a shot . . . . a scream . . . . a second, third, fourth shot. This morning police recovered the bodies of four unknown persons, near Yeor hills.

## 11. Anecdotal lead:

In this type of lead, the writer uses an event to represent the universal experience or narrates a story to refer to his subjects.

For e.g.: Once upon a time. . . or there was once. . .

## 12. Sequence of narrative lead:

This type of lead starts in the middle of an event, and is full of action verbs. It carries the readers through the event and generally has a surprising twist at the end.

E.g.: He turned aside and carefully selected the knife. It seemed to shine with a life of his own. Sweating now, he lifted it up and suddenly brought it down. Red, red, red everywhere.

“Cut!” Shouted the director. Thus ended the first shot of RGV. Three retakes later it was done.

### 13. Bullet lead:

In this kind of lead, a short sentence or a phrase is used straightforwardly.

E.g.: Indira Gandhi is dead and Mahatma Gandhi is no more.

These are the types of lead. The variety and novelty used while writing lead make it different and catch the audience's attention. The reporter must know how to treat and write a lead. He/she must be able to use these types of leads effectively to stick with the readers. Most leads can improve if the reporter stretches his or her imagination.

### 3.2.2 What to Avoid?

While writing lead one must avoid a few things that are listed down:

#### 1. Flowery Language:

Lead is a summarised or introductory version of the news story. You must be careful about the language of lead. It has to be simple and short. Flowery language must be avoided in lead.

#### 2. Unnecessary words and phrases:

You shall look for the unnecessary words or phrases which may waste the space in the lead. Something very important has to be included but avoid clutter and cut right to the heart of the story.

#### 3. Formulaic Lead:

The readers want information but they also look for entertainment in the news. The majority of newsroom work was done on a deadline so you may fall into the trap of writing tired leads which are very cliché or boring. Resist it and try to focus on fresh writing.

#### 4. It:

Avoid using IT because it sounds clueless and it is not precise. Use of IT disorients readers.

A story occasionally needs special treatment in sentence structure and display to catch readers' attention. Types of lead will help you in all the ways possible to make your story interesting. But you must be very careful, not to try to be too clever or too cute. There must be a balance between novelty and facts because at the end of the day news is fact-based informative storytelling.

### Check your Progress:

1. What is Lead? What are the types of lead?

2. What are the elements of writing a good lead?
3. What shall be avoided while writing lead?

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### 3.3 HEADLINE WRITING

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Headline is the head of the news story. It is the label of the story. Headline tells us what's inside the story. Headline can be defined as the face of the news story. The presentation of the news story is primarily dependent on how and what the headline says! Headline writing is a special art of writing. Without headlines, news stories will not be able to make their stand in audiences' minds.

Apart from this headline summarizes the news story as well as classifies and distinguishes between news stories. Different types and styles of headlines convey differences in the stories. This also indicates the importance of news stories, so readers can identify which story to read first and which to be later.

#### 3.3.1 Types of Headline:

##### 1. Direct Headline:

This type of headline is very commonly used in the newspaper. They usually are fact-based headlines without any creativity or special treatment. Readers anticipate easily what they are going to read and see in the news.

E.g.: Two Karnataka girls who challenged hijab ban return without taking exam

##### 2. Indirect Headline:

Indirect headline is very much subtle in nature and works on hinting at the main point of the news. As this is not direct in nature it focuses on readers' curiosity to discover what is in the news story.

E.g.: "Your vision is our mission" – PM Narendra Modi

##### 3. News Headline:

This type of headline makes an announcement about a policy or an event or sometimes election results too. As this is purely informative in nature journalists often use this type of headline to share current information.

E.g.: Maharashtra to lift covid-19 restrictions from April 2

##### 4. How to headline:

This type of headline always suggests something to be learned or explored or some action to be taken. Journalists use this headline when the story is exploring new learning. They suggest to their readers that there is something beneficial for them. This headline starts with "How to" and is followed by an action.

E.g.: How shall we approach the New normal.

### 5. Question headline:

The title itself is self-explanatory. Stories that have this headline are basically a question asked to the system or organisation or a governing body or anything that is holding power. Sometimes there is a suggestive question used to make the masses aware. Readers expect an answer from the story when a headline is a question headline.

E.g.: Why was justice delayed in the Nirbhaya case?

### 6. Command Headline:

Command headline tells readers what they are supposed to do or what they can learn from the article. Feature articles use command headlines frequently. Command headlines often start with an active verb.

E.g.: Travel Mumbai – Delhi in just 8 hours!

### 7. The ‘Reason why’ headline:

This headline type suggests to readers why a certain situation occurs. This type of headline connects what readers’ are thinking and what reality is. They always try to play with readers’ minds.

E.g.: 5 reasons why you shall invest in EV Company’s shares

### 8. One-word headline:

The one-word headline is often used when something major or bigger event has happened. Only a single word adjective suggests what the story is all about. But it is always supported by one sub-headline. Still, the one word is itself self-explanatory.

E.g.: FEAR!



**Source:** <https://thewire.in/security/covering-26-11-memories-from-ground-reporters>

### 9. Two Part headline:

This type of headline uses punctuation marks like colon, hyphen or parentheses to combine two ideas. Both ideas can stand alone but when

they come together, they enhance the scope and meaningfulness of the story. Also, this increases the chances of capturing readers' attention.

E.g.: Why to book a hotel for an hour or two; when railways provide you POD.

### **10. Relational Headline:**

Relational headlines connect a reader to the subject of an article by using second-person language. Relating the topic to the reader helps them become interested in reading and discovering how this article can help them.

E.g.: Easy steps, How you can make your house a Zero Garbage house.

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## **3.4 SOURCES OF NEWS**

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In the business of news and reporting one question always remains silent; where does news come from? How does the reporter get the news? Where does its origin lie? The answer is clear; different types of sources.

### **Role of the source in News making:**

- Any news source is helping hand a journalist as a journalist cannot be available anywhere or everywhere to collect the news.
- Sources are also one of the verification points of news. Reporters can confirm the news from their sources.
- Providing extra or out of sight information.
- Curating the news story as a primary witness.

Reporter indeed is the first and primary source, who gathers the news material, works in the field and composes the news report. But there are certain things which reporters must track out or follow up about the incident from the external medium. These external mediums are the news sources. Following are a few important news sources:

1. Various government ministries.
2. Business houses (public, private)
3. Government officials
4. Institutions (Educational and Research)
5. Police stations
6. Local morgues and post mortem centres
7. Social welfare/ NGOs
8. Courts



9. Hospitals and clinics

10. Railway, Bus station and Airports.

The reporter must establish a harmonious relationship with all sources, to get recent updates and the latest news.

Apart from all above mentioned secondary sources, there are three primary sources which deliver the news with its senses.

### **1. Reporters:**

Reports are full time paid employees of the newspaper, T.V or radio who gathers the news for the same. Their area is specified by locality or by beat. Some reporters are specially assigned to cover the event or an incident so they stand first in the list of primary sources.

### **2. Correspondence:**

A correspondent is a journalist who contributes through a story or report he/she is not actually a field reporter but always helps the media by providing new stories which can be further illustrated as news. The key element here is the correspondent's network. Most importantly, the correspondent must possess good communications skills so that he can interview the people well and get acquainted with the inner workings of his allotted area.

### **3. News Agencies:**

In a developing area of news, news agencies are considered to be the most important source of news. New media is the reason behind the development and spread of news agencies throughout the world. Reporters and correspondents and other secondary sources have geographical restrictions but news has no boundaries. News agencies plays an important role in gathering and delivering the news to the news houses. This is the only virtual source available.

### **There are two types of news agencies:**

1. Wire Services.
2. Syndicates.

### **Wire Services:**

There are news agencies who use to send news by telex or Teleprompters, fax etc. they got the name for this as a Wire Services. These agencies maintain regional, national and state wires for general use. The importance of these wire services for editors is high in all other sources. He may not use the story that comes from an unknown source but will use a story that has come from wire services.

Although there are many local and regional news agencies; only five major agencies are primarily responsible for the flow of daily news.

- The Associated Press USA
- United Press International USA
- TASS Russia
- Reuters UK
- Agencies France Presse France

#### List of Indian Wire services

- PTI – Press Trust of India
- UNI – United News of India
- IANS – Indo Asian News Services

K.C Roy was a pioneer of Indian news agencies, including the Associated Press of India. The free press of the Indian news agency was established by S. Sadanand. The Orient press, The Globe-News Agency, The NAFEN, The United News of India these agencies later developed in India.

#### **Syndicates:**

Syndicates is the service where the news or articles are to be sent by mail, rather than wire services. This includes human interest stories, fashion features, food, child, health care, education etc. that is interesting or unusual.

#### **Some of the syndicates are:**

##### **Hillroad Media News**

#### **Z – Features:**

After the introduction of new media, the news source has changed its traditional ways. Now anytime, anywhere whatever happens, immediately reaches the globe through live internet channels, news channels etc. Citizen journalists are another source which spreads the news on new media channels.

#### **The credibility of Sources:**

In the periphery of news, business sources play an important role. But it is necessary to check the authenticity of a news source. The ideal relationship between a reporter and his sources is the Trust. This mutual trust develops from past behaviour. A reporter should rely on the source only when the credibility is established. If the source is reliable and has provided the correct and accurate information, the reporter would be able to file an authentic report.

**There are nine points on which you can check the authenticity of the source:**

1. Who is the source? Is that clear to the audience?
2. Does a source is an expert from the said area?
3. When did the source get the knowledge? Is it current or old?
4. Where does the source get the knowledge? Does he or she have a degree in the field or work experience?
5. Whether the source is involved first-hand?
6. Why only this source? Is this the only source available?
7. What is the past reliability of the Source?
8. What is the motive of the source behind providing information?
9. How transparent is the source?

These 9 questions help the reporter to check the credibility of the sources they are dealing with. The field of journalism is sensitive in the context of new reporting and presentation. A reporter not only reports the news but also carries the accountability of the same. So it is always needed to check the authenticity of the source and validity of the news. Because one small negligence and reporter may last all his/her image and reputation.

**Check your progress:**

1. What are the types of headlines?
2. What are the different sources of news?
3. What points should be considered while checking the authenticity of news sources?

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### **3.5 SUMMARY**

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- Lead is very important in news writing as it's the store opening and the first informative paragraph about the news. So you must be careful while writing a lead. There are some do's and don'ts for lead writing.
- There are many types of lead which may be used by reporters while writing news.
- Headline is the face of the news and shall be written in many ways. To keep novelty and uniqueness there are many types by which headlines can be written.
- Where does news come from? How does the reporter get the news? Where does its origin lie? The answer is clear; different types of sources. There are two basic types of news sources, Primary Sources

and Secondary Sources. There are two types of news agencies: a) Wire Services. b) Syndicates.

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### 3.6 QUESTIONS

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1. What is lead? Explain its types in detail.
2. What is the headline? Explain its types in detail.
3. 'Authenticity of the news is based on the source of news' Justify this statement.
4. Describe what shall be avoided while writing a lead?

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## **ORGANISATIONAL STRUCTURE AND NARRATIVES OF NEWS**

### **Unit Structure**

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Structure of news house
  - 4.2.1 Newspaper Structure
  - 4.2.2 News channel Structure
- 4.3 Narrative journalism
  - 4.3.1 Multimodal and Multivariate Narratives
  - 4.3.2 Newspaper as pedagogical and Andragogical tool
- 4.4 Summary
- 4.5 Questions
- 4.6 References

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### **4.0 OBJECTIVES**

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- To ensure that students will be aware of a newspaper organisation structure
- To inform students about different narratives of the news
- To make them aware of the hierarchy in newspapers and news channels.

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### **4.1 INTRODUCTION**

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In this unit we will explore the organisation structure of a news organisation and the narrative of news. As the newspaper industry is a business, management's first goal is to make sure of smooth and effective operations for the organisation to gain maximum profit and maintain a good reputation for its publication. With this in mind, newspaper owners structure their organizations in a particular way so that all extremely important newspaper functions are carried out as effectively as possible. Some of the most important and common functions of a news company, given by Professor Herbert Lee Williams:

- Decision Making
- Media Planning & Buying
- Communicating and Coordination with internal and outside stakeholders
- Organizing the publication and circulation work

- Staffing
- Controlling news flow and filtering it
- Directing different departments
- Innovation in design, marketing and sales

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## 4.2 STRUCTURE OF NEWS HOUSE

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News houses today have a very strong corporate structure and hierarchy. This structure has a slight difference and varies from company to company but there are few common departments without any news house that can't process in real life. First, we will look at the newspaper's organisation structure, followed by the news channel structure.

### 4.2.1 Newspaper's Organisational structure:

In today's newspaper unit, generally, there are five distinct departments that run the organisation. They are:

1. Editorial Department
2. Printing and Production department
3. Business department
4. Technical Department
5. Sales and circulation department

#### 1. Editorial Department:

The editorial department is the soul of the newspaper industry. In fact, the entire newspaper business is totally dependent on the effective and smooth functioning of this department. The functions of this department are very crucial and important.

The core function of the editorial department is to collect, receive, process and deliver the news and all other journalistic writing for newspaper publication. Through this department, the news is collected, drafted and solicited by newspapers from different parts of the world. Indeed the efficiency and accountability of this department are very high in this department.

For an efficient collection of news, making it fit for the presentation to the readers in a readable, attractive and designed manner, the editorial department has to work hard. There are three main operations of this department:

#### 1. Newsroom:

Editing and processing the news on the editing desk;

## **2. Newsgathering:**

The editorial department looks after newsgathering from the various parts of the city, other parts of the country and other countries. The area or field that are covered under this are political; economic; finance and business; sports; crime; social; educational; cultural; health and environment. All this news may come from state assembly/Parliament, BSE/NSE, municipal corporations, railways, courts, hospitals, universities, police, social and cultural organizations and so on. Anything happening anywhere in any part of the globe in the readers could be perceived to be interesting and needs to be covered in newspapers.

## **3. Views and Opinions:**

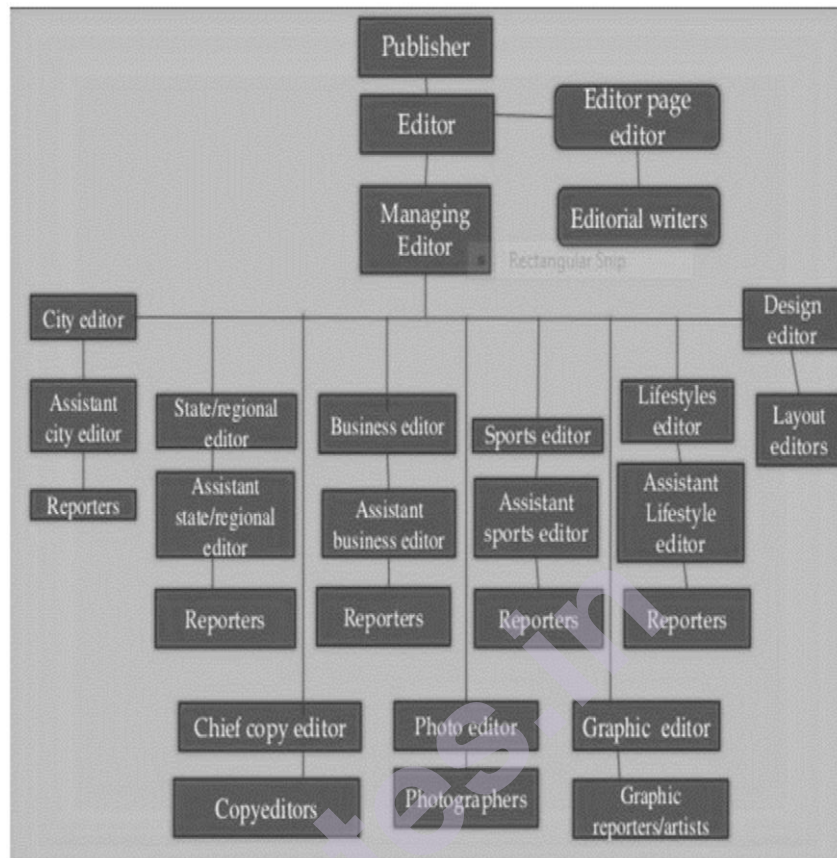
The editorial page of the newspaper reflects its agenda. On each national or international event newspapers have their own stand. The owner of the newspaper determines this agenda and opinions have to be in conformity with this newspaper's agenda. The chief editor or editor as the head of the editorial department has to ensure that opinions expressed in editorials are in line with the publication's policy. The editorial page or section carries material such as editorials, special articles, letters to the editor, special columns and cartoons.

Editor is the boss in the newsroom. He takes care that the editorial team works smoothly and effectively. The editor makes arrangements and deputed duty to everyone in receiving the news from news agencies, reporters, correspondents and other sources. Chief sub-editor, sub-editors and copy editors assist the editor in chief in his work. This is the team that finalises the pages of each newspaper issue.

### **The Editorial Page:**

The editor is in charge of the editorial page. The editor is supported by a staff of assistant editors who are experts in various areas of current events on which the newspaper is expected to comment and publish editorial articles. Political, social, economic, national, international, sports, technology, science, travel, women, children, and crime are only a few examples. Readers' letters are also received by the editors, and freelance writers and special correspondents assist in the news collecting process. These will be assessed by the editor before being used. The editor is the one who makes the final decision on news articles and editorials. The editor is also the one who approaches specialists in other fields to write a column for the newspaper.

## Basic structure and departments of Newspaper



Source: <http://www.journogyam.com/2017/02/structure-functions-of-various.html>

### 2. The business department:

The sales of space, advertising, and printed copies, or circulation, are handled by the business department in the newspaper house. The advertising sector is responsible for obtaining advertisements from a variety of sources, including advertising agencies, businesses, and the general public. Advertisers from large corporations and small businesses. It is the responsibility of the advertising revenue collectors to collect advertising income. Similarly, the circulation division is in charge of arranging a network of hawkers selling agents at the station where the newspaper or magazine is published and other locations where copies might be sold for the sale of the newspaper/magazine.

The business department has two major wings:

#### 1. Advertising and 2. Circulation

The functionaries of this department are as follows:

##### 1. Advertising Manager

Display advertising Manager

##### 2. Circulation Manager

Transportation Manager



Billing and Collection

Postal Subscription

Space selling or Marketing

Ad. Agency relations

Billing and collection

Print order

Circulation audit

**3. Other departments:**

Other departments are responsible for their own tasks. Composing, make-up, paste-up printing, and newspaper/magazine production are all organised by the print and production department. The unit's sales and public relations activities must be promoted on a regular basis. Personnel from the newspaper's sales promotion and public relations section are in charge of this.

Here's a quick rundown of the overall organisation of these wings/sections/departments. It's important to keep in mind that the arrangement of these sections differs slightly amongst newspapers

**Technological advancement:**

Newspaper administration and organisation are undergoing rapid technological advances, etc. In India, newspaper establishments are taking a long time to adapt to these changes. However, it is apparent that India's newspaper management, organisation, and structure are about to undergo a radical shift. All newspapers are not created equal, and there are sure to be differences between small and large publications. The owners of small and medium-sized newspapers around the country have a tendency to combine two or more departments and make the processes operate.

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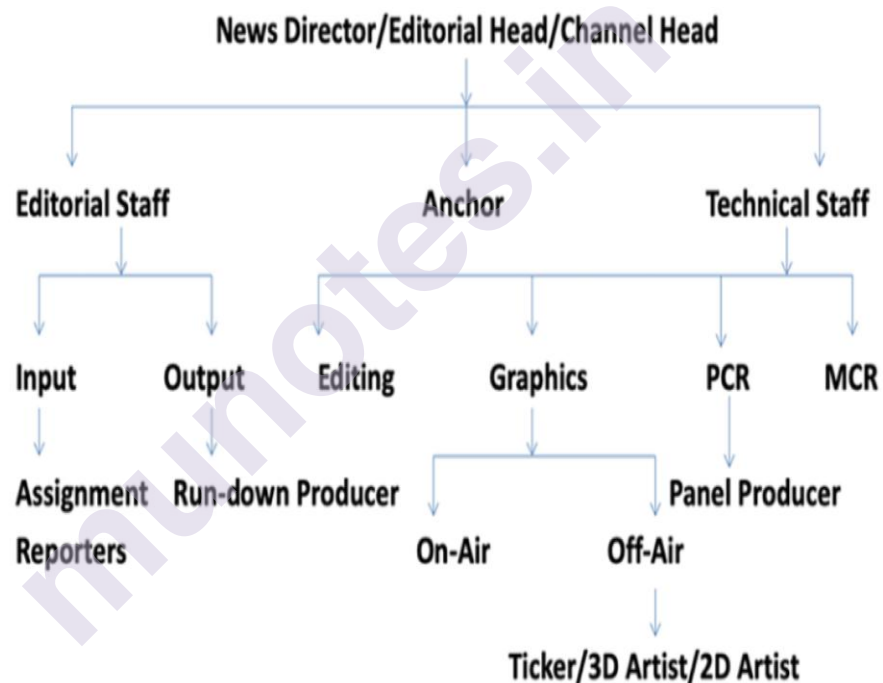
**4.2.2 News channel Structure:**

A newsroom structure is the centre workplace in a media organisation where editors, news reporters, directors, and producers gather to publish news, whether it's in a magazine, newspaper, radio, or television. It could be live or recorded shoot. The process of disseminating news in journalism is frequently a collaborative endeavour including all members of the team. The newsroom, often known as the City room, requires all of the experts to work together to bring a story to life. Various groups of people labour

to ensure that news is published. There is a group of persons known as gatekeepers. This group of persons is particularly useful when a regular news broadcast, whether in print or on television, is required. When it comes to publishing news online, on the other hand, the services of gatekeepers may not be as necessary.

A newsroom can be divided into two categories. There is a newsroom for broadcasting, as well as a newsroom for newspapers. Despite their similarities, the two newsrooms differ in that they both have separate spaces where video and audio editing is done. The radio and television studios are also near to the newsroom and newspaper room. Reporters at a newspaper or print publication room are required to sit at the desks supplied, gather information, news, and articles to be published, and transmit them to the news editors for inspection, a final compilation, and, in some cases, rewriting.

#### A basic structure of the news channel:



**Source:** <https://example.ng/wp-content/uploads/2020/11/Newsroom-Structure.png>

A news channel also has almost the same departments and functions as a newspaper has. The difference here is the input and out department and PCR, MCR. As a news channel is an audio-visual medium, video, graphics, input and output sections are the key departments here. But other departments function the same as the newspaper organisation department functions. Following are the basic sections of the news channel:

#### 1. News:

A television station's local face is the news section. News anchors, reporters, meteorologists, and sports anchors become household names in

most places. Other people, including as the news director, makeup artists, and a variety of producers, editors, and content writers, labour behind the scenes to make news coverage feasible. Entry-level staff work on the news assignment desk, for example, and are on the front lines of the news gathering activity. They take news tips over the phone, listen in on police scanners, comb through emails and press releases, and assist editors and producers with article assignments and interview scheduling.

## **2. Programming:**

In the programming department, there is a manager and an assistant. The manager communicates with other departments, particularly the production and engineering departments, to ensure that scheduling and local television listings are proper and up to date. This individual also collaborates with parent companies to secure new show airing rights. However, many large stations have decreased programming sections as a result of content being pre-determined at corporate levels, according to the National Broadcasters Association. A similar function is served by the traffic department, which establishes the advertising schedule and assists in the construction and editing of a station's master list of programmes.

## **3. Engineering:**

This area is in charge of the technical aspects of broadcasting as well as on-air time. Managers, engineers, and studio crew members who report to a chief engineer, also known as the director of broadcasting operations, include show directors, cameramen, audio board operators, teleprompter operators, photographers, videographers, and tape room editors, and engineering technicians. Master control supervisors supervise the master control room and all switchboard operators. They monitor transmitter readings, align satellite receiver equipment, and make sure video is sent in the proper sequence.

## **4. Advertising and Sales:**

This is the television channel's revenue-generating department. The director of sales supervises sales managers such as the national sales manager and the local sales manager. The former works with national advertising sales agents who are under pressure to book air time for high-profile clients on a tight deadline. The latter is in command of a group of sales account executives. Account executives, who are frequently paid on commission, focus on the local market, cultivating relationships with local businesses and organisations in order to sell advertising. Advertising departments may hire art directors, electronic graphic artists, and voice talent, as well as market researchers who review and interpret evaluations.

## **5. Business Administration:**

The day-to-day operations of a television station are handled by the business administration department. Under the direction of the general manager, office managers or station managers supervise clerks, receptionists, and other support workers. Controllers are in charge of the

station's financial transactions, reporting, and budgets. They are usually certified public accountants. Concerning cash flow and expenditures, they consult with other department heads. In all departments, the human resources or people manager employs staff and provides a safe working environment. Building maintenance staff, from the studio to the restrooms, may be housed in the business administration department.

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### 4.3 NARRATIVE JOURNALISM

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Narrative journalism is defined in a variety of ways. Some prefer the name "literary journalism" to stress the use of literary methods and techniques, while others refer to the genre as "creative nonfiction" to separate it from "hard" journalism. Simply explained, the narrative is the process of telling a story through a specific point of view and sequence of events. The Nieman Program on Narrative Journalism, which began in 2001, aspires to serve as a hub for narrative journalism education, learning, and practice. The Nieman Foundation defines story journalism as a complicated genre with various levels and settings that, when done correctly, has the potential to reform newspapers and make them necessary and captivating.

The following are some of the most important aspects of narrative journalism in general:

- It is enjoyable to read and contains factual, well-researched material.
- It examines fascinating people, human emotions, and real-life scenarios. It tells the private side of the public story.
- It goes beyond the usual by combining factual reporting with a fictional writing style.

It's "journalism that doesn't assume the reader is a robot, that admits the reader understands a lot and feels and snickers and gets wild," says Mark Kramer, former head of the Nieman Program on Narrative Journalism. The value of voice is stressed by Kramer. In the morning, he says, readers drink coffee while reading the newspaper. They want to understand and even identify with the news voice; but, traditional news reporting is nameless and constrained, leaving the reader lonely. When you have a diverse audience, it appears virtuous to cater to the lowest common denominator and simplify discussing the facts. However, the news voice becomes depersonalised; narrative journalism tries to restore the human voice to the breakfast table. Narrative journalism, according to Kramer, is writing that has the following elements (Wikipedia):

- Set scenes
- Characters
- Action that unfolds over time
- Voice that has personality
- A relationship with the audience

- Destination – a theme, a purpose, and a reason.

Narrative journalism has brought a new dimension to the traditional journalistic nature. Its ideology hints toward the multimodal and multivariate approach of the news. The POV is key in this approach. Let's see what these two approaches are!

### **Check your Progress:**

1. Define the organizational structure of the news house.
2. Define the organizational structure of the news channel.
3. What is narrative Journalism?

### **4.3.1 Multimodal Approach:**

A multimodality is an interdisciplinary approach to communication and representation that sees communication and representation as more than just a matter of language. It was created during the last ten years to comprehensively address hotly disputed concerns about societal developments, such as new media and technologies.

### **Theoretical premises:**

Multimodality is based on three interconnected theoretical principles.

1. Multimodality assumes that representation and communication always use a range of modes, each of which contributes to meaning. It focuses on analysing and describing the full repertoire of meaning-making resources that people employ in various contexts (visual, spoken, gestural, written, three-dimensional, and others, depending on the domain of representation), as well as developing methods to demonstrate how these are organised to produce meaning.
2. Second, multimodality holds that resources are socially transformed over time to become meaning-making resources that articulate the (social, individual/affective) meanings required by distinct societies. Modes are organised sets of semiotic resources for producing meaning that realise communicative labour in various ways, making mode choosing an important aspect of interaction and meaning. The more a set of resources is employed in a community's social life, the more fully and beautifully represented it becomes. For something to 'be a mode' within a community, it must have a shared cultural notion of a collection of resources and how they could be ordered to actualize meaning.
3. Finally, people organise meaning by selecting and configuring modes, highlighting the significance of mode interaction. As a result, the motivations and interests of people in a certain social setting, as well as the rules and conventions in place at the moment of sign generation, impact all communicational activities.

### **Applicability of Multimodality in journalism:**

Large amounts of multilingual and multimedia content are now available thanks to the rapid advancement of information technologies and the low cost of recording media. The primary mediums of disseminating Big Data material worldwide are television, radio, newspapers, blogs, and social media. In this environment, all media businesses have made substantial attempts to embrace the new sources that have emerged over the last decade, and have attempted to incorporate social media into their workflows and output. However, the abundance of sources, along with language obstacles, limit journalists' access to limited media resources, putting each isolated area's populace in its own "filtered bubble," with no actual opportunity to appreciate the perspectives generated in other areas or countries. (Front. Robot. AI, 29 October 2018 | <https://doi.org/10.3389/frobt.2018.00123>)

To break this isolation, new technologies with innovative and effective functionalities are needed to provide integrated access to multilingual and multicultural news articles across countries, ensure context-aware, spatiotemporal, semantic interpretation, and correlate and summarise the collected content into a coherent whole. These technologies should, in particular, record, interpret, and relate different subjective perspectives on news information supplied by TV, radio, newspapers, blogs, and social media. (Front. Robot. AI, 29 October 2018 | <https://doi.org/10.3389/frobt.2018.00123>)

Journalists are primarily interested in discovering news or angles that may have eluded their competitors' notice. Journalists also seek to determine and comprehend the level of audience interest in a given story, as well as gather and transmit news in text, video, or audio format. (Front. Robot. AI, 29 October 2018 | <https://doi.org/10.3389/frobt.2018.00123>)

### **4.3.2 Newspaper as Pedagogical and Andragogical tool:**

#### **Pedagogical Tool:**

Newspapers, in other ways, are the documentation of current events and happenings. It covers almost all the areas, fields that are associated with society and human beings. We, as ultimate users of newspapers, do discuss something that has been printed in the newspaper. Discussion is the key here. According to Park (1940) 'News is a source of knowledge'. Considering Park's approach, if news is a source of knowledge, then newspapers are a learning tool.

#### **Let's look at few points about how newspaper can be learning tool:**

1. Newspapers are all about the happenings in the world, so it can act as a bridge between the classroom & real world.
2. It can play major role in discussion and debate as it is updating every day
3. Special features and innovative articles can be adapted in curriculum

4. Teachers will keep themselves updated through newspapers and share information in class wherever applicable.

### **Andragogical Learning:**

Andragogy refers to a type of learning which is self-guided or self-directed. This is also known as adult learning. In our day to day life, we learn many things on our own; consciously or unconsciously. There are certain social and civic mannerisms which we learn through observing others and determining our actions. Andragogical learning reflects the same learning. Andragogical learning focuses on learning what we want to learn, not what the institute offers us. In this type of learning, the role of the newspaper is vital. Newspapers as the source of knowledge help adults to learn about their own society. It not only informs them of what is happening around them but also helps them to analyse the social pattern, social consciousness and their identity or status in the society.

### **Here are a few points on how newspaper helps in andragogy:**

1. Newspaper articles, news and editorials direct masses, where they shall move. This helps people to form their opinion about certain things.
2. Awareness is another function that is explored by newspapers amongst the masses. Awareness about political hegemony, power, economics, social change and many other things.
3. To educate on new developments and how to respond to them, innovation, discoveries, success and failure etc.
4. Newspapers also help individuals curate self-esteem and how to behave in civic affairs. Newspaper is the first and very old medium of connecting people with different cultures, regions and society.

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## **4.4 SUMMARY**

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- Newspapers and news channels have the almost same organisational structure with a slight difference in it. The role of the editor and editorial team is very vital in both media types.
- As both mediums are business-oriented, the sales promotion and advertising department also have a role to play in the progress of news houses.
- Narrative journalism has brought a new dimension to the traditional journalistic nature. Its ideology hints toward the multimodal and multi variant approach of the news. The POV is key in this approach.
- Multimodality and Multidisciplinary approach refer to the multi-dimensional approach of the news in the communication process.



- In the learning process newspaper can be cited as a Pedagogical and Andragogical tool which comprises both, the teaching and learning axis.

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## 4.5 QUESTIONS

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1. What are the various departments of the newspaper house? Describe the function of the newspaper house?
2. 'Editor is the captain of the ship'- Explain this statement in the context of the importance of the editorial department in news houses.
3. 'Narrative journalism brought new trends in journalistic writing' Yes or no? Justify with examples.
4. Newspaper as a pedagogical tool, explain its effectiveness in classroom teaching?

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munotes.in

## TRANSLATION IN NEWS MEDIA

### Unit Structure

- 5.0 Objectives
- 5.1 Introduction
- 5.2 What is translation?
  - 5.2.1 Types of translation
  - 5.2.2 Translation in Mass Media
- 5.3 Who is the Translator?
  - 5.3.1 Qualities of a good translator
- 5.4 Actual news translation.
- 5.5 Summary
- 5.6 Questions
- 5.7 References

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### 5.0 OBJECTIVES

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- To ensure that students will learn media translation
  - To enable students to different media text translation
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### 5.1 INTRODUCTION

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This unit will focus on the importance of translation in news media. India as a nation always stood different in the world. Indian culture, Indian food, Indian tradition, Indian music etc. are unique in their nature. Their diversity is the basic quality which makes them distinct from others. Out of all, there is a huge area of Indian culture that has been always in the discussion by everyone who visits India and that is Indian Languages. The diversification in Indian languages is itself a unique quality that any nation can have. Thus this diversification was the second main inspiration behind the regional press establishment, the first is obviously the freedom struggle.

Rather than the post-1947 nation-state of India, this page focuses on the history of translation in the Indian subcontinent. The subcontinent is a roughly diamond-shaped landmass stretching 1,500 miles north to south and 1,500 miles east to west, limited to the north by the Himalayan mountains and to the south by the sea. The languages spoken in this area are divided into two groups. About 70% of the population speaks Indo-European languages derived directly from Sanskrit, like as Hindi, Punjabi, Gujarati, Marathi, Bengali, and Nepali, which are mostly spoken in the northern part. This group also includes Sinhalese, which is spoken in Sri Lanka. Dravidian languages, such as Tamil, Telugu, Kannada, and

Malayalam, are spoken by another 20% of the population, mostly in the south.

In India, multilingual media is very much successful. It may be newspapers, radio, television, film etc. all have their own presence in at least one of the Indian languages. So the need for translation and translators has emerged. From news, translation to copy translation and snippets to feature stories everything can be translated well if there is a good translation. Let's see what translation is.

### 5.1.3 What is Translation?

- "The interpretation of verbal signs by means of some other language," defined Roman Jakobson, a famous linguist and noted expert on the subject of translation.

Texts in one language are changed into texts in another language with the same meaning through this process of translation. These elements range from single words in a language to large networks of sentences found in philosophical literature.

- 'The process of translating words or text from one language into another,' according to Oxford University.
- The transmission of the meaning of a text in a source language (SL) into a comprehensive version of the target language (TL) without losing the original message is known as translation. It is a common misconception that being multilingual automatically qualifies one as a skilled translator. This is not the case. People who have high communication and writing skills in both languages, as well as being bilingual, can be effective translators.

### Nature of Translation:

The act of translating entails an act of interpretation. The character of the document determines the nature of the translation. A technical or promotional document translation is easier and requires less skill and knowledge than a literary work. The vocabulary, grammatical rules, and sentence patterns in the document would be appropriate for the paper's purpose, source language, and target audience. A successful translation satisfies the needs of the target audience, whether in terms of correct structures or forms, or adequate meaning transfer from the source to the target text.

A successful translation should be fluent in both the source and target languages, as well as have a knack for writing in the target language and an understanding of the socio-cultural context in which the work is set. A successful translation is more than just the mechanical translation of a text. S/he employs all of his/her ingenuity and goes deep into the subject. We can see him/her as a co-creator of the target language text, almost reconstructing it to reflect his culture and personality as the translated text.

### **5.2.1 Types of Translation:**

The field of translation is vast, and globalisation has made it a crucial component of many sectors' operations. As a result of this variety, there are many different types of translation, each with its own set of methodologies and requirements. Regardless of their differences, they all have the same goal: to assist individuals in communicating across language barriers.

Translators usually specialise in a specific type of translation, allowing them to give clients with the expertise they want for the best results. Legal documents and commercial contracts, as well as movies, art, and poetry, are among the types of content they handle. Each specialisation has its own set of terms and procedures to follow, with the five most frequent types of translation being:

#### **1. Literary Translation:**

The process of translating literary works such as plays, novels, and poems into another language is known as literary translation. The primary challenge with these works is that you must translate the meaning while also considering the author's literary style.

Stylistic devices are one of the most important aspects of literary texts. Everything from the rhythm and metre to the word choices, imagery, and sentence balance contains them. There's also the issue of puns, humour, and rhyme to consider. There is typically no direct equivalency between the source and target languages, and they all make specific use of the source language.

#### **2. Technical Translation**

In order to meet local and international regulations, businesses must have technical documentation. In the age of globalization, technical translation encompasses a wide range of text types, including patents, manuals, user guides, tender documents, catalogues, technical drawings, and Material Safety Data Sheets (MSDS). Due to the large range of text types, technical translation is necessary in nearly every industry, from engineering and construction to life sciences and pharmaceuticals. Due to the large diversity of issue fields, each with its own specialised language, technical translation is particularly difficult. Translators must also be well-versed in the mechanics of technical writing, as well as their nature and legal ramifications.

#### **3. Administrative Translation:**

The administrative translation is important in management since the administrative department is in charge of the company's day-to-day operations. Contracts, bulletins, bills, and letters are all examples of business procedures and daily activity documents.

Businesses wanting to establish or maintain a global presence frequently require this type of translation. It allows them to break down language

barriers in the global market, expanding their alternatives and welcoming a multi-cultural workforce. This ensures that all business partners, investors, and employees are on the same page, resulting in more effective operations and clear communication channels.

#### **4. Financial Translation:**

In today's global marketplace, financial translation is essential for banks, insurance firms, and other financial organisations. It enables them to broaden access to their services and increase client trust while adhering to international rules.

The demand for high-quality financial translation is growing as financial organisations expand into emerging areas. This field encompasses a wide range of papers, from annual and tax reports to profit and loss statements and corporate accounts, all of which necessitate versatile language specialists with industry-specific expertise. Because these financial documents are heavily regulated, translators must be well-versed in local laws and regulations. They will be able to distinguish between the source and target documents and ensure that the target content adheres to the target market's regulations.

#### **5. Legal Translation:**

Legal translation is one of the more difficult types of professional translation, and it involves the translation of any legal documents. Contracts, company or government proposals, court transcripts, service-level agreements (SLAs), legislation, witness testimony, notarized documents, and a variety of other documents are just a few examples.

You must guarantee that your legal documents are understood, accepted, and legally binding for all audiences as you grow into new foreign markets. As a result, the translator must be aware of the legal text's political, legal, and socio-cultural background. This will enable them to translate it into a language that anyone from a variety of cultural, political, and socioeconomic backgrounds can grasp.

Legal documents must be accurately translated while still adhering to the target language's writing conventions. A professional legal translation can only be produced by a translation service that is familiar with both the source and target cultures. However, even the tiniest grammatical error might have severe repercussions. As a result, even skilled translators will obtain legal advice to ensure that the target text provides the same legal protection as the original.

#### **Check your Progress:**

1. Define translation and explain its types.
2. Write a note on Nature of Translation.
3. Discuss the challenges of legal documents?

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## 5.3 WHO IS TRANSLATOR?

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A competent translator is cultivated rather than born. A person can develop the skills of a good translator with little effort and care. The following are some of the characteristics that distinguish a good and effective translator from a bad or failed translator.

### 5.3.1 Qualities of Translator:

#### **Faithfulness to the Original Text and the Author:**

A great translator always tries to get into the mind of the writer. S/He should also fully understand the sense and meaning of the original author. Expert and experienced translators are aware of a text's requirements and make alterations to ensure that the style and essence of the text are communicated with minimal deviations from the original. While attempting to remain loyal to the original text, s/he should avoid attempting to discover difficult equivalent words in the hopes of improving the quality of the translation. A loyal translator should behave as the author's spokesperson, completely understanding and knowing everything the original author has said in his text. The translation should be as simple as the original piece.

#### **Technical Expert:**

The translator must be an analytical individual with the requisite flexibility, adaptability, and technological skills to be able to pay close attention to all aspects and modify as needed. Furthermore, he or she should be well-versed in the issue under discussion. A person translating a great personality biography should have a full understanding of the person's life and accomplishments.

#### **Using the Right tool:**

Experienced translators understand how to use resources such as good monolingual and bilingual dictionaries, encyclopaedias, e-dictionaries, glossaries of technical and standard publications, and other resources related to the SL text and style guides to assist them in challenging situations. It is best to begin utilising them right away so that it becomes easier to locate analogous terms over time without spending a lot of time and effort. Having dictionaries on your computer can save you a lot of time and effort.

#### **Focus on Creativity:**

Expert translators are continually coming up with new ideas. They always aim to repackage the text in the target language in a unique and appealing manner in order to make it more appealing to the target language audience. They accomplish this by adding new vocabulary, idioms, and structures to the translated text as needed to make it more appealing to the audience. A translator considers his or her profession tremendously

fulfilling and intellectually engaging because of the creative component and the level of freedom involved in the act of translation.

### **Focus on Reading:**

A diligent translator should read extensively in order to gain a thorough awareness of the intricacies of the languages he or she works with (both the source language and the target language). This is an important habit for a translator to develop as they learn the language. In the list of reading materials, one may put the classics, newspapers and digital material available online on the internet. .

### **Linguistic Competence**

A skilled translator should be familiar with the grammatical, syntactic, semantic, and pragmatic elements of both the source and destination languages, as well as the socio-cultural settings. He may interpret a concept in a different way, but he should never try to include his or her own ideas or personal impressions into the new product. Furthermore, s/he must ensure that the translation style chosen is acceptable for the target audience and that the translated material seems natural and spontaneous to the readers.

### **Specialisation:**

A good translator should be well-versed in the field in which the target text is written, especially if the material contains a lot of technical jargon. You should be aware of the most recent terminology and developments in the field in which you work. If one's skill is in translating literary writings then interpreting medical, business, or technical reports will be challenging.

### **Giving Finishing Touch:**

You should have enough patience and execute the work honestly when translating. You could also want to talk to the people you think are qualified to help you with your concerns. You should check over the translated work two or three times before generating the final product to see if any last-minute changes can be made to make it more accessible and acceptable. To increase the quality, you might want to modify a few words, idioms, or forms. Before releasing the work for publication, double-check that it is appropriate for the intended purpose and audience. Depending on the audience and objective, you may need to adjust the style or wording.

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## **5.4 ACTUAL TRANSLATION SAMPLES**

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### **English to Hindi:**



**Paragraph - 1** - Restlessness among the students of colleges and universities culminating in indiscipline has stemmed from their deep-rooted feeling that their views and aspirations are ignored by their elders - politicians, and administrators, **teachers** and educationists. The situation has been aggravated by a sense of insecurity among them. It is high time that sincere efforts be made and concrete steps taken to analyze and solve their genuine problems...

**Translation** - विद्यालयों व विश्वविद्यालयों के छात्रों के असंतोष से उत्पन्न अनुशासनहीनता का कारण उनकी यह दृढ़ भावना है कि उनके वयोवृद्ध, राजनीतिज्ञ और प्रशासक, अध्यापक और शिक्षाविद उनके विचारों और आकांक्षाओं की उपेक्षा करते हैं। उनकी असुरक्षा की भावना ने स्थिति को और अधिक गंभीर बना दिया है। अब सही समय आ गया है कि उनकी वास्तविक समस्याओं का विश्लेषण व निराकरण करने के लिए सच्चे व प्रयत्न किये जाएं व ठोस कदम उठाए जाएं।

### **Translation Exercise:**

#### **Translate the following in Hindi or Marathi**

Democracy is commonly defined as a government of the people, by the people and for the people. Freedom and democracy walk hand in hand. Democracy in my view is only compatible with a free economy. Like a fish to water, democracy can only exist in an atmosphere of freedom of action; it is completely incompatible with a system that provides for a governing authority with coercive power. We live in society today where media plays a vital role in how we see the world, and how our opinion is formed, whether it is from what we watch on television or what we gather from newspaper.

Media acts as an interface between the common man and the government. It is a very powerful tool with the ability to make and break the opinion of people. If media tells the public that this person is being demanded as the most wanted terrorist, people will regard him as one blind. It has the capacity to swing perceptions or evoke emotions. This is what it has gained- faith or public.

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## **5.5 SUMMARY**

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- The process of translating words or text from one language into another is called translation. There are two languages needed for any type of translation.
- The language in which text has to be translated is called the Target language and the original text language is the source language.
- There are five major types of Translation i.e. Literary, Technical, Financial, Administrative and legal translation.



- The translator must be well versed with the certain qualities that he/she possesses.

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## 5.6 QUESTIONS

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1. What is translation? explain its nature.
2. Explain the types of Translation.
3. Who is the translator? Explain qualities of good translator.

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## 5.7 REFERENCES

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## INTRODUCTION TO JOURNALISM - I

### Unit Structure

- 6.0 Objectives
- 6.1 Introduction
- 6.2 Principles of Journalism
  - 6.2.1 Role of Journalism
  - 6.2.2 Beats in Journalism
  - 6.2.3 Citizen Journalism
- 6.3 Types of journalistic writing
  - 6.3.1 Writing News Releases
  - 6.3.2 Broadcast news writing
- 6.4 Summary
- 6.5 Questions
- 6.6 References

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### 6.0 OBJECTIVES

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- To make students aware of real-life reporting experience
- To enable students to write different journalistic writing

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### 6.1 INTRODUCTION

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In reporting what we write or publish or broadcast falls under only one big umbrella which is Journalistic writing. Journalistic writing has many shades and types. News, feature articles, editorials, Obituary, interview etc. are different types of journalistic writing which reporter has to perform every day as a part of their profession. Let's see these types in little detail.

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### 6.2 PRINCIPLES OF JOURNALISM

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The core principles of journalism set out below provide an excellent base for everyone who aspires to launch themselves into the public information sphere to show responsibility in how they use information. There are hundreds of codes of conduct, charters and statements made by media and professional groups outlining the principles, values and obligations of the craft of journalism. Most focus on five common themes:

#### Principles of Journalism:

##### Truth and Accuracy:

Journalists cannot always guarantee 'truth', but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy,

give all the relevant facts we have and ensure that they have been checked. When we cannot corroborate information we should say so.

### **Independence:**

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

### **Fairness and Impartiality:**

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

### **Humanity:**

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

### **Accountability:**

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

## **6.2.1 Role of Journalism**

With the above-mentioned principles of Journalism, journalism has a role to play in society. The basic role of journalism is to Educate. From education to entertainment, the role of journalism is widely spread. Here are few of the role of journalism:

### **1. Watch Dog Role:**

News media always deals between classes and masses. It always serves public as watchdog. It keep checks on political administration whether it is working for public welfare or not. News media always keep eye on political proceedings. If they feel something against the public is happening, they are the ultimate source through which information is spread amongst the masses. So politicians always have the pressure of media.

### **2. Developmental Role:**

In the development of nation news media plays an important role. Anywhere in the nation if any big development took place, media

publishes it and make people of nation aware of it. If somewhere the development is stuck or its static, media informs it to public and that pressure of people causes the dynamic change in the development.

### **3. Social Role:**

As media is a product of society it has a role to play in society. By reading and listening what is good or what is bad, what is right or what is wrong and by making judgements people try to evaluate their society. By watching or by reading about any celebrities people are try to imitate them or access what is written, there by transmitting values.

### **4. Role of Edutainment:**

Media is not limited to educate but it also entertain people. Using this feature of media, in 21st century the role is combined that is Edutainment. This role of media is most essential role when we talk about the diversity in India. Media not only educates but with help of entertainment it uplifts the awareness program about any issues of the society. Many campaigns in media are informative as well as entertaining, which is known as infotainment. Edutainment is a step ahead of it. The only reason behind all these role of journalism is the reach and acceptance we have in our society for media.

### **6.2.2 Beats and Types in Journalism:**

As we have seen the dynamics and the reach of journalism, it has come with various opportunities in career. Journalism with new media possess different types and beats. Now a day's people who are willing to pursue journalism as a career they have definite type or the beat in their mind where they want to work. Here are these types and beats:

#### **Types By Medium**

Some journalists are defined by how they present their story. They may not focus on a single aspect of the news, instead covering a wide range of issues while using the same media.

#### **Print Journalism:**

Journalists who work for newspapers or magazines are known as print journalists. They could work as full-time reporters for a single publication or as freelance writers for a range of periodicals. A print journalist is frequently coupled with a photojournalist who will shoot photographs to accompany the written piece.

#### **Photojournalism:**

Photojournalists differ from regular photographers in that they are more concerned with capturing photographs that convey a story than with producing images that simply look good. Photojournalists are usually highly skilled photographers who have previously worked in traditional photography media such as wedding photography.

## **Broadcast Journalism:**

Television and radio news are both considered broadcast journalism. Journalists can work in broadcast journalism in one of two ways: behind the scenes or on the air. Behind-the-scenes journalists conduct extensive investigation and reporting, but their faces and voices will not be broadcast. On-air journalists can either undertake their own reporting or read pieces written by their co-workers.

## **Multimedia Journalism:**

This is the newest and fastest-growing branch in journalism. Because a web page can contain a written tale, still photographs, video, and audio, multimedia journalism can encompass all of the categories described above. Multimedia journalists are expected to have a diverse set of storytelling skills in addition to well-defined technical competencies.

## **Types by Message:**

Some journalists are defined by the type of stories they tell rather than the media they use to tell them. Journalists are frequently allocated 'beats,' or specific topics that they will cover exclusively. These journalists can gain a high level of knowledge in their beats while also making crucial contacts in the field. Some of the beats are:

1. Sports
2. Business
3. Politics
4. Arts and culture
5. Education
6. Crime
7. Entertainment
8. Economics
9. Social
10. Music
11. Travel

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## **6.3 TYPES OF JOURNALISTIC WRITING:**

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Newspaper writing has different types according to the differences in the writing style. They are as follows:

## **1. News (hard and soft):**

News is the core element of a newspaper, in other words, it is considered the soul of the newspaper. It's the day to day report of what is happening around. It is based on the facts and narrates the incident in very limited words. Report writers are not allowed to express their own views on it. The news report is always written in third person format.

## **2. Feature articles:**

Other than news newspaper consist of series of articles which explores or express something. This articles can be on any human interest subject but the basic difference is these articles have no limit of time and space. These articles are in lighter form than news. Writer can express his/her view in these articles.

For e.g.: fashion feature, sports feature etc.

## **3. Editorials:**

Editorials are a combination of news and feature articles. An Editorial can be defined as a newspaper article expressing the editor's opinion on a topical issue. Editorial is the space where the editor can comment on any current issue and express his opinions. It needs a lot of homework and an analytical mind which can define the issue subtly.

## **4. Interviews:**

Interviews are featuring a person with his success, glory or achievements. There are many personalities amongst us who are like us only but their work, and dedication in a particular field makes them different from us. So to motivate others and put forward the great work of these personalities' media houses interview them. There are diversified fields in which reporters are supposed to work and that is a challenge to any reporter because he/she has to study not only the person's work but his/her field also.

Along with above mention writing topics, there are some more types like an obituary, column, book review, and film review etc., published in news and broadcast media.

### **6.3.1 Writing News Release:**

#### **What is a press/News release?**

A press release is a written or recorded formal statement issued by an organisation to the news media and others. We're always talking about the same basic thing whether we call it a "press release," a "press statement," a "news release," or a "media release."

While action verbs should be in the headline, the first paragraph should address the questions "who," "what," "why," and "where." A quote and understandable wording should also be included in the press release.

## How to write a press release:

We now consume more news than we ever have before. Whether it's to stay up with the newest health news or to pass the time, we're using social media and news apps to explore and learn. This provides a fantastic opportunity for firms to get the attention of their target audience. However, there are a few caveats to this possibility.

Today, there are fewer reporters available to meet this tremendous demand for content. As a result, newsrooms are working harder and quicker than they have ever been. Reporters require news items in order to keep their pipelines full. Reporters are constantly on the lookout for interesting and valuable news and information to share with their audiences.

Create and disseminate a full news package, which includes a press release with a powerful, relevant title, valuable data points, and multimedia graphics targeted at news media readers rather than your company's marketing audiences. To write a news release, follow these steps:

- Be concise – try to keep your headline to 5-8 words
- Focus on your audience, not your company or product
- Use an exciting verb
- Skip adjectives and adverbs

Consider using Google Trends to see if your chosen words match user search queries if you're targeting online audiences.

### **Make a strong first impression with your sub-headline.**

Because sub-headlines aren't visible until the press release is opened, don't hide important information here. Instead, utilise this area to continue the tale started in your title. Keep it short, ideally a single sentence.

### **Make a multimedia connection.**

Now, the entire globe communicates through images. Images are used by reporters to entice viewers. You must incorporate a visual aspect in your press release to boost the chances of your news being covered by the media. Without one, reporters are unable to post a piece. Instead of repurposing your company's marketing materials, include an image or video developed just for journalists.

### **Make the body copy readable.**

**1st Paragraph:** The opening paragraph of your news release should contain a brief (30-word) overview of your announcement. This should include a description of your news as well as its impact. It should be self-contained and able to tell your entire tale if they decide not to read any further. Because a section of this line is frequently displayed in search engine results snippets, utilise it to encourage readers to open rather than

simply restate who you are. Include a link to your company's website as well as important landing pages.

**2nd paragraph:** Your supporting quotes from within your organisation should be included in the second paragraph of the press release. This could be your CEO or product manager, and he or she is typically portrayed as the company's expert or leader. This quote explains why your product and service exist.

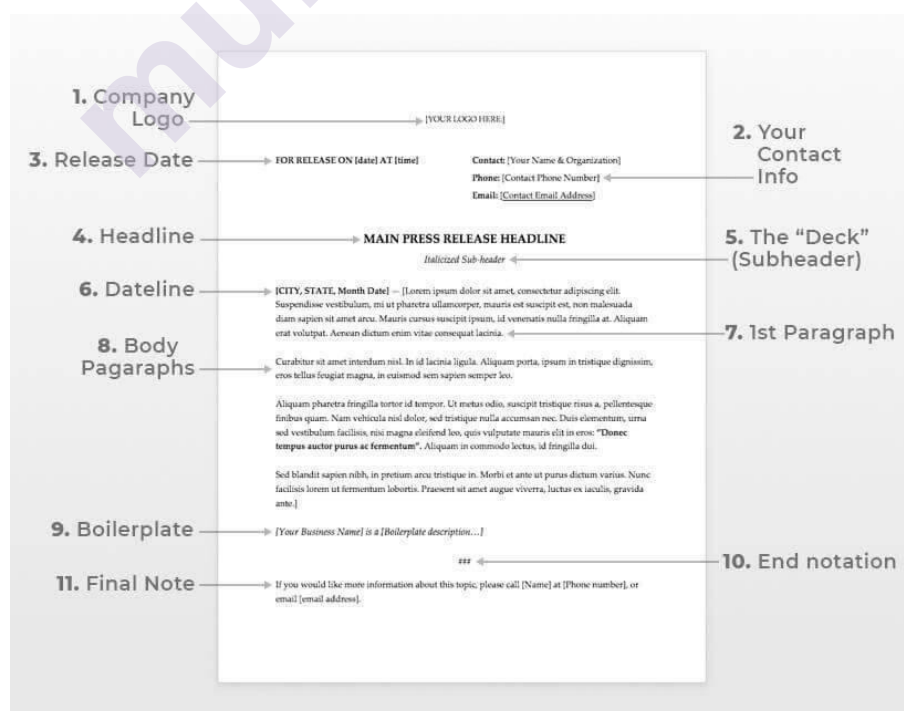
**3rd paragraph:** Your supporting statistics should be presented in the third paragraph of your press release. Provide product specifications, usage data, or outside feedback on your product and service in this section. This might be expert data, customer quotes, or a combination of the two. Use bullets when providing data support for your stories to make it easier for reporters to understand.

**4th paragraph:** Your announcement concludes with a brief explanation of the primary rationales and implications. Remember to give hyperlinks to any more relevant information.

**5th paragraph:** This is your boilerplate paragraph. This is an overview of your business with connections to your most important landing pages. Include your phone number and email address.

Make it simple to contact you. Every useful news release includes contact information so that the reporter may simply get further information or specifics from someone at your company. Include a phone number or email address that is frequently checked to ensure that you are aware of and responding to these inquiries in real-time.

Source: Serena Ehrlich, Director of Product Marketing





## Template of the press release:

Source: <https://www.myperfectwords.com/images/press-release-examples-1.jpg>

### 6.3.2 Writing for broadcast:

News writing for broadcast is a way different that whatever we have learnt till now for press news writing. The broadcast medium is a step ahead of print media in its basic characteristics of presenting news. We have to make efforts to hold a newspaper or magazine and read it but in broadcast media one already reading the news for us, we just have to listen. Broadcast media makes our efforts less to consume the news by making us ready to have listened.

The following are major differences in Broadcast and Print mediums:

Print Media	Broadcast Media
Meant to be read	Meant to be heard
Limited by space	Limited by Time
Longer in length	Shorter in Length
Past tense	Present tense
Broad vocabulary	Simple words
5 W and an H	Conversational Lead
Inverted Pyramid	Diamond Style

#### Broadcast News Leads:

##### Summary Lead:

A boy cleverly escaped injury today when he met an off-road car today at Eastern Express highway

##### Teaser Lead:

It was a close call today at E-way today

##### Question Lead:

Who's luck it was?

##### Staccato lead:

##### Writing for Ear:

Broadcast writing can be tested on certain simple rules and techniques given by media experts. They are:

1. The KISS Rule: Keep it Short Simple

2. The AAA rule:

Attention - getting

**Audience – Centred**

**Action – Focused**

### **Reading news Script:**

Writing for electronic media differs significantly from writing for print. The strategies for writing effective web pages are outlined on the next page. People can work faster, more accurately, and more comfortably with better-written technical papers. The usability factor is used to assess these attributes. Sun Microsystems researchers were able to increase the usability of a tourism website by 127 per cent and a technical website by 149 percent by using various simple writing methodologies to test web pages (1-2). According to their findings, electronic documents should be:

- Short
- Top – Heavy
- Scannable
- Navigable
- Straightforward

### **Some of the abbreviations and cues in radio script reading:**

- SLUG (brief story title)
- TRT (Total run time)
- SOT (sound on tape)
- VO (Voice-over)
- CG (Character Generator)
- SUPER (superimposed)
- IN or INQ (in – cue)
- OUT or OUT Q (Last word)
- LS, TS, CU (long shot, Tight Shot, Close up shot)
- OS (Over the shoulders)

### **Guidelines on writing scripts for Broadcasting:**

Writing for news radio programmes can be challenging, especially for writers who are used to writing for print. However, writing for the ear is not the same as writing for the eye. Writing for radio has its own set of guidelines that must be adhered to in order for the broadcast to be effective and professional.

**Use correct format:**

Format standards differ by radio station, but scripts should be written in all caps and double spaced in general. Sound cuts should also be described, including the speaker, the sort of cut (actuality, wrap, voicer), the length, and the outcue.

**Write in a conversational tone:**

Radio scripts should be written in a conversational tone. This differs significantly from written writing, as material prepared for print is typically more formal. In short speak like you are telling story to your friend

**Write in a conversational tone:**

Radio scripts should be written in a conversational tone. This differs significantly from written writing, as material prepared for print is typically more formal. In other words, write as though you're telling a friend the story.

**Use fewer words:**

If a message can be conveyed successfully with five words, don't use ten.

**Use the present tense:**

The emphasis on news radio is on what is happening right now. As a result, all scripts should be written in the present.

**Short sentences should be used:**

Spoken English is made up of short sentences, and radio scripts should reflect this. Short phrases will also aid the radio anchor with delivery, as it's tough to predict the direction of a long, run-on sentence.

**For acronyms that are written out, use dashes:**

You'd write "AIDS" in the instance of "AIDS," because that's how it's said. If an acronym must be written out, such as CBS, it should be written "C-B-S."

- Always remember to mention the network affiliation when using reporter- or network-generated sound clips.
- **Don't repeat information mentioned in the cut:** When writing around sound cuts in a reporter-or anchor-read wrap, don't repeat information mentioned in the cut. This redundant information is a waste of time. Instead, the lead-in should provide a preview of what the listeners can expect.
- **Avoid using clichés or "groaners" in your writing:** These phrases might be extremely distracting and meaningless. When the listener's attention is diverted by a cliché his focus goes off.

- When referring to more than one person in a screenplay, always refer to them by name or title to avoid "he/she" ambiguity. Using "he" or "she" can be confusing, especially when there are numerous characters in the story.
- **Ensure clarity and flow:** What is clear in a newspaper piece may not be clear when spoken aloud on the radio. A story may have a good flow when it's written, but it's not conversational. So, before submitting any scripts, read them out loud.
- **Only include the information that is required:** Long, in-depth pieces should be reserved for newspapers. Only the most important information in a story are broadcast on news radio. In addition to wasting valuable airtime, including unneeded material will bore listeners.

### **Check your Progress:**

1. What is the role of journalism?
2. What are the beats of journalism?
3. What is broadcasting?

### **6.3.3 Defining Citizen Journalism:**

Access to various communication tools is necessary for the production of effective, hard-hitting journalism. The face of journalism began to shift radically after the mobile phone was launched into the mainstream. Not only did mobile phones make information more accessible, but they also allowed ordinary people to enter what had previously been an elite, close-knit field of journalism. This section examines how modern mobile phones are changing ordinary people into journalists, and how, as a result, the world of "conventional" media is being turned upside down. The act of citizens "taking an active role in the process of collecting, reporting, evaluating, and disseminating news and information" is known as citizen journalism. According to the seminal report *We Media: How Audiences are shaping the Future of News and Information*, by Shayne Bowman and Chris Willis. They say, "The intent of this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires."

### **Rise of Citizen Journalism:**

No one can trace the perfect year or the date of Rise of Citizen Journalism; but through the evidence that is available, it may have started in the mid 1960's. More noticeable with the rise of Social media and online world; more prevalent with rise of Web 2.0

### **Channel and Platforms of Citizen Journalism:**

There are various channels and platforms available through which citizen can express themselves. Those are as follows:

## **Citizen Journalism websites:**

There are official citizen journalism websites available where people share videos, stories, images, features and show active participation. These sites are intended as complements or supplements to the development of stories.

For e.g.: Worldwide sites – The Third Report, Global Voices Online, All Voices, News point

## **Indian Sites:**

It's Not Yellow - A Citizen Driven Social News Platform

The Viewpaper (Paper run entirely by the Indian youth)

India's active e-newspaper for citizen journalism

CGnet: Peoples website of Chhattisgarh, A citizen Journalism initiative in the state of Chhattisgarh in Central tribal India

## **Participatory Citizen Journalism: merinews (India)**

## **Social Media:**

Social media provides a more dynamic platform for the citizens to participate. It has a wide range of audiences and it is more frequent in terms of use. Facebook, Twitter, Blogs, YouTube, Reddit are some of the day to day examples.

## **Special Sections:**

Special sections for Citizen Journalism by mainstream media. Just like IBN7, TOI etc. TOI have a separate tab on their website named Citizen Journalists' Report

## **Advantages of Citizen Journalism:**

### **Faster than professional journalism:**

Yes Indeed. It's not always everywhere journalist is available or reach on time to cover the news. Citizen journalism given the opportunity for citizens to cover the happening has spread it through new media channels. It has not required the post production. So it become faster in nature.

### **Reports the thing which was not covered by Main stream Media:**

Many times due to the lack of space and time few news events might have missed have by professionals; that can be covered by Citizen Journalist.

### **Editorial Independence:**

In a professional media house there are lots of restrictions to journalists about the content; but citizen journalists can take a little bit more liberty in content.

### **Common Man's Voice:**

Citizen Journalism is an opportunity given by New Media; where the suppressed voice of Common man can be raised through various modern mediums. It's a platform where citizens can open up against any issue of their life.

### **Disadvantages of Citizen Journalism:**

#### **Less Influence:**

As mainstream media has lots of influence on people, the citizen journalism influence on people is always subjective. The authenticity which mainstream media acquired citizen journalism is bit behind in it. So it has not that much influential value that the mainstream media has got.

#### **Lack of Professional Training:**

Citizen journalists are not trained in the typical hard – hitting media or deadline habitat. Which results in a lack of professional approach. It leads to misleading or misinterpretation of the news.

#### **Bias or Lack of Objectivity:**

Many times just to be expressed on a larger platform, this kind of journalism may lead to fully biased or false news coverage. It also lacks objectivity. Sometimes it can lead to negative publicity.

Taking into consideration the types and the beats there are several opportunities for the young media entrant to do best in the field of Journalism. A journalist's primary responsibility is to conduct research, document, write, and deliver news in an honest, ethical, and unbiased manner. Although the way news is reported is evolving, the demand for bright, certified, and educated journalists remains constant. Hard labour, ethics, great writing, and, above all, a willingness to convey the truth are still required in a journalist's job description. As a journalist, you may find yourself doing things like:

- Interviewing people in a variety of situations
- Creating contacts and sources for future stories
- Fact-checking material is given to you by a source • preparing content for publication on a tight date

### **Composing blog articles:**

The basic job duties remain the same whether you work for a print, on-air, or internet newspaper. Experience and education in one area of journalism can easily transfer into other occupations and related fields, such as photojournalism, broadcast journalism, sports journalism, or social media. Discover what it means to be a top journalist by exploring your educational opportunities.

Today, the canvas of a journalism career is bigger than earlier. It starts from a blog writer to News Anchor and ends up with freelancing, photojournalist or production head in any news channel. The era which was started with Guttenberg's printing machine has come down to news on a fingertip. The media industry in India is a faster-growing industry than ever. It will reach Rs.2.26 trillion by 2020. So it is not like that the media has no future but yes all media entrants make sure that they should hit the bull's eye.

### Check Your Progress:

1. What is Citizen Journalism?
2. What are the advantages and disadvantages of Citizen Journalism?
3. Why is bias necessary to be studied?

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## 6.4 SUMMARY

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- Different types of journalistic writing requires special skills to write it down in real-time journalism
- Press Release writing, make it simple to contact you. Every useful news release includes contact information so that the reporter may simply get further information or specifics from someone at your company. Include a phone number or email address that is frequently checked to ensure that you are aware of and responding to these inquiries in real-time.
- Writing for news radio programmes can be challenging, especially for writers who are used to writing for print. However, writing for the ear is not the same as writing for the eye. Writing for radio has its own set of guidelines that must be adhered to in order for the broadcast to be effective and professional
- There are hundreds of codes of conduct, charters and statements made by media and professional groups outlining the principles, values and obligations of the craft of journalism. Most common are five – Truth, Fairness, Accountability, Humanity and Independency

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## 6.5 QUESTIONS

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1. What are the Principles of Journalism?
2. 'Truth and Fairness are easy to achieve but difficult to perform in a real-time situation' Do you agree? Justify with examples.
3. Describe the role of journalism.
4. How shall we write a better script for broadcast, explained in detail?
5. How did citizen journalism bring new work to the news-making process? Explain.

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## 6.6 REFERENCE

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## INTRODUCTION TO JOURNALISM - II

### Unit Structure

- 7.0 Objectives
- 7.1 Introduction
- 7.2 Interview Preparation
  - 7.2.1 Interview techniques
  - 7.2.2 Do's and Don'ts in Interview
- 7.3 Covering Speeches, meeting, press conferences
- 7.4 Investigative journalism
- 7.5 Summary
- 7.6 Questions
- 7.7 References

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### 7.0 OBJECTIVES

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- To prepare students to cover different events
- To enable students to be able to write and prepare for Interviews, public meetings, speeches

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### 7.1 INTRODUCTION

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The concept of Journalism, its role, principles were explored in the earlier unit. In this unit, we are going to study how reporters shall prepare themselves to conduct interviews, how to cover public meetings, and how to write a speech report. All three are very different in nature but there is a common thread, all of them have an impact and influence the masses and their opinion. Any journalistic writing does that but the above mentioned three have a specific reason. In Public meetings, speeches and interviews there is the direct involvement of political leaders, business tycoons, celebrities and other famous personalities. These all are the opinion leaders or influencers of the masses, so coverage of their interviews or a public meeting has to be covered well or else it will be misinterpreted by the audience. That's why the reporter's role is vital in covering all these events.

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### 7.2 INTERVIEW PREPARATION

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To begin with, let's study how to prepare for an Interview! In a real situation, all stories that are published in the newspaper are the results of the interview itself. That is why reporters must know what to ask, whom to ask and how to ask effectively. There is a certain point of inquiry that the reporter shall know and shall ask tactfully to get the information.

Taking someone's bite for a piece of news is also a short interview. Thus the interview is not a new thing for a reporter.

Coming to the personal interview, the reporter in the personal interview tale is attempting to bring the subject to life on paper. In addition to providing basic biographical information, the reporter strives to convey the subject's demeanour and attitude to the reader, as well as elicit replies to queries that will provide the reader with extra insight into that individual. To do so effectively, the reporter must be able to ask appropriate, often controversial questions and keep a close eye on the topic. Additional information is frequently gathered from the subjects' relatives, friends, co-workers, admirers, and even detractors if any exist.

In order to have a successful interview, you must prepare ahead of time. A reporter will be in over his or her head if they don't have it. This concept can be beautifully shown by the author of this book's experience. On a reporting assignment, one of my colleagues asked an Indian film celebrity to name a handful of his best-known films. The reporter was completely unaware of the actor's accomplishments, which caused him a great deal of shame. If the article is going to be a huge personality interview, every reporter has to know at least a few key facts about the person he or she is going to interview. A brief biography may be found in several Who's Who books. Photographs and biographical information may be found in news dipping or press bureau material in the newspaper's collection. Most libraries have a plethora of other reference volumes covering notable figures in nearly every discipline. It's not uncommon for only one or two reference books to be useful. If no standard reference material exists for the individual the reporter will be interviewing, a phone call to someone in the city may be able to provide the necessary history. With even a small amount of material, a reporter can begin to construct a few interview questions.

### **7.2.1 Interview techniques:**

#### **1. Research the person you're interviewing ahead of time:**

Today if you wish to interview someone, it's very easy to get his/her information from google. But you shall focus on what angle you are going to keep through the discussion with the interviewee. Study well and keep all required information about the interviewee with you so anytime in the middle of the interview if you are blank you can take help of that information for flawless discussion.

#### **2. Scope out a solid location for the interview:**

Quiet place . . . unlimited coffee and zero background noise . . . this sounds to be a good place to conduct an interview. But we rarely get such a place. So it is advisable that it is better to find a calm place which is nearer to both the parties rather than wasting a time in finding the perfect location.

Whenever possible, meet at the other person's office for in-person meetings. By doing so, you may be able to acquire vital insight into who that person is. Meeting in a neutral environment, such as a park, library, or neighbourhood coffee shop, might also be beneficial. Especially if it isn't a busy time of day.

You don't have time to meet in person? It's no problem. Zoom and other video conferencing tools make it simple to interview someone from afar. It even has a recording capability built-in. If you want to video chat, find a quiet location in your house or reserve a private conference room at your company where you won't be disturbed.

### **3. Write down the questions you plan to ask in advance:**

An interview begins long before you sit across from the other person at the table. Before going into an interview, you should have a rough concept of what you want to ask. Make a list of 5-10 open-ended questions depending on the facts you're looking for and your study.

Google Docs, Evernote, or a good old-fashioned notebook are all options. Just make sure to write down your list of questions. The list you make should help guide your conversation, but you should also be prepared to ask follow-up questions based on how things are going. Don't feel pressured to answer all of the questions on your list. You're unlikely to succeed.

### **4. Use a recording device so you can be fully engaged in the conversation:**

When possible, record instead of frantically taking notes. Not only will recording your interviews help you capture more of what the other person is saying, but it will also motivate you to ask more insightful follow-up questions. You'll be more interested in what the other person has to say rather than getting an exact quote.

### **5. Transcribe your recording to make sure you don't miss anything good**

It's amazing how minor details jump out that you might not have seen before when you take a break and then revisit the interview. Review a transcript of your interview afterward to locate the most relevant information and quotes for your project. You might even come up with some new ideas for follow-up questions or tales.

Transcription is a time-consuming process, but it's essential if you want to get the most out of your interviews. You may choose to transcribe the interview yourself, use an automatic speech to text service, or engage a professional to do it for you, depending on your time and budget limits.

## **7.2.2 Do's and Don'ts while conducting Interviews**

Be nice and friendly, appear genuine, and show an interest in what is being said to you. A nice demeanour, a soft voice, and amiable talk,

according to Christopher Dobson in *The Freelance Journalist* (Butterworth-Heinemann, 1994), observed in an interview: 'Most of the finest stories depend on finding the right and an air of genuineness work wonders.' Bernard Clark is a television producer. You must earn their friendship before they may rest. You must be yourself, a completely authentic individual. People enjoy conversing. Arrive on time and in proper attire. Many people would believe that unpredictable timing and attire foreshadow erratic reporting. Introduce yourself and explain why you're interested in learning what you're interested in learning. Say so if you want to record the interview. You can also utilise an MP3 player with a microphone. The sound quality is improved by using a separate microphone that is not built into the recorder. (Spark David, Harris Geoffrey)

Don't be smarmy or rude. Some journalists have an uncanny ability to get along with strangers. Some people have a courteous self-assurance that impresses the powerful. This is difficult to pull off unless you are from a prestigious publication. It is better to be nice and unassuming while dealing with a complete stranger - not familiar, patronising, or subservient. Show that you're interested. If you're going to interview a clock specialist, you should be interested in clocks. With inquiries, challenge your informant's point of view, but don't get into a fight or be unpleasant. You're there to report on your informant, not to promote your own viewpoints. If your informant sees you as a friend, he or she will be more open with you. This is why, despite the distractions of other people having lunch and the difficulty of taking notes, conducting interviews over lunch can be beneficial - even if the workplace calendar is too full these days to enable it. You are an equal at the lunch table, regardless of how well-known your lunch mate is. (Spark David, Harris Geoffrey)

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### 7.3 COVERING SPEECHES, MEETINGS AND PRESS CONFERENCES

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- Investigate the subject (and speaker, if he or she is unfamiliar). Find out more about the topics being addressed and read articles that have already been published about them.
- Even if you have a recording, take notes. When it comes to capturing precise wording, recordings are ideal. There's a chance the speaker will say something contentious, or other media will be present, and you'll want quotes that match theirs. But you'll also need notes to help you arrange and separate what's vital from what isn't.
- Don't rehash the whole speech. The majority of talks are dull and only convey a few key points. Don't try to answer all of the speaker's questions. Concentrate on the most critical details. That is what the reader is interested in knowing.
- Keep an ear out for the takeaway moment. Many speeches are defined by a critical point. Perhaps the speaker makes a contentious

statement or proposes an unconventional course of action. If the audience reacts strongly to something uttered, it's likely a takeaway moment. The major takeaway moment is one you should start with and expand on later in your story. (If you're covering a national speech for a local audience, you might want to watch it in a lounge with people from your target audience to get a better sense of how they react.)

- The tale is being written. Reporters have two responsibilities: to convey the speaker's message and to assist readers in analysing that message. Remember that what's noteworthy may not be what the speaker feels should be reported or what your piece is about. It's also possible that what's newsworthy isn't what was said during the speech, but what wasn't mentioned. For initiatives other than our State of the Union exercise, the news may be how the audience reacted to the remarks. What's newsworthy may or may not be mentioned in the speech. The news may come after the speech, when the speaker is fielding questions, in coverage other than what we're doing with the State of the Union. Lead with the most fascinating piece of information provided by a response. Only include the most important sections of the speech, not the entire speech. Make thorough notes in order to include exact quotes in your tale. Check that all of the names and titles are right. As soon as possible, begin writing the story. The material is more accurately recorded if the account is written as soon as feasible.
- Stay for the rest of the in-person speeches. This isn't something we'll be doing for the State of the Union speech, but it's something you could do for other speeches. After the speech, don't leave right away. Inquire about the reactions of the crowd. If there is a reception area, go there and talk to the folks who work there. If at all feasible, grab the speaker and ask follow-up questions or clarify points he said. You can be sure you understand what he was saying this way. Don't be afraid to ask difficult questions.
- People frequently give speeches in situations where they feel at ease and where they know they will be surrounded by their supporters. As a result, the audience's reaction could be quite partisan.
- Talk to anyone who was influenced by the speech, even if they weren't present. If the college president, for example, announces that tuition will be raised at an alumni reception, this will have no effect on alumni. However, it will have an impact on kids who will most likely be absent. Get feedback from the students. This is some of what we plan to do with our State of the Union project follow-up idea.

### **Check your Progress:**

1. What are the techniques to prepare for an interview?
2. How to cover speeches, meetings, press conferences etc.?

### 3. What is transcribing?

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## 7.4 INVESTIGATIVE JOURNALISM:

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Investigative journalism entails locating, reporting, and presenting information that others strive to conceal. It's comparable to traditional news reporting, except the people at the centre of the story are unlikely to assist you and may even try to prevent you from doing your job. Journalists' goal is to inform people about what is going on in their town, society, and the world. Journalists accomplish this by gathering information and relaying it to their readers or listeners. The facts can be found in a variety of venues, including courts and parliaments, disasters, public meetings, churches, and athletic events. The majority of the time, people are delighted to supply news to journalists. Thousands of people work full-time in public relations in numerous nations, providing remarks, comments, press releases, and other forms of information to journalists.

However, there are still a lot of things going on throughout the world that people want to keep hidden. Most of the time, these are personal matters that have no bearing on others, such as family relationships or a poor school report. These private matters can be kept private.

### **Investigative reporting:**

The Tehelka Expose, as well as a slew of other swindles and scandals, has compelled commentators to divide investigative journalism into three categories. The following are some of them:

#### **1. Revealing What Is Inadvertently Hidden:**

Some news and events aren't emphasised by accident because the stakes for those involved are minimal. This first type of investigative journalism aims to uncover what has remained hidden owing to social apathy, distance issues, or a lack of communication.

#### **2. Revealing What Is Deliberately Hidden:**

Some news and events are kept under wraps because the stakes for those concerned are so great. This second type of investigative journalism aims to expose what some people in society are trying to keep hidden. These elements do so for fear of being trapped and having the axe fall on them.

For e.g.: Harshad Mehta Scandal, Aadarsh Scam.

#### **3. Exposing Natural Inclinations rather than Revealing What Hasn't Happened:**

Some fictitious news and events are staged in order to uncover the targets' innate activities, goals, intentions, and behaviour patterns. As a result, the third type of investigative journalism shows a person's or company's true worth. The Tehelka affair, the Judeo tape scandal, and the Ajit Jogi bribery controversy are just a few examples.

### Qualities and traits of an Investigative Journalist:

- He must be at the right time at the right place with the right person (source of information) to gather news or information. (Spark).
- Inquisitiveness is an innate trait of every investigative Journalist: (Spark).
- He must have an incisive mind to find out what is significant (Spark)
- Through persistence, he should be able to help people discover information that they would not otherwise have discovered (Tony Collins)
- He must have the courage to face criminals, police and extremists, lest he should fail in his duty due to fear. He must be a fearless person by nature.
- He should be single-minded.
- He should have basic knowledge of scientific concepts.
- He must have perseverance and patience; results may not be achieved in at least 25-50 per cent of investigative stints.
- He must look inconspicuous; no one should know what he is planning to do.
- He has to develop good rapport with common people, especially with those who have low profiles but can give lots of data about an event.
- They cannot afford to be irascible or short-tempered. The stage of ego satiation or achievement would come only after they have delivered. In most cases, they have to lead secret lives, away from cameras and lights. If they lose their temper, they would be brought under the focus of attention. In that case, they would not be able to achieve their objectives.
- They must not hurt the privacy of the objects they are studying.

Investigative journalism is required to unearth crucial stories that people would like to keep hidden. All of the abilities of general reporting are required of investigative journalists, but they are especially important:

- An active intellect capable of recognising story concepts and vital details that others are attempting to conceal an organised mind to take notes, file information, and piece together a large number of facts patience to keep searching for information good relationships throughout society courage to face threats from those you're investigating.
- You must acquire supporting proof in addition to gathering information in case your story is contested. You must safeguard secret sources of data.



- If you have any doubts regarding the legality of what you're doing or writing, get legal advice.

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## 7.5 SUMMARY

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- In a real situation, all stories that are published in the newspaper are the results of the interview itself. That is why reporters must know what to ask, whom to ask and how to ask effectively.
- Investigative journalism entails locating, reporting, and presenting information that others strive to conceal. It's comparable to traditional news reporting, except the people at the centre of the story are unlikely to assist you and may even try to prevent you from doing your job.
- Investigative journalism is required to unearth crucial stories that people would like to keep hidden.

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## 7.6 QUESTIONS

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1. How shall the reporter prepare for an interview?
2. What are the dos and don'ts for conducting an interview?
3. What is investigative journalism? Explain the qualities needed to be an investigative journalist.
4. What precaution shall we take while covering meetings, speeches and events?

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## COVERING BEATS IN NEWS

### Unit Structure

- 8.0 Objectives
- 8.1 Introduction
- 8.2 Reporting Disaster, accidents
- 8.3 Writing Obituaries
- 8.4 Writing Business Stories
- 8.5 Summary
- 8.6 Questions
- 8.7 References

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### 8.0 OBJECTIVES

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- To prepare students to cover different beats
- To enable students to be able to write and prepare for the day to day news writing on special beats

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### 8.1 INTRODUCTION

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The main goal of a news organisation is to gather information, and it employs qualified reporters to do so effectively. Newsgathering is a never-ending process. North, East, West, and South are all sources of information. When we look at the spatial relationship between the geographical region and media organisation, we can see that covering news in a large country like India is tough, hence news organisations normally create bureaus/reporting rooms and different reporting beats to help them. This separation is necessary and unavoidable for the press to run smoothly and efficiently.

#### What does it mean to report on beats?

The answer is the same for every newspaper reporter's beat is his/he own land. It's undoubtedly one of the first things a young journalist learns, and it's something he or she keeps in touch with for the rest of his or her career. 'Reporting beats are nothing more than a reporter's normal news coverage zone.' Every reporter chooses a beat based on his or her interests, such as the civil/local bodies beat, the crime beat, the education beat, the legal beat, the cultural beat, the health beat, the religion/festival beat, and so on. Covering a beat isn't enough to be successful. A reporter shall produce quality writing, develop a unique style of writing, innovation in thoughts, command of language and grammar. These qualities make a difference in the style of the reporter's writing and enhance the calibre of the reporter. Now let's discuss how to report disasters and accidents.

Disasters and accidents are unpredictable by nature. None of us can predict it and so the reporter. But once they happen the reporter has to go through a tiring experience. He/she has to compete with time. In the digital age, the level of competition is 10x more. The scenario is totally different from the regular news coverage. The intensity of the disaster defines how big that event is going to be.

It's possible that getting to the scene of the emergency will be difficult. If the incident is limited to a local area, it may be possible to travel by automobile or cab, though authorities may restrict access due to the emergency. This is where forethought comes into play. An official pass or citing the name of a senior officer on the scene will almost certainly get you through any barriers. If the roads are congested, you may have to walk or hail a passing emergency car for assistance.

### **How to write a disaster or accident news:**

Although there may be simply one narrative (as in a vehicle accident), significant disasters frequently require multiple stories to describe all of the details. Typically, there will be one lead story that summarises the overall picture, followed by a slew of other stories focusing on various aspects, such as the rescue operation, eyewitness testimonies, background information, and sympathy letters. Maintain a straightforward and simple writing style. Keep your phrases short so they're easy to grasp and move about inside the story if you decide to rewrite it. Before you publish or broadcast, always make a last check to update the death toll.

### **You need to give the following kinds of details:**

- **Casualties** - numbers of dead and injured, types of injury, where casualties were taken, any well-known names, people who escaped.
- **Damage** - the extent, and estimate of the cost, what kind of damage, any well-known buildings.
- **Description** - of the event itself, eyewitness stories, the scene afterwards.
- **Rescue and relief** - the people involved, the action being taken, the facilities, any problems (such as weather), evacuations, any acts of heroism.
- **Cause** - what the experts say, eyewitness accounts, who sounded the alarm and was there any warning?
- **Follow-up action** - will there be post mortems or inquiries, legal action, rebuilding?

**Source:** The news manual, Chapter 43: Reporting death & disaster (thenewsmanual.net)

While summing up the reporting disaster and accidents, you must keep a few things in mind. You and your news house must be adequately prepared; emergency procedures must be established before they are required. It is critical to maintain good communication with the emergency services. Check all equipment on a regular basis to ensure that it is in good operating order. Always try to plan ahead of time, taking into account probable issues and solutions. Keep the news desk informed about what's going on at all times. Keep your story short and sweet, and leave out any personal feelings. Be aware of other people's pain.

### Examples of Disaster stories:

#### **22 dead, several injured in Mumbai landslides after heavy rains**

At least 22 people were killed and several others injured in Mumbai and one of its suburbs after they were trapped under houses that collapsed due to landslides following heavy rains that lashed the city and nearby areas on Saturday night and on Sunday morning, officials said.

Prime Minister Narendra Modi condoled the deaths in Chembur and Vikhroli and announced the victims' families will be given ₹ 200,000 each. "Saddened by the loss of lives due to wall collapses in Chembur and Vikhroli in Mumbai. In this hour of grief, my thoughts are with the bereaved families. Praying that those who are injured have a speedy recovery," the Prime Minister's Office tweeted.

**Source:** Hindustan Times, 18 July 2018

#### **Maha floods toll 209; 8 still missing**

Surendra P Gangan

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#### **Mumbai :**

The death toll in the flood-ravaged districts of Konkan and western Maharashtra on Tuesday rose to 209 after addition of 17 more deaths, officials said. Eight people are still missing. The state is expected to announce a relief package for flood-affected people after the cabinet meeting on Wednesday.

According to preliminary estimates, losses to public and private properties are over ₹4,000 crore. Losses due to flooding in Kolhapur and Sangli are ₹ 700 crore. Electricity infrastructure worth ₹1,200 crore has been damaged, while damage to roads and bridges is over ₹1,500 crore. Crops across 338,000 hectares have been damaged in western Maharashtra and Konkan. The state relief is expected to cover all affected elements by widening the scope of the set norms. "The traders who have suffered losses may be given waiver in GST and electricity

bills, besides helping them in getting the losses recovered from insurance coverage. The traders may also be given loans from district cooperative banks at low interest rates,” an official said.

CM Uddhav Thackeray held a meeting with deputy CM Ajit Pawar, relief and rehabilitation minister Vijay Wadettiwar, agriculture minister Dadaji Bhuse on Friday. He had held a review meeting with senior officials on Monday. “The broader outline of the package has been finalised. The relief for losses of crops, domestic structures and belongings will be compensated at a higher rate than the set norms of the National Disaster Response Fund,” said an official from the relief and rehabilitation department.

“The state had given additional compensation by keeping the norms aside during the Nisarga and Tauktae cyclones in the past two years. Apart from it, the state is also expected to grant a relief package to traders and labourers who have sustained losses due to the flooding,” said an official from the relief and rehabilitation department.

The district administrations have been directed to identify land for the rehabilitation of the villages that were devastated because of the landslide. At least 11 landslides were reported in Raigad, Ratnagiri and Satara, claiming several lives. “Funds would not be the problem for the rehabilitation of these villages as we have decided to utilise CSR funds of the corporate houses, along with the central funding. The identification of the land for the relocation of these villages would be a challenging job as many parameters need to be complied with, to ensure that the villages do not meet with a similar fate in future,” an official from the CMO said.

Among the 209 deaths, the highest (95) are from Raigad, which has witnessed three landslides, followed by 45 in Satara and 35 in Ratnagiri. Three people are still missing in Satara, while one each is missing in Ratnagiri, Sindhudurg, Kolhapur, Pune and Thane.

434,181 people from eight-affected districts have been shifted to safer places. Among them 211,808 are from Sangli, 162,564 are from Kolhapur, 49,149 are from Satara and the remaining from other districts. 251,304 of them have been put up at the shelters erected by the government and NGOs, while remaining have been staying at their relatives' homes. Minister of state and Raigad's guardian minister Aditi Tatkare has said that she had requested the government to consider compensation to the next of kin of the people who have gone missing. NDRF has called off the search and rescue operation from all the landslide sites and has also withdrawn a few more companies on Tuesday. After withdrawing 12 of the total 34 companies on Monday, six more companies were withdrawn on Tuesday. 16 NDRF teams are still deployed with the highest, six, being in Kolhapur and 4 in Sangli. Though water level in most of the rivers in western Maharashtra has receded, the Panchaganga river in Kolhapur is still flowing at 45 feet against its danger level of 43 feet.

Districts in Konkan are on orange alert for Thursday and in the wake of the alert, the NDRF teams are expected to stay put for a few more days as a precautionary measure. “In the wake of the orange alert for the Konkan on Thursday, teams of NDRF will be kept stationed in the affected districts. Similarly, the people who have been evacuated to safer places will not be allowed to go back to their respective homes for few days.” said an official from Mantralaya.

Deputy Chief Minister Ajit Pawar announced to constitute a committee under retired bureaucrat Eknath Patil to study the measures needed.  
**Source:** Hindustan Times, 28 July 2021

### Check your progress

1. How does one write for various beats?
2. How does one write for accidents and disasters?
3. Find one accident story in any online newspaper app.

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## 8.3 WRITING OBITUARIES

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An obituary is often the first – and for many, the final – thing readers read in the newspaper each day. Rather than just saying "goodbye," it is a farewell that chronicles the deceased's life in chronological order. An obituary also acts as a notice that someone has died, as well as information about any memorial ceremonies that are planned. Because the cost of running an obituary varies depending on its length, once you have an idea of what you want to publish, we'll submit it and provide you with a quote. If any changes are required to save money, we can make them at that time and resubmit.

### How to Write a Newspaper Obituary

1. Basic Elements of an Obituary
  - Full name of the deceased
  - City where they resided
  - Surviving family
  - Date, time and address of memorial service
  - Date, time and address of burial service
  - Officiating clergy
  - Memorial contributions to be made in lieu of flowers to:
  - Photo – if there's room

## **2. A Life Lives:**

While it is necessary to include essential information about the person, such as his or her surviving relatives and burial plans, it is also necessary to recount the person's narrative in an engaging and intriguing manner. Concentrate on the accomplishments he or she has done and the contributions he or she has made to the community. Because the writer must customize the obituary to the expense and limit of the publication, it is usual for obituaries to be bland and stiff. It is not, however, a justification to minimize the person's accomplishments, especially if he or she has played a significant role in the community.

## **3. Facts to include:**

The name and/or nickname of the dead, the town or city of residence, the place and cause of death, the person's age, and the day he or she died, including the year, are all basic details to include in an obituary. It's crucial to include his or her date and place of birth, as well as his or her parents, in an obituary. Include details about the person's education, siblings, and close friends. Include his or her major accomplishments, places where he or she worked or ran a business, and humanitarian causes.

## **4. Listing Family Members:**

Make a list of the family members in ascending order. If there isn't enough room, start with the deceased's spouse and where they currently live. List the children in birth order, along with their spouses, if any, grandkids, great-grandchildren, parents, grandparents, siblings, cousins, in-laws, nephews or nieces, and parents, grandparents, siblings, cousins, in-laws, nephews or nieces. You can also include the deceased's pets if he or she was a pet lover.

## **5. Funeral Arrangements:**

The location, day, hour, and date of the funeral or memorial ceremony should all be included. List the name of the person who will officiate the service and, if applicable, the names of the pallbearers. Include the dates and hours of any open casket viewings if the family chooses to do so. Include the location, day, time, and date of any planned graveside services. Include the funeral home in charge of the arrangements, as well as who to contact for more information about the upcoming services.



## 6. Sample of Obituary writing:

Source:

[https://www.smartads.in/resources/assets/uploads/product\\_group/Newspaper/Time\\_of\\_India\\_Obituary.jpg](https://www.smartads.in/resources/assets/uploads/product_group/Newspaper/Time_of_India_Obituary.jpg)

## 8.4 WRITING BUSINESS STORIES

Every story in the media serves a purpose, and business and economic tales are no exception. The following are some of the expected functions of business stories in society.

1. Economic data should be presented to the public and suitably interpreted.
2. Should, whenever possible, include a human interest angle in its findings.
3. New company policies and labour rules should be discussed, as well as how they influence the average citizen.
4. Should conduct a detailed analysis of business and economic issues for the benefit of both knowledgeable and uninitiated audiences.
5. It should provide the audience with the most up-to-date information on business and economic challenges.
6. The audience should be able to understand the meaning and implications of technical words linked to business and the economy.

### Qualities of a Business Reporter:

1. A good business and economy reporter should have the attributes of a reporter, which have already been discussed in depth. These are fundamental features. The ones that come after are extras due to the demands of business and economic reporting.



2. A skilled business and economy reporter must be passionate about business and economic matters and cover them thoroughly.
3. A skilled business and economy reporter should have a firm grasp on the meaning of economic and business terms. He or she must also have a thorough awareness of the stock market and be able to provide a full explanation of market events to the audience.
4. The business and economy reporter is a specialist who is comfortable with numbers and is unfazed by lengthy reports and news releases, which frequently contain rates, percentages, business and consumer indices, and business jargon.
5. A business and economy reporter must possess the abilities and attitudes necessary to recognise the power that business wields and to become a strong interrogator.
6. He or she must also have a healthy scepticism that prevents them from being intimidated by the power and money that comes with commercial power.
7. Despite the fact that the business and economy reporter is a specialist, he or she must be well-versed in areas other than money. He or she should be well-versed in related fields and subjects as well.
8. A corporate raider should be the business and economy reporter.
1. He should treat money managers and manipulators with the same objectivity and distance that any reporter would when working on a story.
9. He or she should have a thorough understanding of how the economy and business world work. He or she should be well-versed in market forces as well as the intricacies of the financial world.
10. He or she should have a basic tertiary degree in business administration, economics, accounting, banking and finance, and other related subjects.
11. In addition to being research-savvy, a competent business and economy writer must be analytical, precise, and critical in his or her writings.

### **Tips on How to Cover the Business Beat**

The following are some suggestions from Henry Dubroff, a veteran business editor as cited in Mencher (2010) on how to cover the business beat better:

1. Cultivate a financial news habit. Even if there is no obvious local or linking connection to the article, pay attention to happenings on your beats.

2. Look for hidden hooks in press releases and earnings reports. Hint: Start with the last line.
3. Look for insights rather than quotes from your sources.
4. Have a basic understanding of financial jargon.
5. Don't be hesitant to contact a corporation or a source two or three times in order to acquire the complete picture.
6. The best stories are frequently those that come out late in your beat.
7. Study prominent newspapers such as The Wall Street Journal, Forbes, and Barron's not just for content but also for how they handle a large research project or tell a narrative by reading and revisiting them.
8. It is always preferable to get off the phone and walk down the street to examine how a firm operates up and personal.

There is no doubt, that the business beat is unique and necessitates specific attention. As a result, the reporter covering this beat should be a true expert in the field and be engaged in the difficulties that arise throughout his assignment. Local spot news items, features, and interpretative articles are also expected of the business and economy writer.

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## 8.5 SUMMARY

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- 'Reporting beats are nothing more than a reporter's normal news coverage zone.' Every reporter chooses a beat based on his or her interests, such as the civil/local bodies beat, the crime beat, the education beat, the legal beat, the cultural beat, the health beat, the religion/festival beat, and so on.
- You and your news house must be adequately prepared; emergency procedures must be established before they are required. It is critical to maintaining good communication with the emergency services. Check all equipment on a regular basis to ensure that it is in good operating order. Always strive to plan ahead of time; consider potential problems and solutions.
- There is no doubt that the business beat is unique and necessitates specific attention. As a result, the reporter covering this beat should be a true expert in the field and be engaged in the difficulties that arise throughout his assignment.

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## 8.6 QUESTIONS

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1. What shall be the writing technique while writing disaster news?
2. Write a sample obituary with help of points given in the unit.
3. Discuss 10 qualities expected of a good business reporter.

4. How will a reporter cultivate some of the sources presented in this unit for business and economy reporting?

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## **COVERING CRIME, SPORTS AND WRITING FOR ONLINE MEDIA**

### **Unit Structure**

- 9.0 Objectives
- 9.1 Introduction
- 9.2 Reporting Crime stories and court
- 9.3 Reporting Sports stories
- 9.4 Writing for Online
- 9.5 Summary
- 9.6 Questions
- 9.7 References

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### **9.0 OBJECTIVES**

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- To explain how to report crime, court, sports stories
- Identify the checklist for writing stories in a beat
- To understand how to write for online media

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### **9.1 INTRODUCTION**

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Another distinctive area of coverage in the media industry is crime reporting. "The public is in desperate need of such news," Obe (2005) writes, "and the editors are willing to supply it, but the attorneys and the police have resolved to limit it." Most newspapers that publish a lot of crime stories have a better probability of making the front page of the tabloid." The same may be said about judicial cases, which require specific care. In this unit, we will concentrate on these two areas. We will also discuss how to write for online media.

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### **9.2 REPORTING CRIME STORIES**

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When writing crime stories, a crime reporter should be mindful to avoid telling a story that differs from the police reports. This is one of the main reasons why crime reporters are encouraged to cooperate closely with cops during their reporting. This is backed by the fact that in composing their tales, crime reporters rely on three key sources of information: police records, the people involved, and eyewitnesses, as well as a description of the occurrence.

Before you start writing the actual crime report, you should figure out what kind of crime was committed and what the circumstances were.

This will aid in deciding which of the three key sources should be prioritised. However, you should be aware that many crimes are perpetrated without the presence of eyewitnesses. Then you must investigate those who may have heard a weird sound, movement, or person. This might be where you start writing your story.

You must also exercise caution when naming the people who have been arrested in your report. Use extra caution here because most people who are caught offer police fictitious names, which may turn out to be the names of movie stars or celebrities. If their names appear in your newspaper as having been arrested for a crime, they may file a lawsuit.

Make sure you understand how crimes are classified and reflect this in your reports and stories. Violations, offences, and crimes are the three types of crimes. Violations are low-level offences that carry minimal penalties or brief prison sentences. Misdemeanours are more serious offences that can result in a sentence of less than a year in prison. Felonies are serious offences that carry a penalty of more than a year in prison.

### **Contents of a Police Reports:**

Brian Brooks et al. cited in Obe (2005) identify the information contained in police reports thus.

1. A description of what happened
2. The location of the incident
3. The name, age and address of the victim
4. The name, age and address of the suspect, if any
5. The exact offence with which the suspect is charged
6. The extent of injuries, if any
7. The names, ages and addresses of the witnesses

Checklists are the information a reporter should have before writing his or her stories.

### **Checklist for homicide as compiled by Mencher (2010):**

1. Victim, identification
2. Time, date, place of death
3. Weapon used
4. Official cause of death or authoritative comment
5. Who discovered the body
6. Clues, any identification of slayer
7. Police comments; motivation for the crime

8. Comments from neighbours, friends
9. Any police record a for the victim; any connection with criminal activity
10. Consequences to victim's family, others

A reporter can also talk to the persons who know the victim or the accused as well as their family members. Crime reporters should also try to develop their personal contacts or hidden sources.

### **Areas Covered under Crime Reporting:**

A crime reporter or anyone assigned the beat of crime reporting should have reasonable knowledge of various kinds of acts which come within the purview of crime. Areas coming under crime reporting:

#### **1. Offences relating to the human body:**

- (a) Murder, assassination
- (b) Culpable homicide-act done with the knowledge that it is likely to cause death, with or without the intention of doing so.
- (c) Causing death by rash or negligent act.
- (d) Abetment of suicide committed by child, more insane, idiot, delirious or intoxicated person.
- (e) Attempt to murder.
- (f) Attempt to commit suicide.
- (g) Being a thug.
- (h) Wrongful restraint or confinement.
- (i) Kidnapping, abduction, slavery and forced labour.
- (j) Rape.

#### **2. Offences against property:**

- (a) Theft.
- (b) Extortion-blackmail, obtaining illegal compensation.
- (c) Robbery and dacoity.
- (d) Criminal misappropriation of property.
- (e) Criminal breach of trust. (Receiving stolen property, or assisting in its concealment or disposal.
- (f) Cheating by impersonation.
- (g) Criminal trespass.

- (h) Arson/fire.

### **3. Offences relating to documents and trade property:**

- (a) Criminal breach of contracts of service.
- (b) Defamation or printed matter is known to be
- (c) Criminal intimidation, insult and annoyance.
- (d) Defamatory.

### **4. Obstructing Justice:**

- (a) Interfering with an officer.
- (b) Perjury.
- (c) Bribery
- (d) Contempt of court.

### **5. Conspiracy in Crime:**

- (a) Accessory before act.
- (b) Accessory after act.

### **6. Others:**

- (a) Terrorist violence.
- (b) Genocide.
- (c) Manufacture, possession or sale of illegal beverages and drugs.
- (d) Disturbing peace, group fighting, riots.
- (e) Sexual crimes.
- (f) Criminal rebel.
- (g) Accidents.
- (h) Police encounters.

### **Court Reporting:**

**Court Reporters:** There are far too many courts, and newspapers simply do not have the time or space to cover all that occurs in them. Newspapers only cover stories that their audience is interested in. Only a few major newspapers in India employ full-time correspondents dedicated solely to the court beat. These correspondents, on the whole, have solid legal credentials. Stringers are usually hired by other newspapers to cover court cases. A newspaper without a full-time law reporter may dispatch one of its regular staff correspondents to cover a major court case.

## **A New Law Reporter's Must-Have:**

One would assume that the Law Reporter is well-versed in legal subjects. The following is a list of the kind of information that one should have at their fingertips:

### **Knowledge of Court Jurisdictions, Procedures, and Hierarchy:**

A trainee journalist interested in becoming a future court reporter should first gain a basic awareness of the court jurisdiction, procedures, and hierarchy. If a reporter is familiar with the jurisdiction of several courts, he or she can quickly discover the appropriate court for a given case. Similarly, if one is familiar with the court's structure, it is easy to predict where the appeal will be filed.

### **Some Legal Phrases:**

A court reporter must have a rudimentary understanding of some of the most commonly used legal terms. When a technical word is introduced for the first time in a report, professional journalistic practice dictates that it be quickly explained. The reader is perplexed by a legal phrase that is not utilised in the text. The English language is widely used in India's higher courts. As a result, having some knowledge of the English language is always beneficial for a reporter for a non-English newspaper.

### **News Sources:**

A reporter's ability to cover the courts depends heavily on his or her contacts and sources, as well as the speed with which he or she can obtain records. The clerk of the court is the most important person in the court for a reporter. The records are prepared and kept by a court clerk. Court reporting necessitates meticulous record checking. A source is rarely the judge who preside over a trial. A court reporter should also have solid relationships with the lawyers involved in the case as well as the parties involved.

### **Trial Coverage:**

In order to take notes during a trial, the reporter must have a sixth sense. One could start taking notes on crucial dates if they were guided by this news sense. If a reporter misses an important testimony, he or she can always make up for a lost time during the recess by consulting one's court colleagues or the court stenographer.

Reporters must learn to quote questions and answers, as well as comments and remarks that arise during court sessions whenever possible. A story with quotations is entertaining to read, yet owing to space constraints, many comments may not be included in the news item.



## **Precautions in Writing Court Stories:**

When writing court stories, it is important to prevent any potential for contempt of court. A reporter may file a court story with or without remarks, depending on whether it is his or her own or someone else's.

### **Contempt of Court:**

The legislation relating to contempt of court can be found in the Contempt of Court Act, 1971, as well as numerous case laws. Contempt is a civil as well as a criminal offence.

### **Civil Contempt:**

Wilful disobedience to any judgement, decree, direction, order, or other procedure of a court, or wilful breach of an undertaking provided to a court, is referred to as civil contempt. There will be no civil contempt if a person is unaware of a court's order, resulting in an unintentional breach.

### **Tips for Court Reporting:**

1. Court reporters should be aware that newsrooms are not legal courts. As a result, they should refrain from putting themselves on trial in the press. Despite the notion that the public has a right to know, reporters should be aware that an accused has a right to a fair trial. As a result, newspapers and other media organisations should avoid pre-trial coverage and, in some cases, trial coverage by newspapers.
2. Double-check that your report is truthful and fair. All parties in the case must be heard fairly, and the facts of the case must be reported as precisely as feasible.
3. Concentrate on the sentence and eliminate extraneous elements.
4. Make certain you understand the entire sentence before analysing it in the context of your audience.
5. Focus your report solely on what transpired in court.
6. Only publish documents that were submitted as "exhibits" in court.
7. Do not take photographs without the judge's express permission.
8. Don't make any comments or write editorials about cases that are currently before the courts.
9. Before disclosing any information about an accused person, make sure you know everything there is to know about them.

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## **9.3 REPORTING SPORTS STORIES:**

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### **Sports Journalists' Role:**

Because of the popularity of the numerous sporting activities that reporters help relay to the audience and supporters alike, sport reporters hold a

special position in society. Other recommended roles for sports writers and reporters are mentioned below.

1. A skilled sports writer should be able to bring the public, particularly supporters, closer to the players, coaches, and administrators. If you look at the most popular players, coaches, and administrators, you'll notice that their popularity is typically linked to positive media coverage.
2. Sports reporters could also operate as a watchdog over players, administrators, and coaches, preventing and exposing humiliating behaviour among athletes.
3. One of sport reporters' key responsibilities is to shine a spotlight on unfavourable corporate politics that could stymie sport development.
4. Sport reporters must watch a game through to its conclusion and ensure that an accurate and fair account of the game is published as soon as possible.
5. One of the most important tasks of sport reporters is to analyse game scenarios before and after games in order to assist fans feel more excited and fulfilled.

#### **Qualities of Sports Reporter:**

1. A good sports reporter should have the attributes of a reporter, which have already been discussed in depth. These are fundamental features. The ones that come after are extras due to the demands of sports reporting.
2. A good sports writer should be enthusiastic in the sport he or she is covering.
3. A skilled sports reporter must have a thorough awareness of the game's regulations and be able to interpret the game's outcomes for his audience.
4. He or she must also be well-versed in research and a competent sports historian.
5. He or she must be well-versed on the players, coaches, and administrators and be able to converse comfortably with them.
6. A skilled sports reporter must be able to analyse situations and make sound judgments.
7. In his stories, a skilled sports reporter must constantly adhere to the triple news ideals of truth, objectivity, and accuracy.
8. A skilled sports reporter must be able to explain a narrative in a few words.

### **Information Sources for Sports Reporters:**

Before going to print, the sports reporter has a number of options for verifying the facts of his story. The following are some of the sources of information for a sports reporter.

1. Venue of the game or meeting
2. Local Organizing Committee of the competition or games
3. The Sports Council
4. The Ministry of Sports
5. The controlling federation of the particular sport
6. Players and coaches hideouts
7. Popular sportsmen, women and administrators
8. Sports library
9. Online resources

For many media audiences, sports reporting has remained a primary source of fascination. This is because sports attracts ardent enthusiasts, both men and women, who are dedicated to the games. As a result, reporters in this field must develop their reporting skills to the next level. This is critical in order for fans' expectations to meet the reporters' delivery.

### **Check your progress**

1. How does one write crime, court and sports stories?
2. What are the points to keep in mind while writing for various beats?
3. What are the information sources for sports reporters?

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## **9.4 WRITING FOR ONLINE JOURNALISM:**

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Online reporting has limitless possibilities. Its reach is enormous, and its viewership is incalculable. It's a borderless newspaper. Its main problem is establishing trustworthiness. Entry requirements and monitoring capacity are largely unregulated by the government. In reality, anyone with only a few dollars to meet their basic requirements might start internet journalism at any time.

This is the most significant hazard in its ascension. However, the foregoing does not negate its potentials and benefits, particularly in terms of how technology has revolutionised journalism in the twenty-first century.

**Qualities of online reporter:**

Online reporters must have the attributes of a reporter, which have already been discussed in depth. These are fundamental features. The ones that come after these are extras due to the demands of online reporting.

Online reporters are typically expected to be proficient in the use of computers and the internet. Most computer software packages required for internet operations should be familiar to the online reporter. He or she should also be able to incorporate pertinent hypertext links to related topics, as well as sound and video snippets, to spice up a story.

The internet reporter must be conversant with, if not completely comfortable with, the instruments used by today's new media journalist. The internet reporter is a new media journalist in the traditional sense, thus he or she should be able to work with some or all of these tools.

The web reporter should be well-versed in research. His or her main task can be to find knowledge by exploring and investigating web resources. As a result, he or she must be knowledgeable with research methods and study sites in order to perform his or her reporting tasks. In today's information world, an internet reporter must be more than simply a quick wordsmith; he or she must also be a database manager, data processor, and data analyst.

**Tools for Today's New Media Journalist:**

The expansion of multimedia ownership has brought about multimedia journalists also known as new media journalists. Some of the tools necessary to function at this level include (adapted from Mencher, 2010):

1. A digital camera that can take high resolution still photos and video.
2. A laptop with wireless Internet access.
3. A handheld computer such as a palm personal digital assistant.
4. A digital audio recorder for recording interviews.
5. A mobile Global Positioning Satellite (GPS) receiver for location finding.
6. A digital cell or smartphone.
7. A high capacity flash-drive for storage purposes.
8. A variety of software packages installed in the laptop.
9. Instant Messenger and Voice over IP (VoIP) software for real-time, no cost communications over the internet.
10. A handheld scanner for digitizing documents on the spot.
11. A satellite telephone for making calls when cell phone service is unavailable.

You learned the definitions of online reporting and traditional reporting, as well as the differences and similarities between them, in this course. You also learned about the characteristics of an online reporter and the tools that a new media journalist should have in order to deliver in the twenty-first century.

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## 9.5 SUMMARY

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- Crime reporting is another distinctive area of coverage in the media industry. When writing crime stories, a crime reporter should be mindful to avoid telling a story that differs from the police reports. This is one of the main reasons why crime reporters are encouraged to cooperate closely with cops during their reporting.
- A New Law Reporter's Must-Have: One would assume that the Law Reporter is well-versed in legal subjects. The following is a list of the kind of information that one should have at their fingertips:
- For many media audiences, sports reporting has remained a primary source of fascination. This is because sports attracts ardent enthusiasts, both men and women, who are dedicated to the games. As a result, reporters in this field must develop their reporting skills to the next level. This is critical in order for fans' expectations to meet the reporters' delivery.
- You learned the definitions of online reporting and traditional reporting, as well as the differences and similarities between them, in this course. You also learned about the characteristics of an online reporter and the tools that a new media journalist should have in order to deliver in the twenty-first century.

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## 9.6 QUESTIONS

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1. Discuss the application of online reporting /journalism in India.
2. Discuss five qualities a good sports story should have.
3. Discuss some of the basic information a crime and court reporter should know about a typical judicial system.
4. Should a crime and court reporter require a degree in Law to succeed in this special beat? Discuss

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## EDITING

### Unit Structure

- 10.0 Objectives
- 10.1 Introduction
- 10.2 Modern News Editing, Layout and Designing
- 10.3 Stylebooks, Grammar, the syntax of news
- 10.4 Summary
- 10.5 Questions
- 10.6 References

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### 10.0 OBJECTIVES

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- To learn how to edit news stories
- To understand modern news editing, syntax and stylebooks
- To look into the concept of news agency writing

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### 10.1 INTRODUCTION

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Whatever we as readers read in a newspaper and other periodicals is exactly not the same, as what was written by the reporter. The copy written by a reporter passes through many changes-minor to major before it finally goes to print. The person who makes the copy worth publishing or worth reading is known as the copy editor designated as sub-editor/senior sub/chief sub-editor in many Indian newspapers.

Editing is a multifarious job which is very difficult to define. It entails selecting the copy, removing grammatical mistakes, refining expression, double-checking facts and statistics, and altering the font size, length, deciding the display or placement, putting the headline and so many other things which we will discuss in this chapter.

#### Meaning of Editing:

Editing can be defined in so many ways. It includes:

#### Preparing a piece of writing for publication.

- Usually, a piece is written by someone else.
- A book, newspaper, or another periodical can be published (magazine).

### **Doing the work of planning and directing the publication**

- Planning involves the whole work plan like-(1) length or size of the item, (2) nature of item, (3) display of item, (4) time taken in editing, (5) process of editing and (6) arranging for tools of editing.
- Directing involves - (1) issuing necessary instructions to subordinate staff, (2) monitoring the work assigned to them, (3) interacting with the production staff, (4) Controlling the quality of the publication,
- Putting together any elements in an appropriate sequence for a cinema film, video film, tape recording, or other types of audio-video software.
- Arranging data for computer processing related to research/survey

### **Scope of Editing:**

Scope means the reach and it can be discussed in two ways-

- The areas covered.
- The jobs performed.

### **Areas Covered:**

1. Newspapers
2. Magazines
3. Books
4. Any other print publication
5. Cinema films
6. Video films
7. Tape recording
8. Any kind of audio-video programme
9. Research
10. Public opinion survey.

### **Jobs Performed:**

#### **1. Taking up grammatical corrections:**

- (a) Usage
- (b) Spelling
- (c) Punctuations
- (d) Capitalisation.



2. Making the expression clear, avoiding ambiguity.
3. Checking the accuracy of facts to avoid distortions.
4. Paragraphing appropriate length of each para.

### **5. Sequencing:**

- Continuation of thought
  - Fluency in reading, listening, watching.
6. Making proper use of mechanical devices.
  7. Administering the process of publications or any other production
  8. Maintaining the quality of the product.
  9. Data compilation and doing necessary corrections.
  10. Data processing for the purpose of analyses and drawing inferences

### **Objectives of Editing:**

1. To present an item or piece in a summarised or concise form.
2. To enhance the clarity of the item.
3. To increase the understanding or comprehension of the item.
4. To ensure coherence of thought in the news item.
5. To maintain consistency or continuity in the news coverage.
6. To make the item readable and interesting.
7. To put the item in a presentable manner-layout, design etc.
8. To ensure that the item is in good taste.

### **Tools of Editing:**

#### **Mechanical Tools:**

Pen, pencil, computer, editing machines, etc.

#### **Human Tools:**

#### **Editor's:**

1. Education
2. Intelligence
3. Wisdom
4. Knowledge

5. Sensibility
6. Capability
7. Motivation
8. Social orientation
9. News or literary sense
10. Artistic sense.

But the real tasting is done when the copy is taken up for editing. The copy editor will assess the news value of the story to finally decide its length or size, its composing—single column, double column, triple column or multi-column, its placement on a particular page—a front page or inside page, its display projection on the page whether as first lead, second lead, third lead, box item, anchor or bottom spread, the headline, the font size etc.

### **Administering the Editing Job**

#### **1. Preliminary Preparations**

##### **(A) Manual**

- Sorting
- Classification
- Selection.

##### **(B) Mechanical/Online**

- Availability of machines/computer
- Proper networking
- Handling of mechanical devices.

### **II. Improving the Copy**

#### **(A) Taking up grammatical corrections**

- (a) Usage
- (b) Spelling
- (c) Punctuations
- (d) Capitalisation
- (e) Abbreviating
- (f) Writing full form.

**(B) Making the expression clear**

- (a) Avoiding ambiguity
- (b) Avoiding verbosity
- (c) Replacing weak verbs with strong verbs
- (d) Rewriting
- (e) Restructuring/arranging
- (f) Sequencing
  - Continuation of thought
  - Fluency in reading, listening and watching
  - Shifting the stress
- (g) Deleting
- (h) Adding
- (i) Making the copy tighter.

**(C) Checking the accuracy of facts:**

- (a) Ensuring the accuracy of all data/figures
- (b) Cross-checking to avoid any distortions or ambiguity
- (c) Conducting preliminary research
- (d) Consultation with colleagues
- (e) Dropping the portions of doubt.

**(D) Structuring the story**

- (a) Deciding the size
  - Importance
  - Space availability
- (b) Paragraphing-appropriate length of each para
- (c) Clubbing-joining two stories
- (d) Breaking the story in two stories
- (e) Headlining
  - Type
  - Font size

- Suitable words
- Non-use of words
- Active voice
- Catchy

### **(E) Taking care of technical details**

- (a) Mentioning the source (Correspondent/News Agency)
- (b) Datelining
- (c) Marking italic
- (d) Marking bold
- (e) Drop letter
- (f) Marking box/column composing
- (g) Quoting reliable/authentic source.

### **III. Preparing Copy for the Press**

- (A) Observing the deadline
- (B) Page-making
- (C) Marking necessary instructions for production purposes
- (D) Display
- (E) Placement/Positioning

### **Steps in Editing Process**

1. Read the story three times,

- once for familiarisation,
- second for editing, and
- third for rechecking.

II. Finally, check for errors in spelling grammar, punctuation etc

III. To work upon the process of an inverted pyramid, if the story is exceeding, then condense it.

IV. To check for the right lead and the presence of 5 Ws and one H.

### **Copy Tightening and Fine-tuning:**

Copy tightening means condensing the copy in view of the news value of the story. The news value changes with time. The story might be getting a

triple column in seven paragraphs in the city edition of the daily but it might be reduced to a single column in two paragraphs in the late city edition if the news value of that story has diminished.

The news value of a story is a relative thing and an assessment has to be made in view of the news value of other stories. If more important stories need to be taken on the page, the copy editor might be compelled to further tighten some story.

In newspapers, unlike Indian satellite news channels, the concept followed is that no story should be given more space than what it deserves. Also it has to be edited in a manner that it carries the right words with the right expression. The copy should be free from verbosity, nothing unwanted will make the copy tight.

For fine-tuning, a story has to be re-checked, re-edited before it goes for print. Some of the following steps can be taken for re-checking

- Accuracy
- Balance
- Right credibility
- Attribution to right source
- Fairness of the context
- Focus, clarity

### **The Importance of a Style Sheet in a Newspaper**

- A style sheet is a document that specifies editorial guidelines for a newspaper or magazine's editorial staff.
- It lays out the rules that editorial employees must follow when completing editorial tasks or performing editorial responsibilities.
- Both sub-editors and reporters will find guidelines or directions in it. It informs them of the measures to be considered when writing or editing the copy.
- Every newspaper has its own style sheet, which is created by the Editor with the help of senior editorial personnel. This aids the newspaper's ability to keep its own distinct style.
- Style sheet guides the editorial staff whenever they are stuck somewhere, motivates them to improve the copy and produce a presentable newspaper which is complete and perfect in every respect.

As a journalism student or a professional in the media, you'll find that one of the most basic standards you'll have to meet in your job is style. Professional writers adhere to the journalistic style, which includes both writing and usage requirements as well as journalistic customs. Not only

should a writer's understanding and application of the rules of grammar, spelling, and punctuation be flawless, but he or she should also be aware of and follow the industry's standard style guidelines. You've probably noticed that newspapers only employ a limited number of typefaces and colours, usually around four or five. This is due to the fact that each newspaper adheres to a specific style guide.

Professional conventions and rules of usage can be split into two sorts of journalistic style. Professional norms have developed over many years of journalistic work and are now taught in universities and on the job. Stylebooks published by wire services, news syndicates, institutions, and individual print and television news operations have compiled the standards of usage. Some of these stylebooks are widely used and influential. Others have stayed relatively local, resulting in specific stylistic norms that reporters and editors for individual publications accept. The Associated Press Stylebook and Libel Manual is the primary source of these standards for print writers.

The Associated Press stylebook has served as the style bible for newspapers all across the world for many years. This document serves as the cornerstone for most public relations departments and many magazines' style guidelines. Apart from the Associated Press and Libel Manual, the BBC News Style Guide, the Economist Style Guide, the Guardian Style Guide, the Times Style and Usage Guide, the Chicago Manual of Style, the American Psychological Association Style (APA), the American Sociological Style Association, and the Modern Language Association Style are a few more well-known and widely used stylebooks (MLA).

The Associated Press Stylebook and Libel Manual include a variety of style guidelines, which are listed below.

### **1. Capitalization:**

Because uppercase letters are more difficult to read and make the sentence appear uninviting, unnecessary capitalization should be avoided.

E.g.: You can write to Mayor John Smith, but you should address your letter to John Smith, mayor of Jonesville. That is, in the case of a title following a name, use lowercase letters, but in the case of a formal name, use uppercase letters. You should use them only when the reader will recognize them instantly. The same principle applies to acronyms. Usually abbreviations are used in case of titles before full names outside direct quotations. For example, Dr. Gov., Lt. Gov., Mr., Mrs. Etc. Abbreviations are also used with dates or numerals like A.D, B.C, a.m., p.m.; in numbered houses like 20 W. Main St.; names of certain states like U.S.A.; and well know government agencies like C.I.A., F.B.I. etc

### **2. Punctuations:**

Punctuation can shift the meaning of entire phrases if handled incorrectly. Periods, commas, semicolons, exclamation marks, apostrophes, and other

punctuation marks are all examples of punctuation markings that can be found in stylebooks. Semicolons, for example, are used to suggest greater thinking and information separation than commas, but less than the separation implied by a period: Rajiv Sharma of Delhi is survived by two sisters, Julie Devi of Mumbai and Janki Sinha of Haryana, as well as several grandkids.

### **3. Numerals:**

Use whole numbers below ten and figures for numbers ten and up. This rule applies to numbers that are used in a series as well as numbers that are used singly. As a general, don't start sentences with numbers, but if you must, spell them out. For almost all measurements and dimensions, use numbers.

### **4. Spelling:**

There are several words in journalism that are spelled differently. Because of the requirement of style consistency, alternate spellings and variants are incorrect. Make it adviser, not advisor; television, not televisual, when used as a word; percent, not per cent; afterward, upward, ahead (no s); vice president, not vice-president.

### **5. Usage:**

Because it is passive, comprise meaning "to contain," not "to make up": "The region comprises five states," not "five states compose the region" or "the region is comprised of five states." Affect does not mean "carry out," but rather "impact." When used as a noun, effect means "outcome," and when used as a verb, it means "carry out." Both controller and comptroller are pronounced "controller" and mean nearly the same thing, albeit comptroller is more accurate when referring to government financial officers while controller is more appropriate when referring to private sector financial officers.

### **Check your progress**

1. What is editing and the steps to be followed?
2. What is a stylebook?
3. Discuss the importance of a style sheet.

### **Levels of Editing:**

#### **1. Structural Editing:**

Substantive or developmental editing are other terms for structural editing. This is the most time-consuming and hardest part of the editing process. It is a highly expensive editing, but it provides clarity in editing prior to the start of the task. The structural editing text is lengthy, and many draughts of rewriting are required before it can be published.

The several types of structural editing and how they work. It is divided into two types: -

**Editing for Fiction:** - Story formation is required to establish conflict, build general strengths and weaknesses in the story, and meet the expectations of readers.

**Non-fictional Editing:** necessitates a specific structure, logic, and flow of ideas in order to prepare the tale and meticulously construct the style and format.

## **2. Copy Editing:**

Copy editing is the process of checking, reviewing, and correcting written material in terms of spelling, grammar, punctuation, and formatting in order to make it more effective, readable, and accurate. Before sending any news information to be published, a copy editor is also responsible for checking factual facts and inaccuracies.

## **3. Rewriting:**

Rewriting entails rewriting and double-checking facts, statistics, and formatting. The person in charge of making significant modifications in original news information when creating a copy for print media or a newspaper is known as a copy editor. However, in journalism, a "rewrite man" is someone who works on another story and rewrites the obtained information in different ways to avoid grammatical faults. Simply described, rewriting is the process of rewriting a news story or story errors before sending it to be published.









































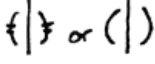
## **4. Proofing:**

Proofing, often known as proof reading, is the process of checking for textual problems in a newspaper's original copy before it is submitted to press for publication. To make a document publishable, proofing entails carefully examining each and every word, which may include punctuation marks, grammar, spelling errors, sentence structure, and so on. Almost everyone thinks that the best way to proof is to have someone else do it for you rather than proofing your own paper. This work is usually done by sub-editors or proof-readers in a newspaper.

## **5. CRC:**

Cycle redundancy check (CRC) is an acronym for cycle redundancy check. It's an error-detection code that's commonly utilised in digitally-enabled printing and editing systems. This system is capable of detecting storage device errors as well as unintentional raw data alterations. Once data is provided for publication, CRCs can be utilised to fix errors. W. Wesley Peterson invented the CRC in 1961. It is mostly used to catch transferred digital data in Wi-Fi and Ethernet-enabled systems. The bulk of publications and researchers nowadays use this approach to correct any errors before sending their final draught to be printed.



Proofreaders' Marks	
OPERATIONAL SIGNS	TYPOGRAPHICAL SIGNS
 Delete	 Set in italic type
 Close up; delete space	 Set in roman type
 Delete and close up (use only when deleting letters <i>within</i> a word)	 Set in boldface type
 Let it stand	 Set in lowercase
 Insert space	 Set in capital letters
 Make space between words equal; make space between lines equal	 Set in small capitals
 Insert hair space	 Wrong font; set in correct type
 Letterspace	 Check type image; remove blemish
 Begin new paragraph	 Insert here <i>or</i> make superscript
 Indent type one em from left or right	 Insert here <i>or</i> make subscript
 Move right	PUNCTUATION MARKS
 Move left	
 Center	 Insert comma
 Move up	 Insert apostrophe <i>or</i> single quotation mark
 Move down	 Insert quotation marks
 Flush left	 Insert period
 Flush right	 Insert question mark
 Straighten type; align horizontally	 Insert semicolon
 Align vertically	 Insert colon
 Transpose	 Insert hyphen
 Spell out	 Insert em dash
	 Insert en dash
	 Insert parentheses

### Proof-reading Marks:

Source: <https://www.chicagomanualofstyle.org/help-tools/proofreading-marks.html>

You are now in a position to explain what editing entails. You've gained a foundation in editing, news value, editorial policy, and the editorial process, among other things. I hope the examples provided provide you with enough information to comprehend editorial work and gain a thorough understanding of editing principles. In a sense, an editor acts as a

"gatekeeper," deciding what should or should not be published in a newspaper. He is the final authority on any copy that he or his organisation receives.

Another significant component in publishing any news in a newspaper is space and time, which varies depending on the situation and article. Newsworthiness is the criterion by which an editor decides whether or not to give a story space in his publication. Before publishing every news item, an editor double-checks the news value, accuracy, facts, and objectivity.

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## 10.5 SUMMARY

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- In a sense, an editor acts as a "gatekeeper," deciding what should or should not be published in a newspaper. He is the final authority on any copy that he or his organisation receives.
- A style sheet is a document that specifies editorial guidelines for a newspaper or magazine's editorial staff.
- Whatever we as readers read in a newspaper and other periodicals is exactly not the same, as what was written by the reporter. The copy written by a reporter passes through many changes-minor to major before it finally goes to print.
- Editing is a multifarious job which is very difficult to define. It entails selecting the copy, removing grammatical mistakes, refining expression, double-checking facts and statistics, and altering the font size, length, deciding the display or placement, putting the headline

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## 10.6 QUESTIONS

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1. What is the objective of editing?
2. How is a stylebook important in a newspaper or magazine?
3. What are the levels of editing?
4. What are the guidelines of Stylebook?

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## 10.7 REFERENCES

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### Web links:

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<https://kkhsou.ac.in/eslm/E-SLM-for->

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Englist%20for%20Medioa%20Studies/English%20for%20Media%20  
Studoes%20Block%202/Unit%2015%20Setting.pdf](https://kkhsou.ac.in/eslm/E-SLM-for-Learner/6th%20Sem/Bachelor%20Degree/Mass%20Communication/Englist%20for%20Medioa%20Studies/English%20for%20Media%20Studoes%20Block%202/Unit%2015%20Setting.pdf)

Editing

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