



**Centre for Distance and Online Education
Punjabi University, Patiala**

Class : M.A. I (Journalism and Mass Communication)

Semester : 1

Paper : II (Writing and Reporting for Media)

Unit : I

Medium : English

Lesson No.

- 1.1 : Reporting and Writing For Mass Media: Basic Techniques
- 1.2 : News
- 1.3 : Headline
- 1.4 : News Gathering Techniques
- 1.5 : Specialized News Beats
- 1.6 : Interviewing: Structuring and Techniques
- 1.7 : Types of News
- 1.8 : Scoops and Specialized Reporting

Department website : www.pbide.org

M.A (JMC) Part-I (Sem – I & II) Distance Education

2023-24 & 2024-25 SESSIONS

PAPER-II : WRITING AND REPORTING FOR MEDIA

Subject Code -JMCM1102T

Max. Marks : 100

Pass Marks : 40

Time allowed : 3 Hours

Theory : 70 Marks

Internal Assessment : 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 12 marks each. Section C will consist of 11 short-answer type questions which will cover the entire syllabus uniformly and will carry 22 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Reporting and Writing for the Mass Media: Basic Techniques; News: Definition, Style and Functions; Inverted Pyramid Style of News Writing and the 5Ws and 1H rule of News Writing; Structure of News: Headline, Lead, Body and Conclusion; Types of Leads; Elements of News: Impact, Prominence, Proximity, Conflict, Bizarre or Unusual and Current; News Gathering Sources: Personal Sources, Observation, Stored Sources of Information and Data Bases, Interviews, Press Briefings, Press Conferences, Meet the Press; Specialized News Beats: Political News, Crime News, Courtroom Stories, Sports Stories, Business News, Education News, Agriculture Reporting, Rural Development Reporting, Science Reporting, Health Reporting and Environment Reporting; Interviewing: Structuring and Techniques.

SECTION-B

Writing and Reporting for Radio and Television News: Characteristics and Story Structure; Digital Journalism; Writing and Reporting for Web; Writing and Reporting for Newspapers; The Changing Characteristics of Electronic and Print Media Newsrooms; News Reports Types: Straight News Reports and Investigative or Interpretative Reports; Hard and Soft News; Exclusive News Story or Scoop; Attribution in News Writing; Follow Ups in News; Journalistic Skills; Citizen Journalism; Ethics and Responsibilities in Journalism; Tabloid Journalism; Qualities of a Reporter; Qualities of Good Writing; Mobile Journalism; Photo Journalism.

SUGGESTED READINGS

- 1) *The Complete Reporter* by Julian Harris and others, Macmillan Publishing Co.
- 2) *Modern News Reporting* by Care H. Warren, Harper, New York.
- 3) *Mass Communication and Journalism in India* by D.S. Mehta, Allied Publishers Ltd., New Delhi.
- 4) *Handbook of Reporting and Communication skills* by V.S. Gupta, Concept publishing Company.
- 5) *The Professional Journalist* by John Hobenberg, Oxford IEH Publishing Company.
- 6) *Functions and areas of Journalism* by Y.K.D. Souza, Wisdom Press.
- 7) *Media Writers's Handbook* by G.T. Arnold
- 8) *The Associated Press Stylebook and Libel Manual*
- 9) *Watch Your Language* by T.M. Bernstein
- 10) *Writing for the Mass Media* by James Glen Stovall
- 11) *The Responsible Journalist-An Introduction to News Reporting and Writing* by Jennie Dear and Faron Scott
- 12) *Reporting for the Media* by Fred Fedler, John R. Bender, Lucinda Davenport, Michael Drager

REPORTING AND WRITING FOR MASS MEDIA: BASIC TECHNIQUES

- 1.1.1 Objectives
- 1.1.2 Introduction
- 1.1.3 Functions of Media
- 1.1.4 Radio Programme Formats
- 1.1.5 Responsibilities of Radio
- 1.1.6 Writing for Radio
- 1.1.7 Methods to Enhance Effect
- 1.1.8 Writing for T.V.
- 1.1.9 Television News
- 1.1.10 Fundamentals to be followed
- 1.1.11 Summary
- 1.1.12 Key Words
- 1.1.13 Long Questions
- 1.1.14 Short Questions
- 1.1.15 Suggested Readings

1.1.1 OBJECTIVES

After reading this lesson you should be able to:

- Understand the basic functions of electronic media
- Gain awareness about radio programmes relayed for different audiences
- Understand the responsibilities considered while producing various radio programmes
- Know what points to consider while writing for radio
- Know what points to consider while writing for TV
- Explain the fundamentals followed while composing TV news

1.1.2 INTRODUCTION

The radio and Television were introduced in India as Doordarshan and Akashvani with the primary motive of serving the functions of education and information. In a developing society like India the mass media has a important role to play. The country had just gained its independence and this role was

even more critical during the 1950's and 1960's. News programmes were the main ones relayed during those times. Today the scenario has changed a lot. A number of private channels have come up, both in the worlds of radio and TV. However the role of information providers that these media started with has not diminished in any way. It has rather gained momentum with 24 hour news channels and FM channels also relaying news bulletins.

The electronic media is responsible for providing the information to its audience much before the morning newspaper reaches their hands. In such circumstances, it becomes all the more important to deliver the news correctly. Besides the reporter, the writer must be an efficient professional to compose, write and type the bulletins to ensure a flawless delivery of the bulletin. In this lesson we shall learn about the fundamentals of writing for radio and TV news.

1.1.3 Functions of Media

Media plays a very important role in the development of society. But one thing we must know that media itself has no significance; it is only the programme that gives a message of transformation and development. Programmes are written by various writers and produced by different producers. But some times the programme is written and produced by the same person.

One thing we must keep in mind is that the main objectives of radio and T.V. are to inform, educate and entertain the people. All the programmes for radio and T.V. are written and produced in the light of these objectives. People switch on their radio/ T.V. sets to know some thing new. Whenever we meet others/friends we generally say "what's news?" In fact, there is a basic instinct in human beings to know some thing new every time, so keeping in view these facts news bulletins are broadcast very frequently. These days there are some T.V. and radio stations which broadcast news daily at different intervals but other programmes are broadcast generally on weekly intervals. So, it means that media gives importance to the aspect of information. But other aspects like education and entertainment also get their due importance on radio and T.V. Let us discuss these three aspects one by one.

A. Information: Every programme should be informative. It doesn't mean that we should include every type of information in a programme. The writer must be aware about the needs and interests of his target audience. We should give only that information to our audience which is/can be useful for them. Information should be new and not stale. People always want to know some thing new. Unwanted and harmful information should be censored.

B. Education: Media educates its public. So, while writing script for radio and T.V. the writer must keep this point in his mind that his script must have some thing in it so that it could give some guidelines to its audience. Radio and T.V. broadcast so many programmes on different diseases, social evils, eradication of illiteracy, poverty, social justice, human rights, child labour etc.

These types of programmes fall under the category of educative programmes. Other programmes like serials and films have also been selected from educational point of view.

C. Entertainment: People watch T.V. and listen to radio only for entertainment purpose. No doubt maximum people like news over media, but even then they also like light entertainment from media. So, to satisfy the entertainment need of people the writer must know the entertainment requirements of the audience.

So, finally we can say that while giving entertainment to audience the writer must also educate them and feed them with new information. We can say that media educates the people through new information and entertainment.

1.1.4 Radio Programme Formats

Radio broadcasts many programmes daily in different formats. Different subjects are covered in various formats like talk, discussion, dialogue, interview, feature, documentary, etc. Apart from these general programmes, there are certain special programmes broadcast from radio, which are directed to special audience such as villagers, youth, women, children, industrial workers, forces, tribes, senior citizens, students etc. These programmes (day and time of broadcast) depend upon the size of listeners in the area where the radio station broadcasts its programme.

Some radio stations broadcast programmes daily for youth and some twice in a week. Similarly other programmes for special audience are broadcast on different frequencies.

Programmes for Rural Areas: In India 75% to 80% people live in rural areas, where modern means of communication don't serve the masses, only radio programmes reach to far flung areas. This is the main reason that radio gives emphasis on rural programmes. Special Farm & Home Units in AIR station are working for rural programmes. The duration of this service varies from half an hour to one hour and from station to station, depending on their total transmission.

Programmes for rural listeners are devised keeping in view the requirements of rural audience. Stress is given on entertainment hard-core programmes & agriculture, health and family welfare, education, literacy and rural development. In these programmes agriculture experts, doctors, educationists, technocrats, social workers, and farmers are called to broadcast different programmes on different aspects of their respective fields.

"The vast changes that have taken place in the countryside, particularly the "green revolution" could not have come about so quickly without the use of radio. The education and development role of radio has been nowhere more evident than in its programmes for rural listeners. AIR has played a significant role in bringing the

new technology in agriculture to the door of farmer by giving support to various farmers, training and functional literacy programmes of the Ministry of Agriculture and Education. In fact the Farm & House Units of Akashvani were started in 1966 to support the Intensive Agricultural District Programme and the coming of the new 'wonder' sees the highly yielding varieties.

During the 'Green Revolution' AIR played a very important role to spread the latest information among the farmers. At that time only radio was the medium of Mass Communication. The 'Dehati Programme' of AIR, Jalandhar was very popular among the farmers of Punjab. The new varieties of seeds came to be known as 'Radio Seeds'.

Youth Programmes: To channelise the energy of youth a separate channel for the young started on 21st July, 1968, from Delhi - D. The youth channel was named as 'Yuv-Vani (The Voice of Youth)'. It was a daily programme both in Hindi and English. Earlier it was spread over two transmissions, three hours during the morning and three hours in the evening. Speaking after inaugurating the youth channel, the then Prime Minister, Mrs. Indira Gandhi said "Young people every where have a feeling of unrest. They have a feeling that something is wanting. They do not know what it is. But they are grouping for it. I welcome this grouping. Some times it takes strange direction, strange forms which we, who are older, do not understand. But that does not give us the right to reject these forms because of such grouping, in earlier ages we have become, or the world has become, what is today.....Radio can influence the young people and give them the feeling that they are not a 'problem' but participants in the country's decisions."

Now all AIR stations broadcast 'Yuv Vani' Programme. The interesting fact regarding the programme is that throughout India the youth programme has a same signature tune. The main objective behind the service is to give a platform to the youth of country to express and share their feeling with others. Through 'Yuv Vani' Programme AIR succeeded to involve the youth of the country in the international, social, religious, political and educational affairs.

'Yuv Vani' Programmes are available in almost every language of the country. AIR Jalandhar broadcasts 'Yuv Vani' Programme daily from 5 P.M. to 6 P.M. on Jalandhar B. AIR Patiala also broadcasts 'Yuv Vani' thrice in a week. Similarly Radio Kashmir, Jammu broadcasts 'Yuv Vani' programmes daily on separate channels meant for 'Yuv Vani'. It is broadcast in Dogri, Hindi, English, Kashmiri and Punjabi languages.

MINI AKASHVANI: You can call 'Yuv Vani' service of AIR as a 'Mini Akashvani' because all types of programmes are produced and broadcast on their channels. Students of Colleges and Universities take part in these programmes. Youth from different walks of life participate in talks, discussions,

debates, poetry, short story and other programmes. Some youth also produce programmes. To encourage the new talent among youth, young artists get opportunity to exhibit their talent in different fields like literature, music, science, politics etc.

The programmes of 'Yuv Vani' channels are fully compared and presented by the youth. The producers of programmes devise the programmes and guide the youth participants to present good programmes.

Programmes for Women: Special programmes for rural and urban women are broadcast by different radio stations. In these programmes women related issues like socio-economic development of women, health, family welfare, food and nutrition, scientific home management, education, child care etc. are dealt. To encourage talent among women, opportunities are provided to women of different fields to participate in different programmes.

Other Programmes: Similarly special programmes are also broadcast for senior citizens, children, industrial workers and tribes. The main objective of the programmes is to give special attention to the particular sections of the society. These programmes are generally presented in composite formats. Composite format means the programme consists of songs, interview/talk/short-story, discussions and other formats. The programme is compeered by two comparers.

1.1.5 Responsibilities of Radio

Different programmes are planned and produced with different points of view, therefore different strategies and methods are used to produce various programmes.

You have read about the three objectives of radio programmes:

- (a) Information
- (b) Education
- (c) Entertainment

So keeping in view, there are three main objective programmes planned. In India, AIR works under the Ministry of Information and Broadcasting. Though 'Prasar Bharti' (Broadcasting Corporation of India) has come into being, but still it is working indirectly under the control of Govt. Radio is still the biggest medium of mass communication in India. Every Govt. wants to give wide publicity to its policies and programmes. So, for this purpose Govt. uses AIR frequently.

Producers plan their programmes keeping in view the new policies and programmes of Central Govt. But it doesn't mean that AIR is only a mouthpiece of Central Government. AIR producers plan their programmes according to the requirements of people and the Govt. Developmental Schemes become part of radio

programmes. AIR plans its programmes on quarterly basis i.e. Jan-March, April-June, July-Sept. and Oct-Dec.

While planning programmes, special emphasis is given on family welfare, literacy, health, rural development, national integration and commercial harmony.

Radio also propagates the scientific temper in its programmes to liberate illiterate people from the clutches of superstitions.

1.1.6 Writing for Radio

Radio is a widely listened medium of entertainment. Radio draws pictures in the minds of its listeners through words and music. There are so many types of programmes broadcast over radio. These programmes are as under :

1. Plays
2. Dramatized Short Stories
3. Talks
4. Discussions
5. Interviews
6. Dialogues
7. News
8. News Based Programme
9. Commentaries
10. Slogans
11. Serial Plays
12. Songs
13. Features
14. Documentaries.

The scripts for the above mentioned programmes are written by different writers. So, while writing for radio, we must keep in mind the following points to write a good script:

A. Language: Language plays a very important role in communication. State simple language rules the hearts of the audience. Avoid complex sentences; use simple and easy words so that your audience should not feel the need to consult a dictionary while listening to a radio programme. One thing we must bear in mind is that the medium of radio is meant for ears. The listener has no choice to listen the radio programme again and again because the word once broadcast can't be repeated again at the same time immediately. This is the main reason that emphasis is given on simple language and easy vocabulary.

B. Level of audience: The writer of the radio script must be aware about the different levels of his audience. In case of newspapers only literate people read newspaper—illiterate can't, but in case of radio this rule doesn't apply. Any body can listen to a radio broadcast. Any literate, semi-literate, illiterate, blind

etc. can be a listener of programmes. Only deaf and dumb persons can't be radio listeners. So, radio script writer should be aware of the educational, social, economic, political and religious level of his audience. Keeping in mind these points he should select topics. He should also know their likings, dislikes and also their needs of entertainment.

C. Vocabulary: In all types of communication vocabulary plays a very significant role, particularly in radio broadcast. As we have already discussed complex sentences create problems for listeners to understand the programme. If a listener finds that the programme is knitted with difficult words, phrases, idioms, quotations etc. then he would lose his interest in the particular programme and he would switch off the radio or would shift to another radio station.

There are words, which have similar sounds like Bear—Beer, Night—Knight, Born—Borne. These types of words should not be used together. These words have same pronunciation but different meanings.

D. Use of Figures: Radio programmes are being listened to by every section of society and moreover radio is a medium for ears. People can remember only those things which they feel easy to listen. Odd figures and facts fail to create impact on people's memory. Don't use figures like two lakhs, twenty three thousand and five hundred. Instead you can say more than two lakhs. Always use round off figures like - for Ninety-eight thousand (about one lakh), one lakh and thirty eight thousands (about one and half lakh).

But this rule doesn't apply to the rate of interest, rate of taxes, excise duties where ever government policies are involved. While writing a script for news about the scores of a cricket match you can't round-off the scores, so in these cases exact figures have to be given.

The writer should be aware that his script should not be crowded with figures. A script shouldn't start with figures and two figures shouldn't follow each other. For example, "the target of procurement of wheat in central pool will be forty lakh tonnes, 10 lakh tonnes more than previous year."

As we have already discussed regarding the rates of interest, sale tax, excise duty, income tax etc. In other cases percentage should be rounded off to the nearest number. Any figure more than 0.5 can be rounded to the next whole number above and a figure less than .5 to the next number below. Percent preferably be converted into fractions, 25 percent can be converted as one-fourth, 50 percent as half and 100 percent as double. For example— Government decides an increase of sale tax on Automobiles from 10 percent to 20 percent. You can write this increase saying, 'The owner of new two-wheeler will have to pay 20 percent sale tax from the next financial year, double from the previous rate.'

E. Dates and Years: Generally we write dates and years in digits, but in script for radio, dates and years should be written as they are read : The Fifteenth August, or The 15th August. Years should be always written in full-like 1947, 1990 and not 47, 90.

1.1.7 Methods to Enhance Effect

As we have already discussed there are different formats of radio programmes, except discussion, commentary and interview, script is must for all other programmes like drama, skit, talk, dialogue, poetry, short story, serial, features, documentary, slogans, news, reviews. In discussion, commentary and interview only talking points are to be needed. Though every format has its own style of script, but the basic principles, we have already discussed, remain the same. To add more interest in different programmes we also use some other methods. These methods are of music & sound effects.

1. Music: The use of proper music in different programmes, give more color to radio programme. Music can be used in drama, skit, feature, documentary, slogans and advertisements and dramatised story.

Music effects on appropriate time in a particular programme can make a programme interesting and meaningful. Many times in plays only music can convey the mean of the situation. So the script writer must be aware of this technique. He should write the script of a play, skit, feature and documentary keeping in mind the importance of music effects in the programme.

2. Sound Effects: These effects are used to create a real situation in a programme. Mostly these types of effects are used in drama, dramatised stories, skits, serials and advertisements. For example, suppose there is a situation in which two persons are standing on a railway platform. There is a hustle-bustle on the platform. So to create the real scene in the programme the voices of tea sellers, puriwalas, other passengers, and trains are to be required behind the conversation of the two persons standing on a platform.

So, the writer of the radio script must know the importance of sound effects in radio programmes. He should arrange his script leaving the scope to use sound effects in the programme.

1.1.8 Writing for T.V.

T.V. is a medium of communication for both eyes and ears. On T.V. there are so many things which don't require any spoken word to communicate the message. No doubt T.V. scripts require different styles of writing but the basic principle we have already discussed for radio script remains the same.

T.V. programmes also have the same objectives like information, education and entertainment. Spoken word is there in T.V. programmes the only advantage T.V. has the visuals. No doubt visuals have their own language but without spoken word the visuals may convey different meaning for every viewer. So, to

fulfill the main objectives of telecasting T.V. programme can not be produced without scripts.

All the points of radio script apply in respect of T.V. script also. In T.V. programme emphasis is given on visuals; spoken words supplement it. But it doesn't happen in every programme. For news, full script is needed. Similarly scripts are also must for other programmes.

Simple language, easy vocabulary, small sentences and proper knitting of events are the main features of writing for T.V. and Radio.

1.1.9 Television News

Television is an audio-visual medium. TV has both sound and sight. A T.V. broadcast directly affects two senses simultaneously, those of hearing and seeing. It is more effective than the radio broadcast because eye absorbs much more than the ears at the same time. The eyes also retain the seen image much longer than the ears have heard.

TV is a medium of mass communication. It can reach all the corners of the globe. As McLuhan said, TV has turned the world into a global village in respect of communication of information, ideas and thoughts exchange. It has brought about an information revolution and has turned society into an information society.

TV is a credible medium because it shows things on the screen. T.V. is glamour medium and it is also called the magic box. It captures the events even as they are happening. So, it is a medium of immediacy. It reports the events here and now.

Television is the newest of the four mass communication media print, radio, film and television. The impact of Television is great. When viewers see and hear the information on TV, it influences their attitudes, their manners, their speech, and often their daily habits.

Radio news writing evolved from newspaper writing, the television news writing evolved from radio news writing. If a television news item has no picture, the story is 'dry' and the news reader is 'in vision' or 'on camera'. Such stories are not different from radio news items. But with the visuals, things change. The, basic and most essential principle is that the words and pictures go together; the news copy should match the picture.

1.1.10 Fundamentals to be followed

The television news writer has to make sure that he uses words to tell the story with the help of the visuals. Depending upon the duration and content of the various shots he can write the story taking three words in a second as a general guideline for time calculation. This does not mean that he should cram the script with details while the visual is being shown and thus 30 seconds would mean 90 words. A television news writer must remember that the pictures also

communicate and a picture is said to be equal to a thousand words. Words should be used to help the picture communicate. The news script should supplement the picture giving additional relevant information. It should not, however, repeat in detail what the viewer can see or hear for himself. The best script is one which uses minimum words but with the pictures has maximum impact.

The basic rule of T.V. news writing is that the story must be clear at once. The viewer does not have second chance to see and listen. T.V. news writer must be able to make complicated stories simple so that it can be understood immediately. The golden rule is "never underestimate the viewers' intelligence or over-estimate their knowledge."

T.V. news should also be short ones. Long sentences should be avoided because it can not be read easily by the newscaster. Every sentence should be short, simple and easy to understand. The average acceptable number of words per sentence in T.V. news is 13 to 15. T.V. news is like headlines service which gives viewers only an outline of the event.

T.V. news writers use simple and everyday words. The language is conversational. Some examples are:-

Beat-for	-	defeat
End-for	-	concluded
Try-for	-	attempt
Died-for	-	passed away
Live-for	-	reside
Nab-for	-	catch
Bar-for	-	prevent
Before-for	-	prior to

Conversational words are short, commonly used words and therefore, communicate easily.

In T.V. news writing, the present tense is encouraged. Reporters and editors make effort to include up-to-date reports and they write copy in a manner that sounds fresh and timely. Present tense indicates that the action is still going on. But actions that belong to moments in the recent past cannot be forcibly dragged into the present. Do not write 'today' when the story broke yesterday.

It is also necessary to avoid the passive voice. Active voice is clearer and it takes fewer words than passive voice. Sentence should be straight to the point. Complex sentence with little known words and other literary techniques should be avoided. The inserted sentence structure used in newspaper writing is avoided in T.V. news. For example:

Newspaper:- "There is no danger from further flooding in the area, according to Shri Brajesh Tiwari, DC of Patiala."

T.V.:- "The DC of Patiala, Shri Brajesh Tiwari says, there is no danger from further flooding in the area."

In T.V. news-writing, subject and verbs are kept close whenever possible.

Television newsrooms generally use the same source of news that is used by other media. The primary sources of news are PTI (Press Trust of India) and UNI (United News of India) among other news agencies. Still photographs transmitted by facsimile wire service are also used on TV. Especially those of late breaking stories for which moving pictures are not available. The satellite/microwave video feed is TV's own unique version of wire service. It is an electronic transmission of news stories originally recorded and sent by closed circuit microwave or through satellite to subscribers who record it on video tape and then decide which story is to be used for inclusion in their own local TV news shows. Most stations employ reporters/correspondents who gather news by going out with a camera crew to report. At times, owing to the absence of a visual, the reporter may file a dry story. Stringer/ Freelance camera persons also contribute visuals which are purchased. TV stations also monitor radio news bulletins and if its story is very significant and there is no time to obtain visuals, such stories are telecast dry.

Every TV channel has its own rules of news writing style. Generally, for Television the right half (or two-third) of page is used for news copy. The left side of the page is for video information, visual effects, film or video tape rolls etc. The news items can be typed in all capital letters or upper lower case with triple space. Date is mentioned on the top of the first page. Initials are given in the upper left hand corner of every page. Paragraphs are used. While starting a story INDENT and number is given. If more than one page is required, the bottom of the first page's sentence is completed. When a word is crossed, it is blacked out completely. Complicated numbers are simplified using term as 'approximately', 'more than', 'about', 'almost'. For example, Rs. 4,001,696 in most cases should be written as slightly more than forty lakh rupees.

News items for broadcast should contain fewer quotes because there is no time for extended quotations. Too many titles and names are not put closely because it creates confusion. 'The former', 'the latter' words are only useful in print but in broadcast writing, this is impossible to ask the speaker to do so, it is also important that the source of information should always be mentioned.

1.1.11 SUMMARY

The main objectives of radio and T.V. are to inform, educate and entertain the people. All the programmes for radio and T.V. are written and produced in the light of these objectives. We should give only that information to our audience which can be useful for them. While entertaining the audience the writer must educate them and also feed new information for use in their life. Different subjects are covered in various formats of radio programmes like talk, discussion, dialogue,

interview, feature, and documentary. Programmes for special audience are broadcast on different frequencies like those for rural audience, youth, women, senior citizens, children, industrial workers and tribes. During the 'Green Revolution' AIR played a very important role to spread the latest information among the farmers. In India, AIR works under the Ministry of Information and Broadcasting. While writing for radio it should be borne in mind that it is the medium meant for ears. Thus the language, vocabulary, use of figures, mention of dates must be carefully made keeping the level of the audience in mind. To add more interest to programmes, music and sound effects are used. In T.V. programmes emphasis is laid on visuals while the spoken words supplement it. The most essential principle in TV writing is that the words and pictures go together; the news copy should match the picture. Conversational style, short sentences, simple vocabulary, uncomplicated figures, use of active voice and present tense, including fewer quotes make the television news clear and well understood.

1.1.12 KEY WORDS

Television: The transmission of dynamic or sometimes static images, generally with accompanying sound, via electric or electromagnetic signals

Radio: The wireless transmission through space of electromagnetic waves in the approximate frequency range from 10 kilohertz to 300,000 megahertz

TV: Television

AIR: All India Radio

DD: Door Darshan

I&B: Ministry of Information and Broadcasting

1.1.13 Long Questions

1. Discuss various Radio programme formats.
2. Discuss Huce wjjdi objectives of radio programmes.
3. Discuss various points to be kept in mind while writing for radio.

1.1.14 Short Questions

Write note on

Radio

TV

Jingles

1.1.15 SUGGESTED READINGS

- | | | |
|---------------------------|---|--|
| • Radio and TV Journalism | : | Jan. R. Hakemulder |
| • Broadcast Journalism | : | Jan.R.Hakemulder,
Fay Ac De Jonge, P.P. Singh |
| • Broadcast Journalism | : | S.C. Bhatt |
| • Broadcasting in India | : | P.C. Chatterji |

NEWS

- 1.2.1 Objectives
- 1.2.2 Introduction
- 1.2.3 News: Definition
- 1.2.4 Style and Functions
- 1.2.5 Elements of News
- 1.2.6 Summary
- 1.2.7 Glossary
- 1.2.8 Self Assessment Questions
- 1.2.9 References
- 1.2.10 Suggested Readings

1.2.1 OBJECTIVES

After reading this lesson you should be able to

- Define the news
- Know the Elements of news
- Describe the sources of news

1.2.2 INTRODUCTION

This chapter aims at introducing you to news. Now, terms like News, elements of news and related concepts frighten us as students. We are often put in a terse situation thinking there is lot to be memorized in such topics. Also usually we do not like these topics because we do not understand the importance or utility of such things in our lives. Keeping this problem and confusion of the students in mind, this lesson has been introduced in your syllabus

This lesson briefly introduces to you the News, as what people need or want to know, whatever interests them, whatever adds to their knowledge and understanding of world around them. The four directions- North, East, West and South, news can come from any of these directions. But as we see every day all events do not make news. Only important and interesting events make news. This lesson also familiarizes you elements of news which are dominant in news stories like action, movement and mobility; combat, struggle, contrast, rivalry; sex and scandal; beauty and romance; adventure and pathos including exploration, discovery, excavation, invention; novelty and humour; and stories about children animals and sources of news. Sources are of two types.

Generally first types of sources are available to all the reporters such as public meetings, press conference, seminars, and functions alike. The other type is personal sources.

1.2.3 NEWS

News is what people need or want to know, whatever interests them, whatever adds to their knowledge and understanding of world around them. News constitutes about 60% of the space of the newspaper. Broadly speaking we can divide a newspaper in four parts, namely-news; articles and features; opinion pieces such as editorials, comments, and letters to editor, reviews, columns, and advertisement. It pertains to some recent events which is a matter of interest of reader or listeners. News implies new thing or latest information.

Use of the words such as 'News' is said to have been started 1550 A.D. although some similar words such as 'Newis', 'newyes', 'newes' etc. were popularly used before 1550. News is something that interests people. Readers and viewers do react to and talk about events and personalities they consider to be interesting. People do turn to the newspaper in order to learn about events that are not ordinary, political upheaval in Soviet Union or tragic earth quake.

News is one of the best known commodities in today's world. Everybody who understands a language and has access to mass media recognizes it. The concepts of news must have existed even before the beginning of the era of mass media. One may find relics of a primitive system in remote tribal areas where people exchange local news during weekly markets just by talking to one another.

When person meet after sometime they exchange information which can be called personal news. Letters written to friends and relatives carry what can be described as news by them. This kind of information exchange is continuing since early days of human society in one form or the other.

Everybody will agree that death makes news. If a person dies of a disease or an accident it makes news. The importance of this news is related to the importance of the person or deadliness of the disease.

Benazir Bhutto was assassinated. It was big news. If she had died of heart attack or in an accident, even then it would have been big news. That news was important because of the importance of Bhutto; other factors were there, but the biggest news value of that event was the person involved.

If a person dies in a road accident in Mumbai it will be news in Mumbai; but if he dies of AIDS in a Mumbai hospital it will become news of not only national but of international significance. In this case the importance of news is because of disease. But even ordinary death of an ordinary old man will make news at least for those who know him and related to him. It may not appear in a newspaper but it will be news to some people.

How this word came into form and how old is the phenomenon is not. Clear, eminent journalists and educationist Sh. K.M. Shrivastva comment in 'News reporting and editing' (Sterling Publishing, 1987). Concept of news is older than concept of God. As we cannot give any universally accepted definitions of God, same way there may not be any definitions of news acceptable to every one.

The four letters of the word news have been described as representing the four directions- North, East, West and South. News can come from any of these directions. But as we see every day all events do not make news. Only important and interesting events make news. Further, an event itself is not news – it becomes news when its account is available. Not only events but opinions also make news.

Definition of news

Many newsmen and other have tried their hand to define news Charles A. Dana, editor of New York Sun, had his eye on his readers when he defined news as ***“anything that will make people talk.”***

Most journalists would agree that ***“news is anything and every thing interesting about life and materials in all their manifestations.”***

Turner Catledge, a former managing editor of The New York Times, called news ***“anything you can find out today that you didn't know before.”***

Joseph Pulitzer defined news as ***“Original, distinctive, dramatic, romantic, thrilling, unique, curious, humorous, odd talking about.”***

More recently, John Chancellor, former senior correspondent for NBC News, suggested ***news is a chronicle of conflict and change.”***

A few more definitions of '**news**' are:

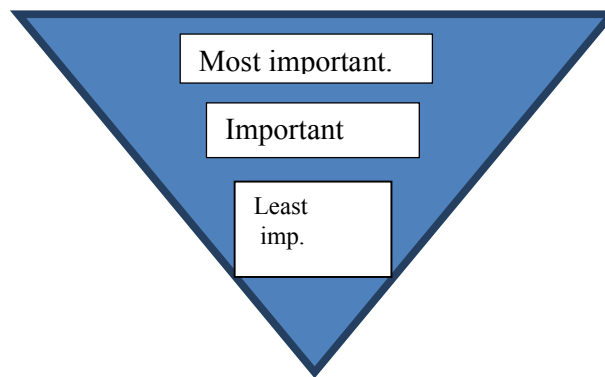
- *“News may be defined any accurate fact or idea that will interest a large number of readers or listeners.”*
- *“News is an accurate, unbiased account of significant facts of a timely happening that is of interest to the readers of the newspaper that print the account.”*
- *“News is the first report of significant events which have interest for public.”*
- *“News is an account of the current idea, event or problems that interests people.”*
- *“News is the record of the most interesting, important and accurate information obtainable about the things man thinks and says, see, describes, plans and does.”*

- “News is anything timely that is interesting and significant to readers in respect of their personal affairs or their relation to society, and the best news is that which possess the greatest degree of interest and significance for the greatest number.”

1.2.4 NEWS WRITING STYLES

The three main types of news writing styles are:-

1. Inverted Pyramid style



2. Sequence style, chronological style, 1234 style.
3. Suspended interest style.
4. Logical order mixed style: it is the mixture of sequence style and suspended interest style.

Every news paper follows its own style. But a few general guidelines, in regard to the style of writing are given below.

1. Use short words, sentences and paragraphs.
2. Guard against word-wasting abstraction.
3. Do not abbreviate the days of week, and the months of the year.
4. Use May 20 and not 20th May as a way of style.
5. Do not abbreviate names, use Mohammed not Mohd. and Choudhary not Ch.
6. Avoid needless adjectives so that the risk of exaggeration or under-estimation is eliminated.
7. All editing should be done in capital letters only. Heavily edited copy should be retyped.
8. Numbers up to eleven should be spelt out and beyond that in figures. For money use lakhs and crores, not millions. However, for expressing the number of men and other things use millions.

9. Where there is no risk of ambiguity or awkwardness, drop the point from groups of initials such as IAF, SP, PIB, CIP and AIR. But where confusion may occur, use points as W.H.O. (World Health Organization), U.S. (United States), U.N. (United Nations).
10. Use Rupees, not Rs. in tables.
11. The following are not put in quotes: names of newspapers or magazines; trade names; makes or models of cars and aircraft; sports events or trophies; fictional or stage character; ship or pets; names or royal, official or historical houses and castles.
12. The following are normally put in quotes: nicknames or pet-names; titles or historical houses and castles.
13. Use the following abbreviations for Service ranks:
Lieutenant- Lt; Lieutenant Commander- Lt Cdr; Commander-Cdr; Captain- Capt; Major-Maj; Lieutenant- Colonel- Lt Col; Colonel-Col; Brigadier-Brig; Major General-Maj Gen; Lieutenant General-Lt Gen; General- Gen; Flight Sergeant—Flt Sgt; Flight Lieutenant- Flt Lt; Squadron Leader- Sqn Ldr; Wing Commodore- Cmdr; Warrant Officer- WO.
14. The standard abbreviations are:
 - Academic degree: B.A., M.A., M.S., Ph.D., M.D.;
 - kg, km, kw, kv (for both singular and plural);
 - GMT (Greenwich Mean Time), (Indian Standard Time), Hrs. (hours);
 - I.P.C (Indian Penal Code), Cr. P.C. (Criminal Procedure Code).
 - Mr., Mrs., Dr. (Preceding a name); Jr., Sr, (following a name);
 - M.P. (Member of Parliament);
 - For ship: M.V. JAL JAWAHAR (Motor vessel) or S.S. AKBAR (Steamship);
15. Last but not the least the rule of 5W's and 1H should always be followed by all newspapers.



The 5W's and 1H

Who it is about?

What happened?

Where did it take place?

When did it take place?

Why did it happen?

How did it happen?

1.2.5 Elements of News

Most of the definitions of news agree on the point that news is which is of interest to public. The interests, however, differs from person to person and place to place. Some other characteristics of news are Timeliness, change, conflict, disaster, progress, consequence, development, proximity, human interests, prominence.

The following are the important elements of news:

Timeliness: We always want to know latest. We march to the minute hand on the clock. What occurs today has greater impact than an event that occurred a week ago, even if that event was not reported at that time. It is a basic news value as old news is no news. In highly competitive world of journalism every medium tries to be first with news. News is a highly perishable commodity and therefore every medium tries to give the latest available to score a point over the others.

Proximity: Proximity usually refers to something physically or geographically close. A fatal accident at an intersection near town interests local readers, but is of no interests to people 100 miles away. News is meant for human beings. Proximity has another meaning. People feel attached to those with whom they share common interests. A bus accident near Ropar is more important for the people of Punjab as compared to military action taking place in Sri Lanka or devastating earthquake of Japan. People of Punjab are more interested in result of bye election held in Haryana as compared to results of eight constituencies of Tamilnadu and Kerela.

Prominence: Important people from various walks of life make news even if they are just performing their routine jobs. Actually the value of news is only the prominent personality involved. People are inquisitive and enjoy reading about the personal lives of famous. What prominent people do, even if unimportant, is often newsworthy. Names make news. In famous match fixing case attached people's interest only to know how many known people are allegedly involved. When Mulk Raj Anand fainted while speaking at Lucknow it

become national news. If it would have happened to lesser known figure the importance of that event would have been reduced to that order.

Conflict: Conflicts underlines our lives. Actual conflicts and even the danger of conflicts make news as they tend to bring about major change. All wars and threats leading to wars have proven record of newsworthiness. Even conflicts of smaller dimensions, like group or personal conflicts resulting in crimes, strikes and demonstrations, also make news.

Even conflicting ideas made news. Tension and suspense often associated with conflicts are also regarded as news values.

Change: It is a basic news value. If nothing happens there will be no change. But the world is not static. Every moment things are different and changing. The bigger the change and the more the number of people affected by this change the more important it is from the news point of the view.

Development: Development or Progress is also of news value as it is the positive result of efforts made by society. It improves the quality of life. Through routine struggles of life frequently emerge shining successes. From laboratories, after years of work, emerge new devices, new inventions, and new remedies. All this and its various dimensions make news.

Consequence: The immediate and long-term consequence of an event also makes news. The more people it affects the greater the consequence. Fear of consequences of an event also makes news. Thus possible consequences of a nuclear war make news and all efforts to avert it and failures or successes in that direction also make news.

Consequence also serves as measure of conflicts, disaster and progress. The greater the consequences, the more the news value.

Cause: Like consequence, the cause of a newsworthy event also makes news. Every event has consequences and has its causes also. The causes of a hotel fire may be known immediately. It will make news, but if it is a not known all efforts to find out the cause, and possible interpretations, will make news.

Disaster: Be it a result of natural calamity like an earthquake or a volcano eruption: or be it a man-made event like the Bhopal gas tragedy or the Kanishka crash_ disasters always make news. It is also true for disasters of lesser dimensions like boat tragedies, small acts of sabotage resulting in loss of life or property, or both.

Human interest: Anything that appeals to everybody not because of interest in the subject but because everybody shares common human experience has news value. However human interest may change with the difference of age, priorities, and economic status etc. Happening to other people, adventure, disaster, tragedy, humour and so on, there are many topics which create

interesting stories. Human interest is also involved when it depicts extraordinary persons in ordinary situations.

Bizarre or Unusual

Anything that is unusual or happens for the first time or never happened before also makes news.

In brief, news is associated with something new or something novel; relates to a famous person; Something of importance to a large number of people; pertains to conflict, mystery, crime; something confidential; related to the future; or deals with a funny situation; romance; sex, suicide, murder etc.

1.2.6 SUMMARY

News is what people need or want to know, whatever interests them, whatever adds to their knowledge and understanding of world around them. News constitutes about 60% of the space of the newspaper. Broadly speaking we can divide a newspaper in four parts, namely-news; articles and features; opinion pieces such as editorials, comments, and letters to editor, reviews, columns, and advertisement.

The concepts of news must have existed even before the beginning of the era of mass media. One may find relics of a primitive system in remote tribal areas where people exchange local news during weekly markets just by talking to one another.

In brief, news is associated with something new or something novel; or relates to a famous person; or of importance to a large number of people; pertains to conflict, mystery, crime; reveals something confidential; or forecasts the future; deals with a funny situation; romance; sex, suicide, murder etc.

Sources are of two types. Generally first type of sources are available to all the reporters such as public meetings, press conference, seminars, and functions alike. The other type is personal sources. These may be publically declared or sometime kept as a secret.

1.2.7 GLOSSARY

Source- Person, records, document or event that provides the information for the story.

Brief- Short news paragraph

PR- Public or press relations

1.2.8 SELF ASSESSMENT QUESTIONS

1. Define News and Its related concepts?
2. Discuss Sources of news.
3. Describe elements of news.

1.2.9 REFERENCES

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1.2.10 SUGGESTED READINGS

- | | |
|-----------------------------|--|
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listening company, New Delhi |
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| Good news bad news | Tharyan |

HEADLINE

STRUCTURE

- 1.3.1 Objectives
- 1.3.2 Introduction
- 1.3.3 Headline
- 1.3.4 Headline techniques
- 1.3.5 Kinds of Headlines
- 1.3.6 Headline purpose
- 1.3.7 Headline style
- 1.3.8 Lead
- 1.3.9 Functions of the Lead
- 1.3.10 Types of the lead
- 1.3.11 Lead Body and Paragraphing
- 1.3.12 Summary
- 1.3.13 Glossary
- 1.3.14 Self Assessment Questions
- 1.3.15 References
- 1.3.16 Suggested Readings

1.3.1 OBJECTIVES

After reading this lesson you should be able to:

- Understand what a headline is.
- Know about headline style
- Describe the headline purpose
- Discuss the kinds of headlines
- Know about lead and its importance
- Know about the functions of lead
- Discuss the types of lead
- Describe the lead body and paragraphing

1.3.2 INTRODUCTION

A headline, in its most elementary form, can be described as the title of a news report set in bold letters and in a much larger size than the text of the article. But this is far too simple definition. A good headline is one that in less than a dozen words & summarizes what a journalist has said. Headline writing is a

craft, and like any other craft it needs to be learnt by putting in a lot of effort and hardwork.

This lesson also familiarizes you with headline purpose, headline style, kinds of headline. Newspapers have produced their own headline vocabulary of special subject. Headline forms constantly come and go. Regardless of the form, the most common headlines are easy to read, easy to write and easy to set.

1.3.3 Headline

A headline, in its most elementary form, can be described as the title of a news report set in bold letters and in a much larger size than the article's text. A good headline is one that in less than a dozen words summarizes what a journalist has said. These few words, when set on top of a news report in display type, that is in big letters, work as the reader's guide, compass and index.

Good copy editors spend considerable time in writing headlines. They realize that dead and dull headlines drive readers away from good news reports. They also realize that the best headlines are crafted by hard work through skills learnt in journalism schools and newspaper desks- against deadline pressures. New technology and modernization of newspaper have only added to the pressure. A headline writer is now expected to write more creative, imaginative, and even commentative headline. He is also expected to think about colour when visualizing a headline.

While these pressures were there in the past, they were limited. The biggest constraint was the availability of display types, that is, the types used to write headline. A newspaper had to work with a small selection of typefaces, often with only one. There was no variation possible as these types were cast in metal and mounted on wooden blocks. There were occasions when a newspaper, in the absence of good quality types, was forced to use worn out typefaces as their availability was limited.

1.3.4 HEADLINE TECHNIQUES

Headline writing is a craft, and like any other craft needs to be learnt through hardwork.

Locate the News point- A headline writer must decide the news point on which a story rests. This is not a very difficult task since 90 per cent of news reports are written in the inverted pyramid format. In this format, a journalist's builds the news lead on the most important point. The remaining news points follow in decreasing order of importance. The headline writer therefore does have to dig very deep to write the headline.

Given below is a lead that was built on news point. The lead highlights a boat tragedy in which 20 people died.

Headline:

20 Feared dead in UP boat mishap

JAUNPUR, (UNI): At least 20 people were found dead after a boat ferrying devotees capsized in river Gomti under Chandwak police circle here this morning.

Decide display

The display of a news report depends on two factors:

1. Importance
2. Length

The first factor is interviewed and depends upon the news assessment skills of headline writer. For example, let us look at a story that reports the death of 36 persons in a bus accident in Ambala. A newspaper published from Ambala would certainly run the report as the lead story of the day since it is a local tragedy. The report, however, may not be the lead story in a newspaper published from New Delhi because there may be other national events that may vie for the lead spot.

However, a newspaper printed from Mumbai will not give the tragedy the same priority as the Ambala or Delhi newspaper did. It will in all probability run it as a single column story.

The Headline writer cannot overlook the length of the story in deciding display. If the Ambala bureau of a Delhi newspaper files only two paragraphs on the bus accident, then the Delhi newspaper cannot give it a multicolumn display. The story will have to be run as a single column since it lacks sufficient depth to be spread across two, three or four columns. The second step therefore in writing a headline is to decide the display- the number of columns across which a story is to be run.

Decide point size and style

The headline point size and style depends on three factors:

1. Column width
2. Design needs
3. Nature of the story

A small point size will be used to write a headline that is to be done in a single column and a large point size for headlines that are to be run across multicolumns. The large point size will be reserved for the lead story. Some times a large point size may be used for a headline written in a single column, especially if the story is run on top of the page. Such decisions are based on the design needs. The type style depends on the nature of the story. A bold type face used for hard news headlines and a light or italic type face will be used for offbeat stories. Based on the importance of the story and the column display, the headline writer will select a point size and style specified by the design editor.

Decide the number of lines

There is one more decision that the headline writer needs to take before writing the headline and that is deciding the numbers of lines.

The numbers of the lines depend on two main factors:

1. Length of the story
2. Design needs

Newspapers generally frown upon a multi lines display for headlines written in three or more columns. This is because double line (deck) headline for a four column story looks too heavy on a page. In the case of five or more columns such a display will look positively ugly. That is why double deck headline is largely used for double column displays. Four decks are used only when the story is very important or the headline is to be used as a design too.

Identify Keywords

The traditional news build around the five 'Ws' and an H. Since the headline cannot use all the six elements- there is not enough space to do so. The 'Ws' so chosen are called keywords.

Let us identify keywords in the following lead:

LUCKNOW (IANS): It sounds unbelievable, but hundreds of men in Uttar Pradesh have been literally buying brides for just Rs 5,000. And the men of Jalaun district of southern Uttar Pradesh do not have to go farther than Nagpur in Maharashtra, where poverty- stricken parents happily hand over their daughters for a price.

The five Ws and H in the above lead are:

Who: UP's men

What: Buying brides

Where: Nagpur

How: By paying Rs 5,000

When: Continuing Process

Why: Easy

The keywords for this story therefore are:

UP's men

Buying brides

Nagpur

By paying Rs 5,000

Continuing process

Easy

Polish the headline

The first priority after writing the rough headline should be to correct the syntax or the sentence structure. In this headline, the price of the brides comes in the end; it should be moved forward and brought next to the noun brides.

UP's men buying brides for Rs 5,000 from Nagpur

The noun man is too vague. It should be turned into a concrete noun. Since the story is about marriages for a price, the word 'men' can be substituted with 'grooms' or 'bachelors'.

UP's grooms buy brides for Rs 5,000 from Nagpur

1.3.5 KINDS OF HEADLINES

Newspapers have produced their own headline vocabulary of special subject. Headline forms constantly come and go. Regardless of the form, the most common headlines are easy to read, easy to write and easy to set. Some of the most common headline forms are explained in the following text.

Banner/Streamer

This is a headline that is run across all eight columns on top of the front page. The banner head (fig 5.1) is used for momentous events and is set big and bold letters. If you run a banner head above the flag or nameplate, it is called a skyline. A streamer applies to the widest and biggest multicolumn head on a page, regardless of it is full width.

Local pilot had unique role in Desert Storm

Story and photo by Vance Vasquez

Two years ago, Jan. 17, the United States and other United Nations coalition forces joined together to liberate occupied Kuwait from Iraqi rule.

Operation Desert Storm affected the lives and careers of thousands of military personnel by participating in the first Congressionally-authorized war since World War II.

One such person, Cmdr. Robert E. Noziglia Jr., air-traffic controller and officer of the Kuwait Air Force, had a unique role in Desert Storm.

Noziglia was interviewed by Ambassador Edward W. Genth, Jr., the U.S. designate for Kuwait, in Washington D.C. Sept. 15, 1990. He was selected to head the reconstruction of the Kuwait Air Force.

A Kuwait 747 airliner, was used to transport 86 contract technicians along with their supplies to Khafji, Saudi Arabia. They departed from Andrews Air Force Base, Md., and arrived in Saudi Arabia, Sept. 16, 1990.

"The technicians were both retired Navy and Marine Corps personnel with a lot of experience," said Noziglia.

When Iraq invaded Kuwait and overwhelmed the small country, only a small portion of the Kuwait Air Force was able to escape into Saudi Arabia. A total of 18 A-4KU and two TA-4KU attack aircraft along with 15 F-1 Mirage fighters and three L119-30 (C-130) transport aircraft were saved.

The Kuwait Air Force arrived with no support facilities available; no equipment, tools or aircraft log books, which were left behind in Kuwait.

"The aircraft was unique since no other country operated A-4KU," Noziglia said. "We were able to assemble new log books from information obtained from the United States," said Noziglia.

After the technicians arrived 34 days later, the A-4KU's were moved from Khafji to Dhahran, Saudi Arabia. The A-4KU's were stationed far away from Iraq to avoid any possible airstrikes before the United Nations mandate for Iraq to leave Kuwait was ordered. The Kuwait Air Force was integrated with The Royal Saudi Air Force (RSAF) under a single command.

The coalition forces of France, Qatar and Kuwait operated the F-1 Mirage.

(Continued on page 5)

Figure: Banner head.

Label headline

A headline that lacks a verb is referred to as a label headline. In Such a headline the subject does not convey the action taken by him. Instead it limits itself to the subject only. Generally, label headlines are used for reports where the headline writer is constrained for space like in the front-page brief or city brief. These headlines are incomplete and they evoke scorn when used with hard news reports.

Label headlines are also found in advertisement supplements published to promote companies or commercial activities.

City Notes
KMN discussion The kerala Management Association (KMA) is organizing a panel discussion on express highway project at 4.15p.m on September 24 at the Avenue Centre,

Fig: Label headline written for news reports used in city brief

Descriptive headline

Headlines that speak the loudest are descriptive headlines, and the newspaper that should be credited for pioneering this genre of headline writing in India is Asian age. Initially, descriptive headline bred skepticism, but gradually most newspaper started switching to the descriptive format. These go beyond the simple noun and verb; they capture the essence of the stories graphically.

Headlines for multiple-point leads

All stories are built around a single point. There are several events, such as sensational kidnappings or terror killings, which need a more comprehensive coverage especially if they happen to be running stories.

The headline writers, of course, have the option to select the news point which in their opinion is the most important, and build a headline around it. But in doing so they may ignore several equally important and competing points.

Procedure to be followed

The following procedure needs to be adopted while writing the headline for multiple-point story:

1. Select the most important point.
2. Write the main headline on this point.
3. Select the second most important point.
4. Use a strap line to convey this point.

Commentative Headline

A recent trend in headline writing in India is the injection of comments in headlines. This is largely a result of interpretative reporting that is increasingly becoming a part of Indian newspaper. These reports analyse the implications of the news development or look behind the scenes in an effort to provide something extra to their readers. The liberal use of comments in these news reports has now started reflecting in headlines too.

Sidebars

Sidebars are related stories run along with the main story. They are generally short and highlight a related point. Sidebars are usually placed in the belly of the main story so as to establish the connection with the main story. The headline of the sidebar therefore has to be written in a slightly different manner. First, the sidebar is short; therefore headline should be written in one or two decks in a small point size. Second, need not mention the subject of the story since it is already stated in the headline of the main story.

Question headline

Question headline are not favored in several newsrooms. The common refrain is that they leave a reader guessing. This is not what newspapers want. They would like the reader to grasp the meaning of each headline clearly. But this does not mean that question headline should not be used. They have several virtues that cannot be overlooked eg.

Is Venkaiah Naidu on his way out?

Who will be no 2?

Number headlines

Numerals perform two major functions in a headline. The first is purely functional; the second is creative. The functional role is easy to define. It comes from the fact that numbers are used as adjectives in a headline. They inform the readers about the number of deaths, the losses incurred by a company, the number of cars sold in a year, the amount of money spent by ministers on foreign jaunts, etc.

The creative role springs from the interpretation of numbers. A simple number may be given a new life or spin by relating it creatively to an issue.

The following are some important points that must be kept in mind while using numbers in headline.

Numbers as Numerals

Numbers should be used as numerals in headline since this saves space.

Use: 25 killed in Delhi Accident.

Avoid: Twenty-five killed in Delhi Accident.

Numbers as words

Numbers running into five digits and above should be used in words.

Use: Mumbai gets Rs 25 crore grant.

Avoid: Mumbai gets Rs 5,000,000,000 grant.

1.3.6 Purpose of Headline

The modern trend in headlines is towards simplicity. Most newspapers now use heads that say what has to be said in a minimum words. A good headline conveys the news in a story and the significance and meaning behind the story. It does not contain misleading suggestions and it does not leave false impressions. Headlines have traditionally performed five major purposes and they will continue to do so in the future.

Index the News

The three news elements that arrest eye movement on a newspaper page are photographs, graphics and headlines. Of these, photographs and graphics tell a story visually while headlines tell a story in words. The number of words used to relate the story may be few but when taken together they work as a valuable index. They guide readers to stories of their interest, add to their reading pleasure and help them save time as they flip through different pages.

Establish News value

Headlines help readers judge the relative importance of news report. This is not easily achieved because the reader has no formal training in gauging the true import of stories merely by looking at headlines. Much depends on the consistency of the headline writers in developing this awareness.

Relative importance of a story

This is not an easy yardstick. Even the most experienced newsmen get confused when judging the relative importance of news stories. This is because a news report may qualify for a multicolumn display based on its importance and length, but it may still be run as a deep single column because the other stories are far more important and need better display.

Depict the mood of story

Headlines reflect emotions such as anger, joy sadness by using appropriate adjective or adverbs.

Provide typographical relief

Headlines constitute an important visual tool in brightening the newspaper. They provide typographical relief and make the page look lively and more attractive, sometimes even without photograph. That is why editors, and now designers, take so much pain in identifying the typeface for headline. The stress is on choosing a font that adds both weight and character to a newspaper and makes it visually more appealing. Headlines are also used to provide contrast on the page.

1.3.7 Headline style

There are several ways in which you can display headlines. For style variation, your headlines can be set in all-caps, caps and lowercase or downstyle. These methods are covered in the following text.

Downstyle

It is the system of capitalization where the first letter of a headline, the first letter of proper nouns and acronyms are in capital letters (fig.5.3). This is the most popular form of headline writing practiced in India. In contrast, some newspapers today have started using the first letter of every word in capitals. No specific term is used for this style of headline writing. But this is not considered a healthy practice since capital letters use more space. Headline can also be set in an all-capital format.

**Govt wants quota in
Pvt sector: PM
'But firms must do it
voluntarily'**
Mumbai: It is now official. Jobs will
be reserved for the backward castes
in the private sector, prime minister
Man Mohan Singh announced here
on Wednesday. He appealed to India
Inc to voluntarily reserve jobs for
these castes.

All-caps heads

The all-capital letter headline style is almost gone. All-caps heads, while they are easier to write than others, are the most difficult to read to test this premise, read the following paragraph:

AS THIS PARAGRAPH DEMONSTRATES, THE ALL-CAPITAL SETTING IS NEITHER EFFICIENT FOR THE READER, NOR PLEASING TO THE EYE. WILLIAM RANDOLPH HEARST USED TO HAVE KEY GRAPHS IN HIS EDITORIALS SET ALL-CAPS. INSTEAD OF MAKING THE POINT EMPHATICALLY, AS HE INTENDED, SUCH SETTING ACTUALLY CUT DOWN THE READERSHIP AND ITS IMPACT.

Even the most patient, attentive and skilled reader will be blinded and confused after reading such a paragraph.

Caps and lowercase head

A widely used headline style is the uppercase and lowercase head. In this headline style, all words, other than articles, conjunctions, and prepositions of fewer than four (and sometimes five) letters, are set with the first letter in caps and the others in lowercase.

Standing heads

These are headlines that are not changing every day. They are used for regular items like weather, city diary, etc. and are also known as stet heads.



From the Diary...

Fig: A standing or stet head 'From the diary....' used in the Hindu

1.3.8 LEAD

It would be difficult to overstate the importance of the opening paragraph or lead. Always this lead remains the primary concern of the newspaper writer. In any form of writing the writer tries to put his best foot forward. Lead is used in the case of developing stories for updating the top, as necessary, in the light of fresh facts as they become available. The lead also tells the readers about the central idea of the feature and its boundaries or limitations. There are various ways to classify lead depending on different criteria.

This lesson also familiarizes you the body is the detailed portion of a news story that develops and explains the facts outlined in the lead. Here again, the importance of a neatly tailored lead cannot be ignored.

LEAD AND ITS IMPORTANCE

It would be difficult to overstate the importance of the opening paragraph or lead. Always this lead remains the primary concern of the newspaper writer. In any form of writing the writer tries to put his best foot forward.

In journalistic writing, this first stride has unique importance.

Because the present-day reader resembles the man who runs and reads, present-day newspapers seek to facilitate his getting of information quickly. The main facts of a news story are mentioned in its first lead paragraph. Read any leading newspaper today and you will find that by glancing at the headlines and through each lead you get, substantially, all the important news, although you may miss many interesting details.

This convention requires that in the lead the reporter answers the questions which would occur to any normal person when confronted with the announcement of an event. These questions, called the five W's are:

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

Suppose the news story concerns a fire. In writing his lead the reporter would answer the question, What? "Fire broke out," he would write. He would answer the question, Who? And Where? By telling whose premises were burned and giving their location. He would answer When? by telling the time the fire broke out and how long it lasted Why? In this case the cause, the inevitable carelessly tossed cigarette butt. Our reporter can answer the How? In his store in several ways-by describing the type of fire, "flame fanned by a stiff breeze," or by answering How much? Here he would estimate the probable financial loss and find out to what extent the premises had been covered by insurance.

This simple illustration shows us some of the things which a good lead is required to do. It summarizes the story for the reader. It identifies the persons concerned. In this case it gives the full name of the owner of the premises and the address of his property. It gives the reader the latest available information-in this case probably the extent of the damage. Yet so far it has neglected another very important function of the lead. It has failed so far to stress the story's "feature".

1.3.9 FUNCTIONS OF LEAD

Lead is used in the case of developing stories for updating the top, as necessary, in the light of fresh facts as they become available. The lead also tells the readers about the central idea of the feature and its boundaries or limitations. Its main function is to put the reader in a receptive mood. The lead in the feature may be simple or direct, and need not be in a style which is followed in reporting news. The introduction may be made interesting either by inserting interesting material, or by presenting the material in an interesting form. For this purpose, one may use anecdote, dialogue, interesting conversation, striking or startling statement, but all this should be connected with the feature and must have some bearing on the subject. In any case, an introduction should not be a mere general statement. It should lead directly to the subject, and create a congenial atmosphere for the readers.

The lead is the most difficult part of feature writing, as a good lead may make all the difference. For instance, a lead such as 'Everyone loves dogs' is a bald statement. Instead, one can state 'Because we love dogs' the industry with a turn-over of fifteen million flourishes." Here, the feature writing is plunging straight into the subject. A feature on diseases of dogs may begin with 'diseases among dogs are common in our country. In spite of good care in feeding, they

get diseases!’ A more effective lead may be ‘Dogs have a habit no one has ever liked! You feed them well, look after their housing and up-keep, and yet they get diseases and what is still worse, a few of them die of it.’

1.3.10 TYPES OF LEAD

Journalists deal with a very wide range of subjects and every one has his own way of presenting things. Therefore there are innumerable ways of writing lead. Any two reporters doing same the same story will write it differently and explain the variety. There are various ways to classify lead depending on different criteria.

Quotation lead: In direct quotation, lead should be short and eye-catching. In indirect quotation instead of using the speaker’s actual words, the reporter can say what the speaker said in his own words. Credit must be given to speaker in the lead. Compared to direct quotation more information can be given in this variety of lead.

The circumstantial lead: Here we have a beginning which stresses the circumstances under which the story happened. It crops up usefully when the story has a human interest slant.

The digest lead: This lead summarizes clearly and plainly all the principal facts. It remains the simplest in construction and forms a basic part of all lead variations. The typical news item or dispatch starts off with the digest or summary lead.

The direct appeal lead: This form borrows the interest-compelling device of personal letter. It addresses the reader directly or by implication as you and has the effect of making the reader a collaborator in what follows. It often begins with such phrases as “if you have ever thought,” or “If you have ever seen or read”.

The descriptive lead: This form of beginning presents a picture. The reporter may set the stage for the action of his story or he may present in detail one or more of his chief actors. In other words, this can describe the scene or it can describe one or more of the people involved.

The suspended interests lead: This type of lead serves as a stimulator of interests. After the lead, the story usually runs along in chronological form, so that the reader must read to the very end to get the climax. Reporters use this type of lead chiefly for short bits, because on the if used on longer articles, readers would not bother to wade through paragraph after paragraph.

Tabulated lead: Occasionally one runs into a story in which no one fact is prominent. Each fact of interest has about the same value. In such instances, a practice has grown up to tabulate each item in the lead—One, two, three, four.

1.3.11 LEAD BODY AND PARAGRAPHING

The body is the detailed portion of a news story that develops and explains the facts outlined in the lead. Here again, the importance of a neatly tailored lead cannot be ignored. A cumbersome lead is most often followed by a cumbersome body. But when a lead has done its job, it will usually provide an outline for the orderly organization of facts in the body of the story. To some extent the organization of the body is dictated by the material itself—if it is a series of events, for instance. So the writer has to write an orderly, well-organized story and at the same time keep in mind the relative importance of various details.

Guided by the idea of news importance, the writer proceeds through the story by selecting the next most important incident, fact or detail, then the next important, and so on, until he reaches the least important of all. At this point, the writer has reached the apex of the inverted pyramid with material of least value. The writer now knows that the makeup editor can slice one, two or three paragraphs from the bottom of his story without depriving the reader of the story's chief news elements.

Where the fact is unchallengeable, the opening paragraph may give the straight news, bearing the source for mention in the next. The second paragraph can go straight to the next important point of the story, bringing in the source in an easy manner, so that the story keeps moving smoothly.

In the body of the story choice of apt words is essential to ensure precision and better readability. It should take notice of all material points concerning the news event, elaborate or background them where necessary, but should not be burdened with dispensable details.

1.3.12 SUMMARY

A headline, in its most elementary form, can be described as the title of a news report set in bold letters and in a much larger size than the article text. A good headline is one that in less than a dozen words summarizes what a journalist has said in words. These few words, when set on top of a news report in display type, that is big letters, work as the reader's guide, compass and index. Headline writing is a craft, and like any other craft needs to be learnt properly. Newspapers have produced their own headline vocabulary of special subject. Headline forms constantly come and go. Regardless of the form, the most

common headlines are easy to read, easy to write and easy to set. Some of the most common headline forms are explained in the following text.

The modern trend in headlines is toward simplicity. Most newspapers now use heads that say what has to be said in a minimum words. A good headline conveys the news in a story and the significance and meaning behind the story. It does not contain misleading suggestions and it does not leave false impressions. Headlines have traditionally performed five major purpose and they will continue to do so in the future. There are several ways in which you can display headlines. For style variation, your headlines can be set in all-caps, caps and lowercase or down style.

It would be difficult to overstate the importance of the opening paragraph or lead. Always this lead remains the primary concern of the newspaper writer. In any form of writing the writer tries to give his best. Lead is used in the case of developing stories for updating the top, as necessary, in the light of fresh facts as they become available. The lead also tells the readers about the central idea of the feature and its boundaries or limitations. Its main function is to put the reader in a receptive mood. Journalists deal with a very wide range of subjects and every one has his own way of presenting things. Therefore there are innumerable ways of writing lead. The body is the detailed portion of a news story that develops and explains the facts outlined in the lead. Here again, the importance of a neatly tailored lead cannot be overemphasized. A cumbersome lead is most often followed by a cumbersome body. But when a lead has done its job, it will usually provide an outline for the orderly organization of facts in the body of the story.

1.3.13 GLOSSARY

Banner: headline that is run across all eight columns on top of the front page. The banner is used for momentous events and is set in big and bold letters.

Bold typeface: Typeface that is set in a distinguishing bold and black tone.

Deck: A single line of headline type.

Headline width: The number of columns across which a headline runs

Headline weight: The weight of typeface depends on its blackness.

Lead: Introductory sentences or paragraphs of a news story; the big news story of the day.

Paragraph indent: Beginning the first line of paragraph with a white space

Paragraph mark: Signal to a line-caster to begin the line with an indentation.

Quote: Quotation; in newspaper, often means a sentence or paragraphing of a speaker's words.

1.3.14 SELF ASSESSMENT QUESTIONS

1. Describe Headline and Headline technique?
2. Discuss kinds of headlines
3. Write short notes on:
 - Headline Style
 - Headline Purpose
4. Discuss the lead and its importance.
5. Describe the functions of Lead.
6. Discuss types of leads.
7. Write short note on lead body and paragraphing.

1.3.15 REFERENCES

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1.3.16 SUGGESTED READINGS

- | | |
|-----------------------------------|----------------------------------|
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| The Journalism handbook | M.V. Kamath, Sterling Publishers |
| News Writing & Reporting | J.M. Neel & S.S Brown |
| The Professional journalist | John Hohenberg, Oxford IEH Pub |
| | listening company, New Delhi |
| Functions and areas of Journalism | Y.K.D.Souza |
| Headlines and deadlines | Grast & Bernstein |
| Good news bad news | Tharyan |

NEWS GATHERING TECHNIQUES

- 1.4.1 Objectives
- 1.4.2 Introduction
- 1.4.3 News Gathering Techniques
- 1.4.4 Sources of News
- 1.4.5 Press Briefing
- 1.4.6 Press Conference
- 1.4.7 Press release
- 1.4.8 Meet The Press
- 1.4.9 Summary
- 1.4.10 Glossary
- 1.4.11 Self Assessment Questions
- 1.4.12 References
- 1.4.13 Suggested Readings

1.4.1 OBJECTIVES

After reading this lesson you should be able to:

- Understand what a special column is.
- Know about special supplement
- Know about special pullouts
- Discuss the page make-up
- Describe the dummy
- Have a basic idea about special section

1.4.2 INTRODUCTION

This chapter introduces students to various news gathering techniques used by reporters.

1.4.3 NEWS GATHERING TECHNIQUES

Reporting requires a number of techniques that together make news-gathering process. These techniques or method are interrelated and complementary. They are not, however, learned or acquired instantly, rather with time. Only when reporters are able to work comfortably using all these techniques are fully competent in their profession.

1. Stenographic
2. interviewing
3. Observing
4. Investigation

1. Stenographic- The first technique is the stenographic, which requires only listening and note taking. Every skilled reporter, of course, listens and takes notes, but reporting at this level is often cut-and-dried and uninspired. It is however, where you start.

2. Interviewing- The second technique is interviewing or questioning, where not only listens to what people are saying but also asks questions to add to what they have heard. With the ability to ask questions intelligently goes the ability to better select what is important and to weed out what is not important from all the things heard. The reporter at this level gains experience and skill.

3. Observing- The third technique is observing. At this level, reporters add their own powers of observation to more easily learned techniques of listening and questioning. They learn to see and hear so that they can add what they themselves know to facts gathered in other ways. This is a harder skill to learn, a more advanced technique.

4. Investigation- Finally there is investigation. Here the reporter makes use of knowledgeable people and written records as sources. Today written records include computer files- data banks. Reporters must not only be able to access computers records, but know how to draw out the data they want in a usable form.

At this point reporter is not dependent on what people offer in press releases or speeches or what is said during a city council meeting. Reporters who make use of all levels of reporting techniques will listen, question, make their own observations and then seek out additional information by knowing whom to ask or where to find the written records.

In addition, experienced and skillful reporters have learned how to analyze and organize the information they have collected. The truly accomplished reporter makes use of all these techniques and operates at all these levels. The ability to ask questions, to observe and to make use of independent sources provides the basis for accurate and meaningful reporting.

1.4.4 SOURCES OF NEWS

Sources of news are innumerable; if one has a nose for news he can get it while walking on the road or even casually talking to people. The innumerable sources of news can be classified into various categories depending on criteria applied. Similarly there are no fixed sources, however a particular event may be relevant for one kind of story but totally irrelevant for another. Only important and interesting events make news.

A successful reporter/ news writer makes out a number of reliable contacts that feed his/her news. The means through which he/ she get news are known as sources of news. Sources are of two types. Generally first types of sources are available to all the reporters such as public meetings, press conference, seminars, and functions alike. The other type is personal sources. These may or may not be declared publically.

Some of the sources are given below.

Public Sources

- Government department
- Courts
- Hospitals
- Police
- Universities and equivalents
- Trade Unions
- Government Corporations
- Secretariat
- Municipalities
- Defense and security Establishments
- Public Relation Offices
- Political Parties

Private Sources

- Cultural Organization
- Sports Organization
- Hotels
- Stock Exchange
- School and Colleges
- Industrial and business establishments
- Entertainment Industries
- Clubs
- Voluntary Organization

Actually with honesty, accuracy and sense for job one needs to win credibility first then there is no dearth of sources. Having reliable regular news sources is perhaps one most important achievement for success in journalism.

1.4.5 Press Briefing

This chapter aims at introducing you to Press briefing. Usually we do not like these topics because we do not understand the importance or utility of such things in our lives. Keeping this problem and confusion of the students in mind, this lesson has been introduced in your syllabus

This lesson briefly introduces you to the main purpose of oral press briefing that is to support and supplement conventional written publicity material. It is

an opportunity to highlight certain events, and also to clarify the complicated issues to press representative through questions and answers. Press briefing is specially arranged for officially recognized correspondents taking interests in particular subject-field. A news conference or press conference is a [media event](#) in which newsmakers invite journalists to hear them speak and, most often, ask questions. Press conference provides an opportunity to communicate directly with the representatives of the press. They, in turn, present the news in public. The press conference should be held only if the government or the organization has to give out some important news.

This lesson also familiarizes you with the term press release. The press release should contain worthwhile material which has some news value.

ORAL PRESS BRIEFING

Information and publicity personnel in government departments, private sector and public sector, and in other organization constantly feed press with publicity and information material in written form, such as press releases, feature, article, backgrounders, letters to the editor and also advertisement.

The main purpose of oral press briefing is to support and supplement conventional written publicity material. It is an opportunity to highlight certain events, and also to clarify the complicated issues to press representative through questions and answers. Sometimes better results are achieved by face to face discussion with the correspondents, rather than giving information to them through written publicity material. For the best results, out of the oral briefing, it is necessary that these should be organized in methodical manner. Oral briefing is of different types.

Special Press Briefing

Press briefing is specially arranged for officially recognized correspondents taking interests in particular subject-field. The purpose is to explain the background of a happening, not necessarily for its being used as a news story. In these briefing, all accredited correspondents are not invited. These briefings are in form of special briefings on particular subjects.

Besides the ministers and secretaries, these briefings are also organized by senior officials for giving detailed information. The officials should not be much reluctant in replying to inconvenient questions as that will defeat the very purpose of such briefing.

Separate press briefing are sometimes conducted for foreign correspondents on important aspects of national development, since foreign correspondents may not be interested in minute details or subjects which are of interests to Indian correspondents.

1.4.6 PRESS CONFERENCE

A news conference or press conference is a [media event](#) in which newsmakers invite journalists to hear them speak and, most often, ask questions. Press conference provides an opportunity to communicate directly with the representatives of the press. They, in turn, present the news in public.

The press conference should be held only if the government or the organization has to give out some important news. It is wrong to hold a press conference when there is no worthwhile news to give. The invitation for press conference is marked to the reporter who deals with the subject. If the press conference is important and the reporter thinks that he would need some help, then somebody else is also asked to accompany him. Sometimes even editors attend press conference.

Before going to the press conference a reporter should do his 'home work'. He should prepare himself for the event and read as much possible on the subject. He should look for the questions which can yield news from the one who is to address the press conference.

Maximum reporters prepare a list of possible questions and actually write out the language in which to ask. The more confident ones normally have the subjects in mind and phrase their questions when the opportunity comes. But a reporter can also do his homework and there is no harm if he writes possible question in advance. It is always better if these questions are written in order of importance. All questions cannot be asked by a reporter. In fact many reporters who do very good copy do not sometimes ask any questions.

The reporter should also try to use his sense of humour while asking questions if a suitable opportunity arises. A reporter should not hesitate to ask relevant questions even if they are uncomfortable for the person addressing the press conference. However, care should be taken to be polite. He must remember that he has come to get news not to quarrel. If behaviour of the person addressing the press conference is not good then the reporters can mention that in the story or can make a separate item.

A reporter should avoid asking long questions. He should be brief even while giving the background. He should remember that he is attending the press conference and not addressing it. For important press conferences it is good to have a tape-recorder.

The press conferences should never be held as a routine affair or for a trivial matter. Press conferences are generally arranged for ministers or secretaries. For other officers also, press conferences may be arranged on specific subjects if they are authorized to communicate with the press. In the case of public sector and private sector organisation, senior officers may hold press conference on specific subjects.

Official invitees to the press conference should be reduced to the minimum. Public relation officer should be present at the time of press conference. Invitations for the press conference are sent well in advance indicating the date, day, time, subject and venue of conference.

The press conference should be held at a centrally located and easily accessible place. There should be adequate space for the correspondents, and availability of all necessary facilities such as mike, light point and desk should be provided. The press conference should be held, in case of an urgent matter, in the conference room of business house or organization. The duration of the press conference is, generally, from thirty minutes to one hour. It is better to serve refreshments at the end of the conference at a separate counter.

The arrangement for the press conference should be well thought out. The transport may be provided both ways, if the press conference is held at some distant or out of the way place. Give equal treatment to all newspaper representatives. The publicist should treat them on equal basis.

1.4.7 PRESS RELEASE

A news release, media release, press release or press statement is a written or recorded [communication](#) directed at members of the [news media](#) for the purpose of announcing something claimed as having [news](#) value. Typically, it is [mailed](#), [faxed](#), or [e-mailed](#) to assigned [editors](#) of various [newspapers](#) and other media. Commercial press-release distribution services are also used to distribute news releases. Sometimes news releases are sent for the purpose of announcing [news conferences](#).

A press release is different from a news article. The term press release is generally used for releases covering news. The press release should contain worthwhile material which has some news value. It will not only mean unnecessary expenditure but will also damage the reputation of the concerned publicity/Information Department if the release is based on a trivial matter.

A press release should be written in journalistic style. It should provide facts or information of interest to the readers and should attempt to cover all aspects of a specific subject. There should not be any loose end. The release should not be generally lengthy, It should be concise and to the point. It has not much scope for subsidiary or background material. The release should be a piece of clear writing without any ambiguity, without any effort towards colour or ornamentation. The drafting should be done in a manner that if the last paragraphs are deleted by the newspaper, no damage is done to the news story in the press release.

The introduction or lead should be in a summary format as we have in a news story. The relative values of the various ingredients of the subject in the press

release are weighed and evaluated and the most pertinent portion of them is included in the lead.

The release should have a consistent format. Generally, the name of the organization from where the release emanates, is given on the top. The date and place are indicated on the top right side. The release should have a title and a sub-title also, if necessary, it should have a suitable introductory paragraph. In the case of government are mainly of four types—***Press Communiqués, Press Notes, Hand-outs, and Unofficial Hand-outs.***

Press Communiqués- The press communiqués are issued when some important government decisions or announcements are made, such as cabinet appointments, conclusion of the foreign dignitaries' visit, international agreements, etc. The press communiqué is formal in character. It carries the name of the Ministry or Department and place and date at the bottom left hand corner of the press release. Generally, the press is expected to reduce the press communiqué without any substantial change. No heading or sub-heading is given.

Press Note- The second category of press release is press notes. The press notes are less formal in character. These are also issued on important official matters, e.g. raising, or lowering of tariff rates, etc. The press note also carries the name of the Ministry or Department and place and date at the bottom left-hand corner.

Heading or sub-headings are given in press notes. Unlike the press communicate, the newspaper can edit or condense the press note. Both the press communicate and the press note are the responsibility of the government department and not that of the press Information Bureau (PIB), the Central government agency which deals with the press on behalf of the State Directorates of public Relations/Information, which deal with the State government departments.

Hand-outs The third category of press release is hand-out. The hand-outs are issued on a variety of subjects like the day to day activities of the ministry or departments, VIP speeches, questions and answers in Parliament, etc. The hand-out is a less formal type of release and not issued under the government's formal authority. It covers the name of the PIB or other releasing agency on the top without any mention of the ministry or department to which the release pertains.

One of the important common categories of hand-outs relates to speeches of ministers or other high officials. Hand-outs are issued only when the speech is

related to the government activity. No official hand-out is issued, if the minister has spoken in his personal capacity as a member of a political organization. The place and date are indicated on top at right-hand side.

The speech, when released to the press in the form of a hand-out, is summarized and properly edited. Formal introductory and concluding remarks are omitted and redundant and repetitive material taken out. Proper title and sub-title are given. The important aspect or aspects, which are to be stressed, are included in the introductory paragraph or in the lead. The full text of the speech is not released unless the subject is of very great importance.

Unofficial Hand-outs Un-official hand-outs are issued on subject where the government would not like to assume official responsibility in the matter, but feels that there may be a positive advantage in making the information public unofficially. These hand-outs are supplements to oral briefings. These are given across the table to press correspondents and no general release is made. The unofficial hand-outs would not have the imprint of the PIB or other releasing agency. The date and place are indicated at the bottom left-hand corner.

1.4.8 MEET THE PRESS

It is different from press conference or press briefing in several respects. The latter is organized by the ministries, departments, business houses and other institutions to project their activities. All arrangements for press conferences such as issue of invitations, background material, decision in regard to the venue, timings, subject, etc. are made by the organization concerned.

In 'Meet the Press' programme, however, it is the other way round, i.e., the press clubs or press associations or press organizations invite the VIP to meet them. All arrangements for such 'Meet' are done by the press organizations. In such meeting, there is no fixed subject and no background material is given. The arrangements, such as refreshments, etc. are all made by the press organization itself which is inviting the VIP to meet them.

1.4.9 SUMMARY

The main purpose of oral press briefing is to support and supplement conventional written publicity material. It is an opportunity to highlight certain events, and also to clarify the complicated issues to press representative through questions and answers. A news conference or press conference is a [media event](#) in which newsmakers invite journalists to hear them speak and, most often, ask questions. Press conference provides an opportunity to communicate directly with the representatives of the press. They, in turn, present the news in public. The arrangement for the press conference should be well thought out.

The term press release is generally used for releasing covering news. The press release should contain worthwhile material which has some news value. It will not only mean unnecessary expenditure but will also damage the reputation of the concerned publicity/Information Department if the release is based on a trivial matter. The release should have a consistent format. Generally, the name of the organization from where the release emanates, is given on the top. The date and place are indicated on the top right side. The release should have a title and a sub-title also, if necessary, it should have a suitable introductory paragraph. In the case of government press release are mainly of four types—***Press Communiqués, Press Notes, Hand-outs, and Unofficial Hand-outs.***

1.4.10 GLOSSARY

Press release-Publicity handout, or a story given to the news media for publication.

Releases- A press note or a handout; to okay for publication.

1.4.11 SELF ASSESSMENT QUESTIONS

1. Describe Oral press briefing.
2. Discuss Press Conference.
3. Write short notes on:
 - a. Press releases
 - b. Press Note
 - c. Handout
 - d. Meet the press

1.4.12 REFERENCES

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1.4.13 SUGGESTED READIND

The Journalism handbook
News Writing & Reporting

M.V. Kamath, Sterling Publishers
J.M. Neel & S.S Brown

M.A. (JMC) PART-I

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PAPER-II

The Professional journalist

John Hohenberg, Oxford IEH Pub
listening company, New DelhiHeadlines and deadlines
SancharGrast & Bernstein
Ed. Harjinder Walia, Bhupinder Batra,
Sanchar Publishers Patiala.

Specialized News Beats

- 1.5.1 Objectives
- 1.5.2 Introduction
- 1.5.3 Political News
- 1.5.4 Crime News
- 1.5.5 Courtroom Stories
- 1.5.6 Sports Stories
- 1.5.7 Business News
- 1.5.8 Education News
- 1.5.9 Agriculture Reporting
- 1.5.10 Rural Development Reporting
- 1.5.11 Science Reporting
- 1.5.12 Health Reporting
- 1.5.13 Environment Reporting
- 1.5.14 Summary
- 1.5.15 Questions
- 1.5.16 Suggested Readings

1.5.1 Objectives

To understand various News Beats and its reporting techniques

1.5.2 Introduction

Reporters play an important role for any media organization as they work in the field to collect the information and facts about anything happening in our milieu for news. They are playing tremendous role in the process of good and productive journalism. Reports are being collected through visits, conferences, interviews, phone calls, emails, personal relations etc. Reporter is a journalist who finds things out rather than one, who merely processes, polishes and presents the works of others. Reporters may be specialist, staff or freelancer, and they may bring in their own stories or be sent out by the news desk to cover a particular event. Their role is essential to discover and verify fresh information about topical and newsworthy events, to turn such information into stories appropriate to their news organization's outlets. The competency, accuracy, objectivity and courage of a reporter plays significant role in media output, that further affects the public opinion.

“Beat is a subject matter or geographical area that a reporter might be assigned to cover” (Oxford dictionary). Beat reporter must be a capable, honest, sincere, objective, passionate and dedicated personality towards work.

1.5.3 Political News

Political news beat is one among the major beats of reporting. Political news is an important aspect of any democracy in the world. Political reporters in a democracy have one central mission; to provide citizens with the information they need to make an informed choice between the candidates for elective office. Political reporters are assigned to collect political information, its verification, analysis and interpretation. Most of the space in print, electronic and even social media is being captured by political activities and discourses.

Every media house gives more emphasis on political news than any other news genres. Every media organization demands a quality of political reporting to satisfy the audience. Numerous techniques are being used by the media firms to get the political scoops and breaking news. Political rallies, campaigns, press conferences, press notes and interviews are major sources of political news that are being used to get the facts by reporters of political beat. Politics is a game of power and politicians use fair and unfair means to capture the masses attentions to get their desired goals. Furthermore, the duty of any political reporter is to expose those unfair means and to inform the public about the positive sides of politics.

India is largest democratic and second most populous country in the world. It has become more important for the countries like India to maintain its democratic values alive through fair and unbiased political reporting. Large amount of things are taking place behind the scene in politics which are beyond the expectations of general public i.e. image building, lobbying, disinformation, hatching conspiracies etc. It is Political reporter's duty to visualize these things among the public. Political beat reporting includes all national and state political parties and their leaders, elections and rallies, campaigns, manifestoes, government actions, policies, state assemblies, parliament, etc. This genre of reporting can be covered by a single or multiple reporters as per requirement and qualitative politics reporting demands following qualities:

- a) Reporter of political news beat must be a senior and experienced one.
- b) He must be glued with qualities like strong, sharp, intelligent, innovative, objective and active minded personality.
- c) He must have great insights of the politics.
- d) He should have good contacts with politicians, experts, workers and in parliament as well.
- e) He should have a strong political historic sense.
- f) He must have deep knowledge of political structure of state and country.
- g) He should have the courage to expose the malpractice of politics and hypocrisy of political parties.

- h) He must present truthful facts about achievements and failures of politics.
- i) He should have instinctive perception of ground reality of politics.
- j) Reporter must be a good listener, good memory, polite, calm and hardworking.
- k) He must keep his political views or opinions to himself with unbreakable resistance.

1.5.4 Crime News

Crime is everywhere. It has become a part of daily life and its fourth estate's duty is to get its audience aware and alert about the crimes in their surroundings. Now, Crimes have become common thing in the society and media cannot neglect them. Special beats are assigned to reporters who have interest and better knowledge of the field. It is a highly responsible and specialized task for a reporter. The reporter must have great knowledge of various IPC (Indian Penal Code) and CRPC (The code of Criminal Procedure) sections of criminal offences. Unethical crime reporting can hurt the credibility of press among the audience so it becomes necessary for crime reporters to analyze the crime reports carefully and study deeply from all aspects. Crime Reporters must get information whether concerned authorities have responded in proper time or not. There are many types of crime news such as Robbery, Murder, Accidents, fires, fraud, rape, kidnapping etc. For proficient reporting of these crimes, a crime reporter must have following qualities.

- a) He should be a strong personality with good observation of things.
- b) He should be brave enough to see the hard situations i.e. Murders, rapes etc.
- c) He should have better communication skills and consciousness of right and wrong.
- d) He should have good knowledge of different criminal laws.
- e) He must not unnecessarily invade the privacy of victims in any crime.
- f) He should have good contacts with police officers, crime branches, intelligence bureau and even other administrators as well.
- g) As much as possible crime beat reporter should collect facts by own. He must not only rely upon the police FIR's and other secondary sources.

1.5.5 Courtroom Stories

Courtrooms are one among the major sources of information. Media organizations are kept a watch on all major court proceedings but, they cannot publish all hearings or proceedings of the courts. They publish only that courtroom news stories in which their audience is interested. This beat of reporting is also allied to crime beat as criminals also get bails and punishments in courts. Selection of proceeding for news is based on the factors of its uniqueness, prominent personality, important issue, audience interest etc. Supreme Court proceedings related to farmer Protest, Punishment to Sanjay Dutt are examples of courtroom stories. Media firms have mainly focused on Criminal Courts, High Courts or Supreme Court of India. Reporter of this beat converts complex proceedings of the courts in simple and understandable writings for its audience. Some media organizations have their fulltime reporters to cover the courtroom stories but some media organizations send staff correspondents and others to cover these stories as well.

- a) Reporter of this beat must have knowledge of courtroom's complex writings.
- b) He should maintain the peace and respect the sanctity (harmony) of the courts.
- c) He should have contacts with police, lawyers, and other staff in the courts as well.
- d) He must have knowledge of various laws i.e. Contempt of courts.
- e) Court reporters must understand the judicial process of the courts from beginning to end.
- f) He should avoid writing difficult jargons in their stories as audience is not familiar to it.
- g) He must have the ability to understand the official records and avoidance of rumors or grapevine (inaccurate knowledge).
- h) Courtroom reporter must understand the whole hierarchy system of courts, Judges and lawyers.

1.5.6 Sports Stories

Writing Sports stories is an essential responsibility for a reporter who has assigned this beat. Sports news has special space in the newspapers, special programs in electronic media and on social media. Sports reporting is slightly different from other beats of reporting in which reporter enjoys more freedom of expression. Media organizations also use

multiple reporters to cover the variety of sports events.. Reporter of sports beat must have clarity of his beat at local, state, national and international level. Sports beat permits the reporter to include personal views, predictions, expert's comments and independence in stories. Sports beat reporting includes details of scheduled sports events, game plan or strategies, crowd reactions, expert views and predictions, player's fitness and courage etc. He must obey little strategies below mentioned to make public keen about game:

- a) Sports reporter must have knowledge and understanding of the game rules and regulations.
- b) He should have contacts with the players, coaches, game experts and even other staff members.
- c) He should have strong sports historic sense.
- d) He should include game strategies of both teams, key incidents of the events, crowd behaviour, background information (if any) etc. in his reports.
- e) He must have the ability of good judgment and prediction of games.
- f) He should give equal weightage to all sports events.
- g) He should keep a copy of good articles on sports.

1.5.7 Business News

Now-a-days in this global village, business plays a crucial role in every society and has occupied a central space. It has become necessary for the public to have a better knowledge of progress and issues of economy and business. Therefore, media has started paying emphasis and taking these matters seriously. Business reporting beat is serious and should be covered with accountability. Business reporting includes capital market, stock market, gold and other metal prices, Gross domestic product, wholesale and consumer prices, import-exports, industries and agriculture productions, unemployment, tax, wages, labour, budgets etc. All these areas are being covered by a business beat reporter. Government economic policies, foreign investment, export-import can change the climate of economy in a country. RBI, SEBI, FICCI, Other joint trade organizations, corporate and governments are major source of business news. Just not approaching casual reporting but reporter has to present true details in transparent way.

- a) He should have understanding of economy at nano level to macro level.

- b) Business reporter must be in contact of best economists, university experts, researchers etc.
- c) He must keep a watch on government policies constantly.
- d) He should be brave enough to expose the business frauds and scams.
- e) He must carefully report because most of the public invests after watching or reading business reports.
- f) He should have contacts in the government, major industries PROs, CEOs and other executives.
- g) He should have up to date information about various progress and issues of economy or business.

1.5.8 Education News

Education beat is one among the imperative beats as a huge number of people are involved in this field. Education reporter has to report about different schools, colleges, universities activities, education reforms and policies, plans, education impact, education scholarships, research, costs and course duration etc. Education reporter must write fair and accurate education reports because it impacts the masses of a country. Unfair and wrong fact reporting impact can cause distrust and inconvenience among the youth. Education field demands careful and factual reporting. Reporter can be helpful in motivating the students and teachers through their writings.

- a) Reporter must have good insights of education scenario of India and in abroad as well.
- b) He must be aware of various departments of education and their hierarchy.
- c) He should have good contacts with schools, colleges, universities, teachers, students, education departments, researchers and experts of the field.
- d) He must be aware of the ongoing trends and challenges of the field.
- e) He must be aware of education policies.
- f) He should pay attention to his duty as a motivator for the students and teachers.
- g) He must highlight the problems of education sector.

1.5.9 Agriculture Reporting

Agriculture is immense sector of economy and livelihood in India; Large part of India's population is directly associated to this field i.e. India is

largest producer of pulses, milk, jute and on number second in the production of vegetables, wheat, sugarcane, cotton, ground nuts etc. Reporting of this beat includes crops, price and sales, pesticides, laws related to agriculture, agriculture machinery, new inventions, agriculture education and universities, committees and commissions, new policies, future prediction of agriculture sector etc. Special columns are being written in the newspapers, magazines and special agriculture programs are being telecasted and broadcasted through electronic media to make the public aware and to motivate the farmers. Reporter can better serve his audience while keeping following things in mind:

- a) Reporter of this field must have good insights of the different branches of agriculture i.e. agronomy, entomology etc.
- b) He should have good relations with the farmers, students, experts, Ministry of agriculture and other various government and non-government organizations.
- c) He must keep an eye on new trends and developments of agriculture.
- d) He should have the ability to encourage the farmers of the field towards innovative and healthy agriculture.
- e) He must motivate the farmers frequently about variety of crops, its diseases and uses of different techniques to improve the production.
- f) He must aware the farmers of agriculture laws, role of different agriculture organizations
- g) He should consult experts, officials and farmers, when requires to get their views or feedback.

1.5.10 Rural Development Reporting

Development news or reporting plays a key role in building a nation, transforming the society to highly recognized society. Development stories mean news in which any development or under development of any field is highlighted to make the masses aware. Most Population of India lives in the rural areas. There is immense need of improvement in such areas of the country. Reporting of such areas can be helpful in creating awareness, and to improve the living conditions of rural India. Rural area development includes poverty, cast-religion discrimination, social evils, culture, tradition, superstitions, rural area welfare schemes, education system in rural area, roads, rural life etc. Successful stories are being written to motivate the readers and to avoid the mistakes in

future. Reporting of this beat should be done in concern to an overall development of the rural area.

- a) Reporter must have knowledge about local bodies system of state.
- b) He should have good relations with panchayats, block heads, panchayat secretaries, NGO's, voluntary organizations, development agencies, government departments etc.
- c) He must aware of government schemes for rural India.
- d) Reporter should be an unbiased and truthful personality.
- e) He must keep in touch with the rural areas by visiting frequently.
- f) Reporter should encourage and motivate the rural area masses through his write-ups.

1.5.11 Science and Technology Reporting

Who else would like to go back to Stone Age? Simply no one. The reason being we all are living in the world of science and technology. Science and technology have revolutionized our whole system of life i.e. communication, transport, food, living style etc. Presently, technology is used in every sector i.e. computers are installed at railway stations, airports, in banks, schools, colleges, universities, community service centers and more. Technology made communication flow easy and fast. Science and technology reporting demands coverage of science discoveries, new inventions, predictions, advancements of the field, public feedback and demand, its positive and negative impacts over public and environment as well. It became essential for every country to get their public aware of new inventions and developments. Reporters are bridge between scientists and the masses. Reporters need not to have knowledge of science but they need to have the ability to get out the relevant facts which their audience can understand easily. Reporters' duty is to represent important facts accurately in an interesting and informative way for the public. Reporter of this field must have well grounded awareness of science and technology.

- a) He must be a good learner of new things.
- b) He should have good contacts in science laboratories, IT sector, government (ISRO) and non-government companies and field experts.
- c) Reporter must alert him/her from bluffs, blisters and half truths.
- d) He should cross check the facts from multiple sources.
- e) He must be aware of basic Jargons of the field.
- f) He must be a strong, sharp, intelligent, innovative and active minded personality.
- g) He must be a dedicated person towards science and technology.

- h) Reporter must have willingness to know the updates about new developments of the field.
- i) Reporter must write such stories that their readers can easily understand as majority of them have lack of ability to understand the scientific terminology.

1.5.12 Health Reporting

Health is a basic necessity of every citizen of any country. This is the responsibility of this beat reporter to spread awareness to the masses about various diseases, pandemic, new medicine discoveries, new inventions in the health sector, health facilities, cures and remedies of different diseases etc. Role of the health reporting has become crucial at the situations like Covid-19 Pandemic. Shift in the weather witnesses some epidemics in society and it is health reporter's duty to aware the public about such disease and its treatment. Medical language or terms are beyond the understanding of common man so; it's also medical reporter's job to explain these terms and tough language of medical science in a simple and easily understandable manner for the common native of society. Health beat is a sensitive branch of reporting: sensationalized and partially or fully wrong information can cause death among the public. Most of the health reports nowadays provide information about Yoga, meditation, Gym workout, diet plans and exercises with their benefits to human body.

- a) Health reporter should have good links with doctors, pharmaceuticals, scientists etc.
- b) Cross checking of facts highly necessary because this field is directly associated to public health.
- c) Health reporter should be unbiased and trustworthy personality.
- d) He must have good understanding of the health, diseases and their cures.
- e) Health reporter should encourage and motivate public to eat and drink healthy food.
- f) Reporter must consult the medical officials and doctors to clear the doubts of the field to avoid misinterpretation in reporting.
- g) He must do follow up stories to raise the issues of the patients for the awareness of the others.
- h) Health reporter must acknowledge the conflict of interests.

1.5.13 Environment Reporting

Environment reporting is an important part of the journalism as media reports create awareness, motivate and encourage the public to become a safeguard to our environment. Environment reporting includes weather, pollution, research and developments, seasons, plastic, environment friendly works, disaster management, solar energy, natural fuels etc. Environment reporting is a human service reporting. Water pollution, Air pollution, waste materials, chemicals, urban sprawl, decrease in ground water level, global warming are major concerns of environment reporting. Reporters of this field must work as a safeguard of our environment, which can revolutionize the public for the welfare of our environment. Environment reporting must give proper space to the environmentalists.

- a) Environment reporter must have deep understanding about the various aspects and branches of environment.
- b) He should have good relationship with environmentalists, meteorologist and concerned government and non-government departments.
- c) He should keep in touch with national and international reports about the environment.
- d) Environment reporter should encourage and motivate public to do environmental friendly things i.e. tree plantation, no use of plastic, wastage of water etc.
- e) Reporter must report latest environment reports, researches and developments.
- f) Environment reporters must spread timely awareness about the weather conditions for the public.

1.5.14 Summary

Media organizations assign or allocate specific area to reporters to collect the newsworthy information i.e. we have blocks, constituencies, districts, and cities etc. Reporters work in assigned area for reporting. It is not feasible for a single journalist or reporter to collect, verify and analyze all the significant information produced in a specific allocated region.

To make the things simple, systematic and proficient, reporters are assigned different genres or subjects of news for reporting on the basis of their competency, awareness and interest. That subject or genre or topic of news is known as Beat.

1.5.15 QUESTIONS

Write note on
Crime News
Business News
Science Reporting

1.5.16 Suggested Readings

- 1) Journalism: Principles and Practice by Tony Harcup (Sage Publication)
- 2) Mass Communication: Principles and Concepts by Seema Hasan (CBS Publication)
- 3) Handbook of Journalism and Mass Communication by Vir Bala Agarwal & V.S. Gupta.
- 4) Oxford dictionary of media and communication by Denial Chandler & Rod Munday (Oxford University Press.
- 5) Theory and practice of Journalism by B.N Ahuja (Surjeet Publications)

LESSON NO. 1.6

INTERVIEWING: STRUCTURING AND TECHNIQUES

- 1.6.1 Objectives
- 1.6.2 Introduction
- 1.6.3 Interview
- 1.6.4 Types of interview
- 1.6.5 Structure and Techniques
- 1.6.6 Summary
- 1.6.7 Glossary
- 1.6.8 Self Assessment Questions
- 1.6.9 References
- 1.6.10 Suggested Readings

1.6.1 OBJECTIVES

After reading this lesson you should be able to:

- Understand what is meant by Interview.
- Describe the types of interview
- Describe preparation of interview
- Have a basic idea about Interview techniques

1.6.2 INTRODUCTION

Any situation in which a reporter asks someone a question is, in a way, an interview. A dictionary definition describes an interview as a meeting at which a person is asked about his or her views, activities, etc. One the purest forms of the journalistic interview, of course, is the questioning knowledgeable and important people about their opinions. Though interview stories are of many kinds they can be broadly classified into three categories:

News Interview, Group Interview, Personality Interview

Before any interview is conducted, either for a news story or for a feature, the interviewer should fully prepare himself. He should thoroughly know his subject. If necessary, he can dig up material from any library or newspaper office and acquire thorough understanding of the subject. Advanced preparation or homework of the reporter can be in two parts- reading about the

subject concerned and preparing question to be asked. This lesson also familiarizes you with news gathering techniques.

1.6.3 INTERVIEW

Any situation in which a reporter asks someone a question is, in a way, an interview. A dictionary definition describes an interview as a meeting at which a person is asked about his or her views, activities, etc. One the purest forms of the journalistic interview, of course, is the questioning knowledgeable and important people about their opinions. Such people are asked what they think because they have special knowledge, expertise influence or prominence.

Interview has been established as a major technique of getting information in journalism. For preparing news stories and features it is necessary to interview different people. Interviewing people has developed into a fine art.

Interviews ought to be conducted face to face, but that is not always possible. It is also possible to interview people over the telephone, and this is often done when time is short or the person to be interviewed is not close by. Interviews have also been conducted in writing, too, by sending written questions to a person who is not able to meet reporter face to face.

1.6.4 Types of interview

Interviews take different forms and have different purposes. Though interview stories are of many kinds they can be broadly classified into three categories:

1. News Interview
2. Group Interview
3. Personality Interview

News Interview- News interview is intended to give readers experts comment and current in the news, from the persons directly or indirectly connected with the news item. In the case of an accident or any miss happening the news reporter tries to meet as many eye-witnesses as possible to prepare his story. The news item about the announcement of a new motor bike factory gives the details as to who will put up the factory, how much it will cost, where exactly the new plant will be set-up, how many persons will be employed, when the factory will go into production etc. All these are simple facts.

The features based on interviews of different persons would add significantly to the public knowledge and understanding of the subject. The interviews, carried on with different people, will not only illuminate and explain several points but also provide better understanding of the subject by clearing many clouded and puzzled facts.

Group Interview- Group Interview, the reporter gets his information not only from a few persons who are connected with the event, as in the case of an accident, but from several other persons who may not be connected with the event.

Group Interview, the interviewees are selected not for their authority on the subject or topic, but as ordinary citizens whose views are worth reporting. There is no fixed rule as to how many persons are to be interviewed. The story must indicate, as to how extensively the survey was conducted. Also, the same questions, the substantially the same words and in the same manner, should be put to the different respondents. For instance, the desirability or the otherwise of dissolution of state assemblies, constitution of special courts to deal with offences committed during the emergency may be referred to a number of persons and their views obtained. This will yield the opinion of a cross-section of people who are not necessarily experts on the subjects.

Personality Interview- Personality interview is conducted to reveal the personality of a person who is interviewed. It is different from biographical sketch. The biography gives all details as to birth details, number of children, education etc. But it rarely brings out the qualities of a person. Reporter conducts interview of this type in order to write personalities sketches, Light stories explaining what a person likes.

In this type of interview, the interviewer selects a man or woman who is generally a newsworthy personality. For instance, a beggar becoming a millionaire is certainly a newsworthy personality.

This discussion of interviewing is sketchy, but provides something of an overview of the subject. You won't become a skillful interviewer- and ask relevant questions- by reading a book. You will have to get outside the classroom and explore things.

Art of Interview

Whether the interview is for a spot news story or a profile, the key to a successful interview knows what you want to find out. Since the spot interview often is conducted by telephone with busy sources, the reporter has to get to the point quickly. For the profile, there is more time to report. Still the reporter must not waste the subject's time. Also, the reporter must be knowledgeable. A firm grasp of the topic shows the subject that the reporter took time to look into the person and his or her field and interests.

Here are some guidelines for interview.

- Have a good idea of what you want to learn from the source or subject.
- Get to the point quickly.
- Listen for pertinent comments.
- Ask if there is anything important or newsworthy.
- Ask the sources if he or she can come or talk again in case you want further information.

Our first requirement for the profile: It must capture the person. That may seem to be emphasizing the obvious. Yet, many profiles are written about people in

public life- politicians, entertainers, athletes, television, personalities, business leaders- that never get beneath the public personality they have manufactured.

Caution: Never select an exiting or colorful quote only because it is provocative. The quote must compliment the personality being drawn.

1. **Prepare carefully**- Know the subject matter and the person who is to be interviewed
2. From these preparations, **devise a theme** or two as the basis of questions.
3. **Establish a relationship** with the subject that induces him or her to talk.
4. **Listen carefully and watch attentively**. Be alert to what is said and how it is said. Look around at the room or office clues to subject's interests, tastes, personal life.

Art of Interview

Before any interview is conducted, either for a news story or for a feature, the interviewer should fully prepare himself. He should thoroughly know his subject. If necessary, he can dig up material from any library or newspaper office and acquire thorough understanding of the subject.

→ The interviewer not only should know his subject but also have some idea about the person to whom he wants to interview. Since interview is a face to face situation, proximity or relation with the interviewee is absolutely necessary. The interviewer, therefore, should know something about the person, his age, his habit and his interests. Some of the information may be obtained from his host, relations, or friends, or from other sources.

→ The interviewer should go on his desk in a straight forward manner. First of all he should get an appointment with the interviewee either on telephone or by meeting him personally. In all cases give clear indication of the time you would require. The appointment should be fixed keeping in mind the convenience of the interviewee. The same is also true about the venue of the interview. It is better if the interview is conducted at the place where there less disturbance.

→ The interviewer should prepare, in advance, meaningful and intelligent questions which have direct relevance to the news story, feature or article, so that no time is wasted

→ The interviewer should take care not to impose his personality on the person to be interviewed. He should not talk much rather be a good listener. His job is to make the conversation get going by putting specific and relevant questions.

→ In personality interview, the verbal and physical mannerism of the interviewee is also worth reporting. In the news interview, the emphasis is on

what the person says, whereas 'in the personality stories, the manner in which man speaks is also relevant'.

→ The purpose of interview is to reveal the personality, annoy him or the achievements of the interviewee. It is, therefore, necessary not to or hurt his feelings. The interviewer should always win the confidence of the interviewee. Once the interviewer betrays the confidence, he dries up not only that source of information but also other sources.

→ Tape-recorder is used instead of writing details. However, it should be used with the full consent and knowledge of the interviewee.

→ In certain circumstances, the interviewer can show the draft of the story, based on the interview, to the interviewee. The promise to write a clear story makes it easier for the interviewer to get free and frank answers. It also enables him to check errors and avoid misreporting.

For a successful interview, it is necessary to create, at the outset, a relaxed and informal atmosphere. The interviewer should not enter into conversation or discussion, if the interviewee is not in good mood or is not at ease.

Preparation

Advanced preparation or homework of the reporter can be in two parts- reading about the subject concerned and preparing question to be asked.

→ He should check whether any information has been published on the person. He should also find out the environment in which he works or lives

→ It is always better to prepare all the questions and note them down in a logical order. The rest of the questions can be asked as supplementary during interview.

→ Questions should be framed with care. The preparation helps the reporter in many ways. He knows what to ask and has time to think about the best or appropriate way to ask these questions.

→ Depending on the person and time given by him the reporter should introduce the subject and purpose of interview in a few words in the beginning. Let people be comfortable before you begin with your questions.

→ During the interview, if the interviewee goes off the track, the reporter should bring him back to the subject by politely interrupting and asking another question.

→ If a tape recorder is not available or the interviewer objects to its use then after the interview one should note down whatever he remembers besides what has been noted down during the interview.

→ The reporter should also tell the interview that he may like to check certain facts and may ring him up if necessary.

1.6.5 Interviewing: Structuring and Techniques

One skill that all journalists aspire to have in their arsenal is the art of interviewing someone in an adroit manner. While interviewing is not an easy skill to acquire but with a zeal to learn, any reporter can become an expert at conducting interviews. It goes without saying that it takes a lot of preparation and persistent effort to conduct a good interview.

Proper planning before hand and following certain proven techniques is what makes the recipe for an amazing interview. For conducting an interview everyone has their own set of guidelines depending on their focus, medium, and personal preference. Despite individual choices there are certain techniques that get a nod for every journalist which are discussed in the writing further.

Research is the most important and the first step towards preparing for an interview. The only way to come up with good questions is to know everything there is to know about your subject. Now, there are many ways to know about the interviewee, be it Google, social media profiles and other media sources having useful information about the subject. Next step is to contact the person whom one wishes to interview. One must ask when it would be a good time to do the interview and do so in a polite manner. It is always great to use words like 'Please' and 'Thank You' in this context. Scoping out a location for the interview and agreeing it with the interviewee should be done after this.

An interview starts well before you sit down across the table from the other person. So, once the interview is set up, you need to read over your research and come up with at least 10-15 questions. The more specific the questions are, the better it is. Also, it is imperative that the questions are open-ended, hence can not be ended with a simple 'yes' or 'no'. This will make sure that the interviewee is actually talking to you and responding to the questions in an elaborative manner.

Once the questions are ready, make sure to write all your questions down in a notebook, and then practice asking them with a partner. Becoming very familiar with your questions before you go into the interview makes the job easier. While sticking to your question is good, but one should have the sense of awareness to ask any follow up questions if needed during the actual interview. It's also a good practice to end an interview by asking the interviewee, "Any questions for me? Anything you would like to add?" This certainly helps uncover titbits of information that wouldn't have come up otherwise.

It is vital to come well prepared for the interview and you should bring with you a notebook, a pencil, the list of your questions and a recording device. Make sure that you take permission if you plan on recording the interview. Most important thing when you go for the interview is to reach there with plenty of time to spare. There is nothing more unprofessional for a reporter than to reach late for an interview.

Once all is set for the interview, you got to make sure that you take the interview in a well organized and timely manner. There are certain things that you need to take care of during the interview, which are as below:

- Maintain a confident body language.
- Be courteous and kind to the Interviewee.
- Look at the person in the eye while asking questions.
- Let the interview take its natural course.
- Listening with complete attention is must, as each word spoken by the interviewee is important. If you give the impression that you are not listening carefully, it could be insulting.
- Always make sure to ask for explanations when you don't understand anything.
- Take notes of the way the person looked like, the dressing sense, the surroundings or any interesting objects that were there.
- Make sure that the interview is conversational and it shouldn't be like you are just asking questions mechanically to finish the interview.
- Don't be afraid of uncomfortable pauses or silent moments during the interview.

It is vital to take notes during the interview, even if you are recording the same. Do not try to write each word said as it may slow the interview down, it is appropriate to note the highlights. After the interview write all the details that are still fresh in your mind. At home, expand your notes by following up on things you learned in your interview with more research. Circle or highlight quotations that you think will be good for your article. Now you're ready to begin writing the final draft of the interview.

All in all, it can be said that mastering the art of Interviewing is a tough challenge for any journalist but with proper planning beforehand and by following proven techniques during the interview one can become really good at it.

1.6.6 SUMMARY

Interview has been established as a major technique of getting information in journalism. For preparing news stories and features it is necessary to interview different people. Interviewing people has developed into a fine art. Though interview stories are of many kinds they can be broadly classified into three categories:

News Interview, Group Interview, Personality Interview. Before any interview is conducted, either for a news story or for a feature, the interviewer should fully prepare himself. He should thoroughly study his subject. If necessary, he can dig up material from any library or newspaper office and acquire thorough

understanding of the subject. Advanced preparation or homework of the reporter can be in two parts- reading about the subject concerned and preparing question to be asked. Reporting requires a number of techniques that together make up the news-gathering process. These techniques or method are interrelated and complementary. They are not, however, learned or acquired instantly, but instead are usually learned in stage. Only when reporters are able to work comfortably with all these techniques are considered competent in their profession- Stenographic, Interviewing, Observing, Investigation.

1.6.7 GLOSSARY

Blind Interview- One in which the source is quoted but not named.

Brief- Short news paragraph

1.6.8 SELF ASSESSMENT QUESTIONS

1. Describe Interview and its types.
2. Discusses the Interview techniques.
3. Write short note on
 - Interview preparations
 - Interview techniques

1.6.9 References

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1.6.10 Suggested Readings

- | | |
|-----------------------------|--|
| Modern News reporting | Care H.Warren, Harper, New York |
| The Journalism handbook | M.V. Kamath, Sterling Publishers |
| News Writing & Reporting | J.M. Neel & S.S Brown |
| The Professional journalist | John Hohenberg, Oxford IEH Pub
listening company, New Delhi |
| Headlines and deadlines | Grast & Bernstein |
| Good news bad news | Tharyan |

TYPES OF NEWS

- 1.7.1 Objectives
- 1.7.2 Introduction
- 1.7.3 Types of News
- 1.7.4 Investigative Reporting
- 1.7.5 Interpretative Reporting
- 1.7.6 Depth reporting
- 1.7.7 Use of computers by reporters
- 1.7.8 Online Reporting
- 1.7.9 Photo Journalism
- 1.7.10 Special Columns
- 1.7.11 Page Makeup
- 1.7.12 Special Supplement and Special Pullouts
- 1.7.13 Dummy
- 1.7.14 Special Sections
- 1.7.15 Situation Analysis
- 1.7.16 Summary
- 1.7.17 Glossary
- 1.7.18 Questions
- 1.7.19 References
- 1.7.20 Suggested Readings

1.7.1 OBJECTIVES

After reading this lesson you should be able to:

- Describe the types of news
- Discuss depth reporting
- Know about Investigative Reporting
- Know about Interpretative Reporting
- Know use of computers by reporters

1.7.2 INTRODUCTION

This lesson briefly introduces to you the types of news. This lesson also familiarizes you to investigative reporting, interpretative reporting and depth reporting. All stories need some investigation. A reporter should not hesitate to do this for it improves the story and he cannot be taken for a ride by some smart public relation people. Interpretation is required here and there in almost

every story; there are certain stories that are basically the result of interpretation of events, various type of data available from different sources.

1.7.3 TYPES OF NEWS

1. Hard or Straight News

Hard news is an important broad and heterogeneous category of news. A hard news gives factual account of what has happened in a simple, clear and accurate manner. This type of news story never distorts, misrepresents or gives wrong facts. It includes things of interest and importance: news of politics, government, stories about taxes, science, medicine, economy and the business. Hard news also includes stories about conflict death and destruction: house fires and auto accidents, trains and plane wrecks, wars and battles and flood, genocide, assault, murder, rape, robberies, holdups or criminal cases of all kinds. Such stories require a combination of techniques to keep things straight for the reader.

2. Soft News

Soft news does not deal with serious topics or events. Soft news includes stories about arts and entertainment, sports, lifestyles, human interest, and celebrities. There is no serious event triggering the story.

3. Spot News

Spot news is an unexpected, fresh, live, important, and not an event that has been planned for and scheduled. Such news items have immediacy, novelty, etc. as its elements. Spot news if it comes in even a few minutes before press time, and if it is of extreme importance, the whole front page may be hastily re-made. Illustration of such news are earthquake, tragedy, death of some known personality and other natural calamity etc.

4. Subject Matter

News, most of the time is classified on the basis of subjects matter it contains. This type of classifications is:

- Political News
- Commercial News
- Legal News
- Cultural News
- Science News
- Agricultural News
- Social News
- Religion related News
- Literary News
- Defence related News

- Accidents and tragedies
- Crime News
- Sports News
- Environment related News

1.7.4 INVESTIGATIVE REPORTING

All stories need some investigation. A reporter should not hesitate to do this for it improves the story. But if the investigation is on a large scale involving some major government developments, big business or multinational company, some prominent political party or other illegal activities- a lot of preparation and planning is required.

Investigative reporter is basically an investigator who works for people and finds out what is wrong in the system. Efforts in this direction add to the prestige of the newspaper. Things do work as they should work. Investigative reporting now is a major exercise involving a lot of funds and many dangers. Reporters should keep looking for such stories and if they find that investigation is possible and it will be worthwhile to invest the manpower required they should speak about it.

A newspaper that wants to go for investigative reporting on a continuous basis should have a separate team of reporters headed by a senior member of the staff. They should look for possibilities of investigative reporting projects continuously. Major sources of such possibilities are analysis of government reports, newspaper reports, annual reports of various organisation, union officials, and political leaders.

A reporter can investigate into social problems and give a report making his suggestions in the form of a running connection. An investigative reporter is more like a judge and not like a public prosecutor. He should properly analyze the evidence he gets with an open mind. He is not to tilt the evidence in favor of the hypothesis on the basis of which the investigation has been started. Investigative reporting is objective and does not project the report's bias. He should not shut his eyes or ears to anything which does not suit the line of investigation. He must keep his mind open from the stage of conception of investigative story till it is published.

1.7.5 INTERPRETATIVE REPORTING

Interpretation is required here and there in almost every story; there are certain stories that are basically the result of interpretation of events or various type of data available from different sources. Such type of stories is called interpretative stories. In interpretative reporting the reporter needs a strong back-ground of the subject. Reporter should not forget checking all sources of information before writing such a story. If there is any doubt regarding facts it is better not to do a story than to give a wrong interpretation based on half-

facts. A wrong interpretation is worse than no interpretation. This kind of reporting offers a reporter the opportunity to give his opinion in news columns. The interpretative reporter required unambiguous languages, through knowledge of ground realities. That is why only senior and experienced reporters are assigned such works. He should be well versed with the technique of reporting as he has to report something more than what meets the eye. A good reporter is aware of the scope and interpretation of news. He should have clarity of thoughts to comprehend complicated factors. An Interpretative reporter should always have an open mind. He should never try to mould facts to do his story.

1.7.6 DEPTH REPORTING

Depth reporting is the one in which the reporter goes deep into the subject and interprets the facts gathered so that the common reader understands them. It involves some investigation. In brief the effort of the modern reporter is to go deep into the subject and to communicate the information as effectively as possible.

In-depth reporting is needed when complex issues or situations are being discussed and written about. Coverage of in-depth topics may require a greater commitment of resources- as well as greater need for understanding of all sides of the issues. In-depth reporting may take many forms. It may be single page of coverage in the newspaper, or it may be a series of articles published over a period of time.

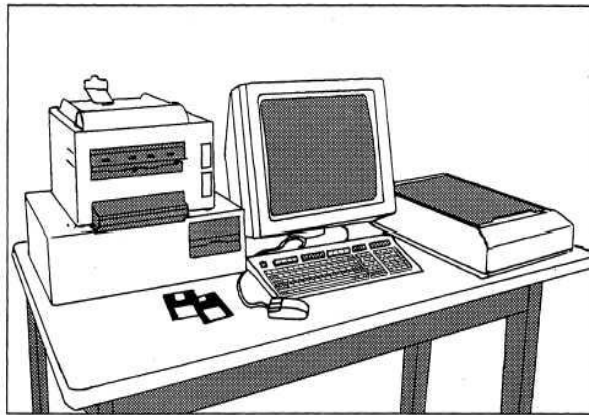
For this interprets the news for benefit of the lay reader, gives background to a situation, and whenever possible plays up a human interest angle to improve readability. A good feature, similarly, should have depth and human interest's elements in it.

1.7.7 USE OF COMPUTERS BY REPORTERS

Using computers to compose pages is not a new concept. For many years, newspaper and magazine publishers have used computers for all facets of page layout and editing. However, the cost of their computer systems and accompanying software was prohibitive, and therefore, limited to national publications or those in relatively large markets. Accordingly, the manufacturers of customized computer publishing systems were hesitant to produce cheaper versions of their products. This changed in 1985 when desktop publishing went mainstream.

Computers have become the foundation of most of the critical functions of the news media- from writing, information gathering, news research, and photography to production and recently, distribution. As the decade passes,

reporters have become part of this new digital reporting age. Moreover, truly portable computers with built-up modems and enough capacity for serious word processing were not yet available. Now reporters regularly use portable computers or PC's at home to write their stories and then send them electronically to the central computer system. The reporters can plan their time more flexibly, spend more time on assignment, and work closer to deadline. An increasing number of reporters now work part-time at home.



1.7.8 ONLINE REPORTING OR DIGITAL REPORTING.

Online reporting is one of the important types of reporting. Online reporting is defined as the reporting of facts produced and distributed via the internet. The growth of the internet and World Wide Web has spawned the newest medium for journalism, online journalism. The bulk of online journalism has been the extension of existing print and broadcast media into the web via web versions of their primary products.

BLOG AND WEB WRITING.(online journals)

THE TERM blog was coined by shortening the terms web log. Blogs and online journals are sites on internet service providers (ISPs) that provide information usually from posts by individuals and now increasingly by groups, institutions, government bodies and multi author blogs (MABS) and so on. These can be on any single topic or on a variety of themes ranging from politics, philosophy, religion, education, travel, food, and many more.

CITIZEN JOURNALISM

Citizen journalism is a sort of journalism which is also known as public, guerilla, participatory, democratic, and street journalism.

According to Mark Waser a freelance journalist; "the idea of citizen journalism is that people without professional journalism training can use the tools of

modern technology and the global distribution of internet to create augment or fact check media on their own or in collaboration with others.”

A new movement finding its ways into newsrooms affects how journalists define and gather news. Proponents call it civic or public journalism. Professor Jay Rosen a leading supporter of public journalism says it is an argument about the proper task of the press and a set of approaches to newsgathering and reporting that are slowly spreading through American journalism.

Supporter's base public journalism on a fundamental concept of democracy espoused by James Madison- that by participating in the governing of themselves, people preserve democracy.

1.7.9 PHOTO JOURNALISM

Photo journalism is also known as pictorial journalism, in which news or other significant facts are reported through photographs. In photo journalism photo journalists are visual reporters. They click photographs on events that make news. They need to be quick and willing to work in difficult situations.

Basics of Still Photography

THE three most basic tools available to us in controlling the exposure are shutter speed, aperture, and ISO. Now we'll discuss about aperture and shutter speed.

What is aperture?

Aperture is a small set of blades in the lens that controls how much light will enter the camera. The blades create an octagonal shape that can be widened or close down to a small hole. It is obvious that if one shoots with aperture wide open then more light is allowed into the camera than if the aperture is closed down to only allow a tiny hole of light to enter the camera.

RELATION BETWEEN APERTURE AND DEPTH OF FIELD

The aperture also controls the depth of field. [Depth of field means how much the picture is sharp, and how much it is blurry.](#) If anyone wants to take a picture of a person and have the background to be blurry, one should use shallow depth of field. If one wants to take a picture of sweeping mountain vista, one should use a small aperture size.

What is shutter speed?

The small curtain in the camera that quickly rolls over the image sensor and allows light to shine on to the imaging sensor for a fraction of second is known as the shutter. The longer time the shutter allows light to shine onto the image sensor the brighter the picture as more light is gathered. A darker picture is produced when the shutter moves very quickly and allows only light to touch the imaging sensor for a tiny fraction of a second.

[The duration that the shutter allows light on to the image sensor is known as shutter speed.](#)

What is focal length?

Focal length is the distance between the Centre of a lens or curved mirror and its focus.

1.7.10 Special Columns

In Standard newspaper each page is divided into 8 columns and sometimes into two sections. The assembling of headline, story and picture is called the page's make-up. Many a times, the publicist, working in business houses or public sector undertakings, is approached by newspapers for advertisements for its commercial supplements brought out on an industry as a whole, in respect of particular firm, understanding on the occasion of anniversary, starting of an industry or of opening of an undertaking. This lesson also familiarizes you with dummy indicating on the layout sheet where each element will be placed (sometimes called dummied or roughing in) may be done as each segment of material is sent to the publisher and also familiarizes you with Special section and analysis.

Some columns are indigenous to the papers which publish the-compiled and written material provided by the paper's own staff--but the most famous and, of course, the most widely read come to the nation's press through syndicates. Columnists play a vital role in shaping our thinking and because of this the role of columnist carries with it a responsibility. The writer can become the voice of his reader

It is interesting to note here that the practice of the syndicates differs fundamentally from that of the news agencies. The agencies have a way of playing up their own credit line and playing down or omitting the name of the writer. The syndicates on the other hand play up the name of the writer and soft pedal that of the syndicate. The reason here is that the syndicates are first and foremost sales organization, and they wish to handle writers with salable bylines.

Types of Columns**(1) The signed editorial column**

Here we find what resembles an editorial in form, but an editorial fixed with the personal element, for it voices the opinions and the ideas which the columnist himself holds and thinks at the time. These paragraphs have frequently an oracular air to them. In many cases they exhibit good writing and sound reasoning. Thousands of readers turn to the signed editorial column for stimulation and for guidance.

(2) The gossip column

Includes what intersect, human beings, like we get excited at the mere mention of gossip. The editors of the country weeklies have long known the potency of this appeal and fill their papers with items about the goings and comings of neighbors and their friends. The metropolitan papers give their sophisticated sheets something of this small-town flavor by printing the gossip columns. Here the reader finds out about the follies of the so-called celebrities whom the knows by name because they have read about them frequently and seen their pictures in the paper.

(3) The standard column

This type of column handles editorial subjects of lesser importance and deals with each in a paragraph or so characteristically it uses a light touch. The standard column is frequently unsigned and may be the work of one individual or the combined output of a staff.

(4) The contributor's column

Here the amateur poets and satirists and inventors of "nifties" do the work and the conductor sits back and draws the pay. Of course the conductor also selects the material. Frequently edits it, and quite as frequently becomes a contributor himself. Everyone seems happy with this arrangement. The amateur feels repaid by having his stuff published and by the publicity which publication gives him.

(5) The jingle column

The jingle column, as its name implies, consists of adventures in rhyme. Widely syndicated journalistic Walt Mason and Edgar Guest who have in their time turned out miles of verses. Readers throughout the country have known them by lines and many have found pleasure and inspiration in their work. Some newspaper verse boasts quality and style. For the most part the subjects chosen for newspaper verse are those which have wide reader appeal such as nature, its trees and flowers; the seasons; infancy, childhood, and adolescence; young love, mother love, the love of home; and kindred human interest topics

1.7.11 PAGE MAKE-UP

In Standard newspaper each page is divided into 8 columns and sometimes into two sections. The assembling of headline, story and picture is called the page's make-up. All type of newspaper, whether standard or tabloid, conservative or sensational, tries to put their front pages. A conservative paper may aim at dignity; the more sensational will go in for a wild scramble of stories and headlines each fighting for the reader's attention.

Some theories of make-up

1. The balanced make-up: In which exhibits in methodical arrangement of the story and pictures, symmetry in its design and a harmony among its styles.

2. The circus make-up: As the name shows this make-up lacks any definite organization. The stories, headings and pictures find themselves jumped up in a diverting typographical hotchpotch with the blatancy of the three ringed show from which it derived its name.

3. The braced make-up: The make-up editor in a braced make-up arranges its material along diagonal lines from one corner of page to the other for example from the lower left hand corner to upper right in such a way as to focus the attention on the story in the upper right hand area where the day's chief story is usually placed.

Basic objectives of make-up could be described:

1. Helping the reader find out what he wants to read with relative ease.
2. Giving an orderly, meaningful pattern to the presentation of the day's news.
3. Making the paper attractive to the reader- an inviting package.
4. Capitalizing on reader habits.
5. Expressing, through headline size and placement, the relative importance of news of that day.

These are the basic ingredients the editor works, with in making decision about make-up. He arranges these basic ingredients. With attention to some contribution to a successful arrangement of these materials: Balance, Contrast, Focal points, Motion. Horizontal display does away with so many of the old rules of make-up, in fact, that it permits editors to place cuts on the page in unorthodox fashion.

The horizontal mode upsets many of the established rules but it does not ignore the principals of good make-up. It does not substitute something else for contrast, but rather enhances it. It does not ignore balance but achieves it with more striking success. It capitalizes on motion to a degree that essentially vertical forms cannot. It archives sharper focus, by dramatic arrangements.

1.7.12 SPECIAL SUPPLEMENT AND SPECIAL PULLOUTS

Many a times, the publicist, working in business houses or public sector undertakings, is approached by newspapers for advertisements for its commercial supplements brought out on an industry as a whole, in respect of some particular firm or understanding on the occasion of anniversary or starting of an industry or of opening of an undertaking. In the case of such supplements, the advertisements are also sought from contractors, merchants

and others concerned with the industry. The reading material in these supplements is generally of not much interest to readers.

Non commercial supplements brought out by the newspapers on occasions, such as Independence Day or republic day, however fall in different category. The publicist may certainly consider release of advertisements for such supplements. These supplements are of two varieties- the one in which the advertisements are secured by the publicist through his own efforts, and the other where the newspaper takes initiative to get advertisements of its own with help from some publicist. In both cases, however, the publicity/ background material, photographs, etc. are to be supplied by the publicist. In this way, the publicist can not only push his publicity material but also, depending on the occasion, request the newspaper to donate a part of the advertisement revenue of the supplement to the welfare fund.

Pull-out is section of a newspaper or magazine that can be extracted easily and read separately.

1.7.13 DUMMY

The dummy Indicating on the layout sheet where each element will be placed (sometimes called dummyming or roughing in) may be done as each segment of material is sent to the publisher. Some publishers will even give you rough proofs of galley type, headlines and art and let you make a paste-up dummy on a layout sheet. Paste-up dummies ensure a high degree of accuracy in page makeup because they give the publisher a better overall picture of what you want. Do not confuse the blueprint paste-up dummy with a paste-up for photo-offset work.

The blueprint for a newspaper is its layout sheets, A paste-up dummy is merely a guide for the publisher; or dummies, on which a detailed plan or sketch shows a paste-up for photo-offset is smooth copy to be the arrangement of art, heads and copy to guide the photographer for printing. Composition in making up the actual pages. The layout is an absolute necessity if you are to avoid the editor's nightmare —finding out the day before publication that you have eight pages of material for a 12-page publication. What is more, if you piece together a publication at the last minute without a layout — throwing in an article here and a picture there — you will come up with a meaningless hodge-podge.

It is a reduced size version of the page. This is conveniently marked off in agate lines on one side, mainly for the benefit of the advertising department, and in column inches on the other. The job of Dummy is to write down certain precise instruction and no more. They should be entered clearly and emphatically so that the make-up man needs only the dummy to proceed to put the page together.

1.7.14 SPECIAL SECTIONS

Special Sections can add significant revenue to publications. Good quality sections improve readership and appeal to new advertisers. They can also make a significant difference in year-end profit picture. The most important consideration when deciding on a new Special Section is the value it has to the advertiser and reader. Building a great special section requires more than just a few articles and some advertisements. It takes great material, preparation, sales training and lots of effort to produce a great special section.

Don't waste your reader's time. Provide information that they find useful. If they are going to spend 5 or 10 minutes of their valuable time to read an article, reward them. Give them something interesting to read.

The most important consideration when deciding on a new Special Section is the value it has to the advertiser and reader. As a publisher, my ideal special section contains 100% advertising and no unpaid space. Unfortunately, readers don't always feel the same way. When they spend time reading a section they want some value for the time they spent with your special section. When reading a Home Improvement section they expect to learn something that will improve their home or make improvements easier and how that will improve their lifestyle. That is the basic method in designing a good quality special section targeted at specific readers.

1.7.15 SITUATION ANALYSIS

A situation analysis is research prepared in documents format to provide the background for media planners to prepare a plan. The very first item in the plan itself should be an analysis of current situation, based on result of research. The situation analysis contains all of the information and data collected about the internal and external environments. Depending on how much research required and has been conducted, and how complicated, the situation analysis can run from one to three more pages. While a problem statement directs the planning effort to a particular set of conditions, the situation analysis provides details about internal and external contexts.

When the situation analysis, present your research findings in a logical and easy to read order. List results of client research, situational research, and audience research, If you have used the suggested outline above, you should have all of the necessary pertinent information you need.

1.7.16 SUMMARY

Every news paper follows its own style. But a few general guidelines, in regard to the style of writing are kept in mind. Types of News- Hard news is an important category of news, a broad and heterogeneous category. A hard news

gives factual account of what has happened in a simple, clear and accurate manner. Soft news does not deal with serious topics or events. This type of news have their effect spread among a number of people. Spot news is is an unexpected, fresh, live, important happening, not an event that has been planned for and scheduled.

All stories need some investigation. A reporter should not hesitate to do this for it improves the story. Interpretation is required almost every story, there are certain stories that are basically the result of interpretation of events, Depth reporting is the one in which the reporter goes deep into the subject and interprets facts thus gathered so that the common reader understands them properly and easily.

In Standard newspaper each page is divided into 8 columns and sometimes into two sections. The assemblage of headline, story and picture is called the page's make-up and into it goes the best thought that the paper can muster. Many a time, the publicist, working in business houses or public sector undertakings, is approached by newspapers for advertisements for its commercial supplements brought out on an industry as a whole, in respect of some particular firm or understanding on the occasion of anniversary or starting of an industry or of opening of an undertaking.

Special Sections can add significant revenue to publications. Good quality sections improve readership and appeal to new advertisers. They can also make a significant difference in year-end profit picture. The most important consideration when deciding on a new Special Section is the value it has to the advertiser and reader. A situation analysis is research prepared in documents format to provide the background for media planners to prepare a plan. The very first item in the plan itself should be analysis of current situation, based on result of research.

1.7.17 GLOSSARY

Caps: abbreviation for capital letters.

Cub: a beginning reporter.

Fake: A falsified story

P.M: An afternoon paper

Straight news: A plain recital of news with no attempt at featuring or fancy writing or embellishment of any kind.

Col. - Abbreviation for Column.

Dummy- Diagram or layout of a news paper or magazine page, showing the positions each story and picture is to have.

Make-up- To take type from a galley and arrange in pages with illustrations; the physical appearance of the paper;

1.7.18 SELF ASSESSMENT QUESTIONS

1. Describe style of news writing?
2. Discuss types of news?
3. Write short notes on:
 - Investigative Reporting
 - Interpretative Reporting
 - Depth reporting
4. Describe Column and its types
5. Discuss page make-up
6. Write short notes on:
 - Special Sections
 - Special Supplements
 - Dummy

1.7.19 References

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- Shrivastava.K.M; News Reporting and Editing (2003): Sterling Publishers Private limited New Delhi.

1.7.20 Suggested Readings

- | | |
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| Modern News reporting | Care H.Warren, Harper, New York |
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| News Writing & Reporting | J.M. Neel & S.S Brown |
| The Professional journalist | John Hohenberg, Oxford IEH Pub
listening company, New Delhi |
| Headlines and deadlines | Grast & Bernstein |
| Good news bad news | Tharyan |

SCOOPS AND SPECIALIZED REPORTING

STRUCTURE

- 1.8.1 Objectives
- 1.8.2 Introduction
- 1.8.3 Specialized Reporting and scoop
- 1.8.4 Weather Reporting
- 1.8.5 Crime Reporting
- 1.8.6 Sports Reporting
- 1.8.7 Accident Reporting
- 1.8.8 Legislature Courts Reporting
- 1.8.9 Economic Reporting
- 1.8.10 Art and Culture Reporting
- 1.8.11 Speech Reporting
- 1.8.12 Science Reporting
- 1.8.13 Development Reporting
- 1.8.14 Riot Reporting
- 1.8.15 Social Issues Reporting
- 1.8.16 War Reporting
- 1.8.17 City Life Reporting
- 1.8.18 Civil and Human Rights
- 1.8.19 Political and Diplomatic Reporting
- 1.8.20 Summary
- 1.8.21 Glossary
- 1.8.22 Self Assessment Questions
- 1.8.23 References
- 1.8.24 Suggested Readings

1.8.1 OBJECTIVES

After reading this lesson you should be able to:

- Understand what is meant by specialized reporting
- Know the Weather Reporting
- Describe the Crime Reporting
- Describe the Sports Reporting
- Have a basic idea about Specialized Reporting

1.8.2 INTRODUCTION

This chapter aims at introducing you to specialized reporting and scoop. Now, terms like specialized reporting and scoops frighten us as students.

This lesson briefly introduces to you the print media. The main job of the crime reporter is to handle reports of violence and property crimes, investigations, detection and arrests. This lesson also familiarizes you with Weather reporting- There are two types of weather stories, the daily forecast and the longer piece for unusual or extreme weather. For sports writer, the important lesson is that good sports writing is good writing. This means getting to the point quickly, stressing human interests, avoid sports jargons and clichés, and giving the reader some insight into the game or the personality being described.

This lesson briefly introduces to you the all accident stories; the names of the dead and injured must be reported. The victims are identified by age, address and occupation. The extent of injuries and the condition of the injured are also given. Reporting the legislature has two, aspects. Even a stenographic account of the day-day proceeding will do for the initiated. In fact, it is necessary in some cases. But the average newspaper reader does not have the time or patience to wade through columns of newsprint containing parliamentary proceedings. It is necessary for the reporter to have some idea of how the courts function and deal with the crime cases and how reporting can be conducted on crime stories. Speeches are a major source of news and every day many news items that appear in the newspaper can be traced back to some speech.

This lesson also familiarizes you now days economic news items are getting more priority as compared to earlier. In many newspapers more than one page is given every day to economic. It is also an important section and should not be ignored. There is lot of scope in these areas. News items related to art and culture depict the entertainment aspect of newspapers.

This lesson briefly introduces to you to the reporting science. This field is becoming more and more important from reporting point of view and many news papers have appointed reporters with a science background for this purpose. Most news is about something that the usual reader can understand because he has learned something about it. Most of the countries of the third world are today witnessing a tremendous upsurge in the developmental activity which should not be ignored by newsmen.

This lesson also familiarizes you the coverage of riot news is shaped by a more general policy. Social issues relating to families and children are affected by past policy decisions, current policies, and their interaction with exogenous factor over time. News of wars became a must for the newspaper, regardless of how far removed from the conflicts they and their readers might be. The basic

importance of war news is responsible for its inseparable association with censorship and propaganda. The great majority of general circulation newspapers- most dailies and practically all weeklies-are local in nature

1.8.3 SPECIALIZED REPORTING AND SCOOPS

Scoop is a story that is the exclusive property of one newspaper, possession of which means a victory. The print media generally speaking depend as never before on the specialists in many news areas. This dependence is limited only by the unwillingness or inability of the owner of media of mass communication to pay for the experts, who should report Weather, sports, crime, accident, agriculture, development, speech, elections, riots and other news specialties.

1.8.4 WEATHER REPORTING

Weather affects us all, people want to know about it daily. What the forecast is and the full story when there is anything out of usual. If it is turning warmer, people will wear lightweight clothing. If rain is forecast, umbrellas and overshoes come out of the closet.

There are two types of weather stories, the daily forecast and the longer piece for unusual or extreme weather. Here are the essentials for both types:

Weather essentials

- Forecast for next 24 hours
 - Long-rang forecast
 - Most recent temperatures and humidity and precipitations
 - Records highs and lows, if any
- When weather is severe, the writer must consider the consequences. The effects are including along with the basics:
- Death, injuries, property damage
 - Amount of precipitations
 - Strength of wind, depth of snowfall and height of drifts
 - Any record set
 - Predicted duration of severe weather
 - Consequence

Traffic- roads, bridges, blocked, accidents

Travel- air, bus, rail, local travel curtailed or stopped

Mail- any delivery or collection changes

Public services- power, water and telephone outages

Business- Crops, tourism affected; business shut down

Schools- closings and changing hours

Aid- declaration of disaster area or aid from government

Writers try to show the consequence of unusual weather by introducing human interests, the effect of weather on people.

1.8.5 CRIME REPORTING

The main job of the crime reporter is to handle reports of violence and property crimes, investigations, detection and arrests. The reporter supplements certain reports with interviews with the officers or their superiors and with those who witnessed the crime or its victims.

Crime Essentials

1. **Casualties:** Anyone killed? How? Anyone injured? How? Was there shooting, fighting? How were the dead disposed of, the injured treated? Were there any well known persons involved?
2. **Nature of crime:** How did they break in? What weapons were carried and used? How did the criminals treat the victims? Was the crime similar to any previous crime?
3. **Property crime:** Value of property lost or damaged. What was stolen or destroyed?
4. **Motive:** Was there a confession? What did the police and other witnesses have to say?
5. **Arrest:** Full identification of arrested men's names, ages, occupations, Crime person is charged with, details of crime, including name and identification of victim, circumstances of arrest, source of information,
6. **Clues:** What clues were left behind at the scene of the crime? What clues did the witnesses provide? What clues are the police investigating?

Beginning reporters sometimes confuse robbery, a violent crime, and burglary, a property crime. The difference is this Robbery is crime against a person. Burglary is a crime against property. Robbery involves taking or attempting to take something of value from a person by force or threat of force or violence. Usually, the value of goods taken is the element chosen for the lead, but when a widely known person is robbed, that is the lead, regardless of the amount taken from the person.

Police are understandably close-mouthed during the investigation of a serious crime, which makes it hard for reporter to obtain material for a story during the detection investigation stage. Sometimes, the police will seek help from the press in locating a suspect and will provide information. Now and then a reporter will learn something the police want to keep confidential. Most police reporters will keep the material under wraps. In the larger cities, the unwritten code is that the reporter may use anything he or she can learn.

Detection Essential

- Progress of investigation
- Suspects
- Additional clues

- Personnel assigned to case
- Summary of crime

Only the most serious crimes are investigated by big city police departments. Generally, the greater the public interests the more likely police are to push an inquiry. The murder of a prominent person or a police officer will be investigated. But in the large cities, the murder of a drug dealer may be closed quickly. There is almost no follow-up investigation of these crimes.

1.8.6 SPORTS REPORTING

For sports writer, the important lesson is that good sports writing is good writing. This means getting to the point quickly, stressing human interests, avoid sports jargon and clichés, and giving the reader some insight into the game or the personality being described. In other words, sports writers follow the principles of good writing.

Many people follow professional sports, many more are fans of local high school and college teams. These fans expect the same quality of reporting and writing the fans of professional terms are given.

Sports story essentials

- The score
- Name of teams, type of sport
- When and where the game took place
- Key incident or play
- Outstanding players
- League
- Scoring
- Effects of game league standings
- Strategy
- Crowd size; behavior
- Statistics
- Injuries
- Winning or losing streaks
- Duration of game
- Record(s) set

The quality of written story depends on the quality of the reporting. The reporter who knows the players well, who keeps up on the strategy coaches' use for different opponents, and who knows the sport he or she is covering, is able to write comparatively an interesting story. When writing for a weekly newspaper or when the game is a few days old before it reaches the newspaper's columns, the lead will emphasize a personality or perhaps the consequences of the home

team's victory or loss- in- injuries for next game, change in standings, changes in starting players.

Imagination is vital to the sports story. There are so many sports, such a multitude of games that after a while the sports pages seem to swim in team names and numbers. Sports is the story of men and women straining mind and body to reach beyond their limits, of unusual people and strange events.

When possible, the sports writer tries to match the drama of the game with his or her account of it. The difference between the fans' observations and the sports story is the knowledge that the sportswriter takes to the game. This insight must be shown in the story. Increasingly, delayed leads are put on sports stories. The first paragraph or two may contain an incident, anecdote, a key play or a strategic move. Then in second or third paragraph, the writer gives the score. Next few paragraphs are devoted to the important points of the game- the scoring, injuries or changing in the standings. If the most fans already know the result of the game, it is a good idea to focus on a key or turning point in the game.

1.8.7 ACCIDENT REPORTING

In all accident stories, the names of the dead and injured must be reported. The victims are identified by age, address and occupation. The extent of injuries and the condition of the injured are also given.

Accident essential

- Name and identification of dead and injured
- Time and location of an accident
- Cause
- Source of information
- Name and identification of drivers and of others in vehicles
- Where dead and injured taken
- Extent of injuries
- Condition of injured
- Funeral arrangement
- Arrests

If the accident merits a longer story because of its severity, add the following

- Damage of vehicles
- Speed, Origin and destination of vehicles
- Unusual weather
- Account of eyewitnesses
- Account of investigating officers

Do not try to fix blame, to give the cause of an accident, or to give information about excessive speed or drinking by a driver unless the information comes

from an official source. For fatal accidents, background about the victim is given, as is information about survivors and funeral arrangements. Despite the frequency of vehicular accidents, the news writer can often find an interesting fact to begin the story with instead of leading with the name and identification of the dead and injured and the location.

In the next few paragraphs the writer can give full identification of those involved in the fatal collision, the location, where the injured were taken, and the extent of their injuries. Death or serious injuries are not always necessary for an accident story to make the news. Massive traffic tie-ups, with usual dents and broken brake lights, also interests readers.

1.8.8 LEGISLATURE REPORTING

Reporting the legislature has two, aspects. Even a stenographic account of the day-day proceeding will do for the initiated. In fact, it is necessary in some cases. But the average newspaper reader does not have the time or patience to wade through columns of newsprint containing parliamentary proceedings. A brief resume of the day's deliberation will do for such readers.

Preparing the detailed account is easy. A galaxy of reporters takes down members' speeches which are then lightly edited and put on the printer. The reporter assigned this duty needs a good speed in shorthand, a thorough understanding of language or languages used in the legislature, and an inexhaustible patience to sit through sometimes uninteresting speeches.

It is necessary that the sub-editor who handles parliament copy should also bear these facts in mind. A reporter in a hurry may commit a lapse, the news editor in the news agency may similarly overlook it but the sub editor who processes the copy should not let it pass. Sometimes, members' remarks including in the report may be expunged by chair. A few hours later news agencies burn the wires rushing the news. Sub editor have to be equally alert in acting on it.

Writing the brief resume of the day's proceeding in the legislature is a tough task. Nowhere else is the reporter in greater danger of drowning in a sea of words than while writing this copy. Even if he is a good swimmer, he is in constant danger of becoming too closely involved in the technicalities and jargon of his surroundings to be intelligible to his readers most of whom do not share his expertise and are also removed from the scene of occurrence.

It is necessary for the reporter to have some idea of how the courts function and deal with the crime cases and how reporting can be conducted on crime stories. Publication of any matter calculated to scandalize or lower the authority of any court of law, prejudice or interfere with the due course of judicial proceedings or

interfere with or obstruct the administration of justice in any other manner constitutes contempt.

It is not open to a newspaper to publish an item charging a particular judge with corruption, whatever the circumstances, nor can his conduct in court be adversely commented upon. The courts have been armed with such absolute authority to ensure that the justice is administered without any fear or tension. If in a case the proceeding include the judgment convicting and sentencing the accused by a newspaper it must follow the proceeding and it will be unfair to ignore it.

While covering these beats a reporter should always keep an eye for human interest and basic principles.

1.8.9 REPORTING ECONOMIC

These days' economic news items are getting more priority. In many newspapers more than one page is given every day to economic. It is also an important section and should not be ignored. A commercial correspondent of newspaper is supposed to be a competent economist, He analysis economic and financial trends. He is also supposed to analysis the price tend both for essential commodities and stock and shares. He covers the subject like raw materials, price of gold, silver, steel and so many other items. Selection should be made according to requirements of area served by the newspaper. News agencies also give importance to such reporting for they have many business subscribers and they have the commerce page in newspapers also. Returns main profit comes from commercial service. With the growth of commercial activity in India importance of the service will increase.

1.8.10 ART AND CULTURE REPORTING

Art and culture reporting also make news. India with a past that dates as far back as five thousand years or more has always been rich in cultural traditions. North to south, east to west the dances, the music, cuisine, the festivities, the crafts, the language and the customs of this fascinating land are as diverse as ever, however Indian culture exhibits an eternal spirit. There are specialist reporters who deal with these subjects. They need to have an idea about current trends in these fields and should have understanding of the subject. Some news-papers employ part time reporters or commentators to deal with these subjects.

There is lot of scope in these areas. News items related to art and culture depict the entertainment aspect of newspapers. Reporters of this department have to cover the major events like exhibitions, theatre, music and literary discussions, dance programme could be covered. Culture reporter must have the in-depth

knowledge about their culture. Prominent personalities could be interviewed with some news. Organization dealing with this kind of activities could be examined.

1.8.11 SPEECH REPORTING

Speeches are a major source of news and every day many news items that appear in the newspaper can be traced back to some speech or the other. The speech story is almost always based on the answer to question: Who said what? Who: The speaker

What: The major theme of the speech

The key to writing speech stories is to isolate the major point the speaker is trying to make and then to select direct quotes that amplify this point. The major point goes into the lead, in the writer's own word. The quotes go into the body of the story.

Since speeches are often long and may include several themes, the reporter has to be choosy. A speech story should not include more than three or four of the speaker's points. There are exceptions- a major policy speech will be covered in detail- but the usual, everyday talk can be covered in a few hundred words.

Whatever the topic, whoever the speaker, the story must include certain essentials.

Speech essentials:

- Name, identification of speaker
- Major points of speech
- Quotes to support main point
- Purpose, time and place of speech
- Nature of audience
- Prominent people in audience
- Audience reaction
- Background of major point
- Speaker's comments before and after speech
- Additional points made in speech
- Material from question-and-answer period

1.8.12 SCIENCE REPORTING

This field is becoming more and more important from reporting point of view and many news papers have appointed reporters with a science background for this purpose. Most news is about something that the usual reader can understand because he has learned something about it. But when the reporter writes about science he not only has to translate certain terms but often has to

explain a cause and effect relationship. The material is so often complex that no one can develop a single set of rules for writing about science. About the only rule that fits most situations is one that relates to the beginning of the news article, for the writer's first objective is to induce the reader to begin the article and to continue his reading. There are a few ways in which this objective can be achieved.

Most science reporters are self-taught, but several have studied one or more sciences to the extent that they know the vocabulary and the basic principles of the sciences and technologies.

Science writers obtain their material at scientific meetings, from scientific journals, from news releases by universities and research laboratories, and from personal contacts with individual scientists. At scientific meetings the participants supply advance copies of the papers they are to present. The science writer selects some of these to report and often interviews the authors, either before or after the paper is read, for the purpose of getting a clearer explanation of certain parts of the paper.

For some years scientists regarded newspaper reporters with suspicion because of the sensational and inaccurate treatment of their research findings in the Sunday newspaper supplements. Now, however, many science writers have developed a trusting relationship with them. In many cases the writer submits his news story to the scientist before publication to insure thorough accuracy; in other instances, the writer reads a part of his news story to the scientist on the telephone.

The reporter of medical news can develop his own short glossary if he will learn certain terms and affixes, the organs and parts of the body have Latin and Greek names because medical science had its beginnings in ancient times. If the reporter will learn some of these names and certain prefixes and suffixes, he will have little difficulty in translating most of the terms he will come across for he will understand how they are derived. For example, some of the organs are: gastro (stomach,) cardia (heart), nephros (kidney), hepar (liver), enteron (intestines). It will be definitely helpful if the scientist- reporter always keep in mind his lay reader.

1.8.13 REPORTING DEVELOPMENT

Most of the countries of the third world are today witnessing a tremendous upsurge in the developmental activity which should not be ignored by newsmen.

Critics of developmental reporting say that it is “hang out” journalism—the replication of the flattering half-truths put out by official information agencies. It is equated with the reporting only of “positive” news, to the exclusion of the negative or unflattering news.

However, development reporting does not mean governmental publicity in the old-fashioned sense of publishing the achievements of a department or its plans for further, Development in this sense means the whole range of economic and social change and therefore development reporting involves the social conscience of the reporter.

Development is much more than just the passage from poor to rich, from a traditional rural economy to a sophisticated urban one. It carries with it, not only the idea of economic betterment but also of great human dignity, security, justice and equality.

There is a difference between economic growth and development. Growth is a quantitative process involving mainly the extension of an already established structure of production, whereas development suggests a qualitative change for a better human life.

Since development is a multi-dimensional phenomenon its reporting calls for new approaches and responsibilities on the part of reporter. It is a relatively new and varied field and therefore provides unlimited scope for innovations. It will thus entail more background reading, more leg work, and often greater on in the capital of a country or in the metropolitan centre of the world.

Development reporter has to work hard to get his facts and needs skill to present them interestingly and in logical order. He has to be especially careful while dealing with the social aspects of development. When a development project is finalized or financial arrangement for the project is made a straight report with little interpretation here and there serves the purpose. When loans from interpretation agencies are finalized for development projects, background, plans to utilize such loans and the estimated benefit should be included in the story.

1.8.14 REPORTING RIOT

The coverage of riot news is shaped by a more general policy. An official memorandum on riot coverage explains that executive procedure makes an effort to use the minimum amount of riot footage following the riot. The correspondent is made aware of the rioting and tension situation but the procedure decides before he edits the story that it should emphasize the restoration of peace rather than continued violence. One procedure it is his responsibility to evaluate all the information, including the social context of the news happening and then decide how it should be presented.

In evaluating such a story it must be decided whether the violence is isolated incidents or a general trend. This requires a prognosis of probable future consequences of a happening and some idea of what is-and what is not part of the general train events. To describe network news as mirroring events thus necessarily involves before and after the fact by executives and newsmen.

1.8.15 SOCIAL ISSUES REPORTING

Social issues relating to families and children are affected by past policy decisions, current policies, and their interaction with exogenous factor over time. In essence, policy questions are the result of social issue analysis leading to formal scientific study through the application of appropriate research design. They define the problem in the form of objectives or questions. Recognition of social issues, a task once done through research studies, is now primarily conducted by mass media through investigation reporting or by advocacy groups using case studies and purposive sampling surveys. Surveillance system such as unemployment rates, infant mortality rates, child maltreatment reporting rates, and domestic violence arrests also help define issues.

Research is usually necessary to move from an ambiguously stated social concern to the formulation of an informed and rational policy decision. Family violence, child maltreatment, and children at risk of development delay are concern, but the concepts are too vague for either policy analysis or decision making. The manner in which the issue is defined as a problem meriting public attention and action affects the findings. Responsibility for converting a social issue to a defined problem generally is the responsibility of a skilled research analyst.

1.8.16 REPORTING WAR, TENSION AND CONFLICT

Recent war news is the product of mass education, mass media. No government today would think of waging a large- scale struggle without devoting immense efforts to psychological warfare, a vital element of which is news. No reader of war news would think of it as restricted to formal accounts of battles. All of this is a relative recent development. Two hundred years ago war news had to do with battles. Newspaper played a minor role in conveying the news. Information about wars has a fascination that cannot be explained entirely by its military importance. There has always been a demand for war news by people who are not directly affected by war. This was true even before news account were drawn up with intention of attracting readers. In nineteenth century, when the newspaper took possession of war news, there was an evident determination to find ways of interesting readers as well as of informing them. As a result, the news became a mixture of entertainment and information, a separate body of literature, possessing qualities and having influences that merely stated with the clash of battle.

News of wars became a must for the newspaper, regardless of how far removed from the conflicts they and their readers might be. The basic importance of war news is responsible for its inseparable association with censorship and propaganda.

1.8.17 REPORTING CITY LIFE

The great majority of general circulation newspapers- most dailies and practically all weeklies-are local in nature. They serve readers in limited geographical areas and concentrate on local, even neighborhood news. Yet local news is highly important because it is about people whom the readers know and about events, issues and activities that affect readers and are of immediate interests.

Readers especially want community news: school news, news of service clubs and woman's club, stories about people, hobbies, store openings and closings, birthdays, school honor rolls, anniversaries, newcomers, resignations and retirements, hospital admissions and community programs. City newspapers also report on local government, on school board and council meetings, on work of the police and fire department, street repair and on snow removal. All of these have an impact on people and people want to know about them.

The remarkable growth and financial success of suburban daily and weekly newspapers that give readers news about their community, their neighborhood, even their block, confirm the value readers place on city news.

1.8.18 CIVIL AND HUMAN RIGHTS

Civil rights are necessary for all round growth of an individual and we cannot think of civilized life without these rights. These are given to each and every member of the state. Example: right to life, family, personal freedom, education, religious freedom, equality, freedom of thought and expression, freedom of movement, press, secure justice, form associations, contract, freedom in domestic matters, social security, service, etc.

Human rights are those rights which are belonged to every individual whatever our nationality, place of residence, sex, caste, creed,. Everyone is equally entitled to their human rights without any discrimination. Many cases of human rights violations in diverse fields, for example, Gujarat riots,, are being brought to the public notice from across India. Human rights organizations and media often criticize government agencies for not seriously pursuing these cases or catching the culprits.

1.8.19 POLITICAL AND DIPLOMATIC REPORTING.

What is political reporting?

Political reporting means reporting that includes all sorts of politics and political science. It refers to coverage of civil governments and political power. It is one of the significant types of reporting.

What is diplomatic reporting?

Diplomatic reporting means reporting in a diplomatic or sensitive way or sensitive in dealing with others and who can achieve peaceful resolutions or facilitates discussion.

In diplomatic reporting a reporter doesn't take sides in a fight or sets aloof but who instead helps others to resolve their issues.

1.8.20 SUMMARY

Most science reporters are self-taught, but several have studied one or more sciences to the extent that they know the vocabulary and the basic principles of the sciences and technologies. Science writers obtain their material at scientific meetings, from scientific journals, from news releases by universities and research laboratories, and from personal contacts with individual scientists. The reporter of medical news can develop his own short glossary if he will learn

certain terms and affixes, the organs and parts of the body have Latin and Greek names because medical science had its beginnings in ancient times.

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The special correspondents are expert in their particular field of interest and cover their beats only to prepare their news report. Some specialize in news from police sources other attend courts, assemblies, secretariat, labour. The print media generally speaking depend as never before on the specialist in many news areas. There are two types of weather stories, the daily forecast and the longer piece for unusual or extreme weather.

The main job of the crime reporter is to handle stories of violence and property crimes, investigations, detection and arrests. Many people follow professional sports, many more are fans of local high school and college teams. These fans expect the same quality of reporting and writing the fans of professional terms are given.

In all accident stories, the names of the dead and injured must be reported. The victims are identified by age, address and occupation. The extent of injuries and the condition of the injured are also given. Do not try to fix blame, to give the cause of an accident, or to give information about excessive speed or drinking by a driver unless the information comes from an official source. Reporting the legislature has two, aspects. Even a stenographic account of the day-day proceeding will do for the initiated. In fact, it is necessary in some cases. But the average newspaper reader does not have the time or patience to wade through columns of newsprint containing parliamentary proceedings. It is necessary for the reporter to have some idea of how the courts function and deal with the crime cases and how reporting can be conducted on crime stories.

In many newspapers more than one page is given every day to economic. It is also an important section and should not be ignored. A commercial correspondent of newspaper is supposed to be a competent economist, He analysis economic and financial trends. There is lot of scope in these areas. News items related to art and culture depict the entertainment aspect of newspapers. Reporters of this department have to cover the major events like exhibitions, theater, music and literary discussions, dance program could be covered. Speeches are a major source of news and every day many news items that appear in the newspaper can be traced back to some speech or the other.

1.8.21 GLOSSARY

Scoop: A story or picture of some importance nobody else has, an exclusive.

Readership: Not the same as circulation of a newspaper. Something likes five people read single copy.

Human interests- Any pleasant little mews oddity about people.

1.8.22 SELF ASSESSMENT QUESTIONS

1. Describe Weather reporting
2. Discuss Crime reporting
3. Explain Sports reporting
1. Describe Accident reporting
2. Discuss Legislature and Legislature court reporting
3. Describe Speech Reporting
4. Write Short notes on:
 - a. Economic reporting
 - b. Art and culture reporting
5. Discuss the reporting science.
6. Describe development reporting
7. Write short notes on:
 - a. Reporting Riot
 - b. Social issues Reporting
 - c. Reporting city news

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1.8.24 Suggested Readings

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|-----------------------------------|----------------------------------|
| Handbook of journalism | Aggarwal Vir Bala, Gupta B.S |
| The Journalism handbook | M.V. Kamath, Sterling Publishers |
| News Writing & Reporting | J.M. Neel & S.S Brown |
| The Professional journalist | John Hohenberg, Oxford IEH Pub |
| | listening company, New Delhi |
| Functions and areas of Journalism | Y.K.D.Souza |

Mandatory Student Feedback Form

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