

CHAPTER – 4
NEWS PAPER STRUCTURE AND TERMINOLOGIES

“News.... communicating news and ideas, I guess.. is my passion. And giving people alternatives so that they have two papers to read and alternative television channels”

Rupert Murdoch

Newspapers and Magazines.



A newspaper is a [publication](#) printed on [paper](#) and issued periodically, usually daily or weekly. It is used to convey information and opinion about current [events](#) and [news](#). One can buy a newspaper at a store or at a news stand. Also, newspapers can be delivered to one's home, if one subscribes to it.

Newspapers usually have a lot of topics in them. They usually include [political](#) events, [crime](#), [business](#), [sports](#), entertainment, literature and [opinions](#). Many also include [weather](#) news, astrology and skudo. Newspapers use [photographs](#) to illustrate stories, and also often include comic strips and other entertainment, such as [crosswords](#) and [horoscopes](#). After being read, it can be thrown in the trash, or used for future reference purposes. Newspapers provide the facts and analysis that allow informed citizens to make effective and responsible decisions, not only in coping with the complexities of modern living, but also in protecting the rights and liberties of a free society writes W. Parkman Rankin (1986).

A magazine is a [periodical](#) publication containing a variety of articles, generally financed by [advertising](#), purchased by readers, or both. Magazines are typically published [weekly](#), [biweekly](#), [monthly](#), [bimonthly](#) or [quarterly](#), with a [date on the cover](#) that is later than the date it is actually published. They are often printed in colour on coated paper, and are bound with a [soft](#)

[cover](#). Consumer magazines are aimed at the public and are usually available through retail outlets. They range from general-interest titles such as *The Week*, *Indiatoday*, *Time*, [Cosmopolitan](#) etc... which appeal to a broad spectrum of readers, to highly specialist titles covering particular hobbies, leisure pursuits or other interests. Among the hundreds or thousands of topics covered by specialist magazines are, for example, computer games, Housing, automobiles, particular kinds of music, kids magazines and particular political interests magazines.

While most of these magazines are available in the whole of the country in which they are published, some are specific to a local area (for instance, Vanitha Malayalam Magazine published from Malayala Manorama) and a relatively small number are available internationally - often through localized editions so that, for example, the copy of Time USA does not contain exactly the same articles as the edition on sale in the Time ASIA which is available in India. Some, such as Readers Digest even tailored for local markets within a country. Most make the bulk of their money from advertising, and also they earn through paid copies; a few are free.

A subset of the consumer magazine is the [customer magazine](#), which is very much to cater a specific market, a publication similar in format and style to a consumer magazine but issued by an organization such as a club, resorts, a retailer or an airline to communicate with its customers. Such magazines are usually free to the reader; the quantity of advertising that they carry varies greatly; and their circulations range from very small to very large - in some countries customer magazines are among the highest-circulation consumer magazines, often which is distributed free of cost with the Main Newspaper. The Time of India is very much used to bring out such magazines in the form of advertorials. Many business magazines are available only, or predominantly, on subscription. In some cases these subscriptions are available to any person prepared to pay; in others,

free subscriptions are available to readers who meet a set of criteria established by the publisher, especially top level senior executives like CEO, CTO etc. This practice, known as *controlled circulation*, is intended to guarantee to advertisers that the readership is relevant to their needs. Very often the two models, of paid-for subscriptions and controlled circulation, are mixed. Advertising is also an important source of revenue for business magazines. The examples are Business World, HBR, Business Today, Business Line, Forbes etc, published from India.

Now let us look at the key Terminologies used in Newspaper Business.

4.1.Circulation

A newspaper's circulation is the number of copies it distributes on an average day. Newspaper circulation rates are currently experiencing a downward trend. Circulation is one of the principal factors used to set advertising rates. Circulation is not always the same as copies sold, often called paid circulation, since some newspapers are distributed without cost to the reader. Readership figures are usually higher than circulation figures because of the assumption that a typical copy of the newspaper is read by more than one person. In India, circulation of newspapers are audited by independent bodies such as the Audit Bureau of Circulations to assure advertisers that a given newspaper does indeed reach the number of people as claimed by the publisher, ABC (2009)

Responsibility for getting the newspaper from the press to the reader falls to the circulation department. Large newspapers publish two, three or even four editions, all of which must be ready to leave the newspaper printing unit at a fixed time. The first edition goes to the outer limits of the city, covering long distances. This may be across different districts or even outside the state. Later editions, say Morning edition contain progressively fresher news and go to smaller areas, circles of the city. The final edition, normally called as City Edition which goes to press in the early morning hours, contains the latest news but covers the smallest geographical area, usually a city.

Any subscriber to a daily newspaper appreciates the kind of task the newspaper publishers are taking to deliver the newspaper at their door steps in the wee hours of the morning. The circulation department alone responsible for ensuring the copy delivered on time. Its their responsibility to see the transport, draws the routes and effective flow of newspapers from press to News Agents. This department is also responsible for individual copy sales through news agents, newsstand, and sales at other outlets and at the coin-operated dispensers. The circulation department maintains the newsagents list who takes bulk copies, important subscribers list like top Govt officials, billing records, payment records, stops and starts deliveries of press and transport upon request, and uses newsagents to deliver missing copies of the day. It is also the departments' goal is to collect the money via newsagents.

Because of a newspaper's circulation, the number of people who receive the paper has a substantial impact on its advertising rates, an independent agency called the Audit Bureau of Circulations examines and certifies circulation numbers. This assures both the advertising division and advertisers that circulation claims are valid. In 18 hours of highly coordinated work carried out by numerous divisions, what newspaper people call a "rough draft of history" has moved through computer systems, imaging machines and presses that would amaze to its final destination -- the readers. In less than four to six hours, after the printing of city edition the newspaper, as it must do 365 days a year, will start all over again for printing next day's supplements, booklets etc.

4.2. Advertising

Most newspapers make nearly all their revenue from advertising, the income from the subscription and payment at the news-stand is small in comparison. For that reason, newspapers are inexpensive to buy, and some are free. The portion of the newspaper that is not advertising is called editorial content, editorial matter, or simply editorial, although the last term is also used to refer specifically to those articles in which the newspaper and its guest writers express their opinions. In recent years, the advertorial emerged. Advertorials are most commonly recognized as an opinion-editorial

which third-parties pay a fee to have included in the paper. Advertorials commonly advertise new products or techniques, such as launch of a new company, introduction of new product, inauguration of new offices etc. The tone is usually closer to that of a press release than of an objective news story. Advertising has provided an important arena in which psychologists have tested their methods and theories. Advertising has been a stimulus for research and theory development in such diverse psychological specialties as learning theory, psychology, psychometrics, mathematical psychology, perception, and behavioral decision theory. Psychology, in turn, has contributed a wide assortment of tools, theories, and techniques to the practice of advertising. These contributions have found their place in virtually all areas of advertising practice. They stimulate creativity, help evaluate the creative product, and inform the scheduling of media, David W. Stewart (1994)

Publishers of commercial newspapers strive for higher circulation, so that advertising in their newspaper becomes more effective, allowing the newspaper to attract more advertisers and to charge more as advertisement tariff. But some advertising sales also market demographics some newspapers might sacrifice higher circulation numbers in favor of an audience with a higher income.

Many paid-for newspapers offer a variety of subscription plans. For example, someone might want only a Sunday paper, or perhaps only Sunday and Saturday, or maybe only a workweek subscription, or perhaps a daily subscription. Some newspapers provide some or all of their content on the internet, either at no cost or for a fee. In some cases, free access is available only for a matter of days or weeks, after which readers must register and provide personal data. In other cases, free archives are provided.

4.3. Audit Bureau of Circulation

Audit Bureau of Circulations (ABC) is one of the several organizations of the same name operating in different parts of the world.

The ABC founded in 1948 is a not for profit, voluntary organization consisting of Publishers, Advertisers and Advertising Agencies. It has done

pioneering work in developing audit procedures to verify the circulation data published by those newspapers and periodicals which have earned the right to display its emblem.

ABC as it is called and understood by all is a founder member of the International Federation of Audit Bureaux of Circulations. The main function of ABC is to evolve, lay down a standard and uniform procedure by which a member publisher shall compute its net paid sales. The circulation figure so arrived at is checked and certified by a firm of Chartered Accountants which are approved by the Bureau. The Bureau issues ABC certificates every six months to those publishers whose circulation figures confirm to the rules and regulations as set out by the Bureau.

From a modest beginning it has grown to remarkable proportions. ABC's membership today includes 411 Publishers of national and regional importance, 151 Advertising Agencies, 51 Advertisers & 20 New Agencies and Associations connected with print media and advertising. It covers most of the major towns in India.

Facts and figures which are checked and certified by an independent body is a very important tool in the hands of the advertising business community. The details of ABC certified circulation figures are available online to all Members of the Bureau (<http://www.auditbureau.org>) at no extra cost. An Advertiser would like to know the facts and figures before investing his money in advertising. An Advertiser ought to know how many people buy a publication and in which area. The ABC gives all these vital facts every six months. The ABC figures are not the outcome of opinions, claims or guesswork, but they are the result of rigid, in-depth and impartial audits of paid circulations of member publications by independent and leading firms of Chartered Accountants working in accordance with the rules / procedures prescribed by the Bureau.

- How its working?

The Policy formation body of the Bureau is the Council of Management consisting of elected representatives from publishers (8), advertisers (4) and advertising agency (4) members of the Bureau. To assist the Council of Management an Executive Committee is appointed by the Council, to guide

and oversee the day-to-day working of the Bureau. The Executive Committee consists of Publishers, Advertisers and Advertising Agency Members of the Council. The Council of Management and the Executive Committee meets regularly as often as required. The Chairman is elected annually by the Council of Management. The Bureau certifies audited NET PAID circulation figures of publications enrolled with it for a continuous and definite six-monthly audit periods and supplies copies of the ABC Certificates issued for such publications to each member. Free distribution and bulk sales are also shown on the certificates provided the relevant records are adequately maintained.

Records are checked and rechecked at every level for authenticity. Facts and figures are scrutinized by impartial Auditors, and only then is the CERTIFICATE OF NET PAID CIRCULATION issued.

The day to day working of the bureau is handled by its secretariat which is headed by the Secretary General.

- ABC and Publisher

ABC's primary objective is to arrive at and certify authentic circulation figures representing Net Paid Sales of member publications and disseminate the data for the use of space buyers. Together with the ABC Certificate, data on territorial distribution of copies in various states, major cities and small towns is included as an add-on.

As ABC Certificates are regularly referred to for media selection, the publisher has a far better chance of being selected by space buyer members of ABC. By enjoying the confidence of space buyers, publishers are able to increase their Ad revenues and also improve their services.

Publisher members must maintain essential books and records to facilitate a proper ABC audit and also appoint an independent firm of Chartered Accountants from amongst the approved panel of auditors named by ABC. Admission of publishers to ABC membership is subject to a satisfactory admission audit. ABC has a system of recheck audit and surprise check audits of publications to be carried out as and when ABC deems appropriate.

ABC adds to the Publications' success by providing advertisers the information they need to evaluate print media. The Publishers fully participate in ABC's efforts to help them gain the credibility advertisers are looking for. Advertisers normally place their advertisements with publications that can substantiate their Circulation claims through authentic sources which is easy to understand.

The Publisher should be a Member of Indian Newspaper Society (INS) and the Publications should be registered with Registrar of Newspapers for India (RNI).

- ABC & the Advertising Agency

ABC provides its member advertising agencies with up-to-date audited circulation data every - six months relating to member publications in the country. This circulation data covers distribution of copies in various states, major cities and even smaller towns which are potential markets. The half-yearly ABC Certificates are used for media planning. To get maximum value for their clients, the ABC Certificates enable advertising agencies to compare the circulation trends of various newspapers and periodicals.

ABC provides reliable, accurate and audited circulation figures which normally forms a sound foundation for media recommendation.

ABC has been the foundation for all print media buyers providing the advertising industry with an even playing field. Advertisers are assured through ABC that each Rupee spent is correctly invested in media that provides accurate circulation numbers while extending creditability to publisher's circulation claims.

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- ABC & the Organisation

The ABC plays an important role together with DAVP, Press Registrar and Publicity Officers of the various State Governments and Public Sector undertakings to improve, promote and project nationally accepted objectives through the medium of the press.

The ABC with the active co-operation and expertise of its member publishers, advertisers and advertising agencies, can assist the Union and the State Governments in reaching their targets in rural and semi-urban areas effectively and fruitfully.

4.4. Reporting.

Newspaper journalism

Journalism is the investigation and reporting of events, issues, and trends to a broad audience. Although there is much variation within journalism, the ideal is to inform the citizenry. Besides covering organizations and institutions such as government and business, journalism also covers cultural aspects of society such as arts and entertainment. The field includes jobs such as editing, photojournalism, and documentary. All though the purpose of reporting the news has remained the same for decades the methods of gathering, producing and presenting information have changed. Only 15 years ago most editors thought online databases were unimportant, and few knew what an online database was. Today reporters must know how to gather information through internet, CD-ROMS,

public records, database, electronic archives and newspaper databases in addition to traditional reporting skills, Fred Fedler & John R. Bender (2005)

In modern society, news media have become the chief purveyors of information and opinion about public affairs; but the role and status of journalism, along with other forms of mass media, are undergoing changes resulting from the Internet, especially Web 2.0

Since newspapers began as a journal (record of current events), the profession involved in the making of newspapers began to be called journalism. Much emphasis has been placed upon the accuracy and fairness of the journalist.

There is no doubt, however, that newspapers have, in the modern world, played an important role in the exercise of freedom of expression. Whistle-blowers and those who “leak” stories of corruption in political circles often choose to inform newspapers before other mediums of communication, relying on the perceived willingness of newspaper editors to expose the secrets and lies of those who would rather cover them. However, there have been many circumstances of the political autonomy of newspapers being curtailed.

Even though the opinions of the owners are often relegated to the editorial section, and the opinions of other writers and readers are in the op-ed (“opposite the editorial page”) and letters to the editors sections of the paper, newspapers have been used for political purposes by insinuating some kind of bias outside of the editorial section and into straight news. Some ways newspapers have tried to improve their credibility are appointing ombudsmen, developing ethics policies and training, using more stringent corrections policies, communicating their processes and rationale with readers, and asking sources to review articles after publication. Many larger newspapers are now using more aggressive random fact-checking to further improve the chances that false information will be found before it is printed.

Newspapers and periodicals often contain features often composed by journalists who specialize in this form. Feature articles are usually longer forms of writing; more attention is paid to style than in straight news

reports. They are often combined with photographs, drawings or other "art." They may also be highlighted by typographic effects or colors. Writing features can be more demanding than writing straight news stories, because while a journalist must apply the same amount of effort to accurately gather and report the facts of the story, the journalist should also write it to be creative and interesting. The lead or first few paragraphs of the story must grab the reader's attention and still accurately embody the ideas of the article.

4.5. The Editorial Process

The process of producing a daily edition of a newspaper begins with a meeting of the paper's editors, who determine the amount of editorial copy in an issue based on the advertising space that has already been sold. A specific number of pages is agreed upon, and the editorial assignments are made to the various departments. The section of national and international news, generally the first part of the paper, is compiled from correspondents who send in their stories electronically, usually via intern or online, to the editorial desk. There, the editor checks the stories, sometimes rewriting them or increasing or decreasing their length. Additional stories of importance are compiled from wire services such as United Press International, Associated Press, and Reuters. These are organizations that employ reporters in various cities of the globe to compile stories and items quickly for dissemination over telephone wires.

For a typical, news breaking story of local origin, the process begins with a correspondent submitting a report, either in person or via internet, to the sub editors to rewrite. The rewrite journalist fine-tunes the wording of the story and makes sure it answers the six important questions: who, what, where, when, why, and how. He or she then sends it to the city desk. The city desk editor, who is responsible for the paper's local content, looks over the story, makes additional changes if necessary, and sends it over to the news desk. The news editor, who makes the final call about which stories to run in the upcoming edition based on their relevance, may make further changes before submitting the piece to the copydesk. The story arrives there

with guidelines for length as well as headline instructions regarding size and type.

From this point, the story is set to be inserted on a certain page that has already been roughly laid out by the news editor and chief sub editor. A mock-up of the page, essentially a blank form showing where the stories will run and where pictures and advertising will be inserted, is called the "dummy." The makeup editor has already met with the advertising department to determine how such pages will be laid out with ad space. The dummy has rough notes for headlines, story insertions, and graphic elements such as photos and tables of statistics. It also shows the date of the edition as well as a page and section number. After the news editor has determined the placement of the story on the page in question—as well as the other items set to run there—the dummy is sent on to a composing room for further action. News space design--while its framework should be consistent throughout the newspaper--will be different on an open page than on one that includes advertising, and different in standard broadsheet format than in a tabloid section or tabloid newspaper. All the structural elements of the TPC design must have the same relationship within each page of a particular newspaper. The key is unity. In the next three chapters, basic principles of designing news space will be exemplified, showing how the various elements can be positioned on the available space and coordinated to achieve a unity of presentation, Steven E. Ames (1989).

4.6. Indian Readership Survey

Readership is estimated by two different surveys, The Indian Readership Survey (IRS) and the National Readership Survey (NRS)

IRS (Indian Readership Survey) is the largest continuous study of the world with a sample size of more than 250,000 households across India. It has been providing invaluable information to the media and marketing fraternity since 1997.

IRS is the single source survey for media and product ownership/usage. The prime objective of the study is to collect readership information from a cross-section of individuals, in great detail, so as to present a true and unbiased

picture of their readership habits. On the media front, it also captures information on television and cinema viewing habits, radio listening habits and Internet usage. In addition to this, IRS captures information on various FMCG (Fast Moving Consumer Goods) products, usage and consumption and durable ownership amongst households. Since media and product ownership/ consumption information is captured from the same household, it enables linkages between the media and product data. IRS equips you with information that is truly reflective of the Indian population for making informed decisions.

IRS covers information on over 100 product categories. IRS information is available in user-friendly software and is the essential tool for category, brand and media understanding.

IRS is conducted by MRUC (Media Research Users Council) and Hansa Research. MRUC is a 'not for profit' organization constituted by advertisers, ad agencies and media owners. Hansa Research is the fastest growing market research agency with successful track record of media studies. MRUC has been set up by agencies, advertisers and media houses to determine and conduct research required for the assessment of various media for advertising. NRSC, on the other hand, has been constituted by INS, AAI and ABC for the purpose of carrying out readership surveys in India reports, *Indiantelevision.com Team (2009)*.

To ensure that the research findings give you the whole picture, MRUC's technical committee reviews the questionnaire from the users' perspective, conducts back-checks and validates the data so that users get 'unbiased and representative information'. All this is done, from start to finish, in seamless partnership with Hansa Research.

Hansa Research along with MRUC is responsible for providing you innovations like IRS Sampling Districts, Household Premiumness Index (HPI), sub-metro reporting, SEC A re-estimation through telephonic interviews, IRS Local Area Potential (iLAP) tool, Guide to Indian Market, the new-improved IRS Analyzer etc.

4.7. Newspaper Production.



Modern presses are huge and noisy but expensive and essential to the success of a newspaper. The production division does the heavy lifting of newspaper work. Within this division's departments are specialists who run and maintain the presses, typesetters, image scanners and photographic engraving machines. Some workers are assigned to the day shift, others to the night shift.

Beginning around 1970, newspaper production divisions began a historic shift away from the labor-intensive technology of Linotype typesetters and other "hot type" machines used in relief printing. This was the same technique used by Johannes Gutenberg in the 14th century: pressing a page of paper directly onto a block of type. The invention of "cold type" based on photographic processes sped production and cut the high overhead costs of relief printing. Also, cold type worked better with new offset printing presses coming into use.

Most daily newspapers have moved to some form of offset printing. This process etches the image of a newspaper page onto thin aluminum plates. (Pages with color photos or type require extra plates.) These plates, now bearing a positive image developed from a full-page photographic negative, then go to other specialists for mounting on the press. The process is called offset because the metal plates do not touch the paper going through the press. Instead, the plates transfer their inked image to a rubber roller, which in turn prints the page. Although newspaper presses are big and noisy, they are remarkably gentle on newsprint, the paper in newspaper. The presses have to be gentle -- expensive newsprint streaming off huge rolls must wind

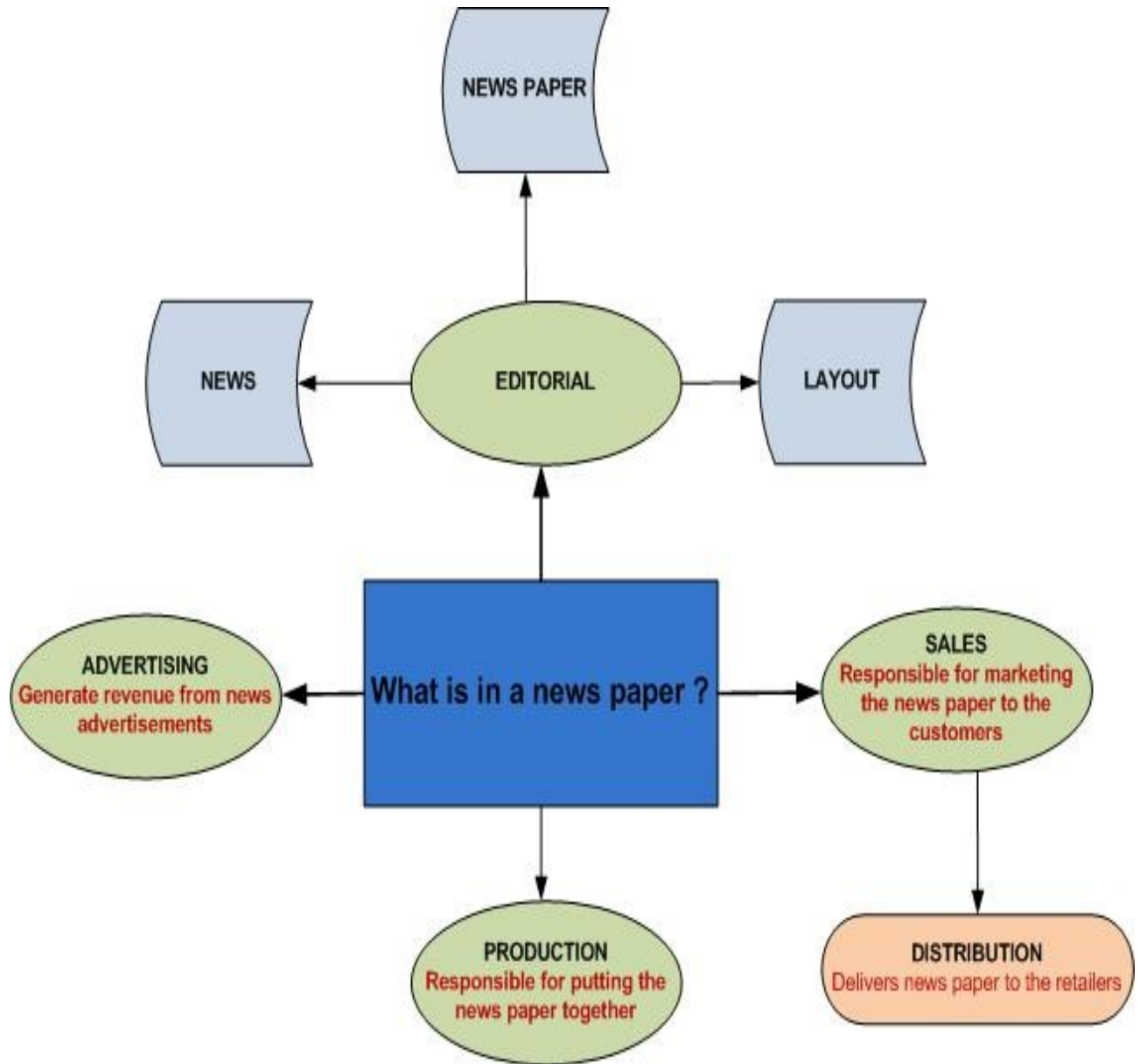
through a press without tearing. These complex machines, which can cost \$40 million or more and stand three stories tall, are called web presses because they use streaming paper instead of individual sheets. In addition to putting ink on paper, the press also assembles the pages of a newspaper in correct sequence. All this occurs so quickly that a modern offset press can spew 70,000 copies an hour onto conveyor belts that speed the copies to the waiting Circulation division. Modern technology has replaced the Linotype process through a method called phototypesetting. The first step in this process is the transfer of the dummy to the page layout section of the newspaper. There, an operator transfers the instructions on the dummy into a rough page prototype. A printed version may be looked over and adjusted several times by one of the reporters whose story is featured as well as by the copy editor. If another breaking story comes in, this page layout can be altered in a matter of minutes, Newspaper printing press (2009)

4.8. E - Newspapers

An online newspaper, also known as a web newspaper, is a newspaper that exists on the World Wide Web or Internet, either separately or as an online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a timelier manner. The credibility and strong brand recognition of well-established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival. The movement away from the printing process can also help decrease costs, Wikipedia (2009)

4.9 Newspaper Organisational Structure.

There are 5 key departments in typical newspaper institutions



The overall manager or chief executive of the newspaper is the publisher. In small newspapers, the owner of the publication (or the largest shareholder in the corporation that owns the publication) is usually the publisher. Although he or she rarely or perhaps never writes stories, the publisher is legally responsible for the contents of the entire newspaper and also runs the business, including hiring editors, reporters, and other staff members. The equivalent position in the film industry and television news shows is the executive producer.

Most newspapers have four main departments devoted to publishing the newspaper itself—editorial, production/printing, circulation, and advertising, although they are frequently referred to by a variety of other names—as well as the non-newspaper-specific departments also found in other businesses of comparable size, such as accounting, marketing, human resources, and IT.

Throughout the English-speaking world, the person who selects the content for the newspaper is usually referred to as the editor. Variations on this title such as editor-in-chief, executive editor, and so on are common. For small newspapers, a single editor may be responsible for all content areas. At large newspapers, the most senior editor is in overall charge of the publication, while less senior editors may each focus on one subject area, such as local news or sports. These divisions are called news bureaus or "desks", and each is supervised by a designated editor. Most newspaper editors copy edit the stories for their part of the newspaper, but they may share their workload with proofreaders and fact-checkers.

Reporters are journalists who primarily report facts that they have gathered. Reporters writing longer, less news-oriented articles may be called feature writers. Photographers and graphic artists provide images and illustrations to support articles. Journalists often

specialize in a subject area, called a beat, such as sports, religion, lifestyle, arts or science. Columnists are journalists who write regular articles recounting their personal opinions and experiences it can politics, stories of general nature etc.

Printers and press operators physically print the newspaper. Printing is outsourced by many newspapers, partly because of the cost of an offset web press (the most common kind of press used to print newspapers) and also because a small newspaper's print run might require less than an hour of operation, meaning that if the newspaper had its own press it would sit idle most of the time. If the newspaper offers information online, webmasters and web designers may be employed to upload stories to the newspaper's website.

The staff of the circulation department liaises with retailers who sell the newspaper; sell subscriptions; and supervise distribution of the printed newspapers through the mail, by newspaper carriers, at retailers, and through vending machines. Free newspapers do not sell subscriptions, but they still have a circulation department responsible for distributing the newspapers.

Sales staff personnel in the advertising department not only sell space to clients such as local businesses, but also help advertisers design and plan their advertising campaigns. In some newspapers the executives of the advertising department includes graphic designers, who design ads according to the customers' specifications and the department's policies. In an advertising-free newspaper, there is no advertising department.

4.10. What Exactly Is News and How Does It Work?



News Bureau

Curiously, for a publication called a newspaper, no one has ever coined a standard definition of news. But for the most part, news usually falls under one broad classification -- the abnormal. It is human folly, mechanical failures and natural disasters that often "make the news."

Reporters are a newspaper's front-line eyes and ears. Reporters glean information from many sources, some public, such as police records, and others private, such as a government informant. Most of the proudly consider themselves the fourth branch of government -- the watchdog branch -- that exposes legislative, executive and judicial misbehavior.

Some reporters are assigned to beats, or an area of coverage, such as the courts, city circuits, local happenings, education, business, medicine and so forth. Others are called general assignment reporters which means they are on call for a variety of stories such as accidents, civic events and human-interest stories. Depending on a newspaper's needs during the daily news cycle, seasoned reporters easily shift between beat and general-assignment work. All reporters are ultimately responsible to an editor. Depending on its size, a newspaper may have numerous editors, beginning with an executive editor responsible for the news division. Immediately below the executive editor is the managing editor, the person who oversees the day-to-day work of the news division. Other editors -- sports, photo, state, national, features and obituary, for example -- may also report to the managing editor.

However, the best known and in some ways the most crucial editor is the city or metro editor. This is the editor that reporters work for directly.

The city or metro editor assigns stories, enforces deadlines and is the first to see reporters' raw copy the one they filed. These editors are called gatekeepers, because they control much of what will and will not appear in the next day's paper. Often working under the stress of breaking news, their decisions translate directly into the content of the newspaper.

Once the city or metro editor has finished editing a reporter's raw copy, the story moves from the composition system via the computer network to another part of the news division, the copy desk. Here, copy editors check for spelling and other errors of usage. They may also look for "holes" in the story that would confuse readers or leave their questions unanswered. If necessary, copy editors may check facts in the newspaper's library, which maintains a large collection of reference books, microfilm and online copies of stories that have appeared in the paper.

The copy desk chief routes finished stories to other editors who fit local and wire service stories, headlines (written by the editor -- not the reporter!) and digital photographs onto pages. Newspapers are increasingly doing this work, called pagination, with personal computers using software available at any office supply store. Microsoft Windows, Word and Quark Express are three programs that, though not designed for newspaper production, are easily adapted for it. Before we see what happens to the electronic pages built by the copy desk, it will be helpful to understand how other divisions of the newspapers contribute to the production cycle.

4.11. Newspaper Categories

While most newspapers are aimed at a broad spectrum of readers, usually geographically defined, some focus on groups of readers defined more by their interests than their location: for example, there are daily and weekly business newspapers and sports newspapers. More specialists still are some weekly newspapers, usually free and distributed within limited areas; these may serve communities as specific as certain immigrant populations, or the local community or neighborhood newspapers.

Daily

A daily newspaper is issued every day, sometimes with the exception of some national holidays or other days important to the newspaper. Saturday and, where they exist, Sunday editions of daily newspapers tend to be larger, include more specialized sections and advertising inserts, and cost more. Typically, the majority of these newspapers' staff work Monday to Saturday, and one few used to work on Sundays , so the Sunday and Monday editions largely depend on content done in advance or content that is syndicated. Most daily newspapers are published in the morning. Afternoon or evening papers are aimed more at commuters and office workers.

Weekly

Weekly newspapers are common and tend to be smaller than daily papers. In some cases, there also are newspapers that are published twice or three times a week. Outside India, such newspapers are generally still classified as weeklies.

National

Most nations have at least one newspaper that circulates throughout the whole country: a national newspaper, as contrasted with a local newspaper serving a city or region. In India , there are numerous national newspapers, including Business Line, Business Standard, The Economic Times, The Financial Express, The Hindu, The Indian Express, Asian Age, Hindustan Times and Times of India etc.

Almost every market has one or two newspapers that dominate the area. Certain newspapers, notably The Times of India, New York Times, The Wall Street Journal and USA Today in the US, and The Globe and Mail and The National Post in Canada are available throughout the country. In India, newspapers like the Times of India, The Hindu, and the Hindustan Times are extremely popular and have large reader bases. Large metropolitan newspapers have also expanded distribution networks and with effort can be found outside their normal area.

International

There is also a small group of newspapers which may be characterized as international newspapers. Some, such as *The International Herald Tribune*, have always had that focus, while others are repackaged national newspapers or "international editions" of national-scale or large metropolitan newspapers. Often these international editions are scaled down to remove articles that might not interest the wider range of readers.

As English became the international language of business and technology, many newspapers formerly published only in non-English languages have also developed English-language editions. In places as varied, as Jerusalem and Mumbai, newspapers are printed to a local and international English-speaking public. The advent of the Internet has also allowed the non-English newspapers to put out a scaled-down English version to give their newspaper a global outreach.

Online Newspaper

An online newspaper, also known as a web newspaper, is a newspaper that exists on the World Wide Web or Internet, either separately or as an online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a timely manner. The credibility and strong brand recognition of well-established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival. The movement away from the printing process can also help decrease costs. Virtually all printed newspapers have online editions, which depending on the country.

Customized Newspaper

A new trend in newspaper publishing is the introduction of individualization through on-demand printing technologies. Customized newspapers allow the reader to create their individual newspaper through the selection of individual pages from multiple publications. This "Best of" approach allows the revival of the print-based model and opens up a new

distribution channel to increase coverage beneath the usual boundaries of distribution.

4.12. Other Information

Most modern newspapers are in one of three sizes:

Broadsheets: 600 mm by 380 mm (23½ by 15 inches), generally associated with more intellectual newspapers, although a trend towards “compact” newspapers is changing this. Tabloids: half the size of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and often perceived as sensationalist in contrast to broadsheets. Berliner or Midi: 470 mm by 315 mm (18½ by 12¼ inches) used by European papers such as Le Monde in France, La Stampa in Italy and, since 12 September 2005, The Guardian in the United Kingdom.

Newspapers are usually printed on inexpensive, off-white paper known as newsprint. Since the 1980s, the newspaper industry has largely moved away from lower-quality letterpress printing to higher-quality, four-color process, offset printing. In addition, desktop computers, word processing software, graphics software, digital cameras and digital prepress and typesetting technologies have revolutionized the newspaper production process. These technologies have enabled newspapers to publish color photographs and graphics, as well as innovative layouts and better design. To help their titles stand out on newsstands, some newspapers are printed on coloured newsprint. For example, the Economic Times. The Financial Express, Business Standard is printed on a distinctive salmon pink paper, and in internationally few newspapers are being printed in Yellow paper.

4.13. Registrar of Newspapers for India.

The Office of the Registrar of Newspapers for India, more popularly known as RNI came into being on 1st July, 1956, on the recommendation of the First Press Commission in 1953 and by amending the Press and Registration of Books Act 1867. The Press and Registration of Books Act contains the duties and functions of the RNI. On account of some more responsibilities entrusted upon RNI during all these years, the office is performing both statutory as well as some non-statutory functions.

The Statutory Functions of RNI are

- Compilation and maintenance of a Register of Newspapers containing particulars about all the newspapers published.
- Issue of Certificate of Registration to the newspapers published under valid declaration
- Scrutiny and analysis of annual statements sent by the publishers of newspapers every year under Section 19-D of the Press and Registration of Books Act containing information on circulation, ownership etc.
- Informing the District Magistrates about availability of titles, to intending publishers for filing declaration.
- Ensuring that newspapers are published in accordance with the provisions of the Press and Registration of Books Act 1867 and the Rules made there under.
- Verification under Section 19-F of the PRB Act, of circulation claims furnished by the publishers in their Annual Statements; and Preparation and submission to the Government on or before 31st December each year, a report containing all available information and statistics about the press in India with particular reference to the emerging trends in circulation and in the direction of common ownership units etc.

The following items fall under the non-statutory functions:

- Formulation of Newsprint Allocation Policy - Guidelines and issue of Eligibility Certificate to the newspapers to enable them to import newsprint and to procure indigenous newsprint.
- Assessing and certifying the essential need and requirement of newspaper establishments to import printing and composing machinery and allied materials, RNI (2010)

4.14. Advertising Agency

An advertising agency or ad agency is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes, George E. Belch & Michael A. Belch (2003).

4.15. Advertising Agencies Association of India (AAAI)

The Advertising Agencies Association of India (AAAI) is the official, national organization of advertising agencies, formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation. Some of the objectives are, To benefit Indian consumers and to protect their interests by helping ensure that advertising is honest and in good taste.

To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity & profitability, to stimulate business and industrial activity.

To benefit media by establishing sound business practices between advertisers and advertising agencies and each of the various media owners.

The AAAI today is truly representative, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business placed in the country. It is thus recognized at all forums – advertisers, media owners and associations, and even Government – as the spokesperson for the advertising industry, aaaindia (2010).

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