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Lesson – 1

Introduction To Reporting Skills

1.0 Objective:

1. The lesson will orient the student of the basics of newspapers and reporting skills
2. And the challenges the journalists face.

Structure of The Lesson:

- 1.0 Objective**
- 1.1 Introduction**
- 1.2 Preparing News Stories**
- 1.3 Who Does What?**
- 1.4 Summary**
- 1.5 Self Assessment Questions**
- 1.6 References**

1.1 Introduction:

Everyday, hundreds of millions of people all over the world buy a newspaper. The newspaper stories tell people about things happening in their own countries and in the rest of the world. This lesson is about newspapers. It tells you how a daily newspaper is made. It also tells you about the people who work on a newspaper. There are thousands of different newspapers around the world. Most newspapers are daily newspapers, produced every day. There are also monthly and weekly newspapers. Some newspapers are local newspapers that contain news about a town or city. National newspapers contain news from a whole country.

Newspaper reporters find news stories and write about them. The stories can be about things like politics, fires, crimes or sport. The written stories are called copy. Photographers take photographs to go with the story. The story and photographs are arranged on the newspaper's pages. There are also advertisements and the weather forecast. When all the pages are full, the newspaper is printed. Most stories in a newspaper are written by reporters who work for the newspaper. Some reporters only write stories about one subject, such as sports.

For Example: Imagine a factory catches fire. Someone telephones the newspaper. A reporter and a photographer rush to the factory. The reporter writes down facts in a note book to help him or her write the story. He or she asks the factory workers about how the fire started and the fire-fighters how they are fighting the fire. The photographer takes photographs of the burning factory. Reporting news can be an exciting adventure for everyone. One of the main things for a news reporter to remember is the difference between news and publicity. News is something which answers the questions "who, what, when, where, why, and how." News is timely and of interest to

a number of people. Publicity is promoting an event by using posters, paid advertising, etc. An example of a news item is a member who has won an award. Publicity is the information gathered to promote a club fish fry.

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

A story should be: (1) reported promptly (2) important (3) have local interest (4) unusual and (5) Interesting.

Preparing News Stories:

- Get acquainted with the newspaper editor or other person who handles club news. Find out how he/she wants the story written.
- Study some news stories in the paper. This helps in writing better stories and the kind of stories that the newspaper wants.
- Newspaper material is called “copy.” Handwrite or type on every other line and on one side of the paper only.
- Put the writer’s name, address, and telephone number at the top of the page so that the editor can call if he/she has a question about the copy.
- Write in the third person. Say: “The members decided,” not “We decided.”
- Make sentences short. Leave out personal opinions. Don’t say, “Everyone had a good time.” Let the reader judge.
- Check that all names are spelled correctly. Give both first and last names. Tell who the guest speakers are, where they live, and what their jobs are.
- In the first paragraph feature some interesting or important fact. Always answer the question “who, what, when, where, why, and how.” Write no more than 40 to 50 words in any paragraph.
- In the paragraphs that follow give the information in the order of importance. Taper off your story with the least important details at the end. This is known as the pyramid style of writing. The end is where the editor starts cutting if there isn’t room for the whole story.
- Write the story on an event before the event rather than after it, if at all possible. If a story is not turned into the newspaper office within 12 hours after an event, it usually is too late for use.
- Do not feel badly if the story you write is cut down, changed, or does not appear. Every Editor has only so much space. In order to get news and feature stories into that space, He/she must be selective in copy.

1.3 Who Does What?

Large news organizations have many employees who perform many specialized jobs. But when it comes to increasing your visibility in the media, the key contacts you need to know are reporters and editors.

Reporters:

Reporters are responsible for coming up with story ideas, researching them and interviewing, for them and writing the stories in an interesting way. They are often assigned a beat? A field subject on which to report, such as Politics, Entertainment or Health. Some media outlets may even have a Youth beat. In most newsrooms, reporters are given story ideas by their assigning editors. They're expected to follow up the idea by identifying and contacting sources and doing background research. Reporters are also open to suggestions for story ideas from readers, viewers or other sources. Journalists always want to beat other news outlets to a good story, so they're particularly interested in new ideas or unexpected angles.

Editors:

News worthy and which are not. Editors oversee reporters, and they're responsible for the content of the newspaper or news show. It's their job to keep track of what's being covered, and how. Most newspapers, magazines and radio and television stations have assigning editors who assign their ideas to reporters. They often determine what angle reporters should take and even who they should interview.

Editors also evaluate what their reporters write, and have the power to approve it before it gets published or goes on the air.

The reporters and editors who determine what is newsworthy choose from the flood of Information and events happening in their community and around the world. Every newspaper has its own editorial board that determines what should be covered. Stories are normally selected because of their importance (globally, nationally or locally), timeliness and potential impact (on individuals or society at large). Stories can also be written because a reporter has a personal or professional interest in bringing an issue into the public eye.

SHOW, NOT TELL:

Journalists are story tellers by trade. And at the heart of the trade are gripping stories rich in imagery and detail. One common piece of advice for writers is to "show, not tell". You have to show the reader the world where your story takes place. A journalist must be the reader's eyes and ears..... and every other sense as well.

When you just tell the reader what you think they need to know, it can come across as a list of dull, dry information. As a journalist you can use some techniques of literary writing. Try to provide the reader with vibrant details so they can conjure up their own mental pictures.

For example compare the following two passages:

1. "I wasn't feeling well so I went and saw the doctor. She told me that I had chickenpox, and that I had to keep away from other people because I was highly infectious".

2. “My head throbbed like someone was pounding on it with rubber mallets. I was shaking so hard that I couldn’t hold a drink without spilling all over my shirt. When the doctor finally saw me, her face blanched. She took one look and inched over to stand by the opposite wall of the office. Then she told me: I had chickenpox, and massively contagious”.

See the difference. The second one creates a much more vivid impression. To write in a rich and descriptive manner, you also need to pay attention to detail. For example, imagine you have to describe a stranger.....may be on the bus, or in the line up at a supermarket. How do you write?

Wrinkled skin at the corners of the eyes. A grilled chin, a bald spot, sad eyes. Cloths hanging off a frame that is way too thin. Scuffed shoes with one sole starting to tear away. A patch of hair peeking out from the between the sock and the start of the pant leg. That’s all! Go on and on. Pure description.

Cultivate your powers of observation. Learn to look at the world with the eyes of a vigilant journalist, some kind of cross between a detective and an artist. Observe details as you move through the world and figure out how they relate to the essence of the scene. Try to convey that essence through written description as often as you can, the more practice drafting verbal sketches the greater your skill as a writer will be.

1.4 Summary:

The journalism in India commenced with the sole aim of national awareness, public welfare and social reforms. Leaving aside the personal gains & losses, selfish ends and self-centered ideals, the fulfillment of the national and social obligations was its noble objective. Journalism is a challenge for a journalist. He has to fight for a healthy response on various issues. Newspaper is the most important organ of journalism. Fast development and availability of various facilities gave birth to various journals and magazines alongside the newspapers.

The news which, which attracts the attention of the people to know the details of general interest topic, is the best news, when a reporter observes such events and pictures in details for the benefit of the society, it is called ‘reporting’. Reporting is a combination of various processes. More the number of people, news are affecting or involving the more important it is. A good reporter must have a ‘nose for news’.

The main job of a reporter is the collection and compilation of news. The reporter has to maintain contacts with the people at various levels digging out and unearthing scandals, disparities, injustice and other negative facts etc.

1.5 Self Assessment Questions:

1. Define Reporting with examples?
2. List out the jobs of Reporters and Editors in a news paper office.
3. Journalists should ‘show, not tell’ discuss.

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Lesson - 2

CONCEPT AND DEFINITION OF NEWS

2.0 Objective:

1. To define News and news elements.
2. To explain the news values and structure of the news.

Structure Of The Lesson:

- 2.0 Objective
- 2.1 Introduction
- 2.2 News Values
- 2.3 Timeliness
- 2.4 Proximity
- 2.5 Prominence
- 2.6 Consequence
- 2.7 Conflict
- 2.8 Human Interest
- 2.9 Forms of News Writing
- 2.10 News Features
- 2.11 News Analysis
- 2.12 News Letter
- 2.13 Immediacy
- 2.14 Proximity
- 2.15 Prominence
- 2.16 Oddity
- 2.17 Conflict
- 2.18 Suspense
- 2.19 Emotions
- 2.20 Consequence
- 2.21 Different Types of News Stories
- 2.22 Editorial Writing
- 2.23 Kinds of Leads

2.24 Language in Newspapers

2.25 Sources of News

2.26 Summary

2.27 Self Assessment Questions

2.28 References

2.1 Introduction:

What is News?

Though news has been there since the birth of man, it is as difficult to define it as it is to put toothpaste back into its tube. It means different things at different places, at different times and for different societies. For example, 'two persons were stabbed to death in Tirupati' is news for a paper in Andhra Pradesh and it is not news for a paper published in Uttar Pradesh or any other state.

The most popular definitions came from the west where news first acquired its mass character as a result of inventions and advances in the area of type-setting and printing technologies. By the time television and radio arrived, western print media persons had already reduced news to its basic essentials.

Through decades of journalism, newsmen applied certain criteria, some on their own and some in response to the felt needs of the readers to determine what should be published. There came to be known as news values and news is the outcome of the application of such values. The most popular 'man bites dog' definition was based on the assumption that the reader preferred the unusual to the usual.

Researchers see news as a product both of the society and an organization. Society provides the raw material for news. An organization is needed to process this raw material for mass production and distribution. News thus has a dual origin. As published it reflects the activities of the society of which it is a product and it represents the output of an organization. That is, you need an organization (a company or a firm) to collect, process, publish and distribute news. You also need a society, whose activities become the basis of news. A music festival, for example, is social activity it becomes news when a newspaper publishes it or radio or Television broadcasts it.

"News can be defined as a new information about a subject of some public interest that is shared with some portion of the public", says Mitchell Stephens.

This lesson explains the techniques and principles of News. The student is also acquainted with kinds of news, forms of news writing, Lead and kinds of Leads and Language in Newspaper.

2.2 News Values:

Since there is no legalistic or hard and fast definition of news, those guidelines or criteria which help the newsperson in the selection of information for publication, may be called news values. The following guidelines help the Public relations practitioner to evaluate news in all media organizations in countries where the press system has Western origins.

2.3 Timeliness:

Immediacy or recency is one component of news that commands reader attention. Delay may mean that other newspapers or media have already published it. For Example that Dr. Abdul Kalam was sworn in as the president of the Indian Republic is not news today. It was news five years back i.e, 2002.

2.4 Proximity:

There is no doubt that people are keen on knowing what is happening in their neighbourhood. The names of places are familiar to them. They may have seen them or lived there for sometime or have heard about them from their parents. There is some bond between them and the places. May be the reader has friends or relatives in these places. To a man in the North, Salem or Guntur means little. He has no interest in them because they are of no interest to them. With the regional editions gaining ground, informing the readers in detail of events happening in their proximity has gained importance.

2.5 Prominence:

Great men and women, prominent places make news. What is said by them and about them are important. They need not always be political leaders or sportsmen or well-known persons. A person who alerts the train of the boulders on the tract also makes news. Most of the stories we see in Newspapers are about individuals, doing something or saying something or something happening to them.

2.6 Consequence:

Information becomes news when its consequences cover a large readership. A government notification lowering the age of voting to 18 becomes major news because millions of young people suddenly become voters, that is, acquire political power to select or reject a party. The publication of the Pay Commission Report cheers millions of readers, some of them might reap the benefits directly because they are government servants. Also, it may be that the readers' father, son or brother or sister is a government employee. News of the strike by bus drivers will hurt thousands of commuters, office-goers, school children and so on. Consequence also thus makes news.

2.7 Conflict:

Many stories come under this description. Actual conflict like that in Kashmir or Naxalite prone areas or potential conflict likely to be caused by somebody's actions or statement is news because conflict leads to repercussions and reprisal. Today the best example of conflict is the recurring confrontation between judiciary and the legislature, each testing its jurisdiction and power.

2.8 Human Interest:

This is the reader's interest in everything unusual, mystic or extraordinary, Child with two heads, animal that can speak, or the largest dosa in the world and so on. Rags to riches stories, bravery reports, miraculous escapes, crime, corruption, sex, fashion and many things come under this head, including the crazy feats performed to get into the Guinness Book or records.

To sum up, the major news values practiced by media desk or reporters are the above five mentioned. A news story may contain any one of the above or all of the above.

2.9 Forms of News Writing:

Everything in the media world is changing. Technology is changing. More areas are opening up for news coverage. Similarly news writing too has acquired new forms of expression. News writing as you have seen earlier is based on facts and has a conventional structure beginning with lead, has a style which distinguished it from other forms and embodies characteristics of news like timeliness, proximity etc. It is the form used to write a 'hard' news story which simply states a number of facts or events or happenings.

2.10 News Features:

News feature is comparatively a new form of news writing, reflecting the change in media environment. It is news based. It is a featurised form of news writing. It seeks not to just inform as does news writing but also to move, motivate and inspire the readers. It seeks to involve the readers emotionally with contents of the story. It has no structure and may not even have the quality of timeliness. See this example, where the item unfolds the story in a feature form.

A vast sea of people, estimated at five million, flowed past Chief Minister Jayalalitha today as she took salute from a decorated platform, the high point of celebration marking one year of office by her.

2.11 News Analysis:

News Analysis is an interpretative form of writing. It does not seek to arouse passions, emotions or sympathy. Basing on a news story that has already appeared in the paper, it seeks to interpret the significance of its contents, factors which gave rise to the event, the repercussions of the event etc.,

2.12 News Letter:

News letters are sent by reporters who are posted outside the centre of publication of the newspapers. It may be a district newsletter, state newsletters or Delhi News letter or a foreign news letter. A person who is posted outside sends news stories regularly. These newsletters may try to assess the status of an important problem like power shortage or failure of monsoon or social unrest so on It is about something which is not a single happening like power breakdown or heavy downpour or a communal clash, It is about something that is continuing or that has crystallized into a problem or phenomenon.

Experts agree that defining news can be a difficult task. Most journalists agree that the following eight elements make up what is considered "news."

2.13 Immediacy:

Reporting something that has just happened or is about to happen. Time is a strong ingredient, "today, yesterday, early this morning, tomorrow." The newness of the occurrence makes up "immediacy" in the news.

2.14 Proximity:

Facts and occurrences that are important to you personally; inflation, the Iran situation particularly if one of the hostages is someone you know or a family member of a close friend, the

closing of a fire station close to your home. Such a closure is less important when it occurs across town. The question most asked by journalists is: "If this happened outside my immediate area, my city, my state, would I be interested in reading about it?" Keeping this question in mind is particularly important to the organizational PR person. You must "take off the I love this organization hat" and examine your story to see if indeed it would interest other readers.

2.15 Prominence:

Prominence as a news element is well-known to most of us. The public figure, holders of public office, people of renown or those who stimulate our curiosity, people in positions of influence all enjoy news prominence. For your visitor or speaker to qualify for news prominence, he or she must be well enough known to command the attention of readers either by reputation or by the nature of the topic to be discussed.

2.16 Oddity:

Oddity is often news. The bizarre, the unusual, the unexpected often make news. Generally those people who perform striking feats in emergency situations are news, such as a woman lifting an automobile off her child, traveling around the world in a sailboat, unusual recycling methods, use of materials in a different way. In journalism, oddity is defined as the "man bites dog" formula. Consider the reported rabbit attack on President Carter. That certainly made the "news."

2.17 Conflict:

Conflict is one element most observed in todays with the clash of ideologies making headlines worldwide. Although most businesses and organizations shy away from the reporting of conflict, it is understandable that this element is firmly based in the news formula.

2.18 Suspense:

Suspense creates and expands news appeal. The outcome of the Iranian hostages is suspenseful news. For the most part, organizations would rarely experience this type of circumstance. It is helpful to remember that news suspense is not the same as mystery suspense. However, mystery suspense in news does occur when a crime has been committed and the search is on for a suspect.

2.19 Emotions:

Emotions are a news element commonly called "human interest" stories that stir our recognition of the basic needs both psychological and physical. Stories that prompt the reader toward sympathy, anger or other emotions in all their variety are commonly handled in feature-type stories. Organizations should be alert to the possibilities of "human interest" stories.

2.20 Consequence:

The last element of news, consequence, is more difficult to explain, but generally for a story to have consequence it must be important to a great number of readers. It must have some impact for the reader. Such news will affect him or her in some personal way...the safety of the city's drinking water. The dumping of toxic wastes into the Snake River Aquifer is being examined from the standpoint of consequence now and in the future. Thus it becomes an important news story.

From this discussion of news story elements, it becomes clear that you should have these guidelines in mind when you're deciding if your message is news or an announcement; whether it's a feature or an item of limited public interest. From this you decide which format to use for distributing the information and the medium that is most likely to use your information.

2.21 Different Types of News Stories:

Hard news:

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

Soft News:

This is a term for news that isn't time-sensitive. Soft news includes profiles of people, programs, or organizations. When Pakistan's ex-Prime Minister Mrs. Benir Bhutto was assassinated, it was first reported as hard news, but the vast majority of stories in the papers for weeks after his death were soft news.

Feature:

Feature stories take a step back from the headlines to explore an issue in depth. Written in the soft news style, they are an effective way to write about complex issues too large for the terse style of a hard news item. Features are like journalism's shopping center. They're full of interesting people, ideas, color, comments, action and energy. Storytelling at its height! A good feature might be about the people in your community and their struggles, victories and defeats, or maybe about a trip someone took to Africa as a part of a school project. A feature usually focuses on a certain angle, explores it through background research and interviews with the people involved, then draws conclusions from that information.

For an example, look at street kids. A hard news story must clinically report the relevant

Statistics: how many there are, where they are, and what they're doing. It usually relies on a time-sensitive hook – for example, the release of a new study, a demonstration by street youth or the untimely death of a young person on the streets.

A feature on street youth is not limited in such a manner. It might be written over a longer period of time, and allows the unique and detailed stories of street kids' individual lives to be expressed.

Editorial:

An editorial expresses an opinion. All editorials are from a personal point of view, but the topics must still be relevant to the reader. Editorials are strengthened when the arguments in them

are supported with facts and evidence. The editorial is the lifeline of any newspaper. The policy of a paper on key issues is generally revealed through the editorials.

The main editorial is referred to as 'the leader' and others which follow are 'leaderettes'. A leader is the nerve center of any paper, since it reflects the paper's policy on vital issues. Individual stylistic features of editorials of different paper relate to the selection of topics and title, language and diction, size of sentence and the overall space occupied.

- a. Editorials are the mainstay of a newspaper.
- b. Various techniques adopted by national newspapers add to the overall stylistic excellence of editorial columns.
- c. The size depends upon the function. Even if some editorials are long and the sentences loose, they may be woven skillfully to present an in-depth analytical study. These editorials inform, instruct and may be used as reference material.
- d. By and large, the English editorials of Indian mainline newspapers are clearly more literary than just news reports.
- e. The hallmark of good style in editorials should be unique, respectable and it should be responsible and readable.

In conclusion we may say that the style in editorials should be unique, respectable and it should be responsible and readable.

2.22 Editorial Writing:

Editorial and its Importance :

The editorial enjoys an importance of its own in newspapers and periodical. In newspapers the editorials reflect the opinion of the Editor on the given issues of the day. In a larger sense, they also reflect the policy of the newspapers. Not all readers read the editorials. It is estimated that only 10 to 15% take interest in them. But it is 'claimed' that policy makers do read the editorials.

Functions :

The functions of an editorials are many. It can inspire, motivate, excite, appeal, criticise or reject certain ideas or policies. This free expression of opinion is intended to mould public opinion as conceived by the Editor. While doing so, the editor acts according to the dictates of his conscience for the greatest good of the greatest number. An editorial must present facts honestly. They should not be distorted. It is meant to guide the reader, not to mislead him. How would you describe an editorial ? "It is the expression of an opinion in concise, logical terms, an interpretation of happenings to make their significance clear to the reader. It can be a combination of facts and opinion, sometimes facts have to be given to justify opinion".

Tone :

The tone of an editorial can be interpretative. It can present the salient features of a recent happening to educate the reader and to help him form an opinion of his own. The tone can also be laudatory. To "laud" means to praise. There may be occasions when an event may have to be praised. Again, the tone can be infective, or decent criticism. At times, an editorial can criticize an approach

to a problem facing the country. The editor will decide the tone of the editorial according to the nature of the subject or the theme selected for the editorial comment.

Editorial Writer :

In well-established daily newspapers, we have a team of editorial writers known as “leader writers”. Each writer specializes in a particular field such as for instance, national and international subjects, banking and finance, education, social and community welfare and so on. The editor-in-chief generally selects the subjects every day and asks the concerned leader writer to write the editorial on the subject. So, the editorial writer or the leader writer is a subject–specialist.

Of course, the editor-in-chief also writes editorials on special occasions. This he generally does when the subjects is of great national or international importance. At times, such an editorial is published on the front page of his newspaper.

Qualities :

Before writing an editorial, the leader writer prepares himself for the task in a very methodical but quick fashion. He studies the background to the subject thoroughly and fully. He also updates the facts and figures.

There after, he writes the editorial in keeping with the dictates of this conscience and the policy of this paper. Generally, the editorials, written by the leader writers are cleared by the Editor-in-chief.

Certain qualities of head and heart go to make an ideal leader writer. He must have an analytical mind. He must be capable of seeing both sides of the picture, as it were. His must be an open mind, not a closed one. He must be a warm hearted person, responding to a given situation with understanding and sympathy. Again, as rightly pointed out by a well-known author, his pen “should be ready to defend the underdog, the persecuted, the unjust, the wronged, the exploited and the voiceless... “In other words, he must always be ready to defend the undefended with his pen. India produced such editorial writers. The history of Indian journalism is full of shining examples.

Editorial Writing:

There is no hard and fast rule in respect of the style of writing an editorial. The style differs from paper to paper. In other words, it is mostly the choice of the individual, in keeping with the policy of the paper and its prestige.

Style :

During the pre-Independence days, the editorials were pompous in style, adopting high sounding and difficult words. The sentences were long and diffused. The length was not restricted. It occupied many columns, with the passage of years, the old order changed.

During the post-Independence era, the style of editorials underwent many changes, all for the better, simple words, short sentences, and direct approach to the subject came to be used by leader writers. They also kept the length of editorials quite short, because of the fact that in the jet age, an average reader does not have sufficient time to read the news as well as editorials in a newspapers. The latter is generally skipped. An ideal editorial need not exceed a few paragraphs, say five or six in number. The first para may serve as a curtain-raiser or introduction to the theme. The second para may uncover more fully and state the points or issues to be interpreted or lauded or criticized.

The third para may supplement statistical data, relevant to the theme. The fourth para and the fifth may state emphatically the paper's stand or its opinion on the issues involved. The sixth or the last para may do the summing up eloquently re-stating or reiterating the stand of opinion to make an enduring an impact on the reader.

This does not however, mean that a good editorial should have only six paras. It may have more or perhaps less. Just an example has been cited to show national segmentation in an acceptable format for a good editorial in a daily newspapers.

Structure of The News:

Journalistic writing stands on a different footing. Journalists write for the Print Media comprising newspapers and magazines. They have a style of their own known as Journalistic style. Its Vocabulary is arresting and full of 'Punch'. At the same time, it has a high degree of readability also in the sense people love to read and re-read a well-written article. To achieve readability, journalists use journalistic style, words and phrases. They are generally coined by journalists' themselves. Journalistic media, therefore, include the press, the radio, the television etc. Writing for journalistic media includes writing for Newspapers, radio and television through which public information is disseminated. Journalism does not mean merely writing for the newspapers. These aspects of writing are covered separately in different lessons of this paper.

Journalistic writing is the distinct form of writing adapted to the requirements of media. Writing for newspapers has a very short life. Most readers read newspapers hurriedly. As such journalistic writing requires an awareness of this fact-hurry. The task of a journalist is to convey essentials to readers as to catch the reader's attention immediately.

If you look at any newspaper, you find different types of stories. They are news reports of important events, features, byline articles, interviews, human interest stories, obituaries, book reviews, sports column, business column, letters to the editor, editorials etc. Those who write for the media should be conversant with the various forms of news writing. This will not only enable them to write well for the media but it will also help them in editing publications.

1. **“The Inverted Pyramid”**: The basic structure of the news release is the “Inverted Pyramid” shape of from your Geometry class turned upside down and balanced at it tip. This structure requires the writer the essential information at the beginning of the story. The original theory was – and it is a good one to remember – that a news story might need cutting in the print shop from (composing room) in order to fit the news hole. Traditionally printers cut stories from the bottom. Thus, if the essential information is the beginning of the story, it will not be affected by a printer's cuts.
2. **5 W's and an H (Elements of News)**: Because news releases are informational, they must anticipate and answer questions. The six essential questions whose answers constitute the elements of the news release are:
 - WHO
 - WHAT
 - WHEN
 - WHERE

- WHY
- HOW

These elements of news – the six essential questions that need to be answered – are common sense. If you jot down every question you ask or are asked in a given day, the vast majority will be predicted on ATLEAST ONE OF THESE CONCEPTS.

For many years, student journalists were taught to answer all six elementary questions in the first sentence or paragraph of a news release. However, if clarity is being sacrificed in order to cram all the information in the opening sentence there is no reason why the news elements cannot be addressed in the top two sentences or paragraphs.

3. **The “Lead”:** The opening sentence and /or paragraph is called the story's “Lead”. In the traditional news release and news article the lead introduces and imparts the gist of the information that you are communicating. Otherwise also called Intro is the short form of the English word ‘introduction’. The informative news generally contain two or more paragraphs. All the important news are preceded by intro, which specifies the essence of the news in one or two sentences. Intro should not be very lengthy, otherwise it loses its impact. There is no set of principles for writing intro. It is the responsibility of the News room to give intro to the news.

As a general practice, the newspapers conventionally give the number of deaths or injured people in an accident in the intro. The intro to the sports news includes score, etc. For example: India recorded a famous win on Australian soil on Saturday claiming the third cricket test match here at the WACA by 72 runs with a day to spare.

4. **News of Human Interest:** The news of human interest are written in an attractive manner as per the subject matter. Such news could be centered round any subject; there is no particular style for their presentation. Given below is one such example of the news published in ‘The Hindu’.

French Love for Indian soil

From the shores of Algeria, born and bred in Paris, the heart of France, she is almost on the point of becoming an Indian citizen. Primarily a French Language instructor, Dalel Benbabaali is a multi-faceted personality. For someone so young, she speaks five languages-French, English, German, Arabic, Spanish, fluently not to mention her comfort levels with Hindi and Telugu too!

2.23 Kinds of LEADS:

Leads vary in pattern. There are a number of these, some in use and some that have now gone out of vogue. A few are listed below.

Summary Lead:

It gives briefly the gist of the speech, answers all the five Ws and one H. This lead does not highlight the significant elements; but brings them all together in a confused way. This is also called ‘one, two, three lead’.

Example:

Part of the fourteen storied LIC building was destroyed by fire shortly after 10 last night. The reason for the fire is said to be short circuit in the building. Fire fighters battled for five hours to put out the fire. Damages estimated at about 5 lakhs.

This lead is not wrong; but it is insipid and dull. The better lead would be : Property estimated at Rs.5 lakhs was destroyed by a devastating fire that consumed part of the fourteen storied LIC building on Mount Road last night. Five fire engines rushed to the spot in ten minutes and extinguished the fire after five hour battle.

Title Lead:

It is not in vogue now.

Example: Evils of dowry system was the subject of a lecture delivered by Mrs Aruna, Minister last evening. No brainwork/creativity is necessary for this lead.

The Direct Quotation Lead:

A vital sentence of the speaker is quoted in the first paragraph. This style is also not used very often. Some papers dislike it because of its overuse. It is the easiest form to write. Sometimes this lead may be effective.

Example:

' I have asked party men not to speak on the Telangana Issue', said Mr.Veerappa Moily, congress party incharge of Andhra Pradesh. He was addressing the press meet at Gandhi Bhavan.

Indirect quotation Lead:

This pattern summarises one of the speaker's significant statements.

Example:

Preaching and practicing the twin ideals of dharma and ahimsa (righteousness and non-violence) all over the globe would go a long way to prevent another world war, was the view expressed by Jagadguru Sankaracharya last night at Tirumala. He was addressing at the vedic pathasala.

Keynote Lead:

This lead is very much in use and is a must in the Inverted Pyramid Style of reporting. Here the dominant theme is revealed in the first paragraph.

Example:

Urgent action for expediting the urban property ceiling legislation was stressed by leaders of all parties in the State Legislative Assembly today.

Personality Lead:

This is used when the identity of the persons concerned and his individual characteristics are more important than what he says.

CM YS Rajashekhar Reddy expressed himself in favour of eradicating poverty totally in the country.

Prime Minister of Britain spoke about aid programmes to developing countries.

Capsule Lead:

As the word itself indicates the lead should be small in length. No great intelligence is required. It is a statement of fact.

Example:

Andhra University celebrated its platinum convocation today.

Tabulated Lead:

This is a lead used generally without a date-line. When a story has many angles, originates at different points and was collected by several reporters, this type is preferred.

Example:

Drought condition in the Rayalaseema districts in Andhra Pradesh following failure of monsoon successively for the past three years.

Teaser Lead or suspense lead:

It is an unconventional approach keeping the reader in suspense about the climax. It teases him about the 'real news'; 'chronological' stories come under this lead.

Example:

Student activists of various political parties visited the secretariat this morning and met the education minister. They represented the minister to make education free up to the end of degree education. During the discussion there were heated arguments and the students overpowered the minister and the minister was injured. The minister was rushed to the hospital and the students were arrested. (Here the reader has to wait till the end to know the news that minister was injured and students were arrested.)

Contrast Lead:

This lead mentions two different facts to emphasize the theme of the story.

Example:

On 2 October, Gandhi Jayanti Day, when millions dedicated themselves all over India to follow non-violence, police opened fire and killed ten Sarvodaya leaders who shouted slogans demanding purity in public life.

Staccato Lead:

Not much in use. The word means 'musical note played in an abrupt, disconnected manner; each note has a distinct sound'. This lead is used when there is need to indicate quick consecutive and abrupt action.

Example:

'Down Down' shouted demonstrators; police lathis cracked.....bursting teargas shells boomed..... defiant men yelled 'burn the police van..... the lead goes on.

Punch or Bullet or Catridge Lead:

Lead that hits like a bullet, delivers a punch. It conveys the most important news in a rush of words.

Example:

Mrs.Bhutto shot dead, Modi WINS

Descriptive Lead:

The first paragraph begins with a vivid and graphic description of the scene and setting as the reporter saw it. It has to be highly imaginative so that the writing is visible, fresh and fluent. Striking ideas condensed into forceful language will make a compelling report. A clever journalist will combine a news sense with a complimentary power of expression. It has been said that writing has the strongest appeal if it is inspired by feelings. One's command of vocabulary and the choice of words are among the more important factors in the style of lead.

Example:

They are their small country's best known exports after raspberries. And, on a tennis court, Jelena Jankovic, Ana Ivanovic, and Novak Djokovic make their opponents see red – hardly as mouth-watering a prospect for their rivals as those flamingly sweet berries might be.

Example:

Scantly clad, sick, weak and mad with agonizing pain, 18 year old girl Rema was found huddled miserably in a Himalayan cave by a Bhadri tourist party. In a halting voice she said she was kidnapped by masked hunters.

2.24 Language in Newspapers:

English is not out language and there is nothing either surprising or immoral in the standards of English going down. But those working in an English newspaper need to have a professionally competent knowledge of the language in order to be able to do their jobs well. The principle applies to those working in other languages as well. The sub-editor, as communicator, has to develop an above average mastery of the language in which he functions. He does not have to be a writer to be able to distinguish between the right and the wrong word. He must have pride in his understanding of linguistic nuances. A sub editor without command of language is a contradiction the terms. There is such a thing as newspaper language. In the literary sense it means very simple and direct sentences. Typographically, it means very short paragraphs.

Significantly, it is well known how Thanthi became the first mass circulation paper in India by developing a people's Tamil in its columns. Its founder, Adityanar, reputedly tested difficult and unusual words on Aatha, the office watchman. If Aatha did not understand a word, it was changed or explained in simple terms. Others have proven the same principle without going to Adityanar's extremes. The late Santosh ghosh was a prime force behind Ananda Bazaar Patrika's soaring

popularity in the 1960s. He was a complete journalist and that helped. But the innovation that clicked most with readers was his use of colloquial language for the first time in Bengali newspapers. Ghosh was a novelist in his own right and he popularized newspaper Bengali without in anyway compromising the beauty of the language.

In Andhra Pradesh the story was repeated by Eenadu which became the largest circulated daily in a short while by employing, among other things, a language used by people in everyday life in contrast to traditional literary Telugu used by other telugu newspapers.

What these papers have shown is that direct writing is best for newspapers and that this can be achieved without cheapening the language. Perhaps the non-English papers succeeded in showing the way because they are written by reporters and sub-editors who use the language in their everyday life. English on the other hand is a language acquired through formal study and tends to be literary in the hands of those who are forced to use it in their official work.

In the meantime, the best that reporters and subs can do is to bear some basic ideas about language constantly in mind.

1. Always prefer simple words and sentences. There is hardly a complex sentence that cannot be simplified. **Now** is always better than **at the present time**.
2. Always prefer short sentences. The trouble with long sentences is that, by the time the reader gets to the end, he forgets the beginning. The sub must insist on splitting long sentences.
3. Always make certain that there is no ambiguity about the meaning of a sentence. A phrase in the wrong place, even a punctuation mark omitted or wrongly positioned, can alter the meaning of a sentence. Watch out for misleading juxtapositions. It is easy to forget the difference between **He can only sing and only he can sing**.
4. Always consult dictionaries and reference books as a habit. It is the only way to avoid spelling mistakes and wrong usages. The laziness that prevents one from going to a dictionary is an evil to be fought.

Since language teaching is beyond the scope of this text, no attempt is made here to explain the rules of grammar and sentence construction. An all too familiar problem is that a grammatically correct sentence may yet be cumbersome. It is the sub-editor's task to polish it into easily digested segments. Here is a sentence the average reader may have difficulty understanding in one reading.

For example:

New Delhi, Friday – The government confirmed in the Rajya Sabha today that it has directed the concerned authorities in the capital to stop with immediate effect giving fresh sanctions to construction of multi-stories buildings in New Delhi and South Delhi under the jurisdiction of the Delhi Development authority and the Delhi Municipal corporation pending finalization of the Second Master Plan for Delhi.

The difficulty arises because bureaucratic phrases have been used instead of plain language (directed the concerned authorities, giving fresh sanctions, pending finalization) and too many points have been stitched together. If the sub rephrased it and confined the opening sentence to the main news point, it would yield a simple sentence like this:

The Government confirmed today that no new multi-storied buildings would be allowed in New Delhi and South Delhi until the second Master Plan was ready.

That's the crux of the news. Other details can well go into subsequent sentences.

2.25 Sources of News:

For a reporter, the whole universe is a mine of news. Realizing the vital social values of news, he spreads his net wide to capture anything worthy of record. There is no part of the globe that is known to exist, which has not at some time been the locale of a newspaper story, which means that newsmen cultivate all possible sources of news.

For ensuring systematic gathering of news, there are certain well defined sources of routine news. The reporters rely on these for the greater part of their daily news output. Of course special features or stories are 'done', in addition to the routine and this adds to the individuality of the newspaper concerned.

All standard newspapers make it a point to cover almost all the following sources every day.

1. Crime: Police headquarters, police stations the morgue, hospitals fire service stations, police courts, jails and prisons.
2. Civic affairs: Corporation or municipalities, transport, water supply, power stations and city council meetings.
3. Government: Secretariat – various ministries, Rashtrapathi Bhavan, Raj Bhavan, Planning commission, meeting ministers, secretaries and heads of the departments.
4. High Court and other smaller courts
5. Chambers of Commerce, stock exchange, trade organizations and market, financial institutions and industrial plants.
6. Government Guest-house and big hotels.
7. Weather bureau or meteorological department
8. Shipping and Harbour
9. Sports and events
10. Film studios and theatres
11. Aviation fields(aerodromes)
12. Railway stations
13. Temples, churches and mosques
14. Party Offices
15. Universities, educational institutes, research institutes
16. Labour headquarters

17. Public functions, conventions and speeches
18. Social welfare organizations
19. Science Stories
20. Columns of other newspapers or magazines
21. Friends/neighborhood

The sources are covered by a number of newsmen posted at various above beats. From other centers also news flows in through a network of correspondents spread all over the world. In addition, news agencies send in their quota of news. Thus we see that the news-room gets a) local news b) outstation news through telegrams/teleprinters/modems and internet and c) cable news from overseas countries.

When a big story breaks wide the reporter is in his element, reaching the peak of enthusiasm and excitement and galvanizing into action to meet the challenge.

At the production centers, in all standard newspaper offices, the news coverage is left to be managed by the reporting section headed by the Chief Reporter. In consultation with the editors he prepares a daily news schedule which assigns to various reporters, the beats to be covered for the day. Reporters are expected to know the topography of the place, its politics, social and industrial activities.

2.26 Summary:

The points that are to be borne in mind in framing a news story are 1) Have the facts been presented properly and accurately so that the reader can actually picture the occurrence; 2) If the story includes disputed points, have both the sides been fairly presented; 3) Does it answer the five Ws and one H; 4) Does it indicate the source of the information(except for valid reasons it is not to be withheld); and 5) is complete in covering all aspects.

News value is commonly measured by five tests; timeliness, proximity, prominence, timeliness and conflict. It must be new and fresh; it must interest readers. Its value also depends upon the prominence of the people involved and its likely consequence on society. Location also determines relative news value.

The lesson also defined the Lead and kinds of leads with examples. The reporter has to keep in mind that he is an average individual and should remember that what interests him is likely to interest readers also. If he does this he goes a long way towards understanding the fundamentals of news-interest.

2.27 Self Assessment Questions:

1. Define Lead and discuss various kinds of leads with examples.
2. How does language play an important role in the making of the newspaper?
3. What are the various sources that a reporter taps to write a news story?
4. Explain in detail the structure of the news keeping in the 'Inverted Pyramid' in mind.

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Lesson – 3

KINDS OF REPORTING

3.0 Objective:

1. The lesson will orient the student the different types of the reporting and describe the
2. News agencies, interviews, uses of photographs.

Structure of The Lesson:

- 3.0 Objective**
- 3.1 Introduction**
- 3.2 Investigative Journalism**
- 3.3 Interpretative**
- 3.4 Advocacy Journalism**
- 3.5 Objectivity**
- 3.6 Parliamentary Reporting**
- 3.7 Reporting: A Mandatory Requirement**
- 3.8 The Job & Its Requirements**
- 3.9 Reporters At Work**
- 3.10 Compilation of Official Report**
- 3.11 Verbatim Report : An Important Document**
- 3.12 Citizen Journalism**
- 3.13 History**
- 3.14 Birth of Blogs and The Indymedia Movement**
- 3.15 What is Citizen Journalism**
- 3.16 Who Does Citizen Journalism?**
- 3.17 Cirticisms**
- 3.18 Online Journalism**
- 3.19 Work Outside Traditional Press**
- 3.20 Legal Issues**
- 3.21 News Collections**

3.22 Summary**3.23 Self Assessment Questions****3.24 References****3.1 Introduction:**

A reporter is the person who feeds the news through any means or medium to the mediums of mass communication newspapers, radio, TV, floor etc. news is the raw products of any newspaper. A correspondent writes a newspaper, and sub-editors arrange the news. A correspondent or reporter smells the rat, and investigates, formulates and presents the news for publication in a newspaper. The readers and presents the news for publication in a newspaper. The readers would, therefore, agree that a reporter is the vein of any newspaper.

With the concept of a global village becoming a reality, news has become the most vital communication media of both intra-cum international significance. In this changed context, the dictionary definition of news as 'a report of a recent event' appears inadequate. The time span between the concurrence of an event and its reporting sometimes becomes almost nill. On the other hand, an ingenious journalist should also turn a very old event into a current item of news value. Therefore the reporter presents the facts in such a skillful manner to create an impression of easy to-read fiction.

This lesson discusses the kinds of reporting – investigative, interpretative, advocacy, Parliamentary and such other varied kinds of reporting.

3.2 Investigative Journalism:

Investigative journalism is when reporters deeply investigate a topic of interest, sometimes involving crime, political corruption, or some other scandal, but also looking into systemic problems in government, business and other sectors. In other words, a descriptive of a story without distorting facts through suitable news reports or articles is investigative journalism. Harish Chandra Mukherjee one of the founding fathers of Indian journalism, did pioneering work in this field. His well-researched articles on the 1857 Indian Revolution and the 1860 Indian Mutiny, stand as masterpieces of socially-relevant investigative journalism. The first two decades of post-Independence journalistic scenario, mainly dominated by the five mainline newspapers- The Times of India, The Hindu, The Hindustan Times, The Statesman and The Indian Express – did not produce investigative journalism of any great value. However, things changed during the late 1970s and 1980s when a number of new dailies and periodicals such a Mid Day, the Daily, The Telegraph, India Today and the regional papers entered the scene.

With national dailies shedding their conservatism and magazines beginning explorations into vital issues of far-reaching political and social significance, investigative journalism received a big boost. For successful presentation of indepth reports, the collection of a mass of data although essential, is not sufficient. The ability of separate the seed from the craft is most important. Analytical skill and objective perception are the twin assets of a good investigative journalist. The Bofors episode, sometimes compared to the Watergate scandal in the US, is a case in point. Years of painstaking research and a massive buildup in documentation by a host of journalists, including N.Ram and

Chitra Subramanyam and others, unfolded the untold story in different phases. It is relevant to notice the laws of the land in such cases. For instance, India has an Official Secrets Act, which the USA does not have. Again, Sweden has its own laws which impose a lot of restrictions.

From a stylistic point of view, investigative journalism stands somewhere between straight reports and articles or features representing news and views, respectively. Interpretations based on news are likely to be more popular than views-oriented items, although the news value has to be preserved. Investigative reporters are always on the lookout for scoops, which not only create a sensation but bring themselves prestige. Washington Post's Bernstein and Woodward became heroes overnight with their exposure of the Watergate Scandal that led to President Nixon's exit from power. The story of 'Antulay's Trusts' by Arun Shourie in the Indian Express is somewhat similar.

What is really scoop? It is defined as 'something that a reporter gets without help from anyone and entirely on the strength of his own search and persistence. More often than not, the distinction between a scoop, plant and a leak becomes hazy. The rules of the game change often, hunger for sensation snaps the threads of objectivity.

Investigative Journalism had come to stay in the 1980s adding new dimensions to Indian Journalism. The style comprising colourful, allusive and flashy language, is used by the reporter to effectively inform and educate the people.

De Burgh (2000) states that: "An investigative journalist is a man or woman whose profession it is to discover the truth and to identify lapses from it in whatever media may be available. The act of doing this generally is called investigative journalism and is distinct from apparently similar work done by police, lawyers, auditors and regulatory bodies in that it is not limited as to target, not legally founded and closely connected to publicity".

An investigative journalist may spend a considerable period researching and preparing a report, sometimes months or years, whereas a typical daily or weekly news reporter writes items concerning immediately available news. Most investigative journalism is done by newspapers, wire services and freelance journalists. An investigative journalist's final report may take the form of an exposé.

There is no more important contribution that we can make to society than strong, publicly-spirited investigative journalism.

While good investigation leads to the enhancement of purposeful journalism, sometimes journalists try to analyse events and forecast the shape of things to come which may not always prove correct.

The Investigation

The investigation will often require an extensive number of interviews and travel; other instances might call for the reporter to make use of activities such as surveillance techniques, analysis of documents, investigations of the performance of any kind of equipment involved in an accident, patent medicine, scientific analysis, social and legal issues, and the like.

Investigative journalism requires the scrutiny of details, fact-finding, and physical effort. An investigative journalist must have an analytical and incisive mind with strong self-motivation to carry on when all doors are closed, when facts are being covered up or falsified and so on.

Some of the means reporters can use for their fact-finding:

- studying neglected sources, such as archives, phone records, address books, tax records and license records
- talking to neighbors
- using subscription research sources such as LexisNexis
- anonymous sources (for example whistleblowers)
- going undercover

Investigative journalism can be contrasted with analytical reporting. According to De Burgh (2000) analytical journalism takes the data available and reconfigures it, helping us to ask questions about the situation or statement or see it in a different way, whereas investigative journalists go further and also want to know whether the situation presented to us is the reality.

Some of the potential consequences for the subjects of successful investigative journalism include:

- indictment and conviction
- loss of job
- loss of professional accreditation
- payment of fines
- loss of personal and professional reputation
- domino consequences for family members/associates involved in unrelated criminal acts discovered through the process of investigation

Consequences for society as a whole include:

- revision of institutional policies
- changes in the law

In *The Reporter's Handbook: An Investigator's Guide to Documents and Techniques*, Steve Weinberg defined investigative journalism as:

Reporting, through one's own initiative and work product, matters of importance to readers, viewers or listeners. In many cases, the subjects of the reporting wish the matters under scrutiny to remain undisclosed. There are currently university departments for teaching investigative journalism. In some instances, advocacy journalism is the same as investigative journalism and muckraking, where these serve the public interest and the public's right to know. Investigative reports often focus on criminal or unethical activity, or aim to advance a generally accepted public interest, such as government accountability, alleviation of human suffering, etc. It might be argued that the journalist is assuming a point of view that public action is warranted to change the situation being described.

3.3 Interpretative:

To interpret means to explain, to unfold and to elucidate. Interpreting news means to make it meaningful by adding new depth and insight to it. Reporters have to go behind the surface news and in the process, take care to distinguish deductions from assumptions. In this type of reporting 'why' becomes more important than 'what' and 'who'. It is an objective appraisal of a given situation.

In the past, it was feared that interpretations would offend objectivity. Even now there are some orthodox reporters who dislike this type of reporting. They say reporting is a narration of facts as they happened and they considered that interpretation stretches facts too far, to suit the personal moods thinking of the writer. It can be by-lined interpretative writing. According to them the term 'interpretative reporting' is misnomer and contradiction in terms. But interpretative reporting has come to stay, as people want something more than facts. They enjoy opinions and impressions. Thus we see the rise of the popular news analysis's whose columns are looked forward to.

An interpretative news story must contain the following elements:

1. Vivid presentation, capable of talking the reader to the scene:
2. A definite interest in the significance of the news:
3. Impact of the news on a cross-section of society: and
4. Portrayal of the personality and character of people who make the news.

3.4 Advocacy Journalism:

Advocacy journalism is a genre of journalism that intentionally and transparently adopts a non-objective viewpoint, usually for some social or political purpose. It is distinguished from propaganda, in that it is intended to be factual, and is usually produced by private media outlets (as opposed to governments). It is also distinct from instances of media bias and failures of objectivity in media outlets which are attempting to be or which present themselves as objective or neutral.

Traditionally, advocacy and criticism are restricted to editorial and op-ed pages, which are clearly distinguished in the publication and in the organization's internal structure. News reports are intended to be objective and unbiased. In contrast, advocacy journalists have an opinion about the story they are writing. For example, that political corruption should be punished, that more environmentally friendly practices should be adopted by consumers, or that a government policy will be harmful to business interests and should not be adopted. This may be evident in small ways, such as tone or facial expression, or large ways, such as the selection of facts and opinions presented.

Some advocacy journalists reject that the traditional ideal of objectivity is possible in practice, either generally, or due to the presence of corporate sponsors in advertising. Some feel that the public interest is better served by a diversity of media outlets with a variety of transparent points of view, or that advocacy journalism serves a similar role to muckrakers or whistleblowers.

Examples:

Advocacy journalism is practiced by a broad range of mainstream media outlets and alternative media and special interest publications and programs, but might also apply to a single article in an otherwise-neutral publication, such as political stories in Rolling Stone; there are also

“advocacy journals”, or “alternative publications”, which are marketed to target groups based on their interests or biases, for example: Taking up the campaign on AIDS, Total Prohibition etc., by the newspapers.

Perspectives from advocacy journalists:

One writer for the “alternative” journalism collaborative, the Independent Media Center, writes the following in a call to action: Classic tenets of journalism call for objectivity and neutrality. These are antiquated principles no longer universally observed.... We must absolutely not feel bound by them. If we are ever to create meaningful change, advocacy journalism will be the single most crucial element to enable the necessary organizing. It is therefore very important that we learn how to be successful advocacy journalists. For many, this will require a different way of identifying and pursuing goals.

3.5 Objectivity:

Objectivity (journalism) and Objectivity (philosophy)

Advocacy journalists may reject the principle of objectivity in their work for several different reasons. Many believe that there is no such thing as objective reporting, that there will always be some form of implicit bias, whether political, personal, or metaphysical, whether intentional or subconscious. This is not necessarily a rejection of the existence of an objective reality, merely a statement about our inability to report on it in a value-free fashion. This may sound like a radical idea, but many mainstream journalists accept the philosophical idea that pure “objectivity” is impossible, but still seek to minimize bias in their work. Other journalistic standards, such as balance, and neutrality, may be used to describe a more practical kind of “objectivity”.

Many advocacy journalists claim that they can reject objectivity while holding on to the goals of fairness and accuracy, and claim that corporate journalists often lack both.

Criticism of Advocacy Journalism:

Professional journalists and members of the public critical of the term assert that reporting without objectivity (termed “editorializing” or “sensationalizing”) is bad journalism, and does not serve the public interest. The term might also indicate a serious breach of journalistic canons and standards, such as rumor mongering, yellow journalism, sensationalism or other ethically flawed reportage — for example, the 2004 revelations created by a press leak in the Palma affair, where a leak was alleged to be used to help an office holder’s political position. (However, a critic of that politician publicly admitted to being the source of that leak, not the politician in question.

Some fear the activity of “advocacy journalists” will be harmful to the reputation of the mainstream press as an objective, reliable source of information. Another concern is that indiscriminating readers will accept the facts and opinions advanced in advocacy pieces as if they were objective and representative, becoming unknowingly and perhaps dangerously misinformed as a result.

Advocacy journalists vary in their response to these criticisms. Some believe that mainstream and “alternative” outlets serve different purposes, and sometimes different audiences entirely, and that the difference is readily apparent to the public. Many believe that the mainstream press is not an objective and reliable source of information, and so doesn’t deserve the reputation it seeks to maintain.

3.6 Parliamentary Reporting:

A familiar scene in the two Houses of Parliament is that of quietly dressed persons heading for the central table at a brisk pace—but with a careful and correct bearing—taking their seats, scribbling in their note-books for a while and then making an exit as quick and unobtrusive as their entry. But not many people know who are these men and women apparently always in a hurry and what is the purpose of these frequent short trips.

They are the Parliamentary Reporters engaged in the momentous task of preparing a complete and authoritative record of what transpires in the highest deliberative and legislative body of the country.

3.7 REPORTING : A MANDATORY REQUIREMENT

The Rules of Procedure require that the Secretary-General has to arrange for the preparation of a full report of the proceedings of each sitting of the House. Accordingly, everything said in Lok Sabha and Rajya Sabha—every question, remark and speech—is meticulously recorded by the Parliamentary Reporters, who represent the acme of the shorthand-writing profession. However, certain words or expressions, which are specifically expunged or ordered not to be recorded by the Speaker or the Presiding Officer, do not form part of the record.

The entire proceedings of the day's sitting, comprising a couple of hundred pages, have to be edited, compiled and made available by the next morning. This remarkable feat is accomplished to perfection by a combination of professional skill of the highest order and excellent team-work aided by modern technology.

Origin of Reporting:

The mode of Parliamentary reporting has undergone various changes before it reached its present verbatim form. In early days, namely from 1777 to 1835, when the Legislature functioned as a part of the Executive, the proceedings in the then Council of the Governor-General of India exclusively dealing with matters of law, were recorded in the Revenue Department of the East India Company. In 1835 the proceedings concerning the legislative business began to be recorded separately in the form of minutes, which indicated only the title of the legislation considered by the Council. However, from 1860 the Official Gazette of the Government of India contained brief references to the legislative business transacted in the Council.

When the proceedings of the then Legislative Council were thrown open to the outsiders in 1854, a decision was taken to release an authentic report of its proceedings for publication. It is obvious that the Secretary to the Council, who was charged with the responsibility for the preparation of the report, would have found it difficult, without the aid of shorthand-writers, to keep pace with the continuous flow of oratory of Members. Apart from the abstracts of the proceedings being published, portions of the proceedings began to appear in direct speech, although in a summarized form from 16 March, 1864.

Entry of Reporter:

The Rule pertaining to the preparation of the proceedings was amended in 1897 to provide for the preparation of a full report of the proceedings instead of mere abstracts. The responsibility for the preparation of the report cast on the Secretary till then was thus transferred to the high

speed shorthand-writers or Reporters. Consequently, the abstracts were discontinued and verbatim reports were issued and also published in the Gazette. The individual style of Members was then reflected in the proceedings, which gave a foretaste of the authenticity and vitality of the modern verbatim report. The right to ask questions, conceded in 1892, added to the liveliness and readability of the reports. In 1920 as the first bicameral legislature under the Government of India Act of 1919 was in the offing, the question of publication of its proceedings in separate book form was examined. It was considered that the proceedings of a popular Legislature would be in greater demand and it was, therefore, decided to publish them in book form for sale to the public. Simultaneously, it was also decided to change the title from 'Proceedings' to 'Debates'. Today, the Official Report of the House of the People is issued under the title "Lok Sabha Debates".

3.8 The Job & Its Requirements:

Reporting in the Parliament is a highly specialized knowledge-intensive job carried out under great pressure, completed within a fixed time-frame and continued for long hours without a break. The twin tasks of reporting, namely writing shorthand at high speed and transcription of shorthand notes, demand the utmost concentration and intellectual effort. Needless to say, physical stamina, mental alertness and quick reflexes are the essential attributes of a Reporter's job, without which he cannot deal with situations like the one which usually prevails in the House immediately after the end of the Question Hour. A statistical analysis has revealed that a majority of the Members of the Lok Sabha speak at speeds ranging between 120 and 150 words per minute, some of them go up to 180 words per minute and a few reach the speed of 180 to 200 words per minute. Reporters must, therefore, possess a speed of 180-200 words per minute in shorthand along with a comprehensive grasp of the language and an encyclopaedic general knowledge, so that they can perform their duties with confidence.

3.9 Reporters At Work:

Reporters record the proceedings of the House singly in turns of five minutes each. This cycle continues from the commencement to the adjournment of the House for the day. Since the floor language is generally either English or Hindi, an English Reporter and a Hindi Reporter are always on duty in the House for taking down its proceedings. However, if a Member speaks in a regional language, an English translation of the speech or observations is incorporated in the Official Report. The Question Hour is one of the most interesting features of the business conducted by the Parliament, but recording the proceedings of the Question Hour tests the competence of even the most experienced Reporter. Questions relate to a wide variety of subjects and their range and scope have virtually no bounds. Supplementary Questions are asked from different parts of the House and answers given in quick succession. Reporters have not only to correctly identify the Members asking the Questions and the Ministers giving the answers, but also to record every word of what is said, including the often rapidly-quoted figures, names and unfamiliar technical words. Nevertheless, the Reporters always rise to the occasion and manage to produce zero error transcripts. After taking the turn in the House, each Reporter goes through his shorthand notes and, if considered necessary, checks them with the tape-recorded version so as to ensure a faithful reproduction of the proceedings. English and Hindi Reporters work in perfect unison and invariably settle the exact sequence in which their respective portions are to be dovetailed before they begin the transcription of their shorthand notes.

3.10 Compilation of Official Report:

Until early 1990s the Reporters used to transcribe the proceedings on stencils from which copies were made through cyclostyling. The Monsoon Session of 1993 was marked by the installation of computers in the Reporters Branch. Since then the entire process of transcription and compilation of the proceedings has been fully computerized, and the proceedings are also placed on the official website of Parliament of India (<http://parliamentofindia.nic.in>) The preparation of the Official Report is a complex operation demanding both precision and speed. As soon as Reporters complete their transcription, they pass on the draft print-outs to the Chief Parliamentary Reporter. The latter, with the assistance of Supervisory Senior Parliamentary Reporters, carefully scrutinizes the transcripts, checks their continuity, verifies the texts as well as the disposal of Motions, Clauses and Amendments etc., carries out necessary editing and corrections and makes sure that every segment of the proceedings is in conformity with the prescribed forms and procedures. This elaborate exercise in 'quality control' is aimed at making the Official Report absolutely flawless. When all transcripts have been examined and finally approved, they are amalgamated and page-numbered to form an unabridged, continuous and factual chronicle of the proceedings of the day's sitting. This compilation, together with contents pages, is then despatched for multigraphing and distribution. Copies of multigraphed Debates are made available to various Branches of the Lok Sabha Secretariat as also the concerned Ministries for reference. A few copies are also placed in the Library for the convenience of the Members. The transcript of every speech delivered, question asked and interruption made by a Member is sent to him for confirmation or correction of inaccuracies, if any.

3.11 Verbatim Report : An Important Document

The Verbatim reports of the proceedings of the Parliament are not a mere narration of Questions, Adjournment Motions, Bills and Resolutions, etc. As a matter of fact, they are a rich source of contemporary history. They provide detailed information on all matters touching the life of a citizen. They bring to light the political, economic and social conditions of even the remotest parts of the country. Besides, they serve as a mirror of the hopes and aspirations, concerns and apprehensions of the nation as voiced by its chosen representatives.

The verbatim report entitled "Lok Sabha Debates" is issued in two parts : Part I contains Questions and Answers and Part II contains the rest of the proceedings. The printed version is available about two months after the date of the sitting. Its copies can be had from the Sales Section of the Lok Sabha Secretariat or from the authorized agents for Government publications on payment.

3.12 Citizen Journalism:

Citizen Journalism is also known as public or participatory journalism, is the act of citizens "playing an active role in the process of collecting, reporting, analyzing and disseminating news and information," according to the seminal report *We Media: How Audiences are shaping the Future of News and Information*, by Shayne Bowman and Chris Willis. They say, "The intent of this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires." Citizen journalism should not be confused with civic journalism, which is practiced by professional journalists. Citizen journalism is a specific form of citizen media as well as user generated content.

In a 2003 Online Journalism Review article, J. D. Lasica classifies media for citizen journalism into the following types:

- 1) Audience participation (such as user comments attached to news stories, personal blogs, photos or video footage captured from personal mobile cameras, or local news written by residents of a community),
- 2) Independent news and information Websites (Consumer Reports, the Drudge Report),
- 3) Full-fledged participatory news sites (OhmyNews),
- 4) Collaborative and contributory media sites (Slashdot, Kuro5hin),
- 5) Other kinds of “thin media.” (mailing lists, email newsletters), and
- 6) Personal broadcasting sites (video broadcast sites such as online Radio).

Dan Gillmor, former technology columnist with the San Jose Mercury News, is one of the foremost proponents of citizen journalism, and founded a nonprofit, the Center for Citizen Media, to help promote it. The Canadian Broadcasting Corporation’s French-language television network has also organized a weekly public affairs program called, “5 sur 5”, which has been organizing and promoting citizen-based journalism since 2001. On the program, viewers submit questions on a wide variety of topics, and they, accompanied by staff journalists, get to interview experts to obtain answers to their questions.

3.13 History:

The citizen journalism movement emerged after journalists themselves began to question the predictability of their coverage of such events as the 1988 U.S. presidential election. Those journalists became part of the public, or civic, journalism movement, a countermeasure against the eroding trust in the news media and widespread public disillusionment with politics and civic affairs. Jay Rosen, a journalism professor at New York University, was one of public journalism’s earliest proponents.

Public participation - such as telephone calls into the running broadcasting - might also be seen as an (old-fashioned) part of it. However, just a few years prior, new internet technologies gave birth to a new form of this movement.

3.14 Birth of Blogs and the Indymedia Movement:

In 1999, activists in Seattle created the first Independent Media Center (IMC) in response to the WTO meeting being held there. These activists understood the only way they could get into the corporate media is by blocking the streets. And then, the scant 60 seconds of coverage would show them being carted off by the police, but without any context to explain why they were protesting. They knew they had to create an alternative media model. Since then, the Indymedia movement has experienced exponential growth, and IMCs have been created in over 200 cities all over the world.

Simultaneously, journalism that was “by the people” began to flourish, enabled in part by emerging internet and networking technologies, such as weblogs, chat rooms, message boards, wikis and mobile computing. A relatively new development is the use of convergent polls, allowing

editorials and opinions to be submitted and voted on. Overtime, the poll converges on the most broadly accepted editorials and opinions. In South Korea, OhmyNews became popular and commercially successful with the motto, “Every Citizen is a Reporter.” Founded by Oh Yeon-ho on February 22, 2000, it has a staff of some 40-plus traditional reporters and editors who write about 20% of its content, with the rest coming from other freelance contributors who are mostly ordinary citizens. OhmyNews has been credited with transforming South Korea’s conservative political environment.

In 2001, ThemeParkInsider.com became the first online publication to win a major journalism award for a feature that was reported and written entirely by readers, earning an Online Journalism Award from the Online News Association and Columbia Graduate School of Journalism for its “Accident Watch” section, where readers tracked injury accidents at theme parks and shared accident prevention tips.

In 2004, a citizen journalism website called AssociatedContent.com was launched. The “People’s Media Company”, as they claim to be, was the first company to offer monetary compensation for their users that publish quality content in the form of articles, videos and audio clips. A few years later, WorldVoiceNews.com was launched, claiming the tagline “Honest and Unfiltered,” and paying editors and reporters a per-story fee based on the number of stories they submit and the revenue for the company each month.

During the 2004 U.S. presidential election, both the Democratic and Republican parties issued press credentials to citizen bloggers covering the convention, marking a new level of influence and credibility for nontraditional journalists. Some bloggers also began watch dogging the work of conventional journalists, monitoring their work for biases and inaccuracy.

A recent trend in citizen journalism has been the emergence of what blogger Jeff Jarvis terms hyper local journalism, as online news sites invite contributions from local residents of their subscription areas, who often report on topics that conventional newspapers tend to ignore.

3.15 What Is Citizen Journalism?

There is no easy answer to this question and depending on whom you ask you are likely to get very different answers. Some have called it networked journalism, open source journalism, and citizen media. Communication has changed greatly with the advent of the Internet. The Internet has enabled citizens to contribute to journalism, without professional training. Mark Glasser, a longtime freelance journalist who frequently writes on new media issues, gets to the heart of it:

The idea behind citizen journalism is that people without professional journalism training can use the tools of modern technology and the global distribution of the Internet to create, augment or fact-check media on their own or in collaboration with others. For example, you might write about a city council meeting on your blog or in an online forum. Or you could fact-check a newspaper article from the mainstream media and point out factual errors or bias on your blog. Or you might snap a digital photo of a newsworthy event happening in your town and post it online. Or you might videotape a similar event and post it on a site such as AP media blog.

3.16 Who Does Citizen Journalism?

According to Jay Rosen, citizen journalists “the people formerly known as the audience,” who “were on the receiving end of a media system that ran one way, in a broadcasting pattern, with

high entry fees and a few firms competing to speak very loudly while the rest of the population listened in isolation from one another—and who today are not in a situation like that at all. ... The people formerly known as the audience are simply the public made realer, less fictional, more able, less predictable.”

“Doing citizen journalism right means crafting a crew of correspondents who are typically excluded from or misrepresented by local television news: low-income women, minorities and youth — the very demographic and lifestyle groups who have little access to the media and that advertisers don’t want,” says Robert Huesca, an associate professor of communication at Trinity University in San Antonio, Texas.

Public Journalism is now being explored via new media such as the use of mobile phones. Mobile phones have the potential to transform reporting and places the power of reporting in the hands of the public. Mobile telephony provides low-cost options for people to set up news operations. One small organization providing mobile news and exploring public journalism is Jasmine News in Sri Lanka.

The growth of online participatory journalism gives rise to the legal question of whether bloggers who gather and disseminate “news” should be classified as journalists. In light of the proposed federal reporter-shield law, the resolution of this issue will have far reaching implications for the millions of people in this country who disseminate information via blogs. In other words, are bloggers the modern day equivalent of the revolutionary pamphleteer who passed out leaflets on the street corner?

The time is fast approaching when these legal lines will have to be drawn. In recent times, bloggers have broken too many stories of national interest that mainstream media either overlooked, or decided against reporting, not to be considered legitimate news gatherers and reporters. Moreover, the fact that many bloggers are anonymous is of marginal importance to the question of whether they qualify as journalists.

3.17 Criticisms:

Citizen journalists may be activists within the communities they write about. This has drawn some criticism from traditional media institutions such as The New York Times, which have accused proponents of public journalism of abandoning the traditional goal of ‘objectivity’. Many traditional journalists view citizen journalism with some skepticism, believing that only trained journalists can understand the exactitude and ethics involved in reporting news.

Others criticise the formulation of the term “citizen journalism” to describe the concept, as the word “citizen” has a conterminous relation to the nation-state. The fact that many millions of people are considered stateless and often without citizenship (such as refugees or immigrants without papers) limits the concept to those recognised only by governments. Additionally the global nature of many participatory media initiatives, such as the Independent Media Center, makes talking of journalism in relation to a particular nation-state largely redundant as it’s production and dissemination do not recognise national boundaries. Some additional names given to the concept based on this analysis are grassroots media, people’s media, or participatory media.

3.18 Online Journalism:

Online journalism is defined as the reporting of facts produced and distributed via the Internet. An early leader was The News & Observer in Raleigh, North Carolina.

Many news organizations based in other media also distribute news online, but the amount they use of the new medium varies. Some news organizations use the Web exclusively or as a secondary outlet for their content. The Online News Association is the premier organization representing online journalists, with more than 800 members.

The Internet challenges traditional news organisations in several ways. Newspapers may lose classified advertising to websites, which are often targeted by interest instead of geography. These organisations are concerned about real and perceived loss of viewers and circulation to the Internet. And the revenue gained with advertising on news websites is sometimes too small to support the site.

Even before the Internet, technology and other factors were dividing people's attention, leading to more - but narrower - media outlets.

- 1 Work outside traditional press
- 2 Legal issues
- 3 News collections

3.19 Work Outside Traditional Press:

The Internet has also given rise to more participation by people who aren't normally journalists, such as with Indy Media (Max Perez). Bloggers write on web logs or blogs. Traditional journalists often do not consider bloggers to automatically be journalists. This has more to do with standards and professional practices than the medium. But, as of 2005, blogging has generally gained at least more attention and has led to some effects on mainstream journalism, such as exposing problems related to a television piece about President Bush's National Guard Service.

Other significant tools of on-line journalism are Internet forums, discussion boards and chats, especially those representing the Internet version of official media. The widespread use of the Internet all over the world created a unique opportunity to create a meeting place for both sides in many conflicts, such as the Israeli-Palestinian conflict and the Russian-Chechen War. Often this gives a unique chance to find new, alternative solutions to the conflict, but often the Internet is turned into the battlefield by contradicting parties creating endless "online battles."

Most Internet users agree that on-line sources are often less biased and more informative than the official media. This claim is often backed with the belief that on-line journalists are merely volunteers and freelancers who are not paid for their activity, and therefore are free from corporate ethics. But recently many Internet forums began to moderate their boards because of threat of vandalism, which many users see as a form of censorship.

Some online journalists have an ambition to replace the mainstream media in the long run. Some independent forums and discussion boards have already achieved a level of popularity comparable to mainstream news agencies such as television stations and newspapers.

3.20 Legal Issues:

One emerging problem with online journalism in the World is that, in many states, individuals who publish only on the Web do not enjoy the same rights as reporters who work for traditional print or broadcast media. As a result, unlike a newspaper, they are much more liable for such things as libel.

Some experts including kumud ranjan believe that libel law is wholly incompatible with online journalism and that right of reply will eventually have to replace it. Otherwise commentary on events in places that give libel plaintiffs too many rights or powers will move to other jurisdictions and most of the comment will be made anonymous. Everyone would then lose rights and remedies, due to a few wealthy people with resources to launch libel suits on weak grounds. Jennifer Jannuska and other legal commentators have, while agreeing with strong protections for publishers who only host journalists, sometimes emphasize that the use of anonymizer technology makes even criminal abuses, not just libel, possible, and so should be avoided even if other rights are lost.

3.21 News Collections:

The Internet also offers options such as personalized news feeds and aggregators, which compile news from different websites into one site. One of the most popular news aggregators is Google News. For example, some fear that people will have narrower exposure to news.

3.22 Summary:

All journalistic writing should be objective, free from personal bias and individual whims and fancies. This is even more essential in news reporting. Since a reporter's prime concern is truth, freedom of expression as far as the report is concerned, should be limited to conveying facts, figures and actual happenings at the same time certain liberties are acceptable, mainly for polishing the language or to provide lively reading. Stylistic innovation has become vehicles of crating reader satisfaction. In this process, it becomes impossible to maintain absolute objectivity.

Despite the fact that newspapers maintain their own individualistic styles, most news reports reveal certain similarities. This is because the main purpose of these stories is to arouse interest and capture the attention of the readers. The reader gets startled and absorbed and continues to read at one go.

This unit tries to place before you the various kinds of reporting that you see today in the mainstream media. With the advent of electronic media and new media technologies many changes have come into existence and continous reading of various newspapers, magazines and other media will make you more proficient in analyzing various kinds of news.

3.23 Self Assessment Questions:

1. Describe various kinds of reporting with suitable examples?
2. What is Citizen Journalism? How is it different from Online Journalism.
3. Discuss and analyse some of the parliamentary stories that you have come across recently.

3.24 References:

1. Style in Journalism, P.V.L Narsimha Rao, Orient Longman, Hyderabad.
2. Bhaskar Rao N. 'Perspective into the media scene 2001', Centre for Media Studies, New Delhi. 2001

LESSON - 4

INTERVIEWS AND PHOTOGRAPHS

4.0 Objective:

1. This lesson explains the concept of interviews and describes the techniques of interviews.
2. This lesson also explains the uses of photos and importance of photo journalism.

Structure of The Lesson:

- 4.0 Objective**
- 4.1 Introduction**
- 4.2 Interview Techniques**
- 4.3 Interviews : Case Studies**
- 4.4 Uses of Photographs**
- 4.5 Pictures For Newspapers and Magazines**
- 4.6 Tips For Good Stills**
- 4.7 Types of Photography**
- 4.8 Preparing A Picture**
- 4.9 Summing up**
- 4.10 Self Assessment Questions**
- 4.11 References**

4.1 Introduction:

Interviewing is a delicate art, unraveling the mind behind the success or failure of a well-known and not so-well known person, is no easy task. An interview is considered to be a mutual view. Here information is extracted and compiled in a question answer format. Direct talks give a personal touch. Editing is minimal. The communication here becomes three-in-one, the interviewer's opinion reaching the reader through the interviewer.

The style of the interview depends both on the questions and the answers. The strategy to be used should vary from person to person. People react differently to the same kind of questions. The questions, however, may be structured or open-ended. In any case, it is important not to tax or embarrass the interviewee unduly. Some knowledge of the person's background and character would help to prepare for an interview.

Pictures need to become a staple of the daily newspaper. Papers need to have trained news photographers and the equipment to make them effective. Journalists need to be told repeatedly if necessary that pictures have far more 'readers' than text, that's picture is worth a thousand words' and that even a poor quality of picture is worth a hundred words. Even from the paper's layout point of view, a picture is necessary in a page that has at least three columns of space for news. When a picture is impossible to find, such a page will need a 2 or 3 column box made up to visually approximate a picture.

Interview and its techniques is one branch of journalism, the first stage of which is to decide which person is to be interviewed. Selection of a person for interviewing depends on various considerations. The people in general are interested to know about prominent leaders, actors, Sports person, and at times, the people connected with the world of crimes. The journalists, therefore, are always in search of opportunities to search such people. Any visiting prominent person or some important person taking part in any function, etc. could be interviewed. An interviewing journalist has to decide the subject matter of his interview to make its news report. People hailing from the back ground classes are also, sometimes, interviewed to bring them in the focus of the public. Important visitors from the foreign countries can also be interviewed about the aim of their visit. The talks during the interview could range on the life, worked; their sources of motivation, daily routine, interests & inclinations thoughts, etc. or the conversation could be restricted to on e particular subject also.

4.2 Interview Techniques:

1. Thorough study of the personality to be interviewed and the subject of the interview before hand is quite helpful in making the interview interesting and meaningful.
2. Due respect should be given to the viewpoint & thoughts of the person being interviewed. There should be no neglect because of his personal bearing, weakness of language. Educational status. Poverty or social status etc.,
3. The interviewer should not try to confuse the interviewee, nor should he put any pressure to extract some facts. The language of the interviewer should not be dry he should not try to put his own in the mouth of the interviewee, should talk less and his manner should not exhibit any bitterness, lethargy or dullness these are the factors, which create obstructions in building a congenial atmosphere.
4. Due importance should be given to the views and talk of the interviewee and not to the views or talk of the interviewer himself. Listening with patience is an art do not try to dominate the interview.
5. An interviewer should avoid indulging in controversial questioning. The questions, which could have adverse effect, which are against the national interest, or which aid sectarianism, social bitterness, or which damage, somebody's reputation, etc, should be avoided.
6. The interview should be restricted to the allotted time. At the end, do not forget to thank the guest for giving his valuable time and giving his precious views.

4.3 Interviews: Case Studies:

For example

Q. What inspired you to make a TV serial on Indian Railways?

A. Railways fascinate me

Q. What is the theme of the 'Yatra'?

A. The story is different from the rest of the serials. Each episode will portray a character of different passengers traveling with a central character.

The interviewee sums up and adds her own comment at the end.

It would appear that 'Yatra' would keep the prime-time viewers glued to the screen. TV according to various studies in the country, is no longer an elite medium.

The following is an interview conducted by Sudeshna Roy with Dominique Lapierre in Business Standard. A quotation from the author's answers is displayed below.

CALCUTTA IS THE VITAMIN WE NEED

'Dominique Lapierre is no stranger to Indians and neither is India a strange place for him'

Dominique Lapierre was in Calcutta, his 'city of joy', last week, when our correspondent spoke to him about his beliefs, his books, his life and his experience.

Q. Let us begin with city of Joy, your book on the city; how did you conceive it?

A. My love for Calcutta has been growing for years

Q. What is it that you admire in the people here?

A. It is their heroism-the life, the joy, the spirit that they reflect. In 'city of joy I have tried to pay tribute to this spirit, to this humanity that still exists in Calcutta.

4.4 Uses of Photographs:

In the modern times, words do not attract the attention of the readers as does a picture. The events or moments captured by a photographer in his camera become permanent. These pictures can be used in various ways at times; a simple picture taken at the right time becomes a history.

There could be innumerable subjects for photography: politics, sports, nature, men and other living being, etc. the most important aspect of photography is what we are trying to capture in the camera during an event a right click at the right moment makes a permanent imprint of one aspect of life on the celluloid.

4.5 Pictures for Newspapers and Magazines:

Photograph has a very important place in the field of mass communication and photo-journalism is a revolutionary step towards this direction. A photo accompanying a news over any type of media has greater impact; any information without the supporting photographs appears

incomplete. A relevant picture accompanied by its description make the event more interesting and gives readers or audience an impression of their personal participation. Even the illiterate person understand the language of pictures. A person who is totally ignorant about any event can understand the gist just by looking at the pictures; a picture never speaks a lie, because it is an evidence of an event. Picture puts life in the makeup of a newspaper; any page of a newspaper without a picture makes it insipid and lifeless. Some major newspapers publish a large photo on its front page in the form of conspicuous news. The same can be seen in the below photograph from a leading telugu daily.

A press photographer leads his life in danger, because a pen can be made to speak a false story, but a photo speaks the truth; a photo is, therefore, inconvertible evidence. Photographers are sometimes manhandled, their cameras are broken or damaged and they are also victimized. A photo-journalist therefore should have full knowledge of official rules, provisions and policies; over-enthusiasm and violation of the rules and regulations could put him in fix.

Photography is an art and its great significance lies in the fact that it makes a lasting impression. A photograph is an editorial, a report, news and a document also; but the only problem connected with the photo-journalism is that if a photographer fails to click at the right moment, the event slips away from his hands.

The present day newspapers and magazines are full off eye-catching photos. There is no definite subject for publishing the pictures; Presentation of news according to the and situation, if accompanied by appropriate pictures, make the nature of the news more meaningful and at the same time make the makeup of a newspaper more interesting.

There is a wide range of subjects for photography children, families, nature, industry, sports, literary and cultural activities, political scenario and other news information etc. Generally the newspapers and magazines publish the pictures which enhance the 'news value'. Pictures could be black and white as well as coloured also; though the black and white pictures are becoming a thing of the past; the present age gives priority to coloured photographs.

The coloured photographs can be obtained in two ways; taking prints of the colour reel and through the transparencies. The process of the transparency is similar to that of the colour photography, but its negative is used as the positive for printing. Photos taken through the transparencies are clearer and more effective, that is the reason these are used for quality colour printing. And the modern technology has shown us the digital photography which made us to give photos in seconds and any number of photos can be directly edited from camera to the computer in a few minutes. Taking photographs through a digital camera neither requires a reel, nor any processing; such photos can be downloaded in another computer and can be printed with the help of a scanner; the online editing os such pictures is also possible.

Computer, the wonderful invention of the present age, is a storehouse of information and technology. The medium for taking photographs through the computer is 'internet'. Internet keeps getting photographs on various subjects, which can be downloaded by the newspaper and magazines as per the requirements.



Here's a highly abridged version of what transgressed: As part of a general amnesty, houses built before 2001 on plots of illegally sold land were “regularised”, and thus allowed to be resold on the market. Somebody with government connections got the bright idea of “backdating” some houses built after 2004, pretending that they were there since 2000, so that they could benefit from the amnesty and sell them.

The fast development in the field of photography has given it a revolutionary touch. Given below are the different types of photography which are in vogue at present:

1. Black and white photos
2. Colored photos
3. Transparencies
4. Digital photography
5. Official photography
6. Freelance photographer

4.6 Tips For Good Stills:

1. The lens and camera should be chosen keeping in view the subject.
2. Skills full and better use of film, shutter speed and aperture and aperture makes the stills more attentive.
3. Make use of the filters to enhance the visual effect.
4. Use higher ASA films for the objects in motion.
5. Proper use of flash and light enhance the appeal of the stills.
6. Concentrate on the composition. A better composition gives new dimension to the still.

Types of Photography:

1. wild photography
2. environmental photography
3. sports photography
4. advertising photography
5. photography at the time of wars
6. political photography
7. Social photography.

A photo-journalist, in addition to the knowledge on the uses of various types of lenses, should also know about the types of films to be used in the camera. After clicking, the next process is developing and printing. Today, most sophisticated machines equipped with digital automatic printing technique are available in the market, which have made the printing process very easy. The modern techniques have made the photo journalism more effective and splendid.

A photo journalist should have the ability to make forecasts on the technical and practical aspects. Otherwise also, he is expected to have the understanding of colour, film, motion, light and speed etc. A photo journalist having the ability to forecast is able to dig out important aspects and scene out of even an ordinary looking event.

4.8 Preparing a Picture:

A favourite saying of art editors is that a photograph is not always a picture. A photograph may contain areas and objects that mean nothing to the story and may indeed be distractions. Just as unnecessary verbiage must be cut out of a loosely written story, the useless parts of a photographs should be 'cropped' to bring out the picture in it.

Cropping means selecting that part of a photograph one wants to print in the paper. This selection is made entirely on the basis of editorial considerations – what will enhance a story, what face or scene will tell a story beat.

4.9 Summing up:

Interview is a method for highlighting the issues related to the society and the general life. The most aspect of the interview technique is that the reporter conducting the interview should be able to express himself in an effective way, so that a reporter or the interviewer and the interviewee both join in the discussion, for this a reporter or the interviewer should have an attractive personality. Some of the significant aspects of the interviewer are as under:

1. pleasing personality
2. Adept in the art of speaking
3. discipline and self-reliant
4. patience and open-mindedness
5. cooperative and trustworthy
6. resolute and faithful and
7. bearing a good character, courageous and moral.

Photo-journalism, though looks very simple, but it is not an easy task. Photography is not only a mechanical process; no doubt, one needs technical knowledge for photography and use of a camera, but lack of a keen eye for detail and wisdom fails to bring a realistic touch to the photographs. Clear pictures without capturing the sensitive details and life have little effect on the viewers.

Every newspaper has various aspects and its reporters and journalists follow such aspects to bring out his best; this aspect is also applicable to the photo-journalism as well. A photojournalist smells, searches, digs out, builds and writes through the eyes of his camera.

4.10 Self Assessment Questions:

1. Prepare background material to interview the Vice-Chancellor of Acharya Nagarjuna University on the development activities of the university.
2. How are photos important for a newspaper, explain with examples.
3. What is photo journalism? Describe the essential qualities for a good photo that has to be published in the newspapers with examples.

4.11 References:

Editing a handbook for journalists, T.J.S George, Indian Institute of Mass Communication, New Delhi.

Lesson - 5

ORGANIZATIONAL STRUCTURE OF A NEWSPAPER

5.0 Objective:

To explain the students the organizational setup of a newspaper organization and its hierarchical setup.

Structure of The Lesson:

- 5.0 Objective**
- 5.1 Introduction**
- 5.2 Definition**
- 5.3 Qualities of Reporter**
- 5.4 Classification of Reporters**
- 5.5 Summing Up**
- 5.6 Self Assessment Questions**
- 5.7 References**

5.1 Introduction:

The organisational structure and culture of newsrooms in India's newspapers militate against the effective application of readership research recommendations. A lack of communication between and within departments, fear of the loss of editorial independence, and the absence of adequate review functions in leadership roles condemns newspapers to continuing failure to implement recommended content changes.

Indian newspapers are confronted by the same visceral problem that confronts newspapers around the world — declining circulations. As circulations fail to keep pace with population growth, newspapers everywhere are forced to ask themselves: What are we doing wrong? The answers to that question are manifold and far from unanimous. Reasons proposed for falling circulation range from competition from other media (most recently the internet), to declining levels of literacy among the population in general, to the proposition that newspapers represent a “mature” industry approaching its sunset. This lesson aims to show the effectiveness of organisational structure which exists in Indian newsrooms.

Most Indian newspaper organisations reflect a top-down management approach typical of large organisations. They provide a generally clear line of command, with line managers reporting upwards to their immediate superiors, and they are generally highly Departmentalized. Ultimate authority generally lies with the owner and is delegated through a publisher to a chief executive

officer, and then on to individual line managers. Although there is no such thing as a “typical” Indian newspaper organisation, the major publishers of newspapers in India — share many of the characteristics of a “generic” model which could be characterised by the following table.:

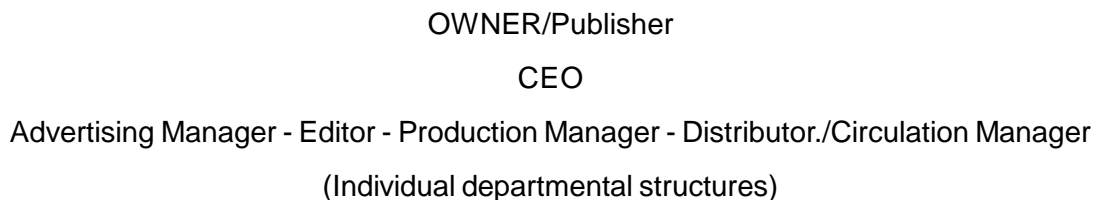


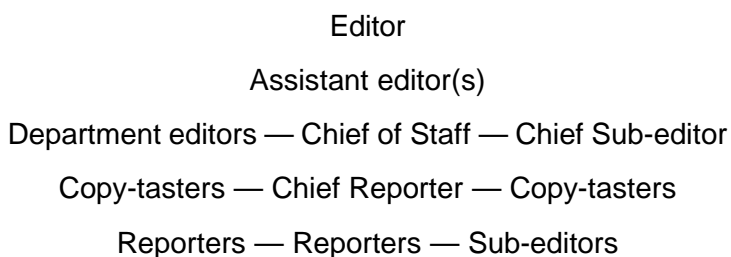
Figure 1

In a “normal” management structure, an organization like that above would have executives in each level of management reporting to the executive in the level above. In the Editorial Department, then, editorial executives would report to the editor or editor-in-chief, if one existed.

But to whom does the editor report?

The structure would indicate that the editor reports to the chief executive officer, as do the other line managers. In many day-to-day bureaucratic issues, such a line of reporting is efficient and sensible. A newspaper’s editor is deemed to have total control over the content of the paper, ensuring a church/state type of division between the editorial functions of the paper and the commercial functions of the paper. Such a division is necessary because the “public responsibility” role of a news media organisation can sometimes conflict with its commercial aims .But if the editor is the final arbiter on editorial content that implies seniority over other line managers such as the advertising manager and production manager — and a blurring of the chain of communication and between the editor and those above.

If the organisational structure of Indian newspapers provides the capacity for conflict upwards over editorial content between the editor and the editor’s superiors, it also provides the capacity for conflict downwards between the editor and the editor’s staff. A typical newspaper editorial department could be characterized by the following table:



5.2 Definition:

In this paper, the term copytaster is used to describe any senior journalist who has some influence on the stories that get into print or that are discarded. It is meant to include journalists from the “rank” of chief reporter/senior reporter up through department heads for departments like Features, Finance and Sport, to chiefs of staff and chief sub-editors, to associate editors and assistant editors, up to editors in chief. The key to inclusion in the term lies in an individual having some control over the publishability of a report. It is not meant to include reporters who may decide

to report or not report on an issue, or sub-editors who have control over the size or positioning of a story once it has been assigned to a page.

If an editor wants to respond to audience research findings by implementing change in the paper's content mix, that change will largely be implemented at the level of the copy-taster — the journalist responsible for deciding that a story is at least worthy of being brought to the attention of the daily news conference, or of filling a space left open on a page. But as Figure 2 shows, there can be three and even more organisational layers between the editor and the copy-tasters. In small newspapers, where the copy-tasting function might be performed solely by department heads, or the chief of staff/chief sub-editor, the number of layers can be reduced, but even that will not improve the chances of research recommendations being implemented unless other conditions are present. One of those conditions is communication in the newsroom.

5.3 Qualities of Reporter:

A reporter's job is full of responsibilities; therefore, he is required to possess some of the qualities enumerated below:

1. Talent to Understand:

A reporter is expected to have a common talent to have a grasp on various social problems. If he doesn't understand the depth of an event, the news reports sent by him would lack the punch. A reporter can be compared with the mythological character 'Narada'. Any situation a reporter faces, he can reach its depth and roots through his ingenuity and inquisitiveness. A reporter has to take help of his wits to each at the roots of any event.

2. Sharp Eyes and Ears:

Ability to view the scenes keenly and listening to the whispering is another quality that makes an efficient reporter. Lacking this sense, he won't be able to understand the depth and importance of any event and he would not be able to dig out the real impact of such an event.

3. Nose for News:

A dexterous news-reporter can feel the importance of even an ordinary event and present it in the context of its significance. His research in this respect gives new turn to the news.

4. Emphasis to know, Curiosity, Responsibility:

A reporter who is curious to know the things and who understand his responsibility to go in details can bring elegance to the art of reporting. Lacking these basic qualities the sharpness of his reports also becomes dull. A reporter is responsible for the authenticity of the news covered by him; therefore the qualities enumerated above make him an authentic and responsible reporter.

5. Reliability, Boldness and Truthfulness:

A reporter is supposed to be reliable. He meets with various persons to meet his professional requirements. At times, some people come forward at their own and give

news, but they want to remain anonymous. A true reporter accepts all these challenges, doesn't give in to pressures and he cannot be lured by any temptations. He doesn't compromise and he cannot be lured by any temptations. He doesn't compromise with his responsibility under any circumstances and at any price.

6. Unlimited Resources for News:

A reporter has to disposal unlimited resources; therein only the necessity to know them and seek the possibilities.

7. Knowledge of Geographical work Limit:

Every reporter should know his jurisdiction; what shape he wants to give to his work? He is supposed to limit his reporting to a pre determined level of his reporting on cultural activities, sports, commerce and trade, education and such other fields.

8. Knowledge to evaluate News Value:

News published in the morning newspaper becomes stable by the evening. Delay in reporting news can has its effect on the news values. In this age of information technology, the information undergoes changes from moment-to-moment. A reporter, under such conditions is required to make evaluation of news in the context of present and future possibilities.

9. Enlarged Study Field:

News reporter is expected to keep himself abreast in the context of day-to-day events. There should be coordination between what he reports and the events. The vast the area of his coverage, the better will be his presentation.

10. Enlarged Study Field:

Besides its authenticity, if a newspaper's style of reporting has a touch of style, it attracts more readerships. It has direct effect on circulation as well.

11. Introduction to Different Parts of Knowledge:

A reporter has to apply various methods and means to get to the roots of an event. He has to apply all the techniques like a teacher, psychiatrist, police, lawyers and detectives to dig out the truth. He can extract the truth of any matter by making his personal contacts with the people in every possible way.

This way, if a reporter possesses the qualities enumerated above, he can become a pillar of the newspaper he works for.

5.4 Classification of Reporters:

The classification of reporters can be clarified under the points mentioned below.

Official Reporter:

These are the reporters who are closely related to the office of a newspaper; their main responsibility is to compile and analyse the news received from various reporters.

Special Correspondent:

The readers expect not only news, but also its details, background and possibilities. News is a mere description of an event. A special correspondent goes deeper in the basic facts, various aspects of an event and makes analysis based on the related matters. He also evaluates these facts in the overall context of the society.

Local Correspondent:

The correspondents covering the small areas are called the local correspondents. They have a good hold on the local activities and affairs.

Foreign correspondent:

The reporters feeding in the foreign activities are called the foreign correspondents. Specialists are generally employed on this job, as the situation demands. Such a correspondent analyses the event and feeds back the information as per the subject matter. He also predicts the consequences and works as ears, eyes and advisor of the editor.

Apart from the Editor, every newspaper organization has various other journalists, whose appointments and duties are given below:

Editor:

An editor is the person who examines and directs the work related to the editorial department. He is the head of the editorial department and is considered responsible for any material published in the newspaper. The '1867 Press and Registration of Book Act' states that it is mandatory to publish the name of the editor on every edition of a newspaper. An editor calls for a meeting with his associate editors to decide the subject on which subject the editorial is to be written. He signs the job of writing editorial to his associates depending upon their specifications in a particular field.

Joint Editor:

He carries out the duty of the Editor in the absence of the incumbent. He also assists the Editor in his daily routine work.

Assistant Editor:

An Assistant Editor is directly related to the views. His responsibility is to write leading articles, editorial comments, features analyse of national and international events, perspective of the far-reaching aspects of the government policies & plans, their analysis and guidance of the public in this context and expressing the views in conformity with the policy of the newspaper. In addition, he is responsible to analyse the literary and cultural activities; therefore, he is required to be a keen student, thoughtful, sensible and logical person.

News Editor:

A News Editor is responsible for all the news published in all the editions of a newspaper. He supervises the works of the newspaper department. A News Editor is the backbone of any newspaper. He coordinates all the activities of the staff of the newspaper department and also gives necessary advice and directions. For the analysis and arrangement of the news collected through various news reporters, there are joint news editors to assist him in his daily routine.

Special Correspondent:

A special correspondent occupies an important place among the other journalists. He is not tied to the daily routine of the other correspondents and works independently. He views the various aspects and forms of life at the expense of the others. He is confined to a special field alone. An editor or news editor has no control over the special correspondent. Special correspondents get opportunities for accompanying the prominent leaders or other important personalities in the press conference. The analysis of the national and international events is generally done by the special correspondents.

Chief Sub-Editor:

Chief Sub-Editor assigns and allocates works to various sub-editors working under him and also coordinates and supervises their work. His duties include classification the collected news, distribution of collected news to sub-editors, examining the copies of the sub-editors, determining the lead, selection of the news page-wise, etc. Making available to the press the material for the first page is the most important task of the Chief Sub-Editor; he has to be alert to collect the latest and important news.

Sub Editor:

A Sub Editor is a presenter of news and reports. His responsibility includes selecting important points from the mass material sent by the news reporters and condenses them, giving a shape in a logical and interesting way. He has to give suitable headlines and where necessary, revise and condense the material to suit the available space. Some of the news agencies disseminate news in English only, which have to be translated in the language of the original newspaper. The Sub editor has to select the importance points, while doing so.

The other staff working under the editorial department is as under:

Leader writer:

The writer who writes regularly for a newspaper. He also sends news reports on reactions, analysis and criticism, etc.

Chief Reporters:

He is the head of all the reporters working for all the branches of the publication. He leads his associates, supervises their tasks and also collects news himself.

Sports Editor:

He is the head of the sports department of the newspaper. He is responsible for providing feedback on the various sports events. His main responsibility is to collect the news on various sports activities and the news related to it.

Financial Editor:

He is responsible to collect and analyse the news related to professions, finance, business and industry, etc. He analyses such news and make critical comments on them. He sub-divides the work to the sub-editors also.

Film Editor:

He is the head of the film department of the newspaper. His job is the selection and analysis of the news related to films. He also supervises the task of the journalist under him.

Sunday Editor:

He is the head of the literature department and is responsible for the Sunday page as well. He is responsible to select the material for the Sunday edition and also to supervise and direct the staff under him.

Cartoonist:

He does the work of caricature on the current topics or events. A cartoonist is the identity of a newspaper.

Press Photographer:

His job is to take photograph of various current events and send the photographs to the newspaper. A press photographer is expected to have a keen eye for detail. Dexterity of a photography brings reputation to the newspaper.

Artist:

It is the task of an Artist to prepare drawings, layout, maps and graphs etc for the newspaper.

Rewrite Man:

He is responsible to receive the news through the phone and rewrite them. An expert rewrite man writes the news as if he was present at the scene of the news.

Librarian:

He is responsible to take care and keep in custody various news reports, articles, features, books, autographs and barographs of important personalities which are helpful for writing news reports.

5.5 SUMMING UP:

Today, the newspaper is a corporate institute. Depending upon the size of the newspaper whether large, medium or small the organizational structure of the newspaper is planned. Every newspaper has various departments and the editorial department is the nerve centre of the newspaper. The editorial department is headed by an Editor and followed by a hierarchy with reporters and subeditors which are discussed in the lesson in detail.

However, without the marketing and circulation departments the editorial department alone cannot function in isolate. The team work of these three departments gives credibility and profits to the newspaper.

5.6 Self Assessment Questions:

1. Explain the hierarchical setup of an editorial department in a newspaper organization and the responsibilities of the editor?
2. What are the functions of the subeditors and reporters?

5.7 References:

1. Ramachandra Aiyar, Quest for News, Macmillan company Limited
2. Telugu Journalism, Durgam Ravinder

Lesson - 6

NEWS AGENCIES IN INDIA

6.0 Objective:

To define news agency and discuss various news agencies in India

Structure of The Lesson:

- 6.0 Objective**
- 6.1 Introduction**
- 6.2 Press Trust of India (PTI)**
- 6.3 Other Services**
- 6.4 History**
- 6.5 Golden Jubilee**
- 6.6 United News India (UNI)**
- 6.7 Summing Up**
- 6.8 Self Assessment Questions**
- 6.9 References**

6.1 Introduction:

News agency is defined as agency that collects and distributes news to newspapers (and television stations, etc.) A News Agency collects and writes news stories for newspapers. Many newspapers get stories about other countries from news agencies. This is cheaper than having their own reporters all around the world.

The United Nations Educational Social & Cultural Organisation(UNESCO) has defined 'news-agency' as. "A news agency is an industry, the main objective of which is the collection & compilation of the material exposing the facts of the news in any form and dissemination of this information to the organizations and private persons, so that the consumers, subject to the professional, varied and reasonable situations, could get a complete and impartial news service for the price they pay, as far as possible".

A news agency is an organization of journalists established to supply news reports to organizations in the news trade: newspapers, magazines, and radio and television broadcasters. They are also known as wire services or news services. News agencies can be corporations that sell news (e.g.PTI, UNI, Reuters and Agence France-Presse (AFP)), cooperatives composed of newspapers that share their articles with each other (e.g. AP), or commercial newswire services which charge organizations to distribute their news (e.g. Market Wire, Business Wire and PR Newswire). Governments may also control news agencies, particularly in authoritarian states, like

China (Xinhua). Australia, Britain, Canada, Russia (ITAR-TASS) and many other countries also have government-funded news agencies. A recent rise in internet-based alternative news agencies like Scoop live and Scoop as a component of the larger alternative media have emphasized a “non-corporate view,” as being largely independent of the pressures of business media.

News agency is an agency to collect news reports for newspapers and distributes it electronically. (synonym) press agency, wire service, press association, news organization, news organization (hypernym) agency (hyponym) syndicate. In India the major news agencies are Press Trust of India(PTI) and United News India(UNI). There are regional news agencies in each state depending upon the language of that state. In Andhra Pradesh the regional newspapers have themselves floated independent news agencies for various organizational/ legal reasons. Data News Features is the old news agency in Andhra Pradesh founded by Sri. V.Hanumantha Rao, a journalist by himself.

For example the news agencies like Spotnews(Andhra Jyothi), Newstoday(Eenadu), Prabhata Vaartha(Vaartha).

Mr.K.C.Rai is considered the father of news agencies in India. He was the director of Associated Press of India(API) established by the British in 1905. Branches of API in due course, were established at Calcutta, Bombay and

Madras. Sadanand organised Free Press Agency of India(FPI) in 1927. It had to face opposition at its initial stages, because of its positive and pro-nation policies. Under the Press Act, 1930, the newspapers publishing the news supplied by FPI were also fused. On 1st September 1933, V.Sengupt established United Press of India(UPI) at Calcutta. Dr.Rajendra Prasad, after independence inaugurated its teleprinter service.

6.2 Press Trust of India (PTI):

India's largest news agency, Press Trust of India is a non-profit sharing cooperative owned by the country's newspapers. PTI subscribers include 450 newspapers in India and scores abroad. All major TV/Radio channels in india and several abroad, including BBC in London, receive the PTI Service. With a staff of over 1,300 including 400 journalists, PTI has over 80 bureaus across the country and foreign correspondents in major cities of the world including Beijing, Dhaka, Jerusalem, Johannesburg, Islamabad, Kathmandu, Kuala Lumpur, London, Moscow, New York, Washington and Sydney. In addition, about 475 stringers contribute to the news file at home.

It has arrangements with the Associated Press (AP), Agencies France Presse (AFP) and Bloomberg for distribution of their news in India, and with the the Associated Press for its Photo Service and International commercial information. PTI exchanges news with nearly 100 news agencies of the world as part of bilateral and multilateral arrangements, including Non-Aligned News Agencies Pool and the Organisation of Asia-Pacific News Agencies.

6.3 Other Services:

ENGLISH NEWS SERVICES:

Available in two forms. The 'core' service covers major developments in diverse fields in a compact form. A more comprehensive segmented service allows papers to pick additional inputs from segments of their choice. National/Regional, Economic/Commercial, International, and Sports. Core service puts out about 40,000 words and the full segmented service upto 100,000 words per day.

BHASHA:

Bhasha is the Hindi language news service of PTI. With its own network in the Hindi-speaking states and drawing on PTI files, Bhasha puts out about 40,000 words per day.

STOCK SCAN:

A screen-based service providing stock market information from major stock exchanges of the country.

NEWS SCAN:

Displays news in capsule form on video monitors. Major developments in the country and abroad are covered.

DATA INDIA:

A reference weekly providing a digest on the happenings in India, in a user-friendly alphabetical listing.

ECONOMIC SERVICE:

A fortnightly journal providing analytical reports on the state of the Indian economy and trends in the corporate world.

PTI MAG:

A weekly package of eleven special stories on topics ranging from arts to business to science. Available through the wire service as well as through mail.

SCIENCE SERVICE:

Reports on the developments in the fields of science and technology with particular reference to India in a fortnightly journal.

PTI FEATURE:

A package of four weekly features on topical national, international and general events. PTI-TV Provides spot coverage and makes corporate documentaries on assignment basis.

PHOTO:

Available in two packages to suit the needs of small and big newspapers. PTI Photo provides pictures on the national, foreign and sports scenes via satellite, dial-up and hand delivery. The full colour service of the Associated Press Of America (AP) is also made available through PTI.

ASIA PULSE:

An on-line data bank on economic developments and business opportunities in Asian countries. Formed by PTI and four other Asian media organisations, Asia Pulse International is registered as a company in Singapore.

6.4 HISTORY:

The story of PTI is virtually the story of independent India. The run-up to Independence had also thrown up ideas of running free India's own national news agency as an objective disseminator of information about a resurgent nation, freed of the foreign yoke. "The evolution of the concept of a national news agency was the direct consequence of the spirit of independence that swept the country since the days of the Quit India Movement. "The desire to shake off the imperial domination in the field of news supply was at the heart of this evolving thought," said Ramnath Goenka, the fearless press baron and freedom fighter.

After two years of consultations and planning among senior journalists, newspaper proprietors and national leaders like Pandit Nehru and Sardar Patel, free India's first national news agency, the Press Trust of India, was incorporated in Madras on August 27, 1947. This was within a fortnight of what Jawaharlal Nehru described as India's "Tryst With Destiny" at the historic central hall of Parliament on the night of August 14-15.

Though PTI began its operations in 1949, its origin goes back to the early years of the 20th Century when its forerunner - the Associated Press of India (API) - was launched by an enterprising Indian, Keshab Chandra Roy. The first Indian to function as a Political Correspondent at the British imperial capital, Roy was a high-school dropout who made a success of a journalistic career and rose to be a nominated member of the Central Legislative Assembly as a distinguished journalist. Working for more than one newspaper at a time, including The Tribune of Lahore, the Indian Daily Mail of Bombay and the Amrita Bazar Patrika of Calcutta, Roy found it easy to have a news pooling arrangement with European journalists to carry on with his work. It was from this experience that the idea of a news agency grew in Roy's mind. Soon he collaborated with three of his professional colleagues - Usha Nath Sen, Durga Das and A.S. Iyengar - to float and run API.

Though the exact time of its birth is somewhat hazy, according to the book 'Reuter's Century: 1851-1951' by Graham Storey, it was started in 1910. K C Roy finally gave up in 1919 his brave effort to run an Indian-owned domestic news agency and Reuters became the sole supplier of foreign and domestic news to the government and to the newspapers of India. The London-based Eastern News Agency, owned by Reuters, merely used the name Associated Press of India. API was to be registered as a private limited company, wholly owned by Reuters, much later in September 1945. The seven men who subscribed initially to the shares of PTI were K Srinivasan, Editor, 'The Hindu', Madras, Khasa Subba Rau, Editor, 'Swatantra', Madras, S.S Vasan, Editor, 'The Anandavikatan', Madras, S. Sadanand, Managing Editor, 'Free Press Journal', Bombay, C.R. Srinivasan, Editor, 'Swadesamitran', Madras, A.A. Hayles, Editor and Director, 'The Mail', Madras and S.V. Swamy, Editor, 'Free Press', Madras.

Recalling PTI's takeover of the news operations of the erstwhile API, Goenka wrote: "Sadanand and I were happy that PTI eventually took over the operations of API from February 1, 1949. We were, however, unhappy with the package in terms of which PTI became a junior member of Reuters which retained its monopoly of distributing international news to Indian newspapers."

PTI, registered in 1947, took over news operations from API from February 1, 1949. "When PTI emerged a free agent in 1953, we felt as happy as Jawaharlal did at the end of the interval between India's attainment of dominion status and its emergence as a Sovereign Republic - an interval during which he chafed at having to couch communications to His Majesty in the phraseology of a subject addressing his liege.

February 1, 1949, PTI has reported India's history as it happened, blow by blow, in the best traditions of news agency journalism, with speed, accuracy and objectivity. The first general elections of free India in 1952, the first Asian Games a year earlier, the war with China in 1962, Pandit Nehru's death in 1964, the great split of the Indian National Congress in 1969, the 1971 war with Pakistan culminating in the birth of Bangladesh, India's first nuclear test in 1974, the emergency in 1975, terrorist violence in Punjab in the 1980s, assassination of Indira Gandhi in 1984 as well as the stirring events of the 1990s, were all reported in detail by PTI journalists, most of them in anonymity.

In the last 50 years, PTI has come a long way, growing in size and stature as the oldest and largest among news agencies of the countries that became free after World War II.

6.5 Golden Jubilee:

"We got independence in August 1947. But independence in news and information, we got only with the establishment of PTI in 1949. That is the significance of PTI and its golden jubilee" President K R Narayanan, chronicling history from partition to the historic bus journey by Prime Minister Atal Bihari Vajpayee to Lahore as it happened, PTI celebrates its Golden Jubilee this year. The celebrations were flagged off by the President Mr K R Narayanan by releasing a commemorative stamp on March 5th at the agency's headquarters in New Delhi.

The Rs 15 multi-coloured and multi-lingual stamp on PTI depicts the Agency's journey from ticker-tape printers to satellite transmission. According to the Department of Posts, it's for the first time that an Indian stamp has seven languages. On the 10th of March Vice-President Krishan Kant inaugurated a 12-day Photo-exhibition PTI-Offbeat, tracing the evolution of the Agency's photo-service and showcasing some of the best moments captured by our lensmen 'on' and 'off the beat.' The grand old lady of Indian Photography, Homai Vyarawalla was the guest of honour at the exhibition. It will later travel to Calcutta, Madras and Mumbai during the year long celebrations. Celebrating the power of the camera to capture images of the coming generations, the Agency also brought out a coffee-table book "PTI-Offbeat - A Candid View of Everyday Life".

This was released by the Prime Minister Mr Atal Bihari Vajpayee on the 11th of March.

6.6 United News India (UNI):

UNITED NEWS OF INDIA (UNI) was launched in March, 1961, and has grown into one of the largest news agencies in Asia. During these years, we have acquired an enviable reputation for fast and accurate coverage of all major news events in India and abroad in all areas — politics, economics, business, sports, entertainment, stock markets and so on. Our service also provides subscribers with a rich choice in features, interviews and human interest stories.

Today, UNI serve more than 1000 subscribers in more than 100 locations in India and abroad. They include newspapers, radio and television networks, web sites , government offices and private and public sector corporations. Its communication network stretches over 90,000 Km in India and the Gulf states.

They have bureaus in all the major cities and towns of India, including all the state capitals. UNI have more than 325 staff journalists around the country and more than 250 stringers, covering news events from remote corners.

UNI has Correspondents in major world cities such as Washington, London, Dubai, Colombo, Kathmandu, Islamabad, Dhaka, Singapore, Sydney and Vancouver, bringing to our subscribers stories of interest to Indian readers.

UNI has collaboration agreements with several foreign news agencies, including Reuters and DPA , whose stories we distribute to media organisations in India. They also have news exchange agreements with Xinhua of China, UNB of Bangladesh, Gulf News Agency of Bahrain, WAM of the United Arab Emirates, KUNA of Kuwait News Agency, ONA of Oman and QNA of Qatar.

UNI is currently a major modernisation programme as part of which most of their major bureaus are already linked through a computerised network. They are continuously expanding and extending this network. UNI is also in the process of implementing a project to deliver news, pictures and graphics to the subscribers through the Internet, using NewsML, the international standard for news transmission.

UNI's wire service is available in three languages — English, Hindi and Urdu. UNI launched UNIVARTA in Hindi in 1982 and pioneered a wire service in Urdu in 1992. In 1981, they became the first Indian news agency to serve subscribers abroad and earn foreign exchange for the country by selling its wire service directly to newspapers in the Gulf States and in Singapore through satellite channels.

UNI has always adopted an innovative approach. They were the first news agency in the country to launch a Financial Service, a Stock Exchange service and a National Photoservice. We also have other services like UNIDARSHAN (Television News Clips and Features), UNISCAN (News Display on Television sets for Hotels, top Government officials and corporate clients), UNIDirect (for top executives in the government, corporate and other sectors) and UNI GRAPHICS (Computer-designed Graphics in ready-to-use form).

6.6 SUMMING UP:

The emergence of News Agencies in India was the offshoot of mutual competition between the English proprietors of English Press. K.C.Roy, the talented representative of various Indian and foreign newspapers, in association with three English Editors, was instrumental in establishing the first news agency in the world.. A necessity of an organization, which could supply the news in the context of contemporary Indian conditions, was felt, especially because of the anglicized attitude of the Reuter and API. Sadanand, a prominent journalist established 'free press agency' in the beginning of the third decade of the twentieth century. Consequently in India after many attempts three major news agencies evolved. They are PTI(Press Trust of India), UNI(United News India) and the Hindustan Samachar. And many number of vernacular news agencies also were started and today news agency in India has come to stay..

6.7 Self Assessment Questions:

1. Define a News Agency and Explain its function compared to a Newspaper reporting.
2. Explain the major news agencies of India.

6.8 References:

1. Ramachandra Aiyar, Quest for News, Macmillan Company Limited.
2. Telugu Journalism, Durgam Ravinder

Lesson - 7

FUNDAMENTALS OF EDITING

7.0 Objectives:

1. To know what is Editing and fundamentals of Editing.
2. To learn the techniques of proof reading and jargon of editing.

Structure of The Lesson:

- 7.0 Objective
- 7.1 Introduction
- 7.2 What is Editing?
- 7.3 Role of News Editing
- 7.4 Min Points to Keep in Mind While Editing The News
- 7.5 Jargon of Editing
- 7.6 Headlines
- 7.7 Summary
- 7.8 Self Assessment Questions
- 7.9 References

7.1 Introduction:

Newspapers, vastly complex juggernauts today, are the products of team-work by three mutually antagonistic species – reporters, sub-editors and assistant editors. Reporters traditionally see sub-editors as ignorant meddlers who mangle reportable prose into feeble stories. Sub-editors see reporters as ignorant, full stop. The solitary point of agreement between these groups is that assistant editors are lay box wallahs who get too much money for too little work. As for assistant editors, the accepted wisdom is that a; others are shudras.

There is no business like news business. For all the table-top wars that go on during the daily grind of bringing the news to the waiting millions, some facts are self evident. Reporters are a paper's infancy, the front room boys, the eyes and ears, the ambassadors the world meets every day. Assistant editors are the in-house think tanks who churn out the editorials, comments and special features that are awaited each day by the concerned minority.

Sub-editors are the master chefs. They take the ingredients provided by the reporters, the agencies, the assistant editors, the cartoonists, the photographers and whoever else has edible items to contribute, sift and cut and mix them, add their own spices in the form of rewrites and headlines and prepare the whole paper into as delectable a repast as they can manage to be

served attractively to the reader. They are the last post, the goalkeepers at their desk the buck stops. The term sub-editor is used for convenience. It represents the body of people who produce the paper, collectively called the news desk. The typical news desk is headed by the news editor and consists of the general desk manned by chief sub-editors who preside over shifts, the sports desk, the business desk and the district desk.

This lesson delves into the whys and what of editorial skills; it is useful to get two fundamentals established right away. Editing is an embracing exercise of the multiple skills that go into the art of communicating. Its only aim is to make everything in the paper readily understandable for the reader; everything must be easy to find and easy to read. This is achieved by using simple and direct language, employing techniques that ensure a sense of coherence and continuity throughout the paper, and devising a presentation style that is at once attractive and highly utilitarian.

Much of editing including typography and layout is a matter of good taste and clear thinking. These traits are either in born or acquired through association and personal observation; they cannot be learned from textbooks.

7.2 What is editing?

It is, in a general sense, correcting the language and making a written account readable. But in the newspaper world, it is something more.

EDITING

-
- | | | |
|---------------|--------------|---------------|
| ! | ! | ! |
| a) Correcting | b) Rewriting | c) Headlining |
- a) Correcting the copy consists of four aspects:**
1. Correcting the language
 - 2) Correcting facts, if the given facts and figures are wrong;
 - 3) Capitalization, punctuation etc., and
 - 4) Maintaining continuity of narration.
- b) Rewriting is a difficult task and one should be extremely careful in rewriting any copy. While rewriting a copy fact given in the original should not be altered or supplemented unless, of course, one is sure that the facts given in a report are wrong.**

For example:

Youth's Attempt to insult Mr. Naidu.....attempt to disturb Naidu's meeting

Mrs. Gandhi Unrepentant 'Poor are still with congress'

Claims full support of poor – Mrs. Gandhi's Claim

For the accomplishment of the above tasks, various reporters collect the news through the sources in their allotted beats and send it to the news through the sources in their allotted beats and set it to the editorial department. Various news agencies also send news through the medium of teleprinters or by other means. The Chief Editor assisted by his assistants, makes necessary changes in the form and presentation of the news collected through various sources; language and other mistakes are corrected. The Chief Sub-Editor has the knowledge of the news left over by the composing department, new advertisements from the advertisement department and the dummies of these advertisements, the news collected through other assistants, photos, cartoons, maps, etc. He, thereafter sends the dummy of various pages to the make-up man.

The Editor and the News Editor also send their information to the Chief Sub-Editor for publication in the future edition. When the proof is received from the composing department, the proof reader makes necessary corrections. The make-up man makes the first and other important pages. Space is left to accommodate any last news. After predetermined time, the composed matter is sent to the press for publication.

7.3 Role of News Editing:

Three things are very important for the news editing: Relevance, place and time. Brevity is the soul of wisdom; it is an important function of an editor to make the presentation of news in brief; without waiting for detailed description; if a news is kept pending for getting more details, it becomes stale by the time it goes for printing. As a general tradition, most of the important news is given in the front page of a newspaper; the art of brevity plays the role here. Readers do not get satisfaction if they do not get answers to what, where, when, who, why and How. It needs more wisdom to make a news brief; lengthy news tend to bore the readers.

Before dispatching to Press:

Before dispatching the material press, the Chief Sub-Editor examines critically the copies edited by the sub-editors and the headings allotted, with a view to avoid the possibility of pen-slip. The sequence of dispatching the news material to the press should be done in the order of the priority in terms of importance of the news. There are some short news which are used as 'fillers'.

Intro:

An intro (the abbreviated form of 'introduction') is the lifeline of the complete news. The news agencies and reporters make intros in their own styles; there are as many intros as many there are the news. An intro must be short and according to the gist of the news. It should not consist of more than 40 words and its language should be straight and simple.

Importance of Facts:

The facts are sacred for a journalist and not the views; therefore, the importance should be given to the facts; the views should be secondary. The views can differ, not the facts. The facts, therefore, should take priority over the views and analysis.

Editing the Lectures & Speeches:

For editing lectures & speeches, it is advisable to underline the important points; it helps in writing the intro and also makes easy the work of editing. For selection of the important points of the

lecture, it is better to lay emphasis on its analysis, the principle matter, the concluding phase and any punch lines, etc. such parts should be taken out separately during the process of editing; these can be presented as independent news also.

Date line:

The date line of nay news indicates the sequence of the history of the events & activities. Many reporters avoid giving date line on the local or regional news, such news, however, include the date & place of the event in the intro. Writing misleading words like 'today' or 'tomorrow' in the news having no dateline put the readers in confusion.

Embargo/Early news:

Some of the news throw light on important functions, celebrations or conferences, or about some important guests/personalities, or on the history of some organizations. Such matter should be published on the proper day and date. For this reason, the news reports received through teleprinters carry directions on the top 'not to publish before the indicated date' i.e, 'EMBARGOED'.

For example :

A story on Mahatma Gandhi is slated to be published on October 2nd only. Then it is marked as embargo.

Free News:

Free news are in themselves are complete and independent; they can, of course be edited.

Development oriented news follow in sequence, one after the other, their editing be done just before the last instalment.

7.4 Main Points to Keep in Mind While Editing the News:

1. A sub-editor should select the news after ascertaining the authenticity. It should always be kept in mind that any news copy, the authenticity of which is doubtful, should nto be selected for publication. Truthfulness of the printed news should be the ultimate aim of the sub-editor.
2. Writing intro is an important duty of the sub-editor. Intro should be striking and capable to catch the attention of the readers. It should include all the important hints pertaining to the news. The heading should advertise the news.
3. One paragraph should include description about one fact alone. The length of paragraph should be reasonable; long, descriptive paragraphs make a lifeless and dull reading.
4. No important matter should be added at the end of a paragraph; there is possibility of its pruning at the time of the make-up of the page.
5. Due care should be taken to express day and date using words like today, tomorrow etc should be avoided.
6. Some of the news are sent in advance for publication on some specified day and date. It is the reasonability of the sub-editor to ensure that such news is not published before the specified time.

7. There is excess flow of the news in the editorial department during functions, press meetings and elections of parliament and legislatures, etc., all the collected news cannot be published. The news related to public interest and on current issues have to be selected. Long lectures can be broken into parts and published under separate sub-headings.
8. A sub-editor must have the knowledge of the press laws. A slight slip in this regard can result in heavy losses to the newspaper. He should also see that certain standard in the presentation and impartiality maintained.
9. A sub-editor has to keep pace with the time. Time is limited and he has to accomplish various tasks apart from maintaining liaison with various other departments.
10. The language should not be indecent or uncivil and long and complicated sentences should be avoided. The language should be simple.
11. Every newspaper differs in its presentation and style. It melds spellings, punctuation marks; capital letters beginning a paragraph use of quotations/abbreviations etc., there is standard format for this purpose for maintaining uniformity in the style of a news paper.

PROOFREADERS' MARKS

Symbol	Meaning	Example
∅ or ∅ or ∅	delete	take X out
⊂	close up	print as <u>o ne</u> word
⊃	delete and close up	<u>clo</u> se up
^ or > or h	caret	insert here <u>something</u>
#	insert a space	put one <u>h</u> ere
eg #	space evenly	space <u>^</u> evenly <u>^</u> where <u>^</u> indicated
stet	let stand	let marked text stand as set
tr	transpose	change <u>order</u> the
/	used to separate two or more marks and often as a concluding stroke at the end of an insertion	

	set farther to the left	too far to the right
	set farther to the right	too far to the left
	set as ligature (such as æ)	encyclo <p>æ</p> dia
	align horizontally	<u>alignment</u>
	align vertically	align with surrounding text
	broken character	imperf <u>ct</u>
	indent or insert em quad space	
	begin a new paragraph	
	spell out	set <u>5 lbs.</u> as five pounds
	set in CAPITALS	set <u>nato</u> as NATO

<i>sm cap</i> or <i>s.c.</i>	set in SMALL CAPITALS	set <u>signal</u> as SIGNAL
<i>lc</i>	set in lowercase	set S outh as south
<i>ital</i>	set in <u>italic</u>	set <u>oeuvre</u> as <i>oeuvre</i>
<i>rom</i>	set in roman	set <u>mensch</u> as mensch
<i>bf</i>	set in boldface	set <u>important</u> as important
<i>=</i> or <i>-/</i> or	hyphen	multi-colored
$\frac{1}{N}$ or <i>en</i> or <i>/N/</i>	en dash	1965–72
$\frac{1}{M}$ or <i>em</i> or <i>/M/</i>	em (or long) dash	Now—at last!—we know.
	superscript or superior	as in πr^2
	subscript or inferior	as in H ₂ O
	centered	for a centered dot in $p \cdot q$
	comma	
	apostrophe	
	period	

;	or ;/	semicolon	
:	or Ⓢ	colon	
“ ”	or ‹ ›	quotation marks	
()		parentheses	
[]		brackets	
OK/?		query to author: has this been set as intended?	
↓	or ⊥ ¹	push down a work-up	an unintended mark
Ⓢ	¹	turn over an inverted letter	inve <u>rt</u> ed
wf	¹	wrong font	wrong si <u>z</u> e or style

The last three symbols are unlikely to be needed in marking proofs of photocomposed matter.

7.5 Jargon of Editing:

The journalist has to read regularly as a many local and national newspapers and magazines as possible to know their style, the language of their articles, their length and types of illustrations. This knowledge will well equip him to know two things: one the exact requirement of newspapers and magazines. The other, how one's articles can be tailored to meet their requirements.

Most of the articles written by correspondents, regular contributors and freelance journalists appearing in our newspapers and magazines are written in journalistic style. This makes free use of journalistic word and phrases. They constitute journalistic jargon. Readers are familiar with them.

Journalistic jargon is for many reasons. It makes the articles readable. It more 'punch' into the sentences. Its descriptive value is great. Lastly, it leaves an indelible impact on the reader.

- Here are some examples of journalistic jargon:
- In the foreseeable future
- A bright sunny tomorrow
- A rosy future of great promises
- Snow-clad distant mountain peaks

- An emaciated fame untouched by our plans
- Towering stalwarts of the turbulent Gandhian era
- Scheming heartless captains of industry
- Ominous signs of the on-going event
- On the wind –swept bank of the Godavari
- A sad reflection of the tumult and turmoil of the age
- Quietly agree to disagree loudly
- Overflowing milk of human kindness
- The turbulent blue waters of the legendary Krishna
- An increasingly serious challenge gathering momentum

To be successful writer of articles, the journalist must have a good command of the journalistic jargon.

This will enable him to make good use of the jargon while writing articles. He thus improves the chances of his article being accepted by the editor.

However, a note of caution for you here. Journalists must write with restraint, making minimal use of the jargon to ensure the clarity of their message. In other words, too much use of the journalistic jargon will obscure the message. This should not happen.

7.6 Headlines:

All Headline writers today aim at telling the news succinctly and correctly. Headlines are their means of grading or indexing the day's news according to the judgment of the news desk. They are also a high-visibility tool in maintaining the familiar look and character of a newspaper. There is consensus on the central role headlines play in 'Packaging' news.

Headline of any news is indicative of its gist. It plays a very important role in the news world, like the mouth of the human beings. A headline represents the essence of nay news. It makes the news attractive and introduces the subject matter of the news. It makes the news attractive and introduces the subject matter of the news. Every newspaper has its own style of giving headlines for the news. The heading should be short, lively sharp and must qualify the subject matter. News loses its value in the lack of a proper heading. A heading is often compared with the skirt of a woman, which balances the covering and uncovering. A heading should be thrilling and exciting.

Objects of Headlines:

There are three main objects of the headlines.

1. Notification of the news
2. Highlighting the essence of the news and
3. Make the presentation of the paper more eye-catching.

Specialties of Headlines:

1. Headlines should be clear and meaningful.
2. Use of proper and weighty words.
3. Headlines should be based on the basic facts.
4. The headline should reflect the essence of the news.

The choice of headings or the headlines reflects the policy of a newspaper at one sight.

Types of Headlines:

Typesetting the headlines is not possible, but given below are few examples of the types of headlines.

1. Question Headline
2. Quotation Headline
3. Banner
4. Left Indent Headline
5. Right Indent Headline
6. Kicker
7. Boxed Headline
8. Inverted Headline
9. Deck
10. Factual Headline

Banner Headline:

The bold type headline spread on the top of front page of a newspaper or journal is called Banner. Literal meaning of 'Banner' is 'Flag'. As a flag flutters high, the banner headline also highlights the most important news in the publication. In other words, the banner headline brings to the general focus the most important news.

For Example:

Mrs. Bhutto Assassinated

Factual Headline:

The headings which are built keeping in view the facts of the news. The headings, in such cases, represent the basic facts of the news. One needs not adding anything to the heading at his own.

For ex: Happy News:

Tiger population up in MP

Increase from 145 to 277, says Government

Question Headline: As the name itself says the headline is in the question format.

For example: Elections to be advanced?

Similarly the other headlines also can be found from the daily newspapers

Effective Layout:

Layout is the device with which a newspaper achieves typographical dynamism and unity of character. The secret of orderliness is layout. The sole objective of the layout is to help the reader locate and peruse the day's news with absolute ease. In layout, as in typography some inbuilt aptitude is necessary for a sub-editor to become an expert. Where none exists, extra effort needs to be put in so that one can develop a working understanding of what is competent in designing. Layout and make-up are often used synonymously. For purposes of clarity we may see layout as the master plan based on which the make-up of a page is carried out.

Technological advancements have always been affecting journalism. Linotype setting made bastard measures and half-column cuts fashionable among make-up artists at one point. Phototypesetting has lately pushed the element of white space to the forefront of make-up considerations. Paginations on the video screen enforced its own compulsions on how to put a page together.

While some elements of make-up have undergone changes under the impact of modernity or technology, every newsmen knows that newspaper stories should be broken up into very short paragraphs. News stories should ideally have paras of varying lengths to facilitate make-up.

Cross-heads, also known as sub-heads are another purely physical typographical stratagem that has survived changing perceptions of make-up though not as universally as horizontal make-up coming to the fore, they have become less necessary. But they are still preferred to devices such as bold indent whenever, a column of type is deemed to be in need of eye relief.

The basic elements that go into an effective layout are Balance, weight and eye movement. Therefore the layout conscious sub will be helpless without a dummy sheet which has been explained in the next lesson.

The soul of newspaper design is news and its communication to the reader. The approach therefore has to be communication oriented, not decoration-oriented. A designer approaching the challenge without a full understanding of news and news value cannot work out a newspaper design compatible with the primary aim of news communication. The best dispensation of all is when journalists develop expertise in the technicalities of design and look after their paper's layout. Design is another specialty in the cluster of specialties that add up to modern editing.

7.7 Summary:

Editing is to journalism what the soul is to the human body. Therefore, for anyone starting out to be a journalist learning the art and skills of editing is mandatory. Although very few practitioners of the profession fully realize the real significance of editing, in effect everyone practices it. Many believe that editing is nothing but to make the copy smooth and readable. But the task is not really that easy. Editing is not one job, it includes rewriting, lead writing and giving a headline. Writing is only one of the skills of editing. Editing is an all-embracing exercise of the multiple skills that go into the art of communicating. Its aim is to make every thing in the paper readily understandable to the reader; Everything must be easy to find and easy to read. This is achieved by using simple and direct language, employing techniques that ensure a sense of coherence and continuity throughout the paper, and devising a presentation style that is at one attractive and highly utilitarian. This lesson dwelt on many aspects of editing including introducing jargon, defining headlines and designing effective layout etc.

7.8 Self Assessment Questions:

1. Define editing and explain the techniques of editing?
2. How are headlines and layout are importing in editing the newspaper?

7.9 References:

1. Telugu Patrikalalo Kotta Prayogaalu – Parinaamaalu, June 1991, Hyderabad: Telugu Viswavidyaalayam.
2. Editing-a handbook for journalists. T.J.S George, IIMC, New Delhi.

Lesson - 8

DUMMY AND FEATURES

8.0 Objective:

- 1 In this lesson students will be learn what is Dummy, what is electronic editing.
2. And kinds of features and so on.

Structure of The Lesson:

- 8.0 Objective**
- 8.1 Introduction**
- 8.2 Dummy**
- 8.3 Electronic Editing**
- 8.4 Public Relations Features**
- 8.5 News Features**
- 8.6 Summing Up**
- 8.7 Self Assessment Questions**
- 8.8 References**

8.1 Introduction:

The lay out conscious sub will be helpless with out a dummy sheet. Yet it is amazing how many Newspapers manage with out-them. Some senior's hands even have a tendency to look down upon dummies, arguing that have carried on for decades keeping it all in their heads.

When you open a newspaper you will find news, articles, advertisements and features. These forms a writing are common to radio and television too. All of them have certain basic attributes which distinguish each of them from the others. You know that a news item is basically concerned with facts. Articles are views expressed on newsworthy events and have a conventional format. Advertisements publicise goods services, ideas and information etc. and appear in clearly demarcated areas in newspapers. In broadcast media, advertisement get separate slots recognisable from other slots. For the present, it is enough if you know that a feature is different from news and other contents. As a feature-writer you need different skills and orientation.

The size of the paper is determined largely by the amount of advertising for a particular issue. The amount of money received pays for the wages of journalists, sales people, typesetters, printers, administration staff, as well as paper, ink, and other associated

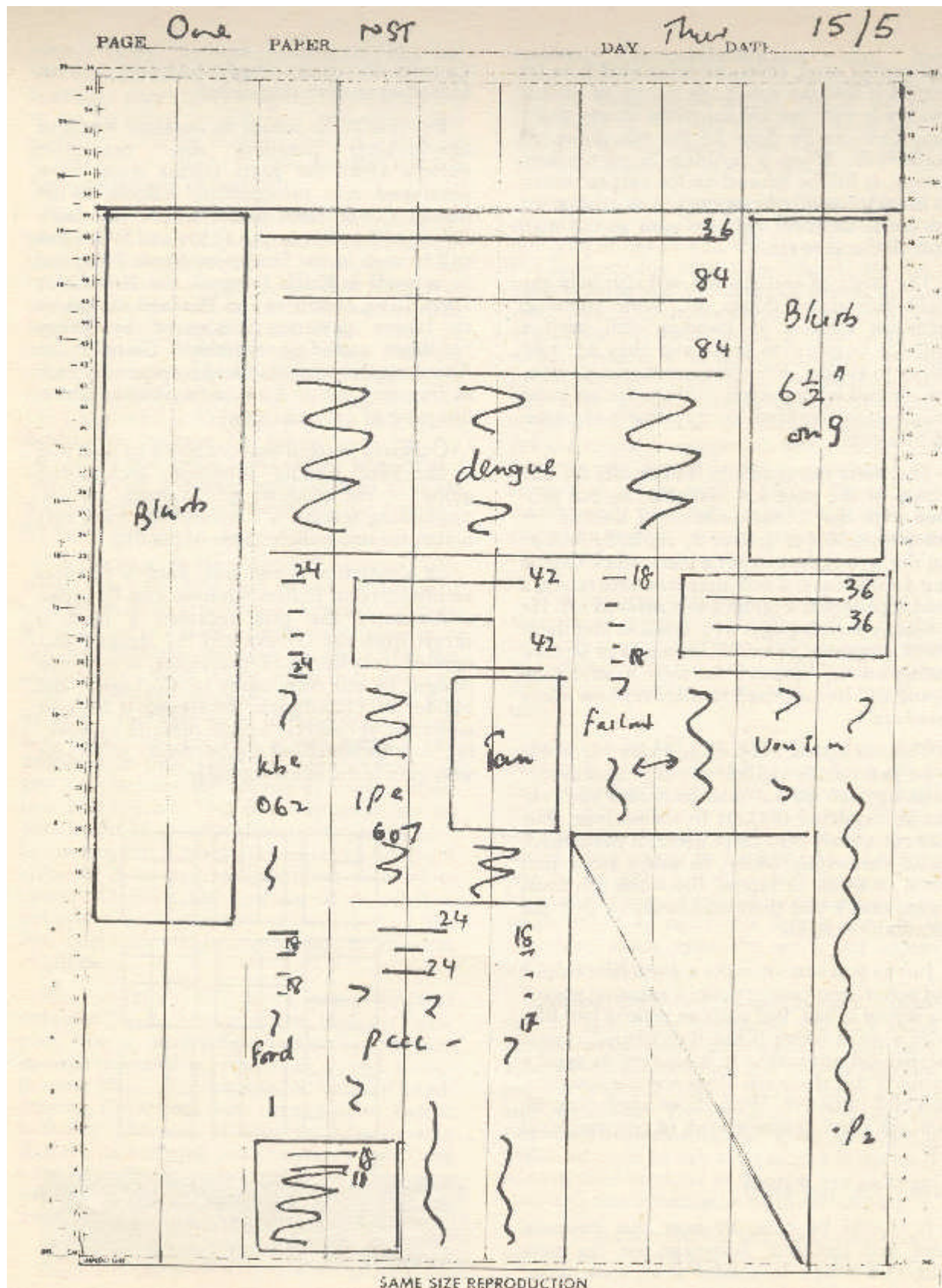
8.2 DUMMY:

A format with a sketch of each page of the Newspaper or Magazine before composition is called a DUMMY. A rough copy of a newspaper or magazine showing the position of each story, head and cut is to have in the total makeup. A brief knowledge of printing, copy preparation, editing, proof reading and layout is helpful to the public relations persons even if one commissions specialists for the job.

The “word” dummy means the size, form and shape in which publications are produced. There is no rigid rule that a corporate publication such as a folder or a brochure should conform to a specific size. In fact, all corporate publications are published in different sizes for the sake of variety. The importance of the theme, the attractiveness of the publication and the budget available are the factors that are generally taken into consideration, while deciding the size of a publication. There are various sizes bearing technical names. Some of the standard sizes are

- a) Imperial
- b) Elephant
- c) Royal
- d) Medium
- e) Demy
- f) Crown
- g) Fool-scrap

In the present Computer Age, the Desk Top Publishing (DTP) system has become almost a household word, at least in the printing world. Its print support through Laser or Dot matrix printers has done wonders in raising the standard of printing and public relations department. Pagination has also become very easy with advent of DTP and other page-maker software's costs.



The advertising department is responsible for creating a “dummy” of the next issue of the newspaper, in which all advertising bookings are placed on the relevant pages. A ‘dummy’ is a small paper version of the paper that tells the staff which ads go on which pages. The Torch uses a computer program to create a dummy which takes into account the number and size of all ads booked, whether they are colour or black and white, the advertising percentage required and any specific page requests for particular ads.

The ratio of advertising to editorial space is what determines the profitability of each newspaper. Usually advertising runs between 55% and 75% for a free publication.

Once the dummy (pictured above) has been finished, a copy of it goes to the editor, who is responsible for filling the remaining non-advertising space with editorial copy. Advertising representatives visit clients and help advise them on the most efficient way to use their advertising. Once the size of the ad has been determined, the rep and the client will then design an ad which will effectively get their message across to the readers. When a design or layout has been agreed upon, the advertising copy is sent back to the production area where the ideas are formed into an ad on a computer.

8.3 Electronic Editing:

In the early 1980’s, the advent of the home computer ushered in the first phase of the technological revolution. With the constant flow of up to the minute headlines and with detailed news becoming a reality, immediacy acquired a new meaning in newspaper terminology. For instance, UNI news agency succeeded in transmitting 70,000 words a second to newspapers by co-axial cables. With the help of satellite transmission, The Hindu daily newspaper became available simultaneously to all Indian readers. It was the American daily, USA Today, that first started using modern satellite and electronic techniques for printing and distributing newspaper copies through hundreds of kiosks across the country. Despite initial resistance, Fleet Street where Britain’s national newspapers have traditionally made their headquarters, also soon felt the tremors of computer technology.

For editing through the computer, the complete material is fed in the special software for this purpose. Seeing it on the computer screen, special effects can be added or removed. Three dimensional effects integration of colours and scenery and introducing graphics etc., this all can be done and recorded. These all effects make the presentation interesting and eye-catching.

The material accompanied by photographs, cartoons and illustrations is prepared with the help of a scanner, which helps in arrangement of colour, design of the photographs, making the pictures small or enlarges, preparation of colour negatives and cutting of photographs etc. Their printed form can be seen on the screen before sending for publications.

Once the composing is complete, the material is transferred to ‘pagemaker’. The pagemaker arranges the material according to the layout of the newspaper or magazine. The works related to spreading a material in two or more columns, making use of rule, etc., are also performed with the help of computers.

Computer has, thus revolutionized the process of printing; new techniques and facilities are being added to help make the printing process more attractive and convenient.

Features:

There are more features in newspapers today than there were two decades ago. In India, newspapers and even other broadcast media remained news-oriented and the broadcast media devoted their non-news time more to music, drama, talks etc. than to features. Feature is a new arrival and its glamour is so irresistible that news-writing began to adopt some of the trappings of a feature. Increasingly, investigative reporting has begun to read and sound more like a feature than straight news. The feature has its uses and does more than merely to inform. Many times, a feature is news plus something more and that something has greater power over the minds of the media users than simple news. The feature is usually fallout from news.

8.4 Public Relations Features:

When you acquire a degree or diploma in journalism or communications, or public relations, you may take up a teaching assignment, or enter a media office or any public or private sector units or universities or any big public organization. As a public relations person, you will do many things. One of them is writing for the media – press notes, articles and, of course, features.

A Public relations person essentially works to promote the progress and image of an organization or an industrial group or product or a service.

As Arthur H. Center and Frank E. Walsh say in their book *Public Relations Practices* “the mission of the public relations function is to present its employers to the best advantage making use of news media and techniques when an employer’s opinions or activities are news worthy.” Thus, the employer, the media and the public are very important for a public relations manager.

A public relations feature is only one of the activities of a public relations person. It might be written for a special occasion like the centenary of an organization, the receipt of a prestigious national award by its chairperson or any other employee or the organization itself. It might be simply written to remind the public, Read this feature appearing in a English daily on the efforts of the Civil Aviation Ministry to boost tourism : The open sky policy of the Government may well revolutionize civil aviation in the country with tourist charters and air taxi services coming in the scene in sizeable numbers. While seven air taxi operators have already been issued permits by the Director-General of Civil Aviation (DGCA) to fly in different parts of the country, as many as 58 applications are pending disposal in the Civil Aviation Ministry.

Tourist charters are getting clearance without procedural wrangles now. As many as 300 charters have lately sought and procured clearance from Indian Civil Aviation authorities.

The Civil Ministry has just cleared 20 South African charters which would be landing in India from March-end to July. More such charters are expected in the coming days from the West and Japan, according to Civil Aviation sources.

8.5 News Features:

News features are very common in mass media. As you have seen earlier, they are take-off on news. Primarily, news concerns itself with an event that has taken place within the last 24 hours. The media user is just informed; say of the arrest of a managing director of a firm in Patancheru, for flouting regulations regarding protection of environment. This simple report evokes

neither interest nor anger in the community. Every day you see or read such reports in the media which barely tell you of some happening. A 22-year old youth is run over by a truck. You will dismiss it as a road accident.

But this road mishap sets the media person to seek answers for several questions. What is the incidence of road accidents? Answers to this question will make an interesting article on road safety. The reporter will look for figures of such accidents for several years to show that road deaths have been on the increase. He will unearth figures relating to other countries to portray how road-users in India run greater risk than their counter parts in other parts of the world. The reporter then proceeds to examine the reasons for the rise in the road deaths. The entire feature can be devoted solely to statistics or inefficiency in public bodies. Alternatively, the feature can discuss both. The idea in such a news feature is to go beyond facts and identify what and who cause road accidents and why.

Informative Features:

The subtitle itself indicates that the informative feature seeks to inform. Most of the news items we read in newspapers give primary information, say about the arrival of a dignitary or the signing of a loan or an earthquake in Philippines and so on. A news report will simply say “President of the Palestinian Liberation Organisation Yassar Arafat arrived here today. He was received by Minister of State for External Affairs Eduardo Faleiro at the Palem Airport. Among other things, Mr. Arafat will receive the Indira Gandhi Award for International Justice and Harmony”.

This is what we call primary information about an event. But many readers would want to know more about Mr. Arafat. Coming on the day of his visit or on the eve of the visit, the article about Mr. Arafat can be a curtain-raiser also. But an informative article is a very clinical narration of facts, the main aim being to introduce Mr. Arafat to the readers of the paper. It does not discuss, for instances, the angularities of Mr. Arafat’s personality or the tenability of the Palestinian cause or bring in any comment, favourable or unfavourable. Readers need information not only about personalities but also about issues, new discoveries, places, gadgetry, natural phenomena. The list is endless. But remember that an informative feature need not always give secondary and supplementary information about something that has figured recently in the news. It may also say something new.

Historical Features:

Very often history needs to be recalled. Distant or recent history supplies context to a fact. It helps to correct distortions in perspectives. A peep into the past sometimes becomes necessary to understand the present. Sometimes, you see a lot background added to a news item. Without the background, the news item looks like dangling in space. For example, when the Soviet Union broke up, you must have read a recap of events, beginning with the advent of Micheal Gorbachev as the President of the Soviet Union and ending with his resignation as its President. This helps you understand the serial of events that led to the end of the Soviet State. Following is an excerpt from an Indian Express feature years back.

Reminiscences: Distant history has no eyewitness to corroborate or contradict. As distance increases, the number of versions of history also increases. The Babri Masjid Controversy for example. Each one has his or her own version. Truth ultimately comes to have several versions. Any new light about Babri Masjid may lead to the writing of a book or simply a feature article which is an instant response to the debate making the Masjid.

There can also be historical features which are totally non-controversial. They simply supply facts relating to the past. Assume India takes a big loan from the IMF. A feature dedicated to earlier borrowing by India from the IMF and other financial institutions will give the reader an idea of the extent of India's indebtedness. Facts regarding IMF borrowings by other developing countries will show the reader the place India occupies among the World's big borrowers. All these facts in a historical feature are intended to help the reader to take peep into the past the understand the present.

Interview – Based Feature:

Certain statements made or views expressed acquire authority because they are made by certain personalities. These persons are regarded as experts or insiders who have access to specialized information or who are knowledgeable in their area. For example, when you are writing a feature on the state of film industry, it carries weight if your own views on the film industry are backed by views expressed, say, by Satyajit Ray. So, this is how we come to the first kind of interview-based feature, which is primarily your handiwork but includes an – element of authority by citing Ray on the industry. The feature may cite others too but the primary statement is made by you or it may just be a feature on Satyajit Ray by you and you interview him to impart a personal touch to the article.

In such features, the personality is important and the views expressed by his have significance for the reader. Again, you may interview a personality on a topic or issue or it can be an all-embracing free-wheeling interview.

A third variety of interview-based feature is based on interviews with several persons referred to as a cross section of the society. When something important happens, like the presentation of budget, or the electoral victory of a political party, everyone has views on such a development. A report or reporters elicit views from politicians, bureaucrats, students, housewives, professionals, taxi drivers, shop-keepers etc. to provide a rough picture of public feeling on the budget or party victory. You are also familiar with the tributes eminent persons pay when a national figure passes away.

Interview features, therefore, may focus on personalities who have lately hit the headlines or on issues which are agitating the public mind. To sum up, an interview-based feature can be –

1. Your own feature based on an interview with a personality,
2. A feature where all the talking is done by the interviewee in response to a string of questions, and
3. A feature which is a garland made up of mini interviews with several persons on the same subject.

Special pages:

The newspapers with the advent of technology has come up with many supplements day in and day out. Package Journalism is the trend. The newspaper today has become a commodity and wants to cater to every member of the family. The result, an women's page, page for finance, children's page, literary page and many more. All telugu newspapers today have a special supplement/ page for a target group with inputs from the readers themselves. For example if you take Eenadu apart from Vasundhara, you have e-page, siri, bujjai for children etc. similarly all the national newspapers have similar pages.

8.6 Summing up:

The layout conscious sub will be helpful without a dummy sheet. Yet it is amazing how many newspapers manage, without them. Some senior hands even have a tendency to look down upon dummies, arguing that they have carried on for decades keeping it all in their heads. A proper dummy with clearly marked details as to headlines, stories, story lengths, pictures of positioning is essential to any news desk. This simple universal dummy sheet has only one calibration – 0 to 27 (that is, 54cms in real size) on one side of from 27 to 0 on the other.

The ad department and the news editor can help a lot to improve the look of the page by restricting the ads and placing them properly. There is a need to limit the advertising on the front page.

An authentic piece of writing based on intensive research and study is called an article. A light piece of writing built on dramatic presentation for the entertainment of the readers is known as a feature. One is related to the mind and the other to the heart. A feature deals with a subject in depth. News are in brief whereas, a feature is detailed description of any subject. Feature is a special style of writing based on the following techniques.

• Determine the number and sizes of the various stories, pictures and pieces of art that will be placed on the page.

- Decide which elements are related and how to group.
- Select the major display element or elements for page.
- Select the second major display element or elements for page
- A feature is difficult to define
- It is different from a news item and a formal article
- It is topical but not timely
- It has no definite structure which characterizes a news item or a formal article.
- It seeks to appeal, inform entertain or educate through in a different manner.
- There are more kinds of features than we have identified.

8.7 Self Assessment Questions:

1. Prepare a dummy for an evening daily published from your town?
2. What is electronic editing and online editing?
3. Describe different types of features?

8.8 References:

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Lesson -9

PRINTING PROCESS

9.0 Objective:

The lesson introduces the various process of printing of a daily newspaper.

Structure of The Lesson:

9.0 Objective

9.1 Introduction

9.2 The Manufacturing Process

9.2.1 Typesetting

9.2.2 Image Transference

9.2.3 Plate Making

9.2.4 Printing

9.3 Summary

9.4 Self Assessment Questions

9.5 References

9.1 Introduction:

The creation of movable type marked the beginning of mass production of the written word and thus was essential to the newspaper industry's development. In general, this accomplishment is credited to Johannes Gutenberg, who was working in Mainz, Germany, in the mid-1400s. Other printing techniques existed prior to that time, including a form of movable type in Egypt and other areas of the Mediterranean. In 1295, Marco polo brought Europe word of advanced printing techniques that were being used in Chinese. Furthermore, the Aztecs of South America hung colored banners in their main public squares to spread the "news" without the use of Gutenberg's or anyone else's "modern" technology. Still, when Gutenberg produced his movable type, the process of information dissemination underwent a revolution.

What, specifically, was Gutenberg's revolutionary invention? Gutenberg had used woodcuts to print pictures and came up with the idea of carving letters in wood and moving them around to create words that, when coated with ink, could be used to print. A worker whom Gutenberg hired suggested that wood would produce blurry letters and that using metal letters might work better. The rest, to use a cliché, is history. Using this new process, Gutenberg printed the mazarin bible, which is believed to be the first full book to be published.

A newspaper is a printed periodical whose purpose is to deliver news and other information in an up-to-date, factual manner. Newspapers appear most commonly in daily editions, but may also be issued twice a day or weekly. While the content of a newspaper varies, it generally consists of a predetermined combination of news, opinion, and advertising. The editorial section is written by reporters and other journalists at the direction of editors and may also be compiled from wire service reports. The advertising content of a newspaper can be divided into two parts, classified and display. Classified ads are small, text-only items obtained via telephone and set into the format by the classified advertising representative. Display ads are obtained by sales representatives employed by the newspaper who actively solicit local businesses for this larger, more visually oriented ad space.

A newspaper is printed on thin paper made from a combination of recycled matter and wood pulp, and is not intended to last very long. Large printing presses, usually located at a plant separate from the editorial and advertising headquarters, print the editions, and a network of delivery trucks bring them to the newsstands and geographical distribution centers for subscribers.

9.2 The Manufacturing Process:

9.2.1 Typesetting: The composing room receives the story in an electronic format, with the computer text file already translated with typeset codes. In a typeset file, the characters are of the same “type”—style, size, and width—as they appear on the pages of the newspaper. The setting of stories into the type that a reader sees went unchanged for several decades until the latter years of the 20th century. Well into the 1800s, type was set by hand, letter by letter. A typesetter dropped small metal letters into a hand-held tray called a “stick.” The invention of the linotype machine in 1884 made possible a quicker, more efficient method of typesetting. Invented by German immigrant Ottmar Mergenthaler of Baltimore, Maryland, this large, cumbersome machine worked by casting hot lead into a line of type with the assistance of an operator who typed in the copy on a keyboard. Individual lines of type were then placed by hand onto a page form. When a page was completed, it was then sent to a stereotyping room where a curved metal plate was made from the page form. The page form was then placed on the printing press. 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.

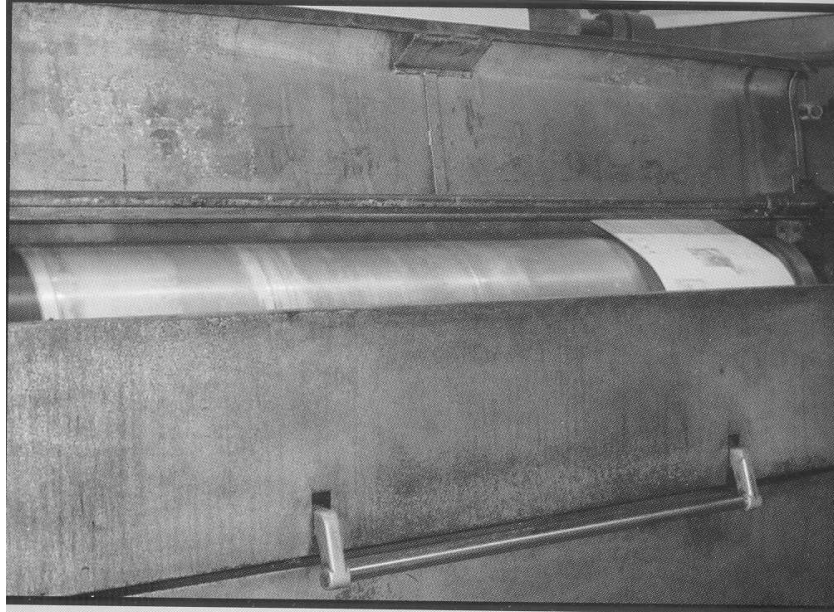
9.2.2 Image Transference: The final version of the page is then approved by the editor on duty—sometimes a night editor in the case of a paper that is slated for a morning edition—and sent over to a process department. There, the page is taken in its computer format and transferred via laser beams onto film in an image setter apparatus. The operator then takes the film to a processor in another section of the paper, who develops it and adjusts it for its final look. Photographs are scanned into another computer terminal and inserted into the page layout. The pages that are set to be printed together are then taped down onto a device called a “stripper,” and an editor checks them over once more for errors.

The strippers are then put into frames on light-sensitive film, and the image of each page is burned onto the film. The film of each page is inserted into a laser reader, a large facsimile machine that scans the page and digitally transfers the images to the printing center of the newspaper.

At the printing center, typically a large plant separate from the newspaper's editorial offices and centrally located to facilitate citywide distribution, the pages arrive at the laser room and are put through a laser writer, another scanning device that makes a negative image of them. In the negative image of the page, the text is white while the blank spaces are black. The final images of each page are further adjusted. This last-minute adjustment may involve fine-tuning of the colored sections and retouching photographs.

9.2.3 Plate Making: From these negatives, the forms from which the paper will be printed are composed in a platemaking room. The film of the page, usually done two pages at a time, is then placed on a lighted box. Next, an aluminum plate containing a light-sensitive coating is placed on top of the image of the pages. The light box is then switched on, and ultraviolet light develops the image of the pages onto the aluminum plate. The aluminum plate is then bent at the edges so that it will fit into a press, and is fitted onto plate cylinders.

9.2.4 Printing: The aluminum plates of each page next move on to the actual printing press, an enormous machine often two stories high. When the press is running, the noise in the building is deafening and employees must wear earplugs. The most common method of printing newspapers is called web offset. The "web" refers to the large sheets of blank newsprint that are inserted in rolls, sometimes weighing over a ton, into the actual printing press. The reels of newsprint are loaded in at the bottom floor of the press. The rolls are inserted onto a reel stand, which has three components: the first reel brings a roll of paper up to the press, a second is loaded and ready to replace the first roll when it runs out, and a third reel stays empty and ready to be fed with another when the first reel is almost finished. Each roll of blank newsprint has double-sided tape at its edges, so that when one roll runs out in the press, another smoothly takes up where the other left off without interrupting the printing process.



This photograph shows a cylinder wrapped in plates spinning around.

The plate cylinders then press the image of the page onto a blanket cylinder, leaving a version of the page's image on the cylinder's soft material. When the paper runs through the press, the blanket cylinder presses the image onto it. The chemical reaction of the ink, which contains oil, and the squirting of jets of water into the process result in the actual newspaper page of black or colored images on a white back-ground. Since oil and water do not mix, the areas where ink should adhere to the page are black or colored, and water washes away the parts where ink is not needed. This is why this printing process is referred to as "offset."

Next, the large sheets of printed newsprint move on to another large piece of machinery called a folder. There, the pages are cut individually and folded in order. This entire printing process can move as fast as 70,000 copies per hour. Quality control technicians and supervisors take random copies and scan them for printing malfunctions in color, order, and readability. Next, a conveyer belt moves the papers into a mail room section of the plant, where they are stacked into quires, or bundles of 24. The quires then move to another section where a machine wraps them in plastic. The bundles are now ready to be loaded onto delivery trucks for distribution.

These pages have already been through the printing press. They will now be cut and folded into finished newspapers.



9.3 Summary:

Newspapers are printed by huge printing machines called presses. Inside a press the metal printing plates are wrapped around big cylinders. We call the paper used for newspapers 'newsprint'. A newspaper press uses up to 50 massive rolls of newsprint every day. Each roll weighs a tonne. If one was completely unrolled, it would be about 15 kilometres long. Some pages in newspapers are printed in black and some are printed in colour. The black and colour pages are printed on different rollers. The pages are then automatically collected together.

A newspaper printing press can produce 70,000 newspapers every hour. Each newspaper takes a just a few seconds to print. National newspapers print millions of copies every day.

9.4 Self Assessment Questions:

1. Describe the development and resources of New Printing Technologies adopted now.
2. Explain in detail the printing processes?

9.5 References:

1. Modern Newspaper Practice – F.W.Hodgson
2. Publishing in the Digital Age – Gareth Ward
3. Digital Sub-Editing and Design – Stephen Quinn.

Lesson -10

DESK TOP PUBLISHING(DTP) AND OTHER COMMUNICATION TECHNOLOGIES

10.0 Objective:

Of the lesson is to orient the student with the DTP and the advent of other new communication technologies in printing industry.

Structure of The Lesson:

- 10.0 Objective**
- 10.1 Introduction**
- 10.2 Comparisons With Word Processing**
- 10.3 Comparisons With Other Electronic Layout**
- 10.4 Offset Printing To Continue**
- 10.5 Digital Printing**
- 10.6 Summary**
- 10.7 Self Assessment Questions**
- 10.8 References**

10.1 Introduction:

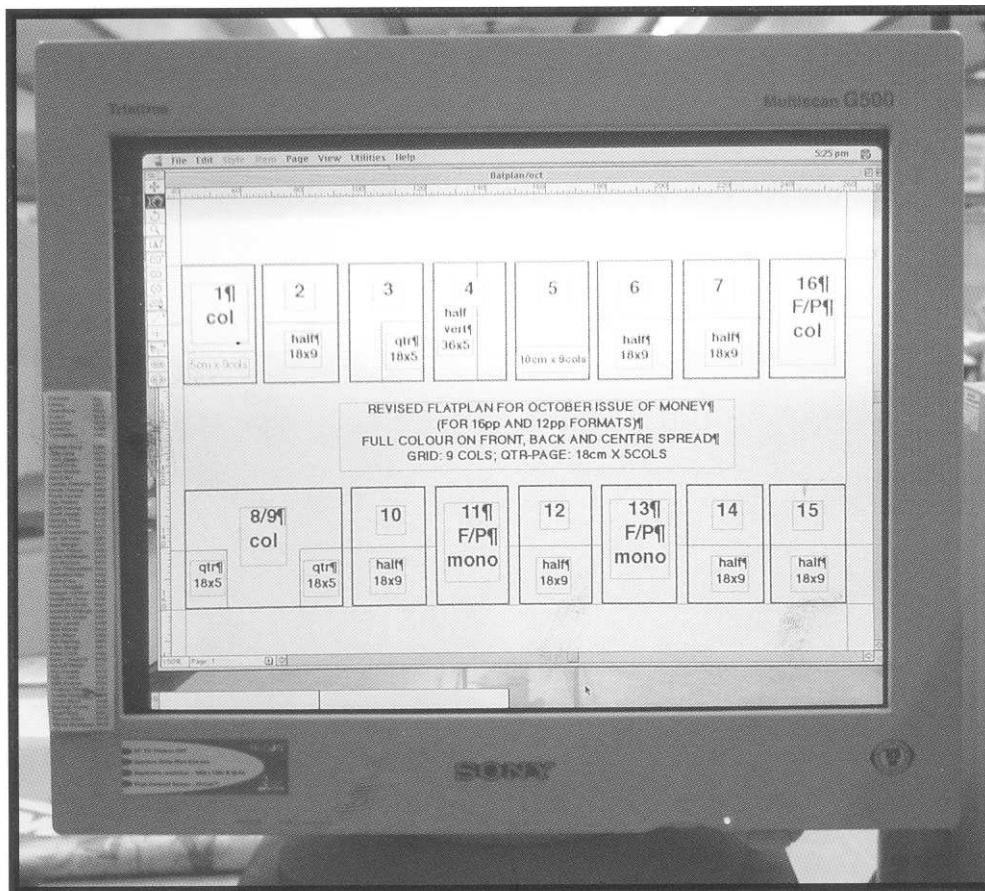
Desktop Publishing (also known as **DTP**) combines a personal computer and page layout software to create publication documents on a computer for either large scale publishing or small scale local economical multifunction peripheral output and distribution. Users create page layouts with text, graphics, photos and other visual elements using software such as Quark Press, Adobe In Design, the free Scribes, Microsoft Publisher, Apple Pages and (to some extent) any graphics software or word processor that combines editable text with images. For small jobs a few copies of a publication might be printed on a local printer. For larger jobs a computer file can be sent to a vendor for high-volume printing.

The term “desktop publishing” is commonly used to describe page layout skills. However, the skills and software are not limited to paper and books. The same skills and software are often used to create graphics for point of sale displays, promotional items, trade show exhibits, retail package designs, and outdoor signs.

Desktop publishing began in 1985 with the introduction of PageMaker software from Aldus and the LaserWriter printer from Apple Computer for the Apple Macintosh computer. The ability to create WYSIWYG page layouts on screen and then print pages at crisp 300 dpi resolution was revolutionary for both the typesetting industry as well as the personal computer industry. Newspapers and other print publications made the move to DTP-based programs from older layout systems like Atex and other such programs in the early 1980s.

The term “desktop publishing” is attributed to Aldus Corporation founder Paul Brainerd, who sought a marketing catch-phrase to describe the small size and relative affordability of this suite of products in contrast to the expensive commercial phototypesetting equipment of the day. Often considered a primary skill, increased accessibility to more user-friendly DTP software has made DTP a secondary skill to art direction, graphic design, multimedia development, marketing communications, administrative careers and advanced high school literacy in thriving economies. DTP skill levels range from what may be learned in a few hours (e.g. learning how to put clip art in a word processor) to what requires a college education and years of experience (e.g. advertising agency positions.) The discipline of DTP skills range from technical skills such as prepress production and programming to creative skills such as communication design and graphic image development.

By the standards of today, early desktop publishing was a primitive affair. Users of the PageMaker-LaserWriter-Macintosh 512K system endured frequent software crashes, the Mac's tiny 512 x 342 1-bit black and white screen, the inability to control letter spacing, kerning (the addition or removal of space between individual characters in a piece of typeset text to improve its appearance or alter its fit) and other typographic features, and discrepancies between the screen display and printed output. However, for that moment in time, it was received with considerable acclaim.



This is a newspaper plan on a computer screen. It shows what will go on each page.

Behind-the-scenes technologies developed by Adobe Systems set the foundation for professional desktop publishing applications. The LaserWriter and LaserWriter Plus printers included high quality, scalable Adobe fonts built into their ROM memory. The LaserWriter's additional PostScript capability allowed publication designers to proof files on a local printer then print the same file at DTP service bureaus using optical resolution 600+ ppi PostScript-printers such as those from Linotronic. Later, the Macintosh II was released which was much more suitable for desktop publishing because of its larger, color screen.

During these early years, desktop publishing acquired a bad reputation from untrained users who created poorly-organized ransom note effect layouts — criticisms that would be levied again against early web publishers a decade later. However, some were able to realize truly professional results. For example, .info (magazine) became the very first desktop-published, full-color, newsstand magazine in the last quarter of 1986, using a combination of Commodore Amiga computers, Professional Page desktop publishing software, and an Agfa graphics typesetter.

10.2 Comparisons With Word Processing:

While desktop publishing software still provides extensive features necessary for print publishing, modern word processors now have publishing capabilities beyond those of many older DTP applications, blurring the line between word processing and desktop publishing.

In the early days of graphical user interfaces, DTP software was in a class of its own when compared to the fairly spartan word processing applications of the time. Programs such as WordPerfect and WordStar were still mainly text-based and offered little in the way of page layout, other than perhaps margins and line spacing. On the other hand, word processing software was necessary for features like indexing and spell checking, features that are today taken for granted.

As computers and operating systems have become more powerful, vendors have sought to provide users with a single application platform that can meet all needs. Software such as Open Office.org Writer and Microsoft Word offers advanced layouts and linking between documents, and DTP applications have added in common word processor features.

10.3 Comparisons With Other Electronic Layout:

In modern usage, DTP is not generally said to include tools such as TeX or troff, though both can easily be used on a modern desktop system and are standard with many Unix-like operating systems and readily available for other systems. The key difference between electronic typesetting software and DTP software is that DTP software is generally interactive and WYSIWYG in design, while older electronic typesetting software tends to operate in batch mode, requiring the user to enter the processing program's markup language manually without a direct visualization of the finished product. The older style of typesetting software occupies a substantial but shrinking niche in technical writing and textbook publication; however, since much software in this genre is freely available, it can be more cost-effective than the professionally-oriented DTP systems.

There is some overlap between desktop publishing and what is known as Hypermedia publishing (i.e. Web design, Kiosk, CD-ROM). Many graphical HTML editors such as Microsoft FrontPage and Adobe Dreamweaver use a layout engine similar to a DTP program. However, some Web designers still prefer to write HTML without the assistance of a WYSIWYG editor and resort to such software, if at all, solely for complex layout that cannot easily be rendered in hand-written HTML code.

Desktop publishing allows the editor to design and layout reports, newsletters, brochures and presentations by manipulating copy and graphics right on a computer screen instead of on a drawing board. It produces camera ready pages for offset printing.

10.4 Offset Printing to Continue :

The printing technology that dominates will continue to be web to be web offset litho, mainly because of the huge tonnages of metal already in place. However digital printing will become extremely important, particularly in producing hybrid publications where the numbers for a customized print run fall below economic levels. Technological development will help bring this break point lower. Plate making will be faster and more accurate and it will be easier to prepare presses for printing and far easier to match one printing with another, whether alongside the first or in a different part of the country.

Remote or satellite printing becomes increasingly important to cut lead times and reduce road travel. Complete digital editions of a newspaper will be sent to plants closer to where the readers are. This is only sensible if levels of quality can be maintained over huge distances. For instance now the newspaper industry has developed a color matching system that operates across the printing sites if uses from one branch to another branch. The software ensures that the variations in the printing characteristics of each printing characteristics of each printing press – its fingerprint – are provided for, by adjusting the file as it arrives from the head office. The result is that the paper will look the same, regardless of where it has been printed.

All the innovations are within our grasp. Certain areas of the publishing world are nearer the digital dream than others. Academic publishers are already prepared to foreign print and provide pure electronic information. Printing presses exist that can take digital input and produce just one book at a time. The colour that the digital press can reproduce is improving in quality all the time and the cost of using and owning such equipment is dropping. Technologies such as CD-ROM, the Internet and the WWW are starting to change the paradigm for publishers. The options are increasing. But it is already apparent that there will not be an immediate switch from conventional publishing to electronic, and indeed that not all publications will be suited to electronic production.

The easiest distinction is 'need to know' and 'nice to know'. As a rule of thumb, the more up to date and essential the information, the more likely to it is to be published electronically. This does not mean that readers will not use paper. It is likely, especially for long documents that users will print out the document but using their own printer. Up to the minute legal, financial, business to business communications will move to electronic forms. So too will those publications that have only a limited readership – academic journals being a prime example. The size of the market is so small that conventional printing technology is no longer feasible.

10.5 Digital Printing:

Some newspapers are now using digital printing, making use of inkjet heads to add lucky numbers to the top or bottom of the paper. Each number is different, and even at 70,000 copies an hour, legible. The same technology will be used to add a late breaking story, replacing the stop press box, which used to be a feature of letterpress printing. It has been impossible with offset printing to replicate the stop press, where a small story could be slotted on to the printing cylinder after the rest of the page was mounted and printing had begun. Stopping the press, adding the few extra lines of lead and starting again, was a matter of minutes. In offset litho where the entire plate has to be exposed, processed and then fitted to the press, stop press has become a thing of the past. A limited digital capability will restore this feature. The same technology might also be used to print a marketing message, perhaps providing local information to an otherwise global ad – the name and address of a local car dealer for instance.

10.6 Summary:

The demise of the printed word, especially in the form of a daily newspaper, is periodically predicted to be imminent by industry analysts. The growth of other News sources —such as radio and 24-hour television news stations—has helped Diminish the impact of newspapers, but the competition between dailies in many Cities has forced many of the weaker, less financially-viable newspapers out of Business. In many cities, joint-operating agreements—by which two competing Papers share business, advertising, and printing departments—has helped to keep two editorially distinct papers afloat.

Bypassing the printed newspaper altogether, on-line computer technology has enabled consumers to pick and choose news from among their own specific interests on the information superhighway. One site on the internet, one of the most popular providers of access to on-line information, allows a person to create his or her own newspaper. A menu appears onscreen, and the user selects Stories from wire services, as well as entertainment features and cartoons, and Inserts them onto a template. This template can be generated on a daily basis with a few keystrokes, producing an edition of a customized newspaper almost instantly.

Just as newspapers adjusted to accommodate radio and television, so they will evolve in this century. They will be conscious that their readers, to a greater or lesser degree (depending on the demographics of their constituency) will be getting information via screens. The movement for newspapers to explain and entertain will continue, as will the need for them to justify themselves through investigation and analysis of the news. The newspaper itself will be in colour throughout. It may well have a slip in, digitally printed local section, or a section for a reader's particular community. Each report will have a Web address for further information on the same subject, or a reminder to check an e-mail account.

10.7 Self Assessment Questions:

1. Describe the development and resources of New Printing Technologies adopted now.
2. Explain in detail the concept of paperless editorial Office?

10.8 References:

1. Modern Newspaper Practice – F.W.Hodgson
2. Publishing in the Digital Age – Gareth Ward
3. Digital Sub-Editing and Design – Stephen Quinn

Journalism Jargon

AD

Printed notice of something for sale (short for advertisement)

AGATE

Small type often used for statistical data on sports and stock pages. It is a type size of approximately 5 1/2 points tall, a point being 1/72nd of an inch.

AP

Abbreviation for the Associated Press, a wire service

ART

Any photograph, map, graph or illustration

ASSIGNMENT

The event or situation a reporter is supposed to report on

BALLOON

A drawing, usually in a comic strip, which makes words or thoughts appear to be coming directly from the speaker's mouth or mind.

BANNER

A headline running across the entire page

BEAT

The area of news regularly covered by a reporter (ie...the city hall beat or the education beat)

BODY

The main part of a story

BOLD FACE

Heavy or dark type

BOX

Border around a story or photo

BREAK

Initial news coverage of an event break

BROADSHEET

The size of most dailies, including the The Hindu, Eenadu, The Times of India .Folded in half, it's a tabloid, or tab.

BUDGET

The various news departments' proposals for what they want to put in the newspaper. Has to do with space and news, not dollars.

BUG

A short bit of type, such as (PTI). In this case, it would signify that the story is from the Press Trust of India.

BULLDOG

An edition timed to come out in the early evening, as soon as stock closings can be published. Could also be the city editor.

BULLET

A large black dot used at the left edge of a column to mark each item in a series

BYLINE

The reporter's name, which appears at the head of a news or photo story

CAPS

Abbreviation for capital letters

CITY DESK

The area of the newsroom where local news events are covered

CLIPS

Articles having been cut out of the newspaper (short for clippings)

COLD TYPE

Type that is produced photographically

COLUMN INCH

One inch of type or space (measured vertically), one column wide.

COLUMNIST

A person who writes a regular column giving a personal opinion

COMPOSE

To set type

COPY

All material used for publication

COPY BOY

Obsolete term replaced in many papers with copy aide, these are men and women who keep the newsroom running by attending to various duties such as office machines, handling phones, assembling paperwork and driving around town to retrieve photos and other material.

COPY DESK

Area of the newsroom where editing is done

COPY EDITOR

The person who edits news stories and writes headlines

CORRESPONDENT

An out-of-town reporter

COVER

To get all the facts about a news event for a story

CP

Abbreviation for the Canadian Press, a wire service

CREDIT LINE

The name of a photographer or artist below a piece of art

CROP

To cut away unwanted parts of a photo

CUT

To shorten a story

CUTLINE

Explanatory information under a photo or piece of art. Also called a caption

DATELINE

Words at the beginning of a story giving the story's place of origin

DEADLINE

Time at which all copy for an edition must be in

DINGBAT

'Any typographical device used for ornamentation

DUMMY

A diagram of a newspaper page used to show printers where stories, photos and ads are to be placed

EAR COPY

In either upper corner of the front page, on either side of the flag (sometimes used for weather, jokes or to call attention to a special feature inside); also called an ear lug

EDIT

To correct and prepare copy for publication

EDITOR

A person who decides what stories will be covered, assigns reporters to stories, improves the stories reporters write and decide where stories will appear in the newspaper

EDITORIAL

An article expressing the opinion of the newspaper editor or management

EXTRA

A special edition of the newspaper, printed between regular editions, containing news too important to hold for the next regular edition

FEATURE

A news story that may not have late-breaking news value, but is timely and of interest to readers

FILLER

A story with little news value, used to fill space

FLAG

The newspaper's name as it appears at the top of the first page; also known as the logotype or nameplate

FOIA

Used as a noun or a verb (when it is done to balky government officials), it is the Freedom of Information Act.

FOURTH ESTATE

A traditional name for the press, referring to it as the "fourth branch" of government; the term indicates the role and importance of the free press in a democratic society

GUTTER

Margin between facing pages, where the fold lies

HARD NEWS

Urgent news, usually of a serious nature, found in the front pages of a newspaper

HEADLINE

Words in large type at the top of a story telling what the story is about; also called head

HOT TYPE

Type made from molten lead, rarely used since the advent of computers

INVERTED PYRAMID

Form for a news story where the important facts are listed first and additional details follow

JUMP

To continue a story from one page to another

JUSTIFY

To space out a line of type so that each line fits flush to the margin

KILL

To take out or delete copy

LAY-OUT OR MAKE-UP

To position editorial, pictorial and advertising elements on a page to prepare it for the camera

LEAD

The first paragraph or two of a news story, telling who, what, where, when, why/how; also called a lead

LINOTYPE

Machine used to produce hot type, one line at a time; no longer used in modern newspaper production

MARKET

People the newspaper wants to attract with its news and advertising

MASTHEAD

Detailed information printed in the newspaper stating names of the publication's publisher, editors and other top executives, usually printed in a box on the editorial page

MORGUE

A newspaper's library of stories, photos, biographies and other references

OBIT

Short for obituary, a death notice

OP-ED

A page opposite the editorial page, where opinions by guest writers are presented

PICA

A unit of measurement. There are six in an inch; each contains 12 points.

PLAY

Emphasis given a story on a page

POINT

A unit of measurement equaling 1/72nd of an inch. For measuring typographical elements.

PROOF

Page on which newly set copy is reproduced so it can be checked for errors before being printed

REFER

Pronounced reefer, but spelled this way, it refers readers to inside or related stories. At some papers, these have been called whips.

RIM

The copy editors, collectively. Dates back to the days when the copy desk was a horseshoe-shaped piece of furniture with rim editors around the outside and slot editors on the inside, doling out and checking work

RELEASE

Advance information about a story given to the newspaper by the source of the news

REPORTER

A person who finds out facts about a story and then writes the story for the newspaper

RULE

A straight line on the page, usually expressed with its width as in, "a 1-point rule." Don't call them lines, except in hairline.

SCOOP

A story obtained before other newspapers receive the information

SIDEBAR

A story that accompanies the main story, detailing a particular angle or aspect, such as the hero's early childhood.

SINGLE COPY ISSUES

Newsstands, store sales. Anything not home delivered.

SLOT

One of the people on the copy desk who checks over the copy editors' work before committing it to type. Also used as a verb: "Hey, Terry, slot me on this, will ya?"

TRIP

A story that goes all the way across the top of the page — or nearly so. Some people will call it a strip if it goes almost all the way across. Others will say it's not a true strip if there is anything above it, but will grudgingly concede the point.

STRINGER

A part-time reporter, a correspondent

STYLE BOOOK

The newspaper's book of rules and policies for handling copy. Can include everything from spelling of local streets to policy for handling profanities and juvenile crime victims.

SYNDICATE

Organization distributing columns or feature material, such as comics or advice columns, to many different newspapers

TAB

Short for tabloid. Refers to any newspaper or section folded to that size.

TAKEOUT

A longer story that takes a step back from daily, breaking news stories to put a running story with frequent developments into context and perspective.

THUMB NAIL

The upper, outside corner of pages. So-called because that's where a reader might grab them to turn to the next page.

WIDOW

A short line, left at the top of a column of type. The worst: single words. Computerized typesetting makes them far more common than a fussy page makeup man would have tolerated. Some people use this term to refer to any short line at the end of a paragraph and trim stories deftly by eliminating just enough words to eliminate them.

UPI

Abbreviation for United Press International, a wire service

VDT

Abbreviation for video display terminal, the work station for people entering information on to the mainframe computer of the newspaper.