GJMC S2 01

Journalism

SEMESTER II

JOURNALISM AND MASS COMMUNICATION

BLOCK - 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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SEMESTER II
BLOCK – 2
JOURNALISM

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BLOCK INTRODUCTION

This is the second block of the course on 'Introduction to Mass Communication'. A brief overview of the eight units of the second block has been given below-

Unit 8 : REPORTING

This is the eight unit of the course on 'Journalism'. In this unit you will be introduced to the concept of reporting and what qualities are necessary to be a responsible news reporter.

Unit 9 : TYPES OF REPORTING

'Types of reporting' is the second unit of this course. This unit will throw light on the different types of reporting like Objective, Interpretative, Investigative and other specialised reporting like Political , Science , Conflict , Legislative and Parliament reporting and Diplomatic reporting.

Unit 10: BEAT REPORTING

In this unit you will learn about what beat reporting is all about and also about the different reporting beats.

Unit 11: NEWS WRITING

This unit will delve on the principles of News Story, what steps must be followed for structuring a news story and understand the principles of news writing.

Unit 12 : NEWS EDITING

'News Editing' is the twelfth unit of the 'Journalism' paper. In this unit, you will come across the concept of news editing, what does a newsroom look like, what role does an editor play in a media organization, the principles of copy editing and photo editing.

Unit 13 : EDITING & DESIGN

In this unit, you will learn about the different types of headlines along with its different styles. This unit will also throw light on the concept of page layout and page make-up along with its basic differences.

Unit 14 : NEWS AGENCIES

In this unit, a brief overview of news agencies has been provided along with its different functions, history of news agencies in India, some of the important news agencies. A brief write-up has also been provided on editing a wire copy.

Unit -15 CONDUCTING AN INTERVIEW (PRACTICAL BASED UNIT)

This is the last unit of the course on 'Journalism'. This is a practical based unit which has been included with the sole aim of familiarizing the learners with the art of conducting an interview . The learners will be required to conduct an interview of any eminent personality and prepare a detailed report on it complete with the transcript. Marks will be awarded based on the originality of the report.

While going through this course, you will come across some along-side boxes, which are put on the left side or right side of the text. These boxes will explain you the meaning of some words and concepts within the text. Apart from this, there will be some broad and short questions which have been included under 'Activity' and 'Check Your Progress' in every unit. Activities will increase your thinking capacity because questions put under 'Activity' section are not directly derived from text. Answers to the short questions have been put under section 'Answers to Check Your Progress'. Besides, a few text-related questions have been put under the section 'Model Questions'. These questions will help to draw your attention on the probable topics for the examination so that you can prepare for the examination with confidence.

UNIT 8 : REPORTING

UNIT STRUCTURE

8.1 Learning Objectives
8.2 Introduction
8.3 Concept of Reporting
8.4 The News Reporter
    8.4.1 Qualities
    8.4.2 Responsibilities
    8.4.3 Basic facts about reporting
8.5 Let us Sum up
8.6 Further Reading
8.7 Answers to Check Your Progress
8.8 Model Questions

8.1 LEARNING OBJECTIVES

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

- understand the concept of reporting
- discuss the qualities and responsibilities of a reporter

8.2 INTRODUCTION

In the previous unit you have learnt about news and the basic concepts related to news. In this unit you will learn about news gathering and its presentation, i.e., news reporting.

As you already know, it is the reporter who reports. But reporting is not a very simple task. A reporter needs to be well versed with the concept and process of reporting and should possess certain qualities to be able to fulfill the task with ease and efficiency. It is also important for a good reporter to be aware of his responsibilities. So in this unit, you will be introduced to the concept of reporting and the qualities and responsibilities of a good reporter.

It is hoped that after going through this unit you will not only know what reporting is all about, but also be able to judge for yourself whether you have the qualities necessary to become a good reporter and be encouraged to inculcate those qualities in you.

8.3 CONCEPT OF REPORTING

Reporting is the journalist's word for research, for the collection of data, for the gathering of facts. In every news organization, there are reporters whose task is to go to the field and collect information. When an incident occurs in a place, the reporter is sent to gather facts relating to that incident. He then comes back to the office and finally makes a report or news story by compiling the gathered information.

The reporter, while on field, collects information that he or she finds on the spot, interviews the people who probably have seen the event that happened and if the need be, goes deeper to find out more information so that an interesting news report can be produced. Therefore, in other words, reporting may also mean an act of research. The way a researcher does extensive study on any given topic and finally comes to a conclusion, the reporter, too, has to make an exhaustive study of the event before coming to a conclusion in the form of news. But what is important to remember is that this research has to be manifold. Until the facts are rigged out and all the points are established the reporter must carry out his or her investigation before arriving at finality.

News Reporting (Reportage) sometimes refers to the total body of media coverage of a particular topic or event, including news reporting and analysis. Reportage is also a term for an eye-witness genre of journalism : an individual journalist's report of news, especially when witnessed firsthand, distributed through the media. This style of reporting is often characterized by travel and careful observation.

Literary reportage is the art of blending documentary, reportage style observations, with personal experience, perception and anecdotal evidence, in a non-fiction form of literature. This is perhaps most commonly known as creative nonfiction and is closely related to New Journalism. The prose of such reporting tends to be more polished and longer than in newspaper articles.

WHERE REPORTERS WORK

Reporters can be employed in a number of different organizations. The important amongst them are:

1. **Newspapers :** Newspapers employ reporters to gather news for their own use and deliver the news directly to the readers.
2. **Wire Services/ News agencies/ News Bureaus :** Wire services or news agencies like the Associated Press, Reuters, UNI, PTI etc. also employ reporters. These reporters gather news on behalf of the agency which distributes it to media houses that subscribe to its services.
3. **Broadcasters :** Broadcasters like TV and radio networks employ reporters for gathering news for distribution to network affiliates. Local radio and TV stations also employ their own news reporters for covering different news events.
4. **Supplemental News services :** Some newspapers have supplemental news services which apart from gathering news for their parent organization, also gather news for distribution to other newspapers. Examples of supplemental news services include The New York Times News Service, Washington Post News Service etc. This concept is relatively new to India.
5. **Magazines and periodicals :** News magazines and periodicals also employ a large number of reporters.
6. **Public Relation Firms and Corporate Communication wings of different agencies :** This is another field which requires a huge news-gathering and news distribution network. Business, industry, Government, social service agencies, associations, special interest groups and educational institutions employ reporters for gathering news and writing stories about their own activities for distribution to newspapers.

The above section tells us about the place of work for a reporter. Now, let us discuss the types of news called 'exclusive news' which after being gathered by the reporter, remains at the exclusive domain of media to which the reporter belongs.

Exclusive news :

Exclusive news is the news published in only one newspaper or broadcast

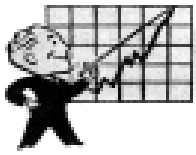
by only one radio or television channel, which the other newspapers or other channels are yet to pick up. Exclusive news enhances the credibility of the newsmen as well as the media organizations. If a newspaper is able get a **scoop** or exclusive news, which other news organizations have failed to manage, then the credibility of the newspaper increases. It also enhances the credibility of the reporter in the organization itself, who has netted the scoop in the air before it could nestle in the hands of other reporters working for other media organizations.

Exclusive news is really an added feather in the hat of the reporter. In contemporary situation, when every media organization is vying for achieving a niche market, the concept of exclusivity earns more prominence. This is because only through publishing or broadcasting more and more exclusive news that the news organizations can enhance their image. And in the process it ensures their place in the market. Otherwise, it becomes difficult for the news organizations to survive in the rat race, where there are too many competitors levering for success and for making a name of its own.



ACTIVITY – 8.1

1. Meet a staff reporter of a local newspaper and find out from him what his job as a reporter involves.
2. Set up an appointment with a newspaper reporter and accompany him for a day as he goes about carrying out his assignments. Observe his activities and make a note of it at the end of the day.



CHECK YOUR PROGRESS

Q.1: What do you mean by reporting?

_____

_____

Q.2: What do you mean by literary reportage ?

_____

_____

Q.3: What are supplemental news services?

_____

_____

8.4 THE NEWS REPORTER

Reporters are the first infantry men, who go to the field to gather information in order to compile news. They are the foot soldiers of the news world. They are the representatives of newspapers, news magazines, wire services, radio and television stations and the networks. They are the primary news source for the media organizations. They go out to the world and bring back the news of the day. They are the eyes and ears of the media organizations. They have to remain alert and keep their eyes and ears open to spot any development taking place in the society. Therefore, in addition to what we have discussed above regarding the duties of reporters, there are some other qualities expected of reporters so that they can serve the organization they are working better as well as the society of which they are a part. The following section discusses the essential qualities of a newspaper.

8.4.1 Qualities

News sense :

The first and foremost requirement of a reporter is news sense. He or she should be able to distinguish between news and non news. The quality of news sense should prevail all the time, both when he is on the field hunting for information and also when he is preparing the news while in office. He should be able to churn out public interests from publicity stunts. For instance, on many occasions the business entities call press conferences to ensure their visibility in the media and to promote their sale. But they often do so in the guise of indulging in a social cause so that their image is projected positively before the people while at the same time their sale is boosted. Therefore, ultimately it turns out to be a publicity stunt rather than a case of larger public interest and a clever reporter can easily find it out. He can distinguish a news from a non-news if he possesses the required news sense.

Clarity of expression :

Clarity of expression comes with clarity of mind. If the reporter is himself confused, there is every possibility that he may confuse others. Therefore, the reporter should be clear about what he has in his hands in terms of

facts. The golden rule is that 'whenever in doubt just leave it out'.

Having verified the facts and figures collected from the field the reporter should be capable of bringing out a clear copy, that would not leave any doubts in the minds of the readers as to the veracity of the facts. Adhering to a logical sequence is very important while dealing with copies. The reporter may have a lot of ideas woven in his mind, but he/she must be able to express those ideas clearly and cogently for the readers to understand.

Objectivity :

We have already discussed the importance of being objective on part of the reporter. Objectivity counts a lot in the profession of journalism. It is the duty of the reporter to present the truth as objective a manner is possible to the people. This holds true equally for the news organizations, whose responsibility lies in digging out the truth for the society. But if the reporter becomes biased and does malicious reporting by diluting it with personal views and partial comments then the entire mission of journalism as a profession becomes a failure.

Accuracy :

Being accurate in terms of facts is of utmost importance in the profession of journalism. Tampering with facts is considered to be a moral crime in this profession. People have every right to know the truth and it is the duty of the reporter to bring it out for them the way it exists. Therefore, the reporter should be careful while dealing with facts and figures. Truthfulness and moral integrity are two important qualities of a journalist. Sometimes, the reporter may unconsciously make some silly errors while writing the copy although he may have collected correct information from the field. This could mislead the public. Therefore, he should be extremely cautious about what he is writing and double check for errors so that accurate information reaches the people.

Alertness :

The reporter has to remain alert presumably in all situations. Remaining alert helps him to catch the scoop before another reporter gets to know about it. It also helps him keep abreast with all the happenings that takes place in the jurisdiction of the **beat** he is working in.

Speed :

The journalists always have to work under tremendous pressure. On the

one hand there is a pressure of meeting the deadline of submitting the copy and on the other hand there is the pressure of being completely objective, unbiased and accurate. The pressure also mounts when the reporter has to submit many stories within the **deadline**. Being lazy will definitely hamper his effective delivering of the assigned jobs. It, therefore requires the reporter to work fast under any kind of situation.

Calmness :

This is also another quality that helps the reporter to serve better in any kind of situations. The reporter should be able withstand the mounting pressure of long and erratic work schedules and maintain his cool even amidst trying conditions. He or she should be able to handle any kind of professional hazards and maintain composure.

Curiosity :

Journalism is a profession where one deals with new happenings and developments all the time. Unless one has the lust for information he/she can not dig out good stories. A curious mind enables one to unearth facts on the basis of which he may produce authentic reports. Remember that news stories are not made in the air and they need an ever curious reporter to bring them before the readers. Only a curious mind can grasp good stories, supplement it with proper investigation and make interesting reports.

Punctuality :

Reaching on time or, in fact, before time is very important in this profession. When a news breaks out, the reporter should be able to reach the spot instantly. This enables him to catch the event better, without missing out on relevant facts. Punctuality also helps in building a faithful bonding with the sources. Sources are to be groomed with great care. If the reporter fails the sources by reaching late on a number of occasions, the chances are that the reporter will have to lose the trust vested upon him by his source and in the process also dilute his credibility. Reaching the office on time and submitting copies on time may help the reporter earn a good image among his peers and superiors in the office.

Patience :

As mentioned earlier the reporter has to work at odd hours and under odd

working environment and most of the time under loads of pressure. Therefore, keeping cool, and not losing patience would definitely help him in discharging his duties and responsibilities in the best professional manner.

Imagination :

A reporter is a real story teller and he should have the skill to narrate the story for the readers in the most interesting manner. For this he has to be extremely creative and imaginative. Imagination helps in proper creation. As a journalist you will have to design your story in such a manner so that the reader's curiosity and attention remain intact till the end of the story.

Farsightedness :

A reporter with farsightedness can envisage the future. Farsightedness is a quality that helps the reporter identify the processes and the people that will be counted as important in future. It is one quality that helps in determining the importance of an event and enables him to think ahead of time and prepare accordingly.

Self-discipline :

Imposing self discipline while at work helps the reporter in many ways. It enhances his rapport in the office, on the field and also among his sources.

Integrity :

It implies strong sense of honesty and strict adherence to a stern code of ethics. Since the reporters are more exposed to unethical practices and temptations in the field as compared to other professionals, therefore, this quality helps the reporter keep away from influences prevailing in the field.

Fearlessness and frankness :

The profession of journalism demands a good deal of fearlessness and frankness on the part of the reporters, who are willing to go anywhere, face anybody and ask anyone any kind of questions (even unpleasant ones) to get the information right and to expose wrong doers without fear.

Tactfulness :

The reporters should be able to handle skillfully any kind of situation and deal with all kinds of people. A reporter should have a flexible and sociable

personality and a nature that relishes a variety of experiences. He should be capable of understanding human behaviour and emotions. This will help him/her in developing contacts that are so essential for news gathering.

Mobility and outgoing nature :

The mobility should come with ease for a reporter as it is the job of a reporter to move around in search of news. The lust for news may require him/her to move along the hostile terrains, climb the steepest mountains, journey past the deepest jungles, plunge into the ocean, walk along the hottest desert, or for that matter go to any corner of the ground. Therefore, the reporter should love to travel to move around so that he/she will not hesitate to go anywhere to spot news, thereby break news or provide news flash.

Diligence :

The reporters have to be diligent workers. Their jobs require painstaking exertion of effort, keen alertness and spirit of dedication. They should love their job and work hard to deliver spotless pieces of work to utmost perfection.

Team spirit :

A newspaper is a product of contribution of many people. The same goes for a television or radio **news bulletin**. Therefore, the reporter should have the zeal to work in a team. As a member of the team he/she should know in clear terms the role and responsibilities vested upon him/her and deliver them in the best way possible. All the actions of the reporter should be oriented towards strengthening the output of the team and in the process ensuring individual as well as collective growth of the entire organization.

Wide reading :

A reporter must have adequate knowledge about the surroundings and the society he lives in. Especially in contemporary scenario one has to be well read or well informed about the surroundings in order to tap the changing attitudes of the society and changing media situation. He/she should be aware of the past and the present and be in a position to envision the emerging trends in society in terms of its social, political, economic issues, etc.

Command over the language :

To be a good reporter one needs to have a good grasp over language, particularly the language in which he writes. In fact, command over the

language is the most essential requirement for anybody working in the field of journalism, not only the reporters. Because journalism is the profession in which control over the 'pen' counts the most, no matter whether you are working in print or electronic media and in whichever language media you are working. Needless to mention that since the reporters are all the time writing news stories, they should have commendable hold over the language of their correspondence in order to create worthy copies.

8.4.2 Responsibilities

As a member of the press, certain responsibilities are vested on the shoulders of the reporter. And the reporters are expected to carry them out in the best possible manner. Now, let us discuss about the responsibilities of the reporters.

A reporter has three types of responsibilities.

1. Responsibilities towards the organization
2. Responsibilities towards the source and
3. Responsibilities towards the society

Responsibility towards the organization :

Like any other organization, media houses are also bound by policies, rules and regulations. All the members of the organization, including the reporters, are supposed to follow the organizational dictum. As an employee of the organization the reporter has the mammoth responsibility to reflect the organizational behaviour through his dedication towards work and loyalty towards the organization.

Responsibility towards the sources :

A reporter's responsibility towards his source lies in keeping them in good faith, maintaining a cordial relationship and shouldering their responsibilities when asked for. It may not always be an easy task, since the reporter has to maintain a huge network of sources. However, the reporter has to do his best to keep their trust. Once the source loses faith on the reporter, he/she will never agree to render help in the form of tips/information in future. Therefore, utmost care is to be taken while dealing with the sources of information.

Responsibility towards the society :

In the field of journalism one works for the larger interest of the society. As a member of the media, a reporter should serve the society keeping in view what is good for the society as a whole by writing stories in authentic and objective manner. It is his duty to maintain the trust and credibility imposed upon him by the readers. Therefore, a reporter, must always try to reflect his sense of responsibility towards his readers and the society through his credible and authentic work. As a reporter your responsibility towards the society lies in being accurate, unbiased and factual. Apart from that, the reporter should also try to create awareness by coming up with good stories on development issues.



LET US KNOW

The terms **'reporter'** and **'correspondent'** are often used interchangeably. However, there is a difference between the two terms. Reporters of staff reporters are regular employees who locally cover news and write the news for a publication or a broadcast outlet. Correspondents on the other hand are regular employees of a publication or any agency who are stationed in different locations of the state or the country or eve the world for gathering news and they deliver the copy of the editor by wire, fax or e-mail.

A **stringer** is someone who reports or writes for a newspaper on an assignment basis, i.e. paid for what is published rather than as a full time salaried member. The term 'stringer' comes from the old time custom of measuring a correspondent's total inches or stories with a string of a certain length to determine the pay.

Another related tem is **liner**. The liner lives in a small town and is not a full time journalist. While his main profession is sometimes else, he also sends reports to a newspaper which pays him on the basis of the number of lines of the news item published in the newspaper.

Then there are the **freelancers** who, like stringers and liners, are also part time journalists who are paid on assignments basis, but they have the freedom to supply the news reporter to more than one newspaper. Stringers and liners, on the other hand, have to maintain their loyalty to a single client alone.

8.4.3 Basic facts about reporting

Reporting on various subjects or beats from the field is the best practice of journalism. A reporter specialised in a particular field should go for reporting in that field. While writing for a news story, the reporter should keep in mind that a gripping news story will consist of facts which will answer the - who, what, when, where, why and how of the news story. However, it is the responsibility of a reporter to verify the facts for its accuracy. Another point to remember here is the use of active voice while reporting. Use of words in active voice makes it more understandable and effective. The language should be simple and there should not be inclusion of extra words. The sentences should be short and concise. Inverted pyramid style of writing should be practised where the most important facts should be included in the lead and less important in the body. However, in case of soft news which may be a human interest story or a background information, facts can be put in the body of the news story.

A reporter should keep in mind a few important points while going to field for reporting as given below-

a. A reporter must be conscious to never repeat a story which has been told to him or her in confidentiality or in good faith, unless prior permission is taken to make the story public.
b. While collecting the local news, a reporter should keep in mind the great value of giving names of persons in his or her stories.
c. Each and every reporter must try to develop the qualities of a descriptive writer. In this way he or she can elaborate on any topic or issue if need arises.
d. A reporter must always try to improve his or her method and style of reporting. This goes a long way in bringing out the best of the creative ability of a reporter.
e. A reporter, as far as possible must try to avoid ambiguous and technical jargons which might be difficult to comprehend. In other words, he or she should enable the reader to visualize the scene as described in the news story as though the event had unfolded in front of their eyes.

f. A good reporter must keep in mind to avoid the use of stereotyped phraseology.

g. Accuracy must always be maintained while reporting for different events. If possible, the reporter must try to cross check the facts before getting them published. This is because very often misrepresentation of facts lands the reporter and the organization to which he or she belongs to in trouble.

h. A reporter must also take special care in reporting court proceedings as use of a wrong name or adverse comment might land him or her into legal problems.

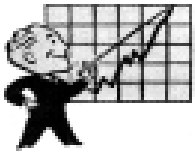
i. The reporter must master the art of condensing while reporting the speeches made in the public meetings. This would readily help the reporter to summarise news and reports whenever the need arises.

j. If a reporter has to cover a public meeting or an event, the reporter has to prepare beforehand. He or she should try to collect abstracts or the addresses in advance. In some events, the backgrounder or profile of the organisation or a person is provided before the start of the event. This kind of information can help the reporter to get a glimpse of the event ahead of time.

k. The reporter has to take notes of all the relevant speeches, happenings etc. so that he or she can report the event accurately. Some reporters take help of shorthand to note down every word while others use their own style of writing. Taking notes of actual speech or some parts of the speech helps the reporter to quote the statements of particular speakers while writing his or her report.

l. It is always suggestible to carry some equipments like wire and tape recorders, microphones or video recorders while covering news stories. The microphone can be put in front of the speaker and thus his words are recorded on a thin wire or recorder. He or She can listen to the speech again at office and thus some relevant points that might have been missed can be added up. Similarly a radio reporter has to record the programme for radio broadcasts and so is for a news channel reporter. However, a reporter of print media can also carry an audio recorder with him or her on an assignment. But he or she has to select and determine the words to be involved from the entire recording.

m. The reporters need to quote what the speaker speaks in his speech. Use of quotation marks is important in quotes; but the rules vary if the speaker quotes someone other's words in his speech. For instance if the speaker quotes some other's words the next quotation will be in single quotation marks unlike the speaker's own words which will be in double quotation marks. The reporter has to use the quotes carefully. It is often seen that the speakers make some grammatical faults in their speech. It is commendable if such mistakes are eliminated in the report.



CHECK YOUR PROGRESS

Q.4 : Why is it necessary for a reporter to develop a quality of news sense?

_____

_____

Q.5: What are the three basic types of responsibilities that a reporter should have?

_____

_____



8.5 LET US SUM UP

- Reporting is the journalist's word for research, for the collection of data, for the gathering of facts.
- Literary reportage is the art of blending documentary, reportage style observations, with personal experience, perception and anecdotal evidence, in a non-fiction form of literature. This is perhaps most commonly known as creative nonfiction and is closely related to New Journalism
- Reporters can be employed in a number of different organizations. The important amongst them are newspapers, wire services or news agencies, broadcasters, magazines and periodicals, journals, supplemental news services, public relations firms and corporate communication wings

- Exclusive news is the news published in only one newspaper or broadcast by only one radio or television channel, which the other newspapers or other channels are yet to pick up. Exclusive news enhances the credibility of the newsmen as well as the media organizations.
- Reporters are the first infantry men, who go to the field to gather information in order to compile news. They are the foot soldiers of the news world.
- A reporter has three types of responsibilities - Responsibility towards the organization, Responsibility towards the source and Responsibility towards the society



8.6 FURTHER READING

1. Aggarwal, Vir Bala (2006). Essentials of Practical Journalism. New Delhi : Concept Publishing Company
2. Chakravarty, Suhas & Pant, N.C (2009) News Reporting Presentation and Style. New Delhi : Kanishka Publishers, Distributors
3. Pant, N.C (2002). Modern Journalism : Principles and Practice. New Delhi : Kanishka Publishers, Distributors



8.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 : Reporting is the journalist's word for research, for the collection of data, for the gathering of facts.

Ans to Q. No 2 : Literary reportage is the art of blending documentary, reportage style observations, with personal experience, perception and anecdotal evidence, in a non-fiction form of literature.

Ans to Q. No 3 : Supplemental news services are those news services which apart from gathering news for their parent organization, also gather news for distribution to other newspapers. Examples of supplemental news services include The New York Times News Service, Washington Post News Service etc.

Ans to Q. No 4 : It is necessary for a reporter to develop a news sense because it helps him or her to distinguish between news and non news.

Ans to Q.No 5 : A reporter needs to have three types of responsibilities-

a. Responsibilities towards the organization
b. Responsibilities towards the source; and
c. Responsibilities towards the society



8.8 MODEL QUESTIONS

A. Very short questions

Q.1: How does exclusive news enhance the credibility of the newsmen as well as the media organizations?

Q.2: What is an exclusive news?

Q.3: What kind of responsibility does a reporter has towards the news sources?

B. Short Questions (Answer each question in about 150 words)

Q.1: Why does a reporter need to inculcate team spirit?

Q.2: What are the important points that a reporter must keep in mind while reporting?

C. Long Questions (Answer each question in about 300-500 words)

Q.1: Who is a news reporter? What are the important qualities of a reporter?

Q.2: 'A reporter often has to undertake certain responsibilities during the course of reporting'- Explain.

* * * * *

UNIT 9 : TYPES OF REPORTING

UNIT STRUCTURE

9.1 Learning Objectives
9.2 Introduction
9.3 Types of Reporting
    9.3.1 Objective Reporting
    9.3.2 Interpretative Reporting
    9.3.3 Investigative Reporting
9.4 Specialised reporting
    9.4.1 Political reporting
    9.4.2 Science reporting
    9.4.3 Conflict reporting
    9.4.4 Legislative reporting and Parliament reporting
    9.4.5 Diplomatic reporting
    9.4.6 Scoop and exclusive reporting- sports, business, development, commerce, gender and allied areas
9.5 Let us Sum up
9.6 Further Reading
9.7 Answers to Check Your Progress
9.8 Model Questions

9.1 LEARNING OBJECTIVES

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

- know different types of reporting
- analyse different types of specialised reporting

9.2 INTRODUCTION

Reporting is an activity in journalism that cannot be replaced by the advent of machineries or any other activity. Reporters are the soul of

journalism. Therefore, it is very important for aspiring journalists to know more about reporting and its types. Reporting is basically of three types- objective, interpretative and investigative. You will be familiarized with these three types of reporting in this unit.

This unit will help you to learn about different types of reporting and understand specialised reporting in detail. Let us first start with different types of reporting.

9.3 TYPES OF REPORTING

9.3.1 Objective Reporting

Objective reporting presents news in a straightforward, factual and distinct manner. It does not provide news in a distorted, analysed and biased way. It is balanced and even handedness in presenting different sides of an issue. There is accuracy and realism in reporting news stories. It presents all the main relevant points which separates facts from opinions, but also treats opinion as significant. Objective reporting minimizes the influence of the writer's own opinions, attitudes or involvement. It avoids slant, malicious or devious purposes.

Let us look at an example of an objective report that was published on 7th March, 2016 in The Assam Tribune :

Suicide truck bomb kills 47 south of Baghdad : police

HILLA (Iraq), March 6: A truck bomb exploded at a crowded checkpoint outside the city of Hilla, south of Baghdad, today, killing atleast 47 people, officials and medical sources said.

Faleh al-Radhi, the head of the security committee at Babil provincial council, said "the attack was carried against a check point at the northern entrance to Hilla." A doctor at Hilla hospital put the number of people killed by the blast at 47, including around 20 members of the security forces, and said atleast 72 people were also wounded. Radhi and police officers confirmed the casualty toll, the heaviest from any car bomb attack in Iraq this year. –AFP

9.3.2 Interpretative Reporting

Interpretative journalism goes beyond the basic facts of an event or topic to provide context, analysis, and possible consequences. Merely reporting of facts of any event sometimes does not serve the purpose. It demands more about the reasons and purposes of the happenings, causes, after effects of natural calamities and the future prospects of certain ongoing talks between two leaders or authorities as well. It is based on the ability of the journalist how it provides meaning to news stories and its causes and effects.

Curtis MacDougall in book Interpretative Reporting (1963) has asserted that the job of a reporter should not be limited to describing to the audience what, who, when, where and how of a news event. The reporter should be able to explain the why aspect as well as the significance of the event to others. Presentation of facts or knowing something new can be done from various sources like encyclopaedia, on-line sources, brochures or opinion leaders. But what makes journalists different from just delivering information is the way the information is presented to the audience. Information is contextualised and narratives added to the stories to provide meaning to it. In order to interpret the news, the journalist has to understand it and should be able to link it to the chain of previous events.

Let us look at an example of interpretative news story published at sentinelassam.com on 8th March, 2016.

Celebrating Northeast in a cosmopolitan

Indrani Medhi

The silicon valley of India witnessed a never before festival from 4th March to 6th March, 2016 at Sree Kaanteerava Indoor Stadium, Bengaluru. The three-day event was nothing but the grand and pompous SAMMANT Eeshanya Utsava, an initiative organized by the North East India Welfare Society (NEIWS) in association with Ministry of Development of North East Region (DoNER), Ministry of Home Affairs and Incredible India co-sponsored by Ministry of Youth Affairs and Sports and North-East MPs Forum, to bring focus to the North-East India to an audience residing outside the region. The event

presented the rich cultural heritage, dance, art and music and creative performances from the eight Northeastern states – Sikkim, Assam, Meghalaya, Mizoram, Manipur, Arunachal Pradesh, Nagaland and Tripura (SAMMMANT). SAMMMANT being the acronym for the names of eight sister states, and 'Eeshanya' meaning the 'direction of north-east', celebrating North-East with respect and equality is what SAMMMANT Eeshanya Utsava promotes.

SAMMMANT Eeshanya Utsava' was an initiative to bring focus to India's north-east to an audience residing outside the north-eastern region and in the process create a favourable disposition amongst non-northeastern Indians towards harnessing the enormous potential in the region. NEIWS takes great pride in undertaking more other ventures which showcase the rich, varied and proud cultural legacy and heritage of North-East India and in the process create a bridge of respect, harmony and bonhomie between the people of North East and Karnataka.

9.3.3 Investigative Reporting

As the word suggests, this kind of reporting means digging deeply into an issue or a subject of interest. An investigative reporter is the one who does a lot of investigations. He or she uncovers information and investigates beyond the naked eye. Investigative journalism means in-depth and long term research and reporting. Media being the fourth pillar of democracy has to act as a civic watchdog. To achieve this, a journalist has to do investigation and in-depth works. Though all reporters are trained to uncover information and write complete stories, some are specialised in investigations of wrongdoings. This is a tough job as he/she has to ferret out news from hostile sources. A single source however at times cannot provide authentic revelations, thus requires validating with multiple sources. This kind of reporting thus provides the opportunity to be more creative and provide justice to the deprived.

Investigative reporting does not provide instant stories. It goes through various stages of planning, research and reporting. Investigative stories have to be original based on the work of the journalist and team. Compared to other

types of reporting, investigative reporting requires great resources, team, more research and time than a routine news report. Investigative reporting should aim to report in a way that points out at the wrongs and brings about change.It has the ability to inspire changes through its contents in social, political and economic spheres of the society. It can bring transparency and accountability in various public offices thus also ensuring the credibility of media in the eyes of the people. It widens the scope of journalistic freedom and increases the competition among the media houses as the audience look for more interesting facts and information. An investigative journalist tries to find out facts from difficult sources and fit them together after cross checking. Such journalists need alert minds to recognise facts that people try to hide, patient mind to dig out information and make notes, require good contacts and courage to withstand threats. They may also take recourse to deception, hidden camera and entrapment to uncover facts.

Investigative reporting may face certain limitations during its execution and presentation. Some of them are interferences from the proprietors, media gatekeepers, political leaders, economic constraints, technological, limited manpower, information and of course risks to life. Some of the basic principles while executing investigative reporting are the news story must have news values that is it has to be significant for the society. Your eyes and ears have always to be kept open while looking for clues. It is also important for investigative reporters to maintain a high level of ethical conduct or it can do more harm than good. They should seek the truth and report it as fully as possible. Investigation should be done with the intent to catalyse reforms and never with malicious intent. If it is done only to create sensation or get hold of a scoop or simply to defame anyone, then it can greatly endanger journalistic credibility.

The seeds of investigative journalism in India were sown by Arun Shourie, after he was appointed as the executive editor of The Indian Express in 1979. He was well known to have introduced a new style of aggressive, independent investigative journalism in our country. In a series of remarkable exposes, Shourie and the Indian Express uncovered corruption in the highest echelons of the government and exposed several major scandals. This kind of reporting is now-a-days seen more frequently in the audio- visual medium than in the print medium, particularly in the form of **sting operations** carried out by under-cover reporters.

As well-known freelance journalist and media educationist Arun Sadhu puts it, "For investigative reporting to flourish, what is required is: an independent and pluralistic media which is fearless, committed to democracy, universal human values; journalists with commitment who can identify problems and have the grit, perseverance, patience and skills to do research, and owners and editors professionally non-partisan and without vested interests." In 1992, Peruvian reporter Adolfo Isuiza Urquia investigated drug dealing for the daily *La Republica*. He was found dead in a river few days after he named a major drug trafficker who was protected by armed forces. Thus, anyone digging such areas should measure if any risk is involved.

One of the popular sting operations held by online magazine *Tehelka* was the 'Operation Kalank' in Gujarat with journalist Ashish Khaitan who acted as the undercover agent. They secretly recorded on camera confessions of various 2002 Gujarat riot accused along with three Naroda Patiya massacre accused boasting of their misdeeds. The CD worked as evidence in court against the three accused in Naroda Patiya massacre.

*Sting operation: A complicated operation implemented by undercover agents to apprehend criminals. Usually a law-enforcement officer or cooperative member of the public play a role as criminal partner or potential victim and go along with a suspect's actions to gather evidence of the suspect's wrongdoing. Sting operations are extremely popular now a days among the journalists to expose offences and unlawful activities by some people.

Richard Reid :
Al-Qaeda member convicted on charges of terrorism and currently serving a life sentence in the United States for attempting to destroy a commercial aircraft in-flight by detonating plastic explosives contained in his shoes.



LET US KNOW

You may be aware about American journalist Daniel Pearl who was kidnapped and later murdered by terrorists when he was in Pakistan investigating the case of **Richard Reid**, the shoe bomber, and alleged links between Al Qaeda and Intelligence (ISI) in January 2002. He was on his way to interview a radical Islamic leader Mubarak Ali Shah Gilani when he was kidnapped. It was a case of investigative reporting.

A reporter may have to take recourse to deception, hidden camera and **entrapment** also to uncover facts. Here, mention may be made of the portal tehelka. com which ushered in a new era of investigative journalism in India

by the use of sting operations for the first time in 2000. It broke new grounds when by meticulous probing, the portal uncovered the corruption in cricket and India's defence establishment. The use of secret cameras to record illegal deals and the consequent exposure brought down the reputation of even those players who played as captain for the country. Though it brought down the celebrities from their pedestals and, in the process, dismayed millions of cricket lovers, it showed the extent of the rot prevailing in the sport.

When Tehelka exposed the level of corruption in the defence establishment, talking to politicians, army officers and some fixers of arms deals, it shocked the public. The visuals of party leaders, and senior army officers eager to take bribes from a fictitious company, whose antecedents were not even verified created a storm in Parliament. An inquiry commission was set up to probe the charges levelled by the portal, which was asked to submit all the evidence it had to the retired judge heading the commission.

Another such instance is the 'Operation Duryodhan', a sting operation lasting nine months carried out by the news channel AAJ-TAK and investigative portal Cobrapost in 2005. It captured on camera eleven members of Parliament of India accepting money to table questions on the floor of the Parliament. This was the first such sting operation in the history of Republic of India, and all the members were expelled from the parliament. Ten of them belonged to 14th Lok Sabha while one was from Rajya Sabha.

Another important sting operation which deserves mention is Aaj Tak's expose of bribe-taking by several personnel of Tihar Jail in 2005. The Aaj Tak expose revealed how in violation of the Jail Manual, unauthorised persons could easily gain admission into the high-security prison; information could be obtained about the inmates and money and other goods could be passed on to them. It just showed "how easy it was for inmates to obtain various favours and what makes the stay in Tihar Jail one of the most comfortable prison experiences anywhere in the world".

Consequent to the expose, two Deputy Superintendents, four Assistant Superintendents, three Head Wardens and four Wardens of Tihar Jail were

suspended and the entire jail went through a massive security overhaul.



CHECK YOUR PROGRESS

Q.1: What are the three different types of reporting?

_____

_____

_____

Q.2: Define the following:

a. Objective Reporting

b. Interpretative Reporting

c. Investigative Reporting

_____

_____

_____



ACTIVITY – 9.1

1. Read today's newspaper and identify the objective reports on the front page. Note down the topic of each of them.

2. Identify all the interpretative reports published in the newspaper and note down the topics. Now try to rewrite each of them as objective news reports stating only the bare facts.

3. Go over the newspaper for an entire week and find out the investigative reports. How many did you find?

9.4 SPECIALISED REPORTING

Apart from objective, interpretative and investigative reporting, there are some specialised kinds of reporting. These kinds of reporting require expertise and interests of reporters in the concerned fields. For instance, when a journalist goes for political reporting or sports reporting, he or she

must have some knowledge in the field. He or she must also possess interest so that he can add his skills or inputs to it.

9.4.1 Political reporting

Political reporting is one of the most significant parts of mass media function. It however involves the task of reporting activities of legislatures, debates on important topics, election and poll results as well as day to day activities of government and the opposition. Both the government as well as the common people are benefitted by this kind of reporting. Political reporting is not only objective reporting but also interpretative and at times investigative reporting. The reporters who do political reporting need to understand the historical background of colonialism, nationalism, political party structures etc. to be able to provide necessary inputs. Reporters have to add exclusive stories and new information to add more news value to it. Politics has always been an interesting subject particularly in democratic countries. As such political events and stories are highly read and viewed by the audience. However while reporting for political news, it should be kept in mind that the reporters do not provide any biasness or his /her own inclination towards a political leader or party. Biased or unbalanced news can influence the people towards a particular political party or their ideology which can thus affect the true sense of democracy. The reporter thus must have adequate knowledge about the history and current situations so that they can reflect the true picture of the story. The activities of political parties should be critically evaluated and their flaws should be commented upon so that the people are not just carried away with the unrealistic and false promises and media can perform its function of being a watchdog of the society.

9.4.2 Science reporting

This kind of reporting is relatively a new branch of journalism where reporters report on science related topics. Science reporters must understand and interpret very detailed, technical and jargon-laden information and disseminate it into interesting reports that are easily comprehensible for readers. Science reporting is an integral part of a newspaper house. A

journalist should try to raise scientific temperament of the people. As such, he or she needs to write more science stories so that scientific awareness can be created. Many media houses have one or more science writers, while others collect science stories from wire services, and several others have an assigned reporter who specialises in science writings.

Science reporters can collect report from scientific meetings, journals of research institutions, laboratories or news releases. Though not necessary but it is always recommendable for the reporters to have science backgrounds so that they have interest as well as can justify their writings. He or she can also write stories by interviewing scientists, doctors, practitioners etc. on certain scientific topics. Writing science stories often can help the readers to inculcate scientific temper.

Scientific journalists also must choose which developments in science value news coverage, as well as cover disputes within the scientific community with the balance of fairness to both sides but also with a devotion to the facts. The journalists require some kind of prior training before covering scientific news stories.

9.4.3 Conflict reporting

Conflict reporting is one of the most difficult kinds of reporting as it involves highly sensitive matters and needs proper attention while publishing the story. Apart from reporting on warfare between states, conflict reporters have to report on violent strife existing between different communities, tribes and people residing within common or rough borders. Language has to be specially taken care of while reporting for conflicts. It has to be kept in view that terrible crimes have human faces behind them. So, reporting such stories is a matter of concern. Conflict reporting requires some basic information like causes, effects of the conflict, sources of news collection etc. It should also be kept in mind that the news report may not escalate the conflict situation, rather help to de-escalate and make them more constructive.

9.4.4 Legislative reporting and Parliament reporting

Legislative and parliamentary reporting is very important for any media

house of the country. A Parliament or State Legislature Reporter must become fully conversant with the working of these great democratic institutions. In case of reporting the legislature, some reporters used to provide a brief account of the day's deliberations as the average readers do not have the time to go through big columns containing parliamentary proceedings. On the other hand some newspapers who have readers of both kind used to provide verbatim account of the proceedings of the two Houses. They devote more than one inside page to provide a clear version of the speeches along with questions, answers and other details.

A reporter is allowed to cover the proceedings of the house if one has been issued an accreditation card as a press representative. A journalist needs a good deal of skill and responsibility for reporting legislative and parliamentary proceedings. Writing a brief story from the detailed proceedings is a tough job. The journalist has to make fair selection from the speeches and the proceedings so that he or she will be able to able to provide a glimpse of the actual happenings at the Parliament. It has to be kept in mind that a true and balanced account of the parliamentary proceedings should be provided to the readers without making it a verbatim report so that the readers can get a clear picture of the deliberations taking place inside the Houses. If the reporter fails to provide fair comments or report something beyond the limits, then he or she might be charged of contempt. In India, there is no rule to prohibit publication of the parliamentary proceedings. However, the Parliament has privileges to exclude any stranger from Parliament though he/she is a representative from press. It can also prohibit publication of its proceedings by any newspaper or can punish breaches of privileges and for contempt.

9.4.5 Diplomatic reporting

Diplomacy means maintaining cordial relationship between two states in terms of social, economic, political, commercial and cultural aspects. Reporters who report on diplomacy existing between nations are known as diplomatic reporters. It depends upon the reporters to shape the image of a country. A diplomatic reporter must have knowledge of the famous leaders of the world. He or she must know about the treaties that affects the diplomats

and about the various resolutions made by United Nations and agencies. The reporter must possess a decent appearance and style as well as be well versed in international relations and politics.

9.4.6 Scoop and exclusive reporting- sports, business, development, commerce, gender and allied areas

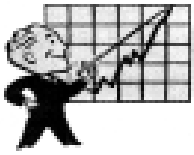
A Scoop is an exceptional kind of reporting on a particular topic which is presented to the audience by a particular media house before others. Good scoops or exclusive news grab great deal of attention and as such help in building the image of the media house. Scoops provide excitement and surprising elements to its readers or audience. However all exclusive news may not be scoops as their content may not provide excitement or requisite importance. Scoops and exclusive reporting can be in different fields like sports, business, development, commerce, gender and allied areas etc. Exclusive reporting in these fields attracts readers/viewers and thus increases popularity of the media house.

Sports reporting or journalism is an important area of journalism. Sports journalism can be defined as gathering, selecting, interpreting and disseminating sports news. Of late, there has been a phenomenal growth of interest in sports at all levels- be it local, national or international. It has become almost binding for newspapers to plan in advance the coverage of sports events.

Business reporting or journalism is also known as economic reporting, financial reporting or commercial reporting. Business reporting not only reports on stocks and company earnings but it also includes broader stories about the national economy and how the economic trends and policies affect the citizen. Certain news papers like The Economic Times, The Financial Express and Business Standard specialise in business and economic reporting.

Development reporting is basically related to news and issues concerning developmental issues .It seeks to report a country's progress and setbacks in both urban and rural areas in a factual and readable way. The former CNN's South Asia Bureau Chief, Anita Pratap defines development journalism as ."reporting of issues such as population, healthcare, illiteracy, poverty and

environment…." (Outlook , 18 January 1999). However, development reporting does not mean publishing or reporting the achievements of the government or implementation of any future developmental plans. It, in fact, means the whole range of economic and social change and therefore, development reporting involves the social conscience of the reporter.



CHECK YOUR PROGRESS

Q.3: What do you mean by specialised reporting? Name a few examples.

_____

_____

Q.4: What is scoop?

_____

_____



9.5 LET US SUM UP

- There are three types of reporting- objective, investigative and interpretative.
- When a reporter presents news in a straightforward, factual and distinct manner without adding any colour or opinion to it, is known as objective reporting.
- When a reporter interprets a news story and provides some relevant information including background information and more facts rather than presenting mere information, is called interpretative reporting.
- A reporter should keep in mind few points while going to field for reporting like preparation before going to field, taking notes, equipments for coverage and using proper quotations.
- There are also specialised reporting like political reporting, conflict reporting, science reporting, legislative and parliament reporting, diplomatic reporting etc.
- Scoop is an exceptional kind of reporting on a particular topic which is presented to the audience by a particular media house before others.



9.6 FURTHER READING

1. Aggarwal, Vir Bala (2006). Essentials of Practical Journalism. New Delhi : Concept Publishing Company
2. Chakravarty, Suhas, Pant, N.C (2009) News Reporting Presentation and Style. New Delhi : Kanishka Publishers, Distributors
3. Pant, N.C (2002) Modern Journalism : Principles and Practice. New Delhi : Kanishka Publishers, Distributors



9.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 : The three different types of reporting are – objective reporting, interpretative reporting and investigative reporting.

Ans to Q. No 2 :

a. **Objective Reporting:** When a reporter reports an event in an objective way, i.e., representing only the truth as he has seen it without adding any personal colour to it, it is called objective reporting.
b. **Interpretative Reporting:** When the reporter has to interpret the news for better understanding of the readers by providing more facts, especially background information, it is called interpretative reporting.
c. **Investigative Reporting:** When a news reporter has to dig deeply beyond what is stated in the hard news in order to find out the exact facts of an event, or in short investigate beyond what meets the naked eye, and then it is called investigative reporting.

Ans to Q. No 3 : Specialised reporting means reporting in special beats. This kind of reporting requires expertise and interest of the reporters in the concerned fields. Some of them are political reporting, science reporting, conflict reporting, parliament and legislative reporting, diplomatic reporting.

Ans to Q. No 4 : Scoop is an exceptional kind of reporting on a particular topic which is presented to the audience by a particular media house before others.



9.8 MODEL QUESTIONS

A. Very Short Questions

Q.1 : What is the significance of interpretative reporting?

Q.2 : What precautions must one follow for reporting legislative and parliamentary proceedings?

Q.3 : What is the difference between interpretative and investigative reporting?

B. Short Questions (Answer each question in about 150 words)

Q.1 : What is investigative reporting? Do you think this type of reporting is important in our country?

Q.2 : What is conflict reporting? Why is conflict reporting sensitive?

Q.3 : What is scoop? How can it help in increasing TRP of a channel?

Q.4 : What is science reporting?

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : "Objective reporting presents news in a straightforward, factual and distinct manner". Discuss.

Q.2 : Do you consider sting operations to be a part of investigative reporting? Why?

* * * * *

Unit 10 : BEAT REPORTING

UNIT STRUCTURE

10.1. Learning Objectives
10.2. Introduction
10.3. Concept of beat reporting
10.3.1 Reporting beats
10.4. Let us Sum up
10.5. Further Reading
10.6. Answers to Check Your Progress
10.8. Model Questions

10.1 LEARNING OBJECTIVES

This unit will give you a thorough understanding of :

- the concept of beat reporting
- different beats of reporting

10.2 INTRODUCTION

In the previous unit, you learnt about different types of reporting. In this unit, you will know about beat reporting and its important types and relevance.

We know that reporting is basically of three types namely objective, interpretative and investigative reporting. There is another concept in reporting stories known as beat reporting. You will learn more about this concept in this unit.

10.3 BEAT REPORTING

One very common word you might hear in the news room is ‘beat’. As a reporter many people will ask you which ‘beat’ you cover. Reporters always have to work in beats. Beats are the specialized areas of operation for the reporters assigned by the organization in which the reporter works. Since it is not humanly and physically possible for a single reporter to cover multiple areas, each reporter may be assigned a single beat or couple of beats. And

the reporter is expected to cover all the developments or happenings taking place under the jurisdiction of his beat. The reporter cannot afford to miss any significant or insignificant event falling under his assigned beat/beats. If the reporter working in a particular organization by chance fails to spot a significant event falling under his or her purview, which the other reporters working for other news organizations have managed to cover, it amounts to the loss of credibility, not only for the reporter, but also for the newspaper or the news channel as a whole.

The classification into beats is compulsory for every news organization. In every newspaper there is a variety of news items that are published in a day. One may find news related to economics, health and hygiene, education, environment, art-culture-literature, trade and commerce, women and child, sports, science and technology, crime, social issues etc.

Moreover, newspapers also have specialized columns and supplements on special issues and subjects. For all these the services of the reporters are essential to fill up both the regular and special columns. Reporters are placed at the city or place from where the publication is carried out or correspondents are located at various places in order to report events taking place at centers other than the one where the newspaper is published.

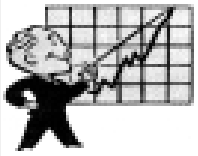
Moreover, in many other large organizations further classifications are made, depending upon the requirements like local, regional, national and international news. The reporters are supposed to operate in selected areas assigned by the senior person, usually by the chief of bureau or any senior person like the editor or news editor. A single reporter may be given to handle more than one beat and on many occasions an important beat may be shared by many. This varies from organization to organization. Therefore the task of the reporter is enormous and very crucial for the organization.



LET US KNOW

Here are some important tips for a beat reporter:

1. Learn how things work in your own beat.
2. Cultivate sources. Never betray their confidence.
3. Keep abreast of all recent developments in your beat.
4. Be persistent. Push your sources for more information.
5. Anticipate developments.



CHECK YOUR PROGRESS

Q.1: What is a beat?

_____

_____

_____

Q. 2: What is the reason behind assigning different beats to different reporters?

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_____

_____

Q.3: What is the importance of classification of beats in a news organisation?

_____

_____

_____



ACTIVITY – 10.1

1. Visit a local newspaper office and meet a senior journalist. Find out from him what kind of beat division is followed by his newspaper. Also find out the criteria based on which the beats are assigned to the individual reporters.

10.3.1 Reporting Beats

As discussed earlier, there can be different types of beats in different organisation. However, some of the common beats which exist in almost every media organisation are as follows :

a) Crime/Police :

Crime is a usual phenomenon that takes place in every society. And the newspapers or the news channels are supposed to report about any kind of crime taking place in the society.

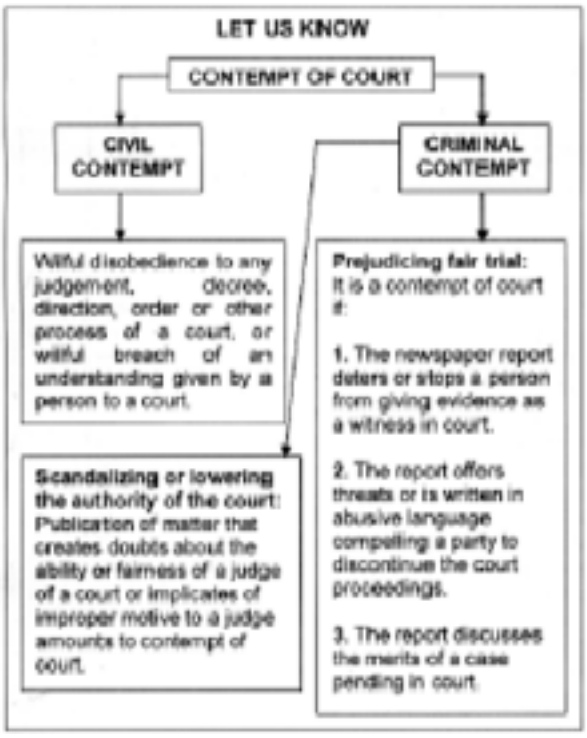
When working under this beat, the reporter should keep good contacts with police stations, police officers and also with the crime branches of the different investigating agencies, both Government and non-governmental organizations, operating in the society. The crime reporter should also have good contacts in the state and district level courts where the legal course of action takes place against the different types of crimes.

b) Legal/Court :

The court beat is a major beat for any newspaper as it is the source of a great number of stories. The court beat is allied to the crime/police beat since criminal cases are tried in the courts. But court reporting is not about crime alone. Many civil or non-criminal cases are also tried in the courts. A reporter who is assigned the court beat has to cover all cases whether civil or criminal and has to look after both the lower court and the higher court.

A court reporter needs to have a good understanding of the judicial system and should know the hierarchy of the courts. Developing a good network of sources in the court and among the police is very essential for a court reporter. He has to be fully aware of all important ongoing cases and keep a file of arrests. He has to understand what goes on in the **grapevine** but should have the ability to differentiate between official records and grapevine rumours.

Another important thing a court reporter needs to keep in mind is that he has to remain within the rules and regulations of the legal system and learn to respect the sanctity of the court. He has to be careful not to commit **contempt of court** and thus avoid punishment.



c) Culture/Entertainment :

Culture is a part of every society and without a distinct and individual culture a society cannot exist. And media, being a part of a society, has to give due importance to the cultural aspect of the society that it belongs to. Media has to highlight the courses of culture, its process, its developments and many other issues related to it so that people remain abreast and understand their own culture. And now with the emergence of what we call the 'global village', the importance of cultural reporting has increased manifold. People want to know not just about their own culture, but also about foreign cultures. People are also hugely influenced by foreign cultures and often sprinkle their own lives with elements from other cultures. The entire world has changed today as a result of intermingling of cultures and the mass media can be attributed with a major part of the credit for this.

Today the media devotes considerable space to covering this area. Hence, it has become a very important beat for every media entity. Now a days the newspapers also publish separate pages and also supplements devoting to many areas of culture like songs, drama, cinema, folk songs, dance, folklore, language, behaviour, food habits, life styles, fashion, ethnic materials, norms, ethics, values and so on and so forth.

Normally, anybody who has interest, good contacts in the field of culture and has good understanding of his or her own cultural way of life, is assigned with this beat.

d) Political :

This is also another important beat for every newspaper and electronic news bulletin. Especially considering the Indian media scenario, all the Indian media are obsessed with political news. Most of their newspaper pages and bulletin time is occupied by political news. Political activities and political discourses do hold coveted positions in every society and hence even the media across the world do give emphasis on covering political matters with serious intent. So much so that there has been a tendency to undermine all other important matters confronting the society. However, political beat in this situation, becomes one of the most important beats for every media house. Therefore, usually a senior reporter is

assigned this task of covering this beat. The person who handles this beat, must be a senior person having long years of experience of working in the field of media and who understands the political situations and happenings well. He or she should have better grasp and reflexes over political matters and course of action. He or she also should have good contacts in the political field, in State Legislative Assemblies, Parliament etc.

e) Business :

Now-a-days, business plays a crucial role in every society. There has been a surge in activities everywhere around the world related to business, trade, commerce, finance, etc. Especially in today's globalized world, business and financial matters have occupied centre stage. With the emergence of free market economy, 'business' has become everybody's business rather than being confined to a few financial experts. There has been so much in the offing in regards to all these areas that it becomes overtly necessary for people to broaden their knowledge and strengthen their understanding about the issues and processes that surround these areas in a way not done before. Therefore, media has also started taking these issues seriously and with a lot of emphasis. In this connection the business beat is considered to be an extremely responsible and serious one.

The person who is willing to take the responsibility of this important beat upon his shoulder should keep this in mind that he must have clear understanding about the matters related to business and finance, the dynamics of the stock market etc. He should have up to date information about the business activities taking place not only in his own society but also elsewhere. He should have proper knowledge about the dynamics of business and also have a network of reliable sources in Government and non government organizations, corporate bodies, political circles and everywhere.

f) Sports :

Sports is also one of the most coveted beats in every media organization. Every media organization gives due weightage in covering the areas of games and sports. All the newspapers devote one or two pages of a total newspaper to sports related news. Therefore, anybody covering this beat holds mammoth responsibility. The person who has some understanding about the rules and tactics of different games and sports

is normally assigned with this beat. The person handling this beat must be aware of the sporting scenario of the country and of other countries as well and also should be able to understand the issues and problems engulfing the sports scenario the world over. It is expected that he also knows about the players and has good contacts with the players as well as the people and different organizations related with sports.

g) Education :

Education is another important beat due to the sheer number of people that are involved in this field — students, teachers, guardians, researchers and, of course, policy makers. News about the different schools, colleges, universities, and other institutions of technical and higher learning and the educational scenario in general make very good, important and relevant news content. A good education reporter will cover important activities in different educational institutions and will try to bring out stories about the unusual developments, if any, in the field to education. Government policies on education are very important issues that need to be covered. New trends and problems pertaining to the field are also important topics for news.

A person who covers the education beat needs to have a good understanding of the education scenario, and must have good contacts in different educational institutions and in the education department.

h) Science and Technology :

Science and technology is increasingly shaping and revolutionizing our lives every day. We cannot possibly think of our lives without the contributions of scientific and technological developments. Therefore, understanding science is a cultural necessity and is a part of general cultural knowledge as art and drama. The public needs to know what scientists are doing and how their work is influencing the society. Science reporting intends to inculcate a scientific temperament among the readers and to encourage them to have a rational and analytical mindset in explaining various phenomena in their everyday life.

Science and technology news includes noteworthy scientific discoveries about nature and all major advancements that take place in the field of technology. Discovery about stars, atoms or about human body or mind, discovery of major drugs, breakthrough in fusion research, space shots, etc make good science reports. What a science reporter usually looks

for are the milestones in the progress of science and technology.

Specialization in the field of science is often an advantage for a science reporter, but a science reporter need not necessarily be a specialist. What is essential is a background in science and a scientific temperament. Since science is not something static and new things are developed every day, so a science reporter should have the willingness and zeal to make himself a student of science everyday and update himself or herself about the new developments. A science reporter should also be aware of the major areas of ongoing scientific research. But perhaps the most important quality of a science reporter is the ability to write the highly technical scientific news for the common readers in an understandable way. He should be able to digest an abstract theory and express it in a readable and understandable form.

i) Development :

A very important beat in the present context of media coverage is development reporting. By development report we mean a report in which development or under development in a particular field is highlighted. Development is measured in terms of improvement in the living conditions of the people, of the society, of the nation. As such, development includes issues like removal of poverty, lessening of disparity between religions and classes, building up of technological infrastructure, modernization of society through shedding feudalism, tribalism and superstition, and gradual achievement of economic self-reliance. A development reporter will be required to cover all such developments and also the lack of it. Rural reporting is a very important aspect of development reporting. Development reporters should also pay due importance to issues relating to social evils, deprivations and try to represent the unrepresented sections of the society.

A development reporter needs to maintain regular contacts with different organizations and institutions, government departments, development agencies, NGOs, voluntary organizations etc. It is absolutely necessary for a development reporter to acquire basic understanding of terms used in agriculture, environment, science, economics and development reporter cannot afford to be guided by personal prejudices, likes and dislikes. Also he should never rewrite official handouts, but use them as his raw material and develop a well researched story on his own.

The most important aspect of development reporting is human development reporting. It must concern itself with people since it is the people who are building the nation. It must show them how to improve their condition in the society.

j) Disaster/ Accidents/ Fires :

Stories about accidents, fires and disasters are very common and form a major part of news content. Major accidents, fires and disasters almost always make front page headlines. Beginners in the field are most often assigned this beat. These are hard core hard news stories and are relatively easy to cover in the sense that they do not require any specialized knowledge on the part of the reporter. It is enough for the reporter to have the basic reporting skills. A keen power of observation and the ability to interview people to find out details is necessary. Eye witness accounts are very important for these kinds of stories.

k) Conflict :

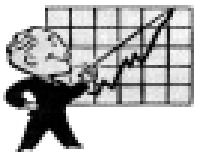
Conflict journalism indicates those news which deals with conflict issues. These often have news about conflict and have a value bias toward violence. The field of conflict journalism is quiet a new concept in the field. This segment of journalism is very important and the journalists dealing with these factors should have a sense of responsibility and must cover the story very responsibly.



LET US KNOW

There are different types of reporters :

1. **Beat Reporter :** assigned to cover a particular beat or place such as police station, court, hospital, secretariat, stock market etc.
2. **General Assignment Reporter :** waits in the newspaper office for news breaks like speeches, interviews with visiting celebrities, a development relayed by a beat reporter etc. and reports as and when assigned.
3. **Special Assignment reporters :** given a specific assignment to conduct an investigation or develop a series of articles.
4. **Rewrite Reporter :** duties include taking notes from another reporter over phone and writing the story or rewriting another reporter's poorly written story etc.



CHECK YOUR PROGRESS

Q.4: Name ten important reporting beats.

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_____

Q.5: Write down the basic qualities of a beat reporter?

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_____

_____

Q.6: Why is culture a significant beat in a media organisation?

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_____

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Q.7: Conflict reporting is one of the most difficult kinds of reporting. Discuss.

_____

_____

_____



ACTIVITY – 10.2

1. Consider your own skills and qualities and think which beat you would be suitable for. Also write why you think you are suitable for that particular beat.
2. Collect and study the structure of five news stories each from the following beats:
   a. Sports
   b. Business
   c. Science and Technology
   d. Crime/ Police
   e. Court/ Legal
   f. Development
   g. Education
   h. Politics



10.4.LET US SUM UP

We can summarise this unit in the form of the following points-

- Beats are the specialized areas of operation for the reporters assigned by the organization in which the reporter works.
- Some of the important beats in a media organisation are crime, culture, political, business, sports, education, entertainment, science and technology, development, accident/ disaster and conflict.
- The court beat is a major beat for any newspaper as it is the source of a great number of stories. The court beat is allied to the crime/ police beat since criminal cases are tried in the courts. But court reporting is not about crime alone.
- As far as science reporting is concerned, a science reporter should be aware of the major areas of ongoing scientific research. The most important quality of a science reporter is the ability to write the highly technical scientific news for the common readers in an understandable way.
- The most important aspect of development reporting is human development reporting. It must concern itself with people since it is the people who are building the nation. It must show them how to improve their condition in the society.
- Conflict journalism indicates those news which deals with conflict issues. These often have news about conflict and have a value bias toward violence. This segment of journalism is very important and the journalists dealing with these factors should have a sense of responsibility and must cover the story very responsibly.



10.5. FURTHER READING

1. Ahuja, B.N, Chhabra, S.S. (2006) Principles and Techniques of Journalism. New Delhi : Surjeet Publications
2. Chaudhary, J.C (2007) Introduction to Journalism and Mass Communication. New Delhi : Authors Press
3. Menon, P.K (2005) Practical Journalism. Jaipur : Aavishkar Publishers, Distributors

4. Pant, N.C (2002) Modern Journalism, Principles and Practice. New Delhi : Kanishka Publishers, Distributors
5. Pande, B.D. (2001) Modern Journalism, Mass Communication and Media Management. New Delhi : Anamika Publishers & Distributors (P) Ltd.



10.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No 1 : Beats are the specialized areas of operation for the reporters assigned by the organization in which the reporter works. For example, Sports beat, science beat, crime beat etc.

Ans to Q. No 2 : There are numerous areas that a newspaper has to cover in a day. And it is not humanly and physically possible for a single reporter to cover multiple areas. So different reporters may be assigned with a single or couple of beats. And the reporter is expected to cover all the developments or happenings taking place under the jurisdiction of his beat or beats. The reporter cannot afford to miss any significant or insignificant event falling under his assigned beat/ beats.

Ans to Q. No 3 : It is important to classify beats in a media organisation. Since there are multiple areas of reporting in a news organisation, reporters cannot cover all the areas at the same time. Therefore, the reporters are assigned particular beats according to their interest and expertise.

Ans to Q. No 4 : Ten important beats – Sports, Crime, Legal, Business, Education, Development, Health, Science and Technology, Entertainment, Politics.

Ans to Q. No 5 : The basic qualities of a beat reporter are:

i. Thorough knowledge about his own beat.
ii. Ability to cultivate and maintain sources in important areas.
iii. Willingness to continuously update oneself about recent happenings in his beat.
iv. Ability to write simply and understandably for the common man who may not be an expert in that area.

Ans to Q. No 6 : Culture reflects a society and media being a social institution should showcase different cultural aspects of the society. The multi-cultured society wants to know more about cultures of other communities beyond geographical boundaries. As such, culture is a significant beat which can cover different traditions and cultural practices taking place around the globe.

Ans to Q. No 7 : Conflict reporting is one of the most difficult kinds of reporting as it involves highly sensitive matters and needs special care while publishing/broadcasting the story. Especially while reporting on the causes that has led to a conflict, people who are involved, and its result.



10.8 MODEL QUESTIONS

A. Very Short Questions

Q.1: Does a reporter need to have special qualification for undertaking science reporting?

Q.2: What precautions must be taken by a reporter while covering legal proceedings?

B. Short Questions (Answer each question in about 150 words)

Q.1: What do you mean by beat? What is the significance of classification of beat in a media house?

Q.2: Why a reporter that has been assigned political beat should keep contacts with different people?

Q.3: How can a science reporter get resources for his story?

Q.4: How can an entertainment reporter collect his news stories?

Q.5: What should a development reporter do to publish news stories?

Q.6: What care should be taken by reporters who are reporting conflict situations?

C. Long Questions (Answer each question in about 300-500 words)

Q.1: What is the importance of different types of beats?

Q.2: What is crime beat? Why special care should be taken while reporting crime stories?

* * * * *

UNIT 11 : NEWS WRITING

UNIT STRUCTURE

11.1 Learning Objectives

11.2 Introduction

11.3 Structure of a News Story

11.4 How to Write the Copy

11.4.1 Principles of News Writing

11.5 Let us Sum up

11.6 Further Reading

11.7 Answers to Check Your Progress

11.8 Model Questions

11.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- explain the structure of a news story
- define the significance of each element of a news story
- enlist the rules for writing each element of a news story
- write a news story

11.2 INTRODUCTION

In the previous unit, you have been introduced to the concept of beat reporting and a description of different beats. In this unit we shall go a step further and learn about news writing.

As you have already learnt, the duty of a journalist does not end with reporting alone. A good journalist should also be well versed in the skills of news writing and should be able to present the news for the readers in a simple and understandable manner. In this unit we shall learn how to write a good news story. A news story has different elements and each element has its own place and significance. Also, news writing is very different from

other kinds of creative writing and there are different principles to be followed while writing a news report. All of these will be dealt with in this unit.

This unit will serve as your guide to the basics of news writing. A thorough understanding of these basic concepts along with regular reading of newspapers and ample practice of news writing will definitely sharpen your news writing skills and contribute towards making you a complete journalist. So, let us go into the first section of this unit, i.e., principles of news story.

11.3 STRUCTURE OF A NEWS STORY

News writing is a skill that every journalist is required to develop and hone with experience. There are certain techniques or parameters upon which news writing is based. And every news organization follows these basic techniques despite the fact they may all have individual styles of news presentation. The very first step towards learning this technique is to learn the structure of a news story or news report. In the most basic sense, a news report has the following elements :

- ✓ Headline
- ✓ Byline/ Credit line
- ✓ Dateline
- ✓ Lead
- ✓ Body
- ✓ Conclusion

The last element, i.e., conclusion is present in case of soft news stories only. Hard news reports do not have conclusion. Now consider the following two news reports. The different elements have been marked with arrows for your benefit.





In the above examples, all the elements of a news story have been identified for you. Let us now learn about these elements in detail and understand the significance of each of them.

Headline :

You all must be familiar with the term headline. It is that part of a news story which first catches the eye of the reader. As you can see in the examples, it is the title of the news story and it is the most visible element. It is always written in a font few sizes bigger than the rest of the news story. The headline identifies the reader's area of interest and introduces and summarizes the story. It is usually after reading the headline that the reader decides whether or not to read the rest of the story. Sometimes headlines try to create curiosity through interesting use of language and prompt the reader to read the full story. There are different types of headlines based on nature and significance of the story. We will be discussing these in later units.

Byline/ Creditline :

You must have seen that below the headline, on the left hand side, it is written *'Raju Das'* in the first example and in the second example it is written *'staff reporter'*. This is called the byline or the credit line and it identifies the source of the story. In the first example where the person's name is written,

it is called the byline. In the second example, there is no mention of the person's name, but simply that it is from a staff reporter. This is called the credit line. It could also be 'by our correspondent' or 'our bureau' or 'by our special correspondent' etc as applicable.

Dateline :

Below the credit line or byline, just before the actual news story begins, you would have seen the date of the story along with the name of a place. This is the dateline. The date mentioned is the date on which the event has taken place and on which the reporter has filed the story and the place mentioned is the place from where the reporter has filed the story.

Lead :

Just where the dateline ends, starts the main part of the report. The first paragraph of the news story is called the lead. It is usually written in bold or in a font larger than that used in the rest of the story. However, this varies from publication to publication. The lead usually tells the story in a nutshell and gives the important information, particularly the most important of the 5W's and H.

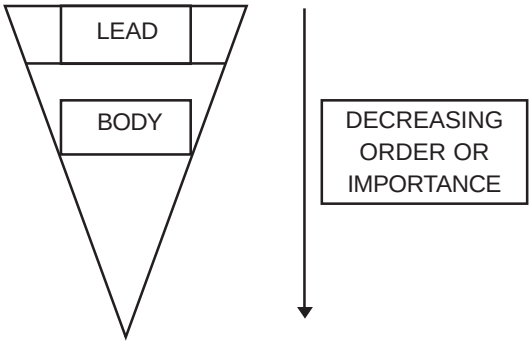
Body :

It gives the elaborate details of the event including all the 5W's and 1H and the related explanations of the event. The body is the part where the actual story is narrated. The body describes what the story is all about. Usually the lead provides just the gist of the actual event, the body gives a description in order of importance of information and finally the story is drawn to an end with a concluding paragraph, probably threading the important parts of the story or giving a general conclusion.

Inverted Pyramid Style :

News stories are constructed in the **Inverted Pyramid style** in order of importance. This is a formula used by all media organization. Inverted Pyramid style is mostly applicable to hard news stories and most hard news stories follow this structure religiously. However, on rare occasions feature stories and other soft stories can be written in this style as well. In this style the most important points of a story are told in the beginning, that is, in the lead itself. It is followed by the body in which the rest of the relevant

information are presented in descending order of interest or order of importance. Of course in this style there is no conclusion. The most important or interesting facts are arranged in the lead or immediately after the lead. The least important points are narrated in the end.



Reasons for applying Inverted Pyramid style:

In fact, there are reasons for following this formula by news organizations. These reasons can be seen from (a) reader's point of view and (b) editing point of view

(a) From reader's point of view:

The main reason for writing the story in this fashion is the consideration of a reader's convenience. Many a time the reader does not have enough time to go through the entire story or for that matter all the stories published in a day's newspaper. They just scan the first few paragraphs of all the news items, mostly the important ones, published in the front page and then turn to the other pages in accordance with their interests.

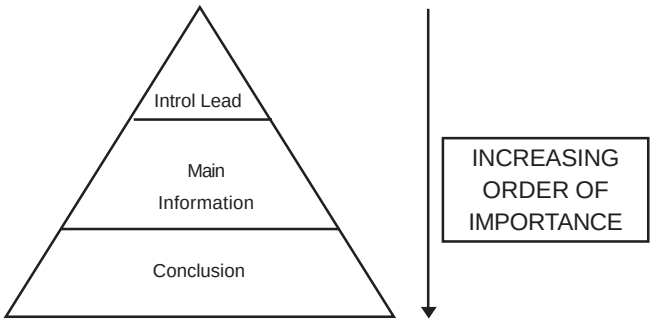
If the stories are written in such a manner that the information is scattered throughout the story and the readers have to struggle to find out the most important ones, the reader's concentration is reduced and they leave the story half way. Many a time, even important stories are ignored by readers for this reason. On the other hand, if the stories are written in the inverted pyramid style, then even if the readers leave the story midway, probably after reading the first or second paragraph at the most, they are still able to get the most important points.

(b) From editing point of view:

Editing of stories is a must exercise as the stories are required to be brought to shape and size in accordance with the available space and style of the newspaper. Reporters always write their stories in a hurried situation as they have to meet the stipulated deadline for submission of reports. Therefore, their reports are bound to carry errors, which need to be corrected later at the desk. Also in most of the cases, the reporters have the general tendency to include all the facts and figures they have found in the field while writing the copy, without taking into account the limited space specified for their stories.

In such situations following the inverted pyramid style helps in many ways. If the story is written in inverted pyramid style, then most of the important points are carried in the beginning. So when the desk people take the copy for editing they may do so by **cropping** the story from below so that the more important points remain intact. Only the less important details are eliminated in the editing process, as in the inverted style, the facts are presented in order of importance.
Therefore, for all these reasons the inverted pyramid style is a very effective technique of news presentation.

For features and other soft news items, the style mostly used is the **Pyramid style** of writing. Pyramid style is the classic style for academic writing. It starts by laying the foundations. It starts with less significant details, building the story towards a climax, leaving the most important information for the end. Finally, it caps the work off with a brief conclusion.





CHECK YOUR PROGRESS

Q. 1: What are the main parts of a news story?

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_____

_____

Q. 2: What is the significance of the

a. Headline

_____

_____

b. Credit line

_____

_____

c. Dateline

_____

_____

d. Lead

_____

_____

Q. 3: Explain the following:

a. Inverted Pyramid Style

_____

_____

b. Pyramid Style

_____

_____

Q. 4: Which style of writing is used for news writing?

_____

_____

_____

Q. 5: Which part of the news story contains the maximum and the most important information?

_____

_____

_____



ACTIVITY – 11.1

1. Cut out five leads from newspapers. Identify what questions of the 5Ws and 1H are answered. Also identify which question is not answered.

11.4 HOW TO WRITE THE COPY

Now that we have learnt about the structure of a news story, let us now deal with actual news writing, which is, in journalistic terms, called 'writing the copy' or 'copy writing'. If we understand the basic principles for writing each of the elements that make a news story, we will be able to write the entire news story easily and with confidence. So, let us deal with them one by one. But, before that, let us recall one of the basic concepts of news, the **5Ws and 1H**.

In Unit 6 of this course, you have been briefly told about the six important questions that every news report has to answer — the 5Ws and 1H. Let us recapitulate them one again in this unit.

- ✓ What
- ✓ Why
- ✓ Where **5Ws and H**
- ✓ When
- ✓ Who
- ✓ How

As such a news item should answer these questions.

- ✓ What happened?
- ✓ Why did it happen?
- ✓ Where did it happen?
- ✓ When did it happen?
- ✓ Who was involved?
- ✓ How did it happen?

'What' is the first element that deciphers what is the news all about. What did happen? Is it an accident, a blast, a fair, a crime or what? Ideally the 'what' element should appear in the beginning.

The element **'why'** delves into the reasons behind the happening of any event. It tells us about why the incident occurred. If it was a case of accident, then what are the reasons behind it? Was it due to reckless driving or brake failure or poor condition of the road or foggy weather, if not, then what? Was the driver in a drunken state? All these questions should be answered by this element—why.

The element **'where'** talks about the place of occurrence of the event. If it was a case of accident, then in which place did the accident take place—in Assam? In Guwahati? At Chandmari? It tells about the specific location of the event.

The **'when'** element tells us about the time of occurrence of the event, like morning, evening, night, mid-night or exactly at what time of the day? It should also specify on which day-Monday, Tuesday, Thursday……today, tomorrow or any other day. Without specification of time and day news remains incomplete. The readers should be aware as to when did the incident occur and at what time the reportage has been carried. As such the 'when' element also establishes the immediacy of the event.

The **'Who'** element tells us about the people who are involved in an incident. It gives the actual profile of the people involved, their names, age, sex, place of habitat etc. Bigger the names, bigger would be the importance and size of the news.

Lastly, there should be a narration as to '**how'** the incident has occurred. The elements stated above only gives the readers a glimpse of the story, highlighting the major points. But the story needs further elaboration, taking the readers to the situations that led to the occurrence. So, here comes the element of 'How' which attempts to detail the event for the readers.

11.4.1 Principles of News Writing

In the previous section (11.4) 'Structure of a news story', you came to know about the six basic elements of a news story viz. Headline, Byline/ Creditline, Dateline, Lead , Body and Conclusion. In this section each of these elements is further elaborated to enlighten you about the Principles of News Writing.

Headline:

The headline has to be written keeping in mind that it not only introduces and summarizes the news story, but also serves the purpose of attracting the reader's attention. As such it has to be crisp and precise. It must clearly give an appropriate perception of the story, and should also convey the maximum meaning by using the least number of words. Here are a few basic rules for writing good headlines:

1. Build the headline around a strong verb
2. Avoid articles and helping verbs like a, an, the, is are, were etc.
3. Never give the feel of the past. Use present tense and future tense
4. Use active voice. It helps cut out extra words and also helps give the feel of the present.
5. Do not overabbreviate. Although headlines permit limited space, do not in any case use arbitrary or rare abbreviations.
6. Mention the subject in the headline wherever it is known. If the name is known, then use the name, otherwise another title that identifies the subject.
7. When certain parts of direct speech are significant enough to be used in the headline, then it is put in quotes. Unlike the use of double quotes in the main body of the news story, in the headline only single quotes are used.
8. The 'period' or 'full stop' is not used at the end of the headline.
9. The headline should always try to summarize the story and highlight the most important/striking element in it.
10. While attempting to write attractive/smart headlines, clarity of information should not be compromised.

Byline/ Credit Line:

Different newspapers follow different rules for writing the byline or credit line depending on their own **style book**. Credit lines within the same newspaper may also vary. Some of the common styles are – 'by a staff reporter', 'from a staff reporter', 'from a correspondent', 'by our special correspondent', 'by our reporter', 'from our correspondent', 'by Manosh Das', 'from Bikram Mitra' etc. Some newspapers omit the words 'by', 'from' etc. They simply write 'our correspondent', 'Manosh Das', 'Bikram Mitra' etc.

Style Book:
A booklet or list of rules stating a newspaper's preference, where there are choices, of spelling, punctuation, capitalization, abbreviations and use of numerals.

Usually, it is placed on the left hand side of the report, below the headline. In some cases it is kept left aligned, while sometimes it may be aligned center above the first paragraph.

Dateline:

In almost all cases, the dateline has two parts — the place and the date. The place comes first, and then comes the date. For instance, 'Guwahati, April 7'. However, some newspapers now-a-days have started omitting the dateline also, or only mentioning the place in the dateline. This is done mainly in case of feature news or other soft news stories where the time element may not be very significant. It is also done when there are multiple editions of the same paper where the news item may be carried on a different date.

Lead:

Usually the lead should possibly be containing all the elements- five Ws and an H. However, in some cases when it is impossible to club all the elements in the lead then the rest of the elements should be carried in the next paragraph. But the reporter must try to include as many elements as possible in the first paragraph itself. If the incident is big in terms of effect and importance then it becomes difficult to incorporate all the elements in the lead itself, as it may end up cluttering of the lead. In such a situation, the body should deal with the rest of the elements, mostly the 'why' and 'how' elements.

However, when it comes to detailing the event in the body of the news story then the inverted pyramid style is invariably followed, where the more

important points are told in the beginning, followed by the lesser important details.

Therefore, in a way, the lead summarizes the story in three to four sentences. Ideally, the lead should not contain more than 30 to 40 words, within which the summary of the event should be given. And within those 30 to 40 words the lead should attempt to contain all the five Ws and an H as much as possible. Otherwise, normally the 'how' element is carried forward to the following paragraphs in the body as it deals with detailing of the story.

Body:

As stated earlier, the body is the middle part of a story and it deals with the detailing of events. After having summarized the story in the lead, still many relevant points are left to be elaborated regarding the story which the readers might be interested to know about. And this is done in the body part.

Similar to the lead, the body is designed using the inverted pyramid style. That is, playing down the facts in chronological order of importance and relevance. The most necessary aspects are highlighted in the beginning of the body followed by the lesser essential facts, in a descending order.

However, since the body deals with the description of the event, most of the readers get wary of reading the whole detail and skip to other news item, having skimmed through the lead. But a clever writer would know how to retain the interest of the readers until the last line of the story. For that the writing should be interesting and beautifully treated so that the readers find it hard to leave it half way through. Also the reporter should always attempt to say more with fewer words due to space restriction in newspapers.

One has to remember that one basic feature that differentiates news from other write ups is its language. Here are a few very basic guidelines to be followed in case of the language of news.

1. Always use very simple language and short sentences.
2. Avoid the use of complicated words, metaphors, figures of speech,

adjectives and clichés. Explain technical jargons.

3. Write in active voice wherever possible. It makes sentences shorter and direct.

4. Spell numerals up to 9 and beyond that write in numerals.

5. Identification that follows a name, viz., age, address, job description or other information are to be set off by paired commas. Honorific titles like Mr., Mrs., Dr. etc are not to be used.

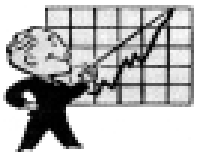
6. While reproducing speech directly, place it within double quotes unlike in the headline where it is placed in single quotes. Sometimes you can write full sentences in direct speech or also write just significant words or phrases in direct speech.

7. The time element in a news story is very important. News stories about events that have already taken place are written in the past tense. As such they use active verbs like *elected, injured, killed, damaged, awarded* etc. or passive verbs *like was elected, was injured, was killed, was damaged, was awarded* etc.

8. Present tense is often used in order to emphasize timeliness. E.g. *Refusing to lie down, Avian Flu, that bounced back in parts of West Bengal for the second time in a month, has broken out in Jalpaiguri district prompting the aurhorities today to order mass culling.*

9. In stories where the actual time of an event is not known or is not important, the present perfect form of the verb is used. Say, *has been named, has said, has announced* etc.

10. News stories that speak about events that will take place in the future are expressed by the use of the auxiliary verb 'will' – *will come, will speak, will arrive etc.*



CHECK YOUR PROGRESS

Q. 6: What are the six basic questions every news story has to answer?

_____

_____

_____

Q. 7: Which part of the news story answers most of the basic questions?

_____

_____

_____

Q. 8: Mention five important points to be followed while writing headline.

_____

_____

_____

Q. 9. Mention five important points to be followed while writing a news story.

_____

_____

_____

ACTIVITY – 11.2



1. Develop a news story from the points given below. The news story should be complete with all the different elements and following all the principles of news writing.

- Road accident on highway
- 4.30 pm, Dec 6
- Head-on collision between truck and over speeding motor cyclist
- Motor cyclist dead on the spot
- Truck lost control and stopped after hitting a tree. Front part of truck damaged.
- Truck driver badly injured but alive, taken to hospital.



11.5 LET US SUM UP

In this unit you have learnt about the basics of news writing. Let's have a quick recap of the details.

- A news story has six basic elements – headline, dateline, credit line/ byline, lead, body and conclusion.
- Headline is that part of a news story which first catches the eye of the reader. It is the title of the news story and is the most visible element.
- The byline or the credit line identifies the source of the story.
- The dateline indicates the date on which the event took place and on which the reporter had filed the story and the place from which the reporter had filed the story.
- The first paragraph of the news story is called the lead. The lead usually tells the story in a nutshell and gives the important information, particularly the most important of the 5W's and H.
- The body is the part where the actual story is narrated. It gives the elaborate details of the event including all the 5W's and H and the related explanations of the event.
- News stories are constructed in the **Inverted Pyramid style** in order of importance. This is a formula used by all media organization. Inverted Pyramid style is mostly applicable to hard news stories.



11.6 FURTHER READING

1. Aggarwal, Vir Bala (2006). Essentials of Practical Journalism. New Delhi : Concept Publishing Company

2. Hough, George H. (2006) News Writing. New Delhi : Kanishka Publishers, Distributors

11.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 : The main parts of a news story are – headline, dateline, credit line/ byline, lead, body and conclusion.

Ans to Q.No 2 : a. Headline : The significance of a headline is great. The headline identifies the reader's area of interest and introduces, precedes and summarizes a news story. Most people merely glance at the newspaper headlines and arrive at judgements based on this. The headline is that part of a news story which first catches the eye of the reader.

b. Byline/ Credit line : The byline or the credit line identifies the source of the story.

c. Dateline : The dateline indicates the date on which the event took place and on which the reporter had filed the story and the place from which the reporter had filed the story.

d. Lead : The lead serves as the intro to the news story. The lead usually tells the story in a nutshell and gives the important information, particularly the most important of the 5W's and H.

Ans to Q.No 3 : a. Inverted Pyramid style: It is the style of writing used for writing news stories. In this style the most important points of a story is told in the beginning that is in the lead itself, followed by the body in which the rest of the relevant information are presented in descending order of interest or order of importance.

b. Pyramid Style: It is the classic style for academic writing. It starts by laying the foundations. It starts with less significant details and builds up the story towards a climax leaving the most important information for the end. It is exactly the opposite of Inverted Pyramid Style.

Ans to Q.No 4 : Inverted Pyramid Style

Ans to Q.No 5 : The Lead

Ans to Q.No 6 : The six basic questions that every news story has to answer are – Who, What. When, Where, Why and How. They are together

known as the 5Ws and H.

Ans to Q.No 7 : The Lead

Ans to Q.No 8 : Five important points to be remembered while writing 'headline' are:

a. Build the headline around a strong verb.
b. Drop articles and helping verbs like a, an, the, is are, were etc. wherever possible.
c. Try to avoid the feel of the past. Use present tense and future tense.
d. Use active voice. It helps to cut out extra words and also helps to give the feel of the present.
e. Do not over abbreviate. Although headlines permit limited space, do not in any case use arbitrary or rare abbreviations.

Ans to Q.no 9 : Five important points to be remembered while writing a news story are :

a. Always use very simple language and short sentences.
b. Avoid the use of complicated words, metaphors, figures of speech. Explain technical jargons.
c. Write in active voice wherever possible. It makes sentences shorter and direct.
d. Spell numerals up to 9 and beyond that write in numerals.
e. The time element in a news story is very important. News stories about events that have already taken place are written in the past tense. As such they use active verbs like elected, injured, killed, damaged, awarded etc. or passive verbs like was elected, was injured, was killed, was damaged, was awarded etc.



11.8 MODEL QUESTIONS

A. Very Short Questions

Q.1: What is the importance of a headline in a news story?

Q.2: What is a byline?

B. Short Questions (Answer each question in about 150 words)

Q.1: A news story will be crippled without a good lead. Comment.

Q.2: Which part of a news story do you think is the most important? Give

reasons for your answer.

C. Long Questions (Answer each question in about 300-500 words)

Q.1: What are the different parts that make a news story? Explain the significance of each.

Q.2: Do you think that the Inverted Pyramid style is the most appropriate style for news writing? Why?

* * * * *

UNIT 12 : NEWS EDITING

UNIT STRUCTURE

12.1 Learning Objectives
12.2 Introduction
12.3 Concept of News Editing
12.4 Newsroom Set-up
12.5 Role of Editors
12.6 Principles of Copy Editing
12.7 Photo Editing
12.8 Let us Sum up
12.9 Further Reading
12.10 Answers to check your progress
12.11 Model Questions

12.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- define editing
- explain the principles of news editing
- describe the newsroom set up and the newsroom personnel
- analyze the functions of each person
- describe the process of photo editing
- define the photo editing terminologies

12.2 INTRODUCTION

In the previous units we have discussed news reporting and news writing in detail. There is, however, another very important aspect of news publication, which we have not discussed as yet. It is the final stage of processing of news, i.e., editing. In this unit we shall introduce you to the

concept of news editing.

A person enters the journalism profession either as a reporter or as a desk person. While reporters are responsible for the collection of news, the responsibility of selection and arrangement of news lies with the editorial team. In this unit we will discuss this chunk of people who comprise the editorial desk and their job which we call 'editing'.

Here, we shall discuss what is news editing, why editing of news is necessary and what principles are to be followed while editing news. We shall also learn about the news room set up in a news organization, the different editors and the roles played by the editors in the final presentation of news in a newspaper. Another important aspect of editing – photo editing - will also be discussed in this unit. So let us start with the concept of editing.

12.3 CONCEPT OF NEWS EDITING

In order to understand the term 'editing', we first need to know what we are editing, and why we are doing so. If you think properly, you will realize that all we edit is information. Every information or communication is edited for effect, so that they are better expressed and consequently, better understood. The information can be for publication or for broadcasting. It can be the content of a book, a magazine, a newspaper in case of print media. And in case of electronic media, it can be the content of radio, television, cinema or a website.

The Advanced Learner' Dictionary of Current English defines editing as 'preparing,(another person's writing) for publication (especially in a newspaper or other periodical); doing the work of planning and directing the publication of a newspaper, magazine, encyclopedia etc; preparing a cinema film, tape recording by putting together parts in a suitable sequence. '

Prominent American theorist and Editor-at-large of American monthly magazine 'Commentary', Norman Podhoretz says 'editing is to improve an

essentially well-written piece or to turn a clumsily written one into, at the very least, a beautifully shaped effective essay which remains true to the author's intention and which realizes that intention more fully than he himself is able to do.'

Here, in this unit, we shall discuss editing only in the context of print media journalism, i.e., we shall discuss news editing in print media. Many people misunderstand the term editing. They think that editing is only removing the typographic mistakes in a text. But news editing is certainly a lot more than this. As veteran journalist Dasu Krishnamoorty puts it, 'Editing is a whole concept around which a message is conceived, perceived, designed and communicated.'

It is a chain of activities that starts with the assigning of beats to the reporters and culminates in the final publication of the newspaper. News editing is all about building bridges with mass audiences by eliminating blocks in that process. Editing makes the copy suitable for publication.

The exercise of editing, especially in print media, can broadly be divided into four stages:

- Conceptualisation and planning
- Visualisation
- Dummy Preparation
- Handling of copy

Of the four stages, the most exhaustive stage is the fourth stage, i.e., handling of copy. It involves the following:

1. Selection of news items
2. Cutting and pruning
3. Removal of mistakes
4. Rewriting when necessary
5. Headlining

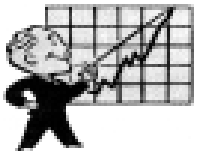
Newspaper offices receive news from various sources. Reporters and correspondents are positioned at various important places by the organizations for the purpose of collecting news. The newspaper offices also receive a bulk of news from different news agencies whose task is to supply up-to-date information round the clock. Then, there are other sources as well, from where the newspaper offices get the information. The volume of incoming news items far exceeds what can be actually accommodated in the newspaper and not all of these are truly newsworthy. Therefore, the first activity, i.e., selection, is basically a gatekeeping process. (Gatekeeping function of mass media has been discussed in Course 1 of your BA programme.) It involves sifting through the entire incoming news items, i.e., the copy and sorting out the newsworthy stories in accordance with the newspaper's editorial policy.

The second, third, fourth and fifth stages together form what is popularly known as copy editing. It includes cutting the news, tailoring and shaping them for publication. It also includes checking for inadequacies in grammar, syntax, facts and figures and, of course, news sense. It is also the job of the copy editor to cross-check facts. If required, corrections are made and at times the story is even rewritten. Finally, the news report is topped with a suitable headline. (Headlining has been discussed in detail in the next unit).

In a publication house, copies are filed by different reporters with ununiform writing skills. Therefore, an important function of copy editing is to bring uniformity of language and style in conformity with the stylebook, so that readers get a uniform reading experience.

The desk people are highly skilled in carrying out this specific job of editing. They sit at the desk or in the office and work in shifts. Their role is very specialized and demands immense creativity and concentration. It is because of their contribution that news becomes worthy of publication. They scan through all the news items, select the ones that are newsworthy and relevant for their readers, look for factual and qualitative errors, correct them, cut them to fit into the limited space without tampering the actual meaning of the news and finally give the news the shape and style that is followed by their newspaper. Therefore, the newsroom is the hub of the entire activities,

and the Editorial Desk (also known as the Editorial Department or Copy Desk or News Desk) is the nerve centre of a newsroom.



CHECK YOUR PROGRESS

Q.1: Define the term editing.

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Q. 2: What are the four stages of news editing?

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ACTIVITY – 12.1

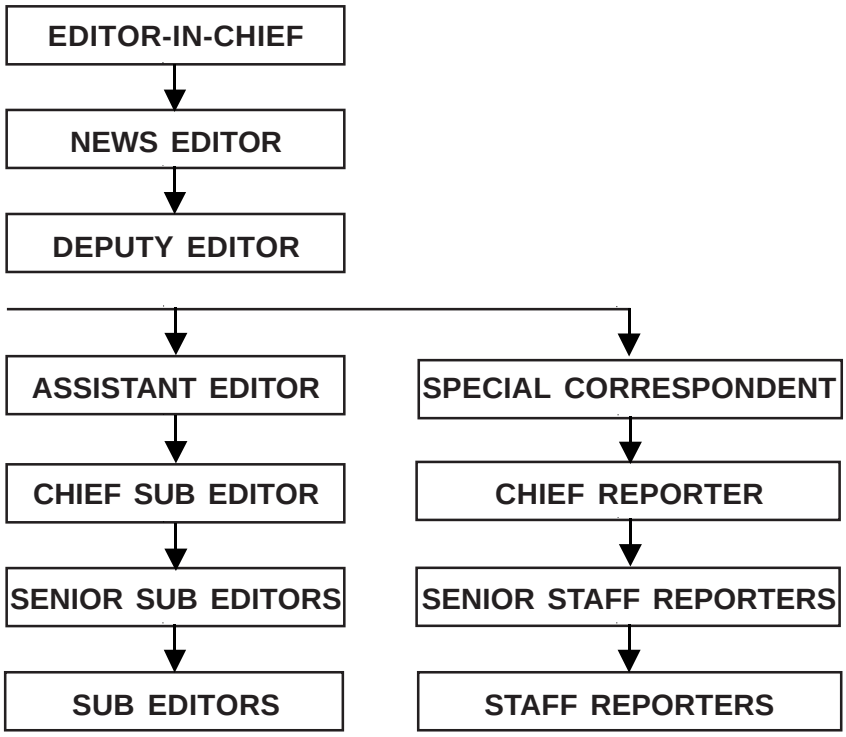
1. Visit a local newspaper office and collect unedited news copies filed by reporters. Identify the flaws in the copies and make a note of them. Now, edit and if necessary edit the copies according to your own understanding.

12.4 NEWSROOM SET UP

The news room is headed by an editor or editor-in-chief or chief editor. The editor-in-chief is the leader of the editorial as well as the reporting team. In addition to the Editor, many news organizations also appoint a Chief Editor, Managing Editor or an Executive Editor to look after important policy decisions of the organization and carry out other important activities that come under the purview of the editor. The person next in line after the editor is the News

editor. The News editor is assisted in turn by a number of sub-editors or copy editors. Sometimes there might be senior sub editors also. There are usually different copy editors for different pages like page 1, sports page, international page, national page, city page, business page, entertainment page etc. There are also different sub editors of the newspaper and for different supplements. The reporters responsible for different beats report back to the concerned copy editor for their beats.

A flow chart representing the news room set up of 'The Assam Tribune', a leading daily newspaper of Assam, has been provided below for your better understanding.



12.5 ROLE OF EDITORS

The Editor:

It is the editor who is responsible for the entire content of a newspaper. He also takes the responsibilities of planning and directing various operations that are carried out in a day. Being the leader of the entire team of news men, the editor has to shoulder huge responsibilities. He not only has to

plan, direct, supervise and take important decisions, but also has to ensure smooth functioning of different activities in a news organization. He also should be aware of the taste of the readers and shape the content of the paper according to the reader's taste and needs. The image creation of the newspaper is in the hands of the Editor. He should be able to enhance the acceptability, credibility and popularity of the paper and contribute towards increasing the readership base of the newspaper. The editor also writes the editorial for the newspaper through which he needs to reflect the editorial policies and ensure respectability of the paper among the masses. The editor has to strive to create and enhance the newspaper's brand loyalty among its readers and often decide the paper's editorial policy keeping this factor in mind.

The News Editor:

The News Editor plays the most important role in the shaping of a newspaper after the editor. A News Editor's responsibilities are quite important as he or she is supposed to be in the overall charge of making sure that no important item is missing from the newspaper or the bulletin at any cost. He or she is also responsible for maintaining a steady and continuous flow of up-to-the-minute news items. He must get the best out of the news agencies and his own correspondents and see that they do not miss an important news. He has to coordinate the activities of the newspaper in its various sections like reporters, the different news desks and the picture and feature departments. Usually, this position is reserved for someone with long years of experience and a lot of 'connections and sources' in the field of news gathering. This is because he or she bears the ultimate responsibility for adequate coverage of all important news items.

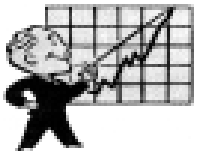
The News editor must be able to spot an interesting news item when others may have failed. Then again, even if the reporters or other journalists of that organization miss anything of importance, it is the responsibility of this person to spot it and instruct his or her colleagues for getting the news out from the potential sources. A person in this position has to be literally 'on his toes' round the clock as anything may break out at any moment of the day. He must also keep a watch on what appears in the rival newspapers and

evaluate the performance of his newspaper in relation to those newspapers. The news editor has to play the role of the eyes and ears of the Editor and act as a liaison between him and the newsroom.

Sub-Editor / Copy-Editor :

The sub-editor or the copy editor is by far the most hard- working person in a newspaper. It is the sub-editor through whom all news, articles and features meant for the newspaper passes and it is the job of the sub-editor to sift through all the material, discard unnecessary copy, select important and relevant matter and finally edit the copy to create the readable and publishable news content. The sub-editor has to rewrite defective passages, reduce lengthy reports to precise matter, and write proper headlines and leads. The sub-editor has to be well versed with the newspaper's style book and ensure that every news report fits this prescribed style. The sub-editor must have the stamina and the speed to be able to meet **deadlines**. The job of the sub-editor can be summarized in the following points:

1. He reads the story for clarity of language and meaning and rewrites whenever necessary.
2. He shortens the story while retaining the essentials and maintaining consistency.
3. He combines several reports from different sources to produce a single intelligible report.
4. He corrects grammatical mistakes and implements the house style.
5. He checks for errors of facts and figures.
6. He checks for legal errors like **libel**, contempt of court etc which could land the newspaper in trouble.
7. He adds important background information to place the story in a context.
8. He writes headlines and sub-headlines, when necessary,



CHECK YOUR PROGRESS

Q.3: Who heads the editorial department in a newspaper organization?

_____

_____

_____

Q.4: Explain the role of the following persons:

a. Editor

_____

_____

_____

b. News Editor

_____

_____

_____

c. Sub-Editor

_____

_____

_____



ACTIVITY – 12.2

1. Take an appointment with the editor of a local daily. Find out from him what duties he has to perform. Also find out from him the newsroom structure of the newspaper and the functioning of the editorial department.

12.6 PRINCIPLES OF COPY EDITING

In the previous sections, you have received some basic idea about what editing is, who constitutes the editorial team and what is the role of each person. Let us now study the basic principles of editing. We shall begin with the principles of writing headlines.

Headline:

Headline writing is perhaps the most difficult part of news editing. Most stories come without a proper headline, and providing the appropriate headline which not just truly represents the story, but also catches the eye of the reader is indeed a challenge. While explaining by looking for a key word or two that expresses the high point of the story. Then they add other words until they have a headline. Other copy editors begin by forming a sentence that contains the essential elements of the story. Then they edit out excess words (adverbs, adjectives, articles, and so forth) and minor details until all that is left is a well-tailored headline that tells the story's essentials.

A headline has to be appropriate not just in terms of sentence construction or being suitable for the news story, but even from the point of view of typography and layout considerations. And it is the copy-editor's responsibility to ensure this. Earlier, during the period of **letterpress printing**, headlines had specific word counts and had to be written and sized keeping in mind the availability of space. However, with the changed scenario of computerized newsroom, the editor is no more faced with such constraints.

We have already discussed the basic rules for writing headlines in the previous unit 'News Writing'. Here are a few more simple points for editors to keep in mind for writing satisfactory headlines:

- It must be appropriate
- It must tell a story
- It must conform to the paper's standard
- It must not just be a label
- It must not commit the paper to an opinion

Lead:

As discussed in the earlier units, the 'lead' is written in an inverted pyramid style, accommodating the most important points in it followed by the lesser important details. No matter how the reporter has written the copy, the sub-editor handling the copy has to arrange the lead in that manner after extracting the main points of the news. The lead should contain all the 5 W's and 1 H that we have discussed in the previous unit. But in case of a major story

when it becomes difficult to club all the W's and H, then at least the lead should answer what, when and where. The rest of the elements should be dealt with in the subsequent paragraphs.
In writing the lead, the copy editor has to keep in mind the economy of words. Ideally a lead should not contain more than 30 to 35 words and each sentence should not exceed more than 15 words.

The lead should be short, crisp and precise. It, however, does not mean that the lead should be devoid of facts. The lead should contain limited words within which the most important facts should be carried. Ideally the lead should give the summary of what has happened in a nutshell. The reader should get the entire information in the lead itself, at least the crux of the story. It enables the hurried readers to get the main essence of the story in the first paragraph, without needing to go further. This kind of lead which summarises the story is called the **summary lead** or **news lead** or **multiple element lead**.

A short lead, telling all the vital points, using simplest possible words and maintaining the order of importance, is the key to the success of a story.

Apart from the normal summary lead, the copy editor can also, make use of different other kinds of lead for special impact in case of certain stories. For instance, the **narrative lead** (also known as descriptive lead or picture lead) can be used in order to attract the reader's attention by drawing a vivid picture of a particular situation, place, person, object or unusual phase of action that the story may deal with. Again, if in a news story, the time element consists of fast action or the intervals are separated by a series of related events, which needs to be emphasized, then the **staccato lead** can be used. It consists of several small broken sentences punctuated either by periods or dashes.

Again if the news story deals with a situation that presents some kind of contrast, say a contrast between the present and former situations, two people or say, between two events happening in two different places, then the **contrast lead** can be used. Sometimes, the lead can start with a question **(question lead)** and sometimes the reader can be directly addressed in

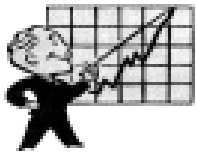
the lead **(directly addressed lead)**. While reporting important speeches or public statements by important people, the lead may begin with a quote. This is called **quotation lead**. So, in this way, different types of leads can be used to enhance the impact of the story.

Body:

The body elaborates what has been established in the lead. Points which have not been accommodated in the lead are elaborated in the body. Mostly the body deals with the element of 'how'. But while constructing the body the sub editor should remember that he maintains the logical order of facts in the body. Or in other words he has to follow the inverted pyramid style of news writing. In case of features, on the other hand, the pyramid style is used.

Conclusion:

As mentioned earlier, a hard news story does not have a conclusion. Mostly, in case of soft news stories the conclusion is an essential element. Nevertheless, in the conclusion part the sub editor should weave out the vital points of the entire story and give a suitable conclusion.



CHECK YOUR PROGRESS

Q.5: What are the four composing elements of a news report?

_____

_____

Q.6: What are the qualities of a good headline?

_____

_____

Q.7: What are the points to be kept in mind while editing the lead?

_____

_____

_____



ACTIVITY – 12.3

1. Take 10 headlines from a newspaper. Analyse whether the headline actually fits the news item? Do you think the headlines could have been improved? Write your own headlines to suit the news stories.

12.7 PHOTO EDITING

Apart from text news content, newspapers also carry news in the form of photographs. Apart from adding validity and emphasis to news stories, a photograph can also stand alone as a news item in itself. Besides, photographs lend variety to a page, attract attention, enhance the look of the page and break the monotony created by the text. **Photo features** are quite popular amongst readers.

Just as a copy-editor edits the copy by cutting irrelevant portions and highlighting important ones, the photo editor also edits the photos in order to fit them into the layout of the page. Each photograph that reaches the newspaper office needs some amount of editing. Photographs are edited to fit into the specified space, enhance the quality of the photograph and do away with the unnecessary detail. By editing a photograph it is made worthy of publication. For this purpose every media organization keeps a photo editor whose task is to edit the photographs that reach the newspaper office every day.

The Photo Editor:

Like the News editor and other departmental editors, the Photo Editor is responsible for collection of quality photographs of any event happening anywhere and also editing it in order to make it worthy for publication in the newspaper. The photo editor in consultation with the editor or the departmental editors would select appropriate photographs, adequately edit them and decide their position within the layout of the paper. It is the photoeditor's responsibility to select the best picture which tells the story on its own. He has to edit it to properly fit it into the space available in the page without destroying or distorting the essence of the picture. To enhance the

look of the paper, the photo editor may opt for horizontal or vertical pictures depending on the page layout and make-up. Here are a few basic requisites of a good photograph:

1. The photo should have the elements essential for news, i.e., it should have the news values.
2. The photo should be an 'action photo or dynamic photo', i.e., it should show some action taking place or show an indication of action. Diagonal elements add the feel of dynamism even to a picture in which no action is shown taking place. For instance, a photograph which shows ina nimate objects can also be an action photograph, if the main elements can be traced along imaginary diagonal lines.



This photograph shows action taking place.



No action is seen in this photograph. Yet the diagonal elements across the photograph have added dynamism to the photograph.

3. Clarity is an important consideration while selecting photographs. The main elements in the photo must be clearly visible and never blurred or merged with the background.

The photo editor must also be a person with a comprehensive grasp of current affairs and a nose for news in addition to having adequate aesthetic and technical knowledge about photography.

There are different techniques of photo editing. In most of the cases photo editing involves cropping, scaling and caption writing. To edit a photograph it demands high amount of creativity on the part of the photo editor. In order to render his job in the true spirit of the term, the photo editor should be a photographer himself or at least should know the basics and nuances of photography.

Cropping:

A competent photo editor's job is to see to it that he does not waste space, and trims the picture keeping the main essence of the subject intact. This process of reduction done keeping the essential parts of the picture intact is known as cropping. Simply speaking, cropping is creative cutting of a photograph or a picture. While cropping a photo, the photo editor ensures that the photograph is cut to proper size, giving the right amount of **headroom, nose room/ looking space, walking space** etc. as per necessity. There are different techniques of cropping. When a photograph reaches the hands of the photo editor he first does a mental cropping. It means the photo editor should be able to visualize how the photograph will finally look like and would be able to decipher the meaning best. Then he proceeds with actual cropping of the picture. This, however, does not happen in most cases today, as nearly all newspapers use digital cameras these days. So, photos can be directly cropped on the computer and therefore sized and resized, cropped and uncropped according to convenience. But, in any case, a good photo editor will always be able to visualize the perfect shape and size for the picture almost as soon as he sees it.

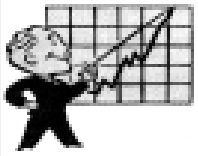
Scaling:

Editing often also involves enlarging (blowing up) or reducing (blowing down)

the size of the main image so that it gives a better visual impact or it fits into the available space. This is called scaling. Scaling has to be done proportionately so that the image is not distorted.

Caption writing:

A caption is the description of the content of a photograph. It tells what the photograph is all about. Usually caption is very short. Using minimum words the caption writer attempts how best to describe a photograph. Therefore, it is not an easy task and it demands high amount of creativity. Even though a good picture can express a thousand words, yet photographs are always accompanied by a caption. A caption should always carry the elements of 'what', 'where' and 'when'.



CHECK YOUR PROGRESS

Q.8: What do you mean by the term photo-editing?

Q.9: What is the role of the photo editor?

Q.10: Explain the following terms:

a. Cropping

b. Caption



ACTIVITY – 12.4

1. Consider the photographs on the first page of a newspaper. Now, in an attempt to increase their visual impact, if you feel necessary, crop the photos according to your own understanding.
2. Now give each of the photographs a new caption.



12.8 LET US SUM UP

Let us now have a quick recap of what we have learnt in this unit:

- Editing involves cutting, cropping, shaping, checking for grammatical errors, sizing etc. Every media organization keeps an army of people to render this specialized job of editing. They are called as the desk people or subbing people etc. The desk is also referred to as the newsroom.
- In the editing process the news are first scanned for news worthiness by the desk. The selected news items are then checked for factual and grammatical errors.
- The hurried reporters in the pursuit of meeting deadlines are bound to make mistakes which needs proper corrections in terms of facts, figures, grammatical mistakes such as sentence construction, usage of words, punctuations etc.
- Most of the times the desk looks for redundancies and clutter in the news copy. Moreover stories are trimmed in order to fit into the space available.
- The editorial department consists of both reporting desk and editing desk and is headed by the editor. The editor is the ultimate decision - maker, guide, coordinator, and motivator and he is responsible for all the content of a newspaper.
- Editorial team is headed by the editor followed by the executive editor, assistant editor(s), deputy editor, news editor, senior sub-editors, and sub-editors. They all have specialized role to play and help the newspaper achieve its aims and objectives in the finest possible way.

- Like news, photographs are edited in the news room. This piece of work is carried out by the Photo editor, who is skilled to render this service. There are different techniques that he employs while editing a photo, the most common being cropping and caption writing.



12.9 FURTHER READING

1. Aggarwal, Vir Bala (2006). Essentials of Practical Journalism. New Delhi : Concept Publishing Company
2. Hough, George H. (2006) News Writing. New Delhi : Kanishka Publishers, Distributors
3. Parthasarathy, Rangaswamy (1985) Basic Journalism. New Delhi: Macmillan India Ltd.



12.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 : Editing is the process of cutting the news, tailoring and shaping them in order to make them worthy of publishing in the newspapers.

Ans to Q.No 2 : The four stages of news editing are:

a. Selection of news
b. Evaluation of quality of content
c. Correction and rewriting
d. Final checking to remove redundancies and bringing uniformity of language and style.

Ans to Q.No 3 : The Editor

Ans to Q.No 4 : a) **The Editor:** The editor is responsible for the entire content of a newspaper. He also takes the responsibilities of

planning and directing various operations that are carried out in a day. He not only has to plan, direct, supervise and take important decisions, but also has to ensure smooth functioning of different activities in a news organization.

b) **The News Editor:** The news editor is responsible for maintaining a steady and continuous flow of up-to-the-minute news items. The News editor must be able to spot an interesting news item when the others may have failed. Then again even if the reporters of other journalists of that organization miss anything of importance it is the responsibility of this person to spot it and instruct his or her colleagues to get the news out from the potential sources.

c) **The Sub-editor:** All news, articles and features meant for the newspaper pass through the sub-editor and it is the job of the sub-editor to sift through all the material, discard unnecessary copy, select the important and relevant matter and finally edit the copy to create readable, publishable news content. The sub-editor has to rewrite defective passages, reduce lengthy reports to precise matter, and write proper headlines and leads.

Ans to Q.No 5 : The four composing elements of news are – headline, lead, body and conclusion.

Ans to Q.No 6 : The qualities of a good healine are-

a. It must be appropriate
b. It must tell a story
c. It must conform to the paper's standard
d. It must not just be a label
e. It must not commit the paper to an opinion.

Ans to Q.No 7 : The points to be remembered while editing the lead are:

a. It should be written in inverted pyramid style
b. It should contain the most important of the 5Ws and H
c. It should not be more than 30 – 35 words
d. It should be kept short, crisp and informative.

Ans to Q.No 8 : Photo editing is the process of editing a photograph by cropping it, trimming it, resizing it and improving its quality, thereby making it fit for publication. It also involves giving a proper caption to the photograph.

Ans to Q.No 9 : The role of the photo editor is to select and edit photographs that land in the media office everyday. He not only has to make the photographs fit for publication by cropping them, trimming them, resizing them and improving their quality but also provide an appropriate caption to the photograph so as to place the photograph in a context.

Ans to Q.No 10 : a. Cropping is creative cutting and resizing of a photograph or a picture to improve its visual impact and quality.

b. A caption is a short description of the contents of a photograph. It tells what the photograph is all about.



12.11 MODEL QUESTIONS

A. Very Short Questions

Q.1: What is a narrative lead?

Q.2: Who is a photo editor?

Q.3: What do you mean by cropping?

B. Short Questions (Answer each question in about 150 words)

Q.1: What is the importance of news editing?

Q.2: What does the 'Handling of copy' stage of news editing deal with?

Q.3: What is the role of a sub-editor in a print media organisation?

C. Long Questions (Answer each question in about 300-500 words)

Q.1: Briefly describe the different stages of editing.

Q.2: Describe the newsroom set up in a news organization

Q.4: What are the stages of photo editing?

Q.5: Explain the role of the different editorial staff in a news organization?

* * * * *

UNIT 13 : EDITING & DESIGN

UNIT STRUCTURE

13.1 Learning Objectives
13.2 Introduction
13.3 Headline types and styles
13.4 Page layout
13.5 Page make-up
13.6 Let us Sum up
13.7 Further Reading
13.8 Answers to check your progress
13.9 Model Questions

13.1 LEARNING OBJECTIVES

After going through this unit you will be able to :

- describe the different types of headlines
- analyze the importance of page design
- describe the basics of page layout and page make up.

13.2 INTRODUCTION

In the previous unit, we have learnt some of the basic concepts of editing. But editing does not only refer to editing the contents of a copy. Editing is a far broader concept. In this unit we shall try to go a little deeper into this.

As we have already learnt, headlining is a very important part of editing. In this unit we shall deal with a few more aspects of headline writing and editing. Another important part of editing is page designing and make-up. Without having a clear picture about these areas the knowledge of editing is truly incomplete. Therefore, in this unit we will learn more about the process

of editing and many other important concepts related to the field of journalism like types of headlines, page make up and design that are essential for an editor.

This unit will help you get a more complete picture of the editing process. So let us start off by learning a little more about headlines.

13.3 HEADLINE TYPES AND STYLES

The ability to write good, appropriate and catchy headlines is certainly a valuable skill for an editor. However, headline writing is not merely about using the right words in the right order to frame the sentence but also about the physical placement of the headline on the page in the story and distribution of the constituent words, attributing it with the proper length, font, font size etc, keeping in mind the factors like the type of the story (Hard news/Soft news/Feature/Article), relative importance of the story compared to other stories, the space the story has occupied etc. As such, there are a number of ways in which a headline can be written. While some of these are stylistic devices (font type, style and size, font colour, use of artwork in headlines etc.) used in order to make the headline catchier, some others are used to make the headline fit within the available **space**. There are some headline styles and types commonly seen in the newspapers. Headlines are classified based on number of lines used, alignment of the lines, and special headlines which use different stylistic devices to achieve different purposes. These categories are not independent of each other and the definitions are overlapping. Almost every headline will have one of the characteristics of each of the categories.

BASED ON NUMBER OF LINES

SINGLE LINE HEADLINE

When the headline contains just one sentence and extends along the same line only, then it is called a single-line headline.

DOUBLE- LINE HEADLINE

In case of some headline, the sentence extends to two lines. This type of headline is called double-line headline.

BASED ON ALIGNMENT

FLUSH LEFT HEADLINE

When a single or multiple line headline is aligned to the left margin, it is called a flush left headline. The white space at the right is considered enhancing, because it allows "air" into the otherwise stuffy column spaces and makes it more pleasing to the eye. Flush left is the most commonly used headline today. When in a flush left headline, every next line is longer than the previous one, it is called a **stepped headline**.



New HAKP committee formed

From our Correspondent

HATSINGIMARI, April 28: The oath taking ceremony of the newly formed committee of Hatsingimari Anchalik Karmachari Parishad (HAKP) was held in the Press Club, here yesterday.

The meeting was presided over by Abdul

Medicinal plant garden inaugurated

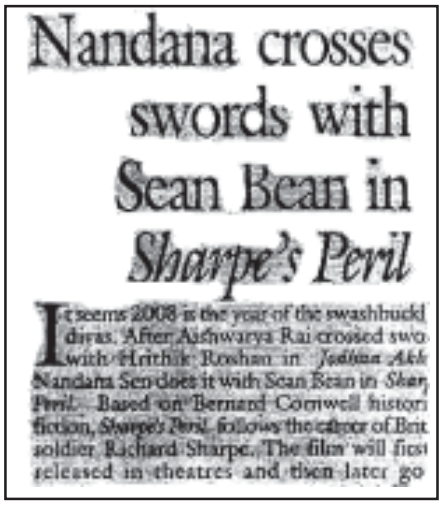
From our Correspondent

BARPETA, April 28: In a financial aid provided by the Ministry of Central Forest and Environment Department in coordination with Assam Science Society a medicinal plant garden was inaugurated, to preserve the biodiversity here recently.

Ashvan Chandra Das, former principal of MC

FLUSH RIGHT HEADLINE/ REVERSE STEP HEADLINE

It is reverse of the flush left head. Here the lines are pushed against the right margin to create a stepped effect on the left. It is not a very commonly used headline.



Nandana crosses swords with Sean Bean in *Sharpe's Peril*

It seems 2008 is the year of the swashbuckl divas. After Aishwarya Rai crossed swo with Hrithik Roshan in *Jodhaa Akb* Nandana Sen does it with Sean Bean in *Shar Peril*. Based on Bernard Cornwell histori fiction, *Sharpe's Peril* follows the career of Brit soldier, Richard Sharpe. The film will first released in theatres and then later go

FLUSH CENTRE HEADLINE/ CENTRED HEADLINE

This is also a headline of more than one line where all the lines are centre aligned.

INVERTED PYRAMID HEADLINE

This is a headline style of three or four lines aligned centre, where each successive line is shorter than the one above. Its use is relatively less.

SPECIAL HEADLINES

BANNER HEADLINE

The banner headline is a large headline of one or more lines extending across the entire page. It is so called because this headline looks like the **banner or flag** of the newspaper. It is also known as the ***streamer***. It is used only in case of very important news in order to draw attention. Now-a-days some feature stories also use this kind of headline.

In very rare cases the banner headline runs above the flag. It is called the ***skyline***. It is used sparingly and the news has to be really very big to merit such a headline.



CROSSLINE OR BLANKET HEADLINE

The cross line head line is very similar to a banner headline but it does not cover the full width of the page. It however covers all the columns of the story.

KICKER

When two important pieces of information are to be carried in the headline, then the headline is broken into two sentences. The second line of the headline is apparently bolder and bigger in size. Above this there is another sub-ordinate headline which is half the size of the one below and also with different font style. It is called **kicker** or **eyebrow line** or **strapline.** It adds

a new thought but does not repeat the words or information in the main line below. To add white space, the kicker is always underlined.

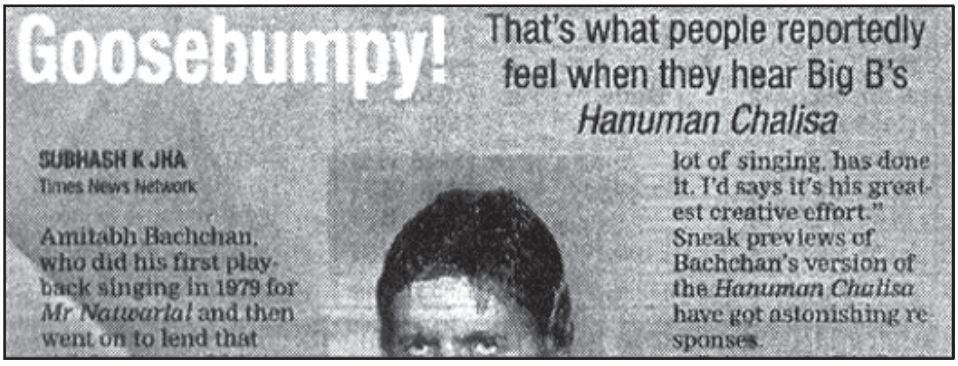
REVERSE KICKER OR HAMMER HEADLINE

As the name suggests, this headline is exactly the reverse of the kicker headline. Here the kicker over line is set twice the size of the hammer headline below. Although the over line is bigger than the hammer, the hammer is still considered to be the main headline. This headline was originally used mainly in feature stories only, but now-a-days it is used for hard news stories as well.



TRIPOD HEADLINE

The tripod head is a single, short line of larger type set to the left of two or three lines of smaller type. The tripod portion (larger wording) should be twice the size of the definition or main headline. For example, a 36-point tripod would dictate that the main head be set in 18-point type to give the true tripod appearance. Punctuation in the form of a colon is required when the tripod conveys a separate thought.



WICKET HEAD

The wicket head is a tripod in reverse — short line of larger type set to the right of two or three (or more) lines of smaller type. The colon is not used in the wicket. This headline is seldom used and its actual design varies from newspaper to newspaper.



NOVELTY HEAD

The novelty head features typographical tricks, such as setting part of the head upside down, using an ornate typeface or substituting artwork as characters. It is used sparingly and is appropriate for feature articles only.

SIDE HEAD

The side head is a headline form that runs alongside a story. It is normally three or four lines and looks best when set flush right. A side head is usually placed slightly above the center of the story.



JUMP HEAD

This headline is designed to help the reader find a portion of a story continued from another page. The jump head uses one or two key words from the headline that introduced the story. It is set flush left followed by the words “Continued from Page ##,” usually set in boldface body type or at times in italics.

STANDING HEAD

The standing head is essentially a label used for regular or recurring content, such as sports, science columns etc. It does not change from issue to issue.



The Reality of Mumbai

ON THE SPOT

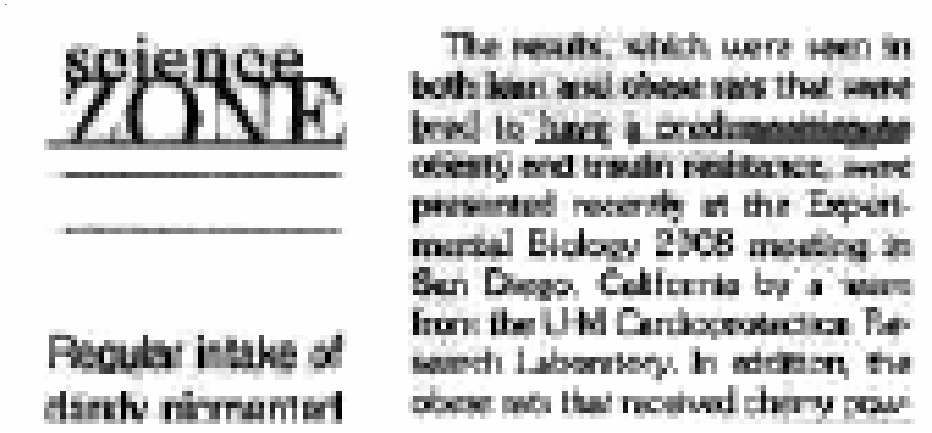
Tavleen Singh



quiZONE

Salim Baaiya

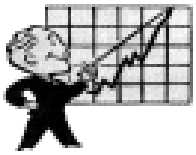
Picture clue:



science ZONE

Regular intake of dairy nicronutrient

The results, which were seen in both lean and obese rats that were bred to have a cardiometabolic obesity and insulin resistance, were presented recently at the Experimental Biology 2008 meeting in San Diego, California by a team from the UNM Cardioprotection Research Laboratory. In addition, the obese rats that received cherry pow-



CHECK YOUR PROGRESS

Q.1: What are the different factors based on which headlines can be classified?

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Q.2: What are the different types of headlines based on number of lines?

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Q.3: What are the types of headlines based on alignment?

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Q.4: Which headline spreads across all the columns of a newspaper?

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Q.5: Which headline spreads across all the columns occupied by the news?

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ACTIVITY - 13.1

1. Take any newspaper and make a note of the different types of headlines used on the front page. Identify each headline by its type. Now check which headline has been used the maximum number of times.

2. Now compare the headlines on the front page and any of the inside pages. Do you find any difference in the types of headlines used in both the pages? Make a note of your analysis. What do you think is the reason for this difference?

13.4 PAGE LAYOUT

In this age of stiff competition among publications, content alone is not the criterion that makes a newspaper or magazine sell. Newspaper is today like any other commercial product and readers have to be lured into buying the product not simply by giving them good quality of content but also packaging it in an attractive manner. That is why creating an attractive layout and ensuring attractive page make-up for the newspaper is very important for any publication.

The layout is the look of the newspaper page. It is the blue print showing the placement of all the elements of the final product, designed to attract the readers and acquire a position in the market. It is the complete get-up and personality of a newspaper. Hence, it is considered as one of the most vital processes in newspaper production. Whether it is a newspaper or magazine, all publications give due importance to this aspect. Designers in some newspapers are very highly paid professionals. Many publications, particularly the big ones, have an art department where experts and art designers make up the pages with the help of sub-editors.

Preparing the layout of a newspaper is not an easy task as it involves many considerations operating upon the person making the layout. It involves judicious placement of news and pictures at the rightful places, so that the value of the news remains intact and pictures supplement and add credibility to the news. Laying out pictures is an art in itself and requires high degree of aesthetics. The right impact of a picture can be created only by the selection of the right picture, proper size, proper cutting and its proper placement within a page. As such, some publications even have picture editors at a very senior level. Layout also means usage of appropriate headline fonts and style so that the news items get properly highlighted. Placement of advertisements also comes under the purview of the layout artist, even though the positions of the advertisements are decided well in advance by the advertising department.

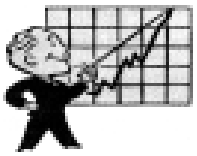
Again, the layout of every page will not be the same. The layout of the first page will be very different from that of the inside pages as the first page will have some additional elements like the flag, **ear panels**, the **anchor story**, and in most newspapers, there is also a cartoon, the weather report,

and brief news capsules/snippets. These elements will not be found in the inside pages. Again, the editorial page is also different from the rest of the pages. It has the editorial, letters to the editor and usually two articles. As such the layouts will also be different.

For most readers, ease of reading is very important. No one likes to read a newspaper carelessly crammed with news and pictures. A good, well-planned and well-executed layout is also indication of good and meticulously prepared content inside. For a publication which does not make the effort to present the newspaper properly will most likely do the same to the content inside as well. Again, when one buys a newspaper from the news-stand, he or she first scans the newspapers stocked in the news-stand. He or she would perhaps end up buying the one that stands out among the rest and which catches his attention first with an attractive pleasant design with colors and variety and which, with all the constituent elements, still looks balanced and soothing to the eyes.

Another thing which a layout designer has to keep in mind is the creation of enough breathing space in the pages. White space is very crucial to the look and readability of a newspaper. It not only makes the page look neat and elegant, but also makes it soothing to the eye and increases its readability. Many newspapers ignore this aspect and in their attempt to accommodate maximum matter leave very little white space. The result is a fully packed page which often repels the readers.

A newspaper's layout can be static or dynamic. When a newspaper always uses the same kind of layout everyday, then it is said to have a static layout. On the other hand, if the newspaper experiments with different kinds of layouts all the time, then it is said to have dynamic layout. Both types have their own advantages and disadvantages. While a static layout establishes a style and identity for the newspaper, it can at times become monotonous for the readers who see the same layout day after day. But it can also guide the reader, as the regular reader will know exactly where to look for what, if the layout remains static. The dynamic layout, on the other hand, infuses an element of surprise and consequently expectation and excitement in the reader as they can never predict what is new about the newspaper that will greet the readers the next morning. But, at times, it can be confusing and irritating also, if the newspaper overdoes it. Dynamic layout is good, but within limits.



CHECK YOUR PROGRESS

Q.6: What do you mean by page layout?

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Q.7: What are the building blocks of a news page?

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Q.8: Define the following:

a. Ear panel

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b. Anchor position

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ACTIVITY - 13.2

1. Consider two major regional dailies and make a comparison of their layout. Which one is better and why?
2. Make a comparison between an important regional daily and a national daily. Find out the points of difference in their layout.

13.5 PAGE MAKE-UP

Once the layout is prepared, the layout artist sits to make up the page with pre-conceived design in hand. Preparing the layout of a newspaper page is like preparing the architectural blue print of a house, while the **page**

make-up is constructing the house with bricks, cement, sand, tin, stones etc. The only difference, here, is that the layout artist uses news, advertisements, photographs etc as his raw material to construct the real page from the structure he has in hand.

Now with all these materials the layout person attempts to strike a balance between news, photographs, advertisements etc. This balancing act is very important as the look of the newspaper is as vital as its content. The basic objectives of page make-up are to - indicate the importance of the news, make the page easy to read and make the page attractive.

Extensive research has established that the eye enters a newspaper page at the top left corner. It is called the **Primary Optical area**. After entry the reading eye moves downward at a southeasterly incline until it reaches the bottom right of the page. The line that is thus formed from the top left to the bottom right is called the 'Line of Reading.' If this theory is adequately followed while placing the different items, the newspaper can itself act as a guide to the readers and ensure that the news which it wants to be read most are placed in more visible positions. It can emphasize through their placement, the relative importance of stories and photographs in the newspaper. Through its proper placement, the lead news of the day is made to look like the lead news and remain prominent among the rest. It is also important that every news should also get their rightful positions, without any important news getting buried in the process.

In order to achieve this, when he is placing the news, the layout person has to be aware of the practices which readers of every English and other left-to-right languages automatically follow while reading a newspaper. He has to analyze the eye behaviour and decide how he should arrange the different items so that the page is not only balanced, but also dynamic. For instance, each page of a newspaper has a **focal point** - a point on the page to which the reader normally looks for the most important story. Any area can be the focal point, depending on the chosen design. Advertisements can also dictate the focal points of the inside pages of a newspaper.

During the early times, many newspapers placed the focal point in the upper right-hand corner. Through the use of banner headlines that extended more than half the width of the page, readers were trained to seek

the upper right-hand corner of the front page. This was based on the assumption that newspaper readers start reading by following the banner headline across the page and continue down the right-hand side of the page. Therefore, it was inferred that newspaper readers came to expect the most important story in each issue to appear or touch in the upper right-hand corner of the front page.

However, the right-hand focal point is not as important to make-up editors today, as in the past, since fewer newspapers use banner headlines on the lead story unless the story is extremely important. But there are still many newspapers which carry the most important story in the upper right-hand corner of the front page because of established practices.

Today, a large number of newspaper editors use the upper left-hand corner as the focal point. These editors think that readers, trained in school to read other literature from left to right, prefer their newspapers to be designed that way too. A few editors still use other areas, such as the upper center of the front page as the focal point.

Choosing the appropriate headline font and font style for each news is also an important consideration for the layout artist. Font size is often an indicator of a story's importance. Even a very important story may get buried if the headline is not significantly played up.

Another important purpose of make-up is to attract the buyer so that he will be impelled to select one newspaper as more appealing over others. The make-up has to be such that there is variety and an artistic appearance so that there is no monotony. For all these acts the layout artist should have the sense of aesthetics and a vision for creativity. Else, he will fail to deliver a beautiful, well-balanced and standard product of newspaper to the people.

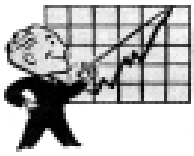
Now-a-days, most of the work of layout preparation is done on computer. Two popular editing softwares are Quark Express and Adobe Page Maker.



LET US KNOW

There are four basic types of lines used in make-up. They are vertical, diagonal, circular and horizontal. The vertical line is used to make the reader read up and down the page. The line is carried

out on the page by displaying stories, headlines and pictures vertically on the page. The diagonal line makes the reader read through the page. The line is carried out on the page by displaying headlines and pictures so together they form a diagonal line from the upper left-hand corner to the lower right-hand corner of the page. The circular line gets the reader to read around the page. The line is carried out on the page by displaying stories, headlines and pictures on the page so that the reader can see each as being equally important. This creates a tendency on the reader's part to read all the stories. The horizontal line is used in newspaper make-up to get the reader to read back and forth on the page. The line is carried out by displaying stories, headlines and pictures horizontally on the page. The horizontal line is a post-World War II development and it is probably the most striking change in the appearance of newspapers in this century. It is a characteristic of many present-day newspapers.



CHECK YOUR PROGRESS

Q.9: Define page make-up.

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Q.10: What is the relationship between page layout and page make-up?

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Q.11: What is the importance of page make-up?

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13.6 LET US SUM UP

In this unit we have learnt about a few more aspects of editing. Let us recall what we have learnt.

- Headline writing is a specialized skill which involves not only writing the headline but also its placement and arrangement within the news story, and attribution of different stylistic elements to create the desired effect.
- There are different types of headlines based on the number of lines that constitute the headline, the alignment of the lines and the style used for writing the headline.
- Preparing the layout of a page is also another part of editing. An ideal layout is that which is balanced in terms of presentation of news, pictures, cartoons, advertisements and judicious use of white space which offer the readers a free flow to their eye movement.
- Once the layout is prepared by the layout artist, it is then filled up with necessary details. This process is called page make-up and involves making the page look attractive and the different elements stand out.
- Now-a-days, the entire process, from layout preparation to page making, is accomplished with the help of computers. There are especial software for this purpose like Page Maker, Quark Express etc.



13.7 FURTHER READING

1. Aggarwal, Vir Bala (2006). Essentials of Practical Journalism. New Delhi : Concept Publishing Company
2. Hough, George H. (2006) News Writing. New Delhi : Kanishka Publishers, Distributors.
3. Parthasarathy, Rangaswamy (1985) Basic Journalism. New Delhi: Macmillan India Ltd.

13.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 : The factors based on which headlines are classified are:

a. Number of lines used

b. Alignment of the lines

c. Use of different stylistic devices to achieve different purposes.

Ans to Q.No 2 : The different types of headlines based on the number of lines are :

a. Single line headline

b. Double line headline

c. Multiple line headline

Ans to Q.No 3 : The different types of headlines based on alignment are:

a. Left flush headline

b. Right flush headline

c. Centre flush headline. Centre flush headline also has a variant called inverted pyramid headline.

Ans to Q.No 4 : Banner headline

Ans to Q.No 5 : Crossline or blanket headline.

Ans to Q.No 6 : The layout is the look of the newspaper page. It is the way the newspaper page is arranged or laid out complete with news, advertisements, photographs, cartoons etc. so as to attract the readers and acquire a position in the market. It is the complete get-up and personality of a newspaper.

Ans to Q.No 7 : The building blocks of a newspaper page are:

a. News (including headlines)

b. Photographs

c. Advertisements

d. White space

Ans to Q.No 8 :

a. **Ear panel:** Ear panel is a small box in the upper corner of a news page, usually on page 1. It is used for advertisements for special columns.

b. **Anchor Position:** It is the bottom middle position in the front page of a newspaper. The story that is carried in this position, usually a feature or a special regular column, is called the anchor story.

Ans to Q.No 9 : Page make-up is the process of actual arrangement of all the elements in a news page based on the predetermined layout to compile the final product.

Ans to Q.No 10 : The relationship between page layout and page make-up is very profound. Once the layout is prepared, the layout artist sits to make up the page with pre-conceived layout in hand. Preparing the layout of a newspaper page is like preparing the architectural blue print of a house, while page make-up is constructing the house with bricks, cement, sand, tin, stones etc. The only difference, here, is that the layout artist uses news, advertisements, photographs etc as his raw material to construct the real page from the structure he has in hand.

Ans to Q.No 11 : For any newspaper reader two things are very important – that the page should be attractive and that it should be easily readable and not straining to the eye. As such a neatly and attractively made up page is the key to hook the reader. The very purpose of make-up is to achieve this.

The page can be made attractive and balanced by resorting to a judicious blend of news, pictures and advertisements, innovative typefaces in certain places, particularly headlines, to attract attention and use of boxes, colour etc to highlight important news. Readability on the other hand can be achieved by using a good, simple, easily readable font, a standard font size that is neither too big nor too small and the use of the right amount of white space so that the page is neither too crammed up nor too airy.



13.9 MODEL QUESTIONS

A. Very Short Questions

Q.1: What is skyline?

Q.2: What do you mean by Primary Optical Area?

B. Short Questions (Answer each question in about 150 words)

Q.1: Why a layout is important for a newspaper?

Q.2: What is the relationship between layout and page making?

Q.3: What is the difference between page layout and page make-up?

C. Long Questions (Answer each question in about 300-500 words)

Q.1: Headline writing is a specialized skill. Discuss.

Q.2: What are the different types of headlines?

Q.3: The layout and make-up of a newspaper can sell or mar a newspaper. Comment.

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UNIT 14 : NEWS AGENCIES

UNIT STRUCTURE

14.1 Learning Objectives

14.2 Introduction

14.3 News Agencies

14.4 Role and Functions of News Agencies

14.5 History of News Agencies in India

14.6 Important News Agencies

14.7 Editing Wire Copy

14.8 Let us Sum up

14.9 Further Reading

14.10 Answers to Check Your Progress

14.11 Model Questions

14.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- define a news agency
- describe the role and functions of a news agency
- delineate the history of News Agencies in India
- name and describe the important news agencies
- explain the concept of editing wire copy

14.2 INTRODUCTION

In the previous units we have discussed the various aspects related to news reporting and editing which are considered to be very crucial to the profession of journalism. However, there is another important concept with regards to this profession which we will discuss in this last unit of the course

on News. The concept in question is news agencies.

News agencies are integral components of the profession of journalism, without the efficient functioning of which news organizations will find it very difficult to survive. News agencies are one of the major sources of news for newspapers and electronic media organizations on whom they rely for authentic and speedy news as well as features. And without knowing about the news agency's operations, our efforts to learn about the profession of journalism will be incomplete.

Let us, therefore, start off by finding out what exactly is a news agency and how it is different from any other media organization.

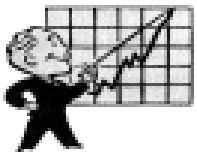
14.3 NEWS AGENCIES

News agencies form a major source of news for print as well as electronic media, without which media organizations would find it difficult to operate. It is practically not possible for news media to have reporters and correspondents placed in every corner of the world as it would invite unmanageable expenses on the part of the news organisation. As such, to a large extent, even large news organisations depend on news agencies for general news coverage while the newspaper representatives concentrate on important happenings. Smaller newspapers which cannot afford to have more than a few reporters are more dependent on news agencies for news.

Like newspapers, news agencies also gather and process news, but unlike newspapers, they do so for the purpose of disseminating it to the various media organizations which subscribe to their services. They distribute the copy to subscribers electronically, as by teletype (telegraph, fax) or the Internet. As such, news agencies are also known as **wire services** (as they use wire communication, i.e. telegraph, fax etc). Therefore, news agency copies are also called **wire copy**. Before the advent of the internet, telegraph and fax were the main means of delivering news by the agencies.

The UNESCO has defined news agency as follows:

"News agency is an undertaking of which the principle objective, whatever its legal form, is to gather news and news material of which the sole purpose is to express or present facts and to distribute it to a group of news enterprises and in exceptional circumstances to private individuals with a view to providing them with as complete and impartial news service as possible against payment and under conditions compatible with business laws and usage."



CHECK YOUR PROGRESS

Q.1: What is a news agency?

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_____

Q.2: What is UNESCO's definition of news agency? Write in your own words.

_____

_____

_____

Q.3: What is the other term for news agency?

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Q.4: How do news agencies distribute news to its clients?

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_____

Q.5: What is the basic difference between newspaper and news agency?

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_____

_____

14.4 ROLE AND FUNCTIONS OF NEWS AGENCIES

News agencies process information for use by media organisations and not for consumption of the larger masses of people. The subscribers of news agencies include different newspapers, magazines, radio stations, and television channels, media institutes. They have to pay a certain amount as subscription fees on monthly, quarterly or yearly basis.

In addition to news service, news agencies also provide photo service and features service. Today, their services are available to the subscribers through the internet also. In this system, the subscribers are allotted a specific 'password' or 'codeword' and the subscriber can access online the news items, photographs and features from the pool made available by the agency according to its necessity and download whatever is found to be important.

News agencies do not issue customized reports to newspapers or TV channels. They distribute the same account of an event to all its clients. They always try their best to provide demonstrably correct information. Objectivity and neutrality are the two philosophies that form the core of any news agency. Just like any newspaper or broadcast channel, news agencies are also responsible for news credited to their name and can be susceptible to defamation or libel.

Politics and economics usually form the staple of news agency reports. They also provide human interest stories and entertainment news in addition to politics though usually fewer in number. Now-a-days, however, this trend is changing and many news agencies are seen covering such news also with interest. The major news agencies now-a-days have special financial services, stock and market watch, sports services, special services in different languages, international services and a host of other specialized services in order to attract more customers and survive in the growing competition. Most news agencies now-a-days cover news for not just print media but also for web and broadcast media. Such news agencies are known as **multi media** news agencies.

The life blood of any news agency is speed and accuracy. In order to survive in the market, they have to try to provide the information ahead of

competitors and at the same time ensure accuracy of information.

Here are some of the important recommendations of the Kuldip Nayar Committee on the role and functions of news agencies in India. The committee was constituted in the year 1977 to suggest what the future set up of news agencies in India should be. The Committee made the following recommendations:

1. Objectivity, adequacy and independence are the three main attributes needed for the news agency system of the country.

2. The news agency system should adequately cover all aspects of the country's life and not merely political events and the news from urban areas. The rich milieu of contemporary Indian life should be fully reflected.

3. Consequently, the dissemination of news by the agencies has to take place increasingly through the different Indian languages.

4. Govt. must follow a self-denying policy of not interfering in any way with the work of news agencies.

5. It is necessary that the news agency system also covers news which is not only outside the orbit of government functioning, but which may imply criticism of authority. It is essential in a democracy that dissent should get adequate coverage.

6. The news agency system should not get identified with any kind of vested interest: economic, social, communal or political.

7. The news agencies should maintain a high standard of performance, which would itself be a protection against interference from outside sources, including government.

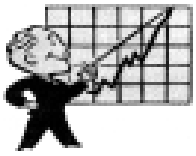
8. News agencies, even during such situations as hostilities or international tensions and disputes, should strive to keep the people informed of the realities of the situation and not confine themselves only to the so-called popular view of events.

9. Different techniques of internal checks and supervisions, as well as evaluation of the news supplied to the subscribers, should be developed by news agencies in order to maintain a high standard of performance.

10. Programmes for professional training of the staff should be organised on an adequate scale. These should include training in managerial functions also.

11. Since news-reporting is a creative activity, selection of personnel should always be made strictly on merit, and there should be opportunities for promotion of talent.

12. An element of social responsibility in the building and function of a news agency system has to be recognised as a part of the concept of freedom of press.



CHECK YOUR PROGRESS

Q.6: Why are news agencies important for media organizations?

_____

_____

_____

Q.7: What are the main services provided by news agencies?

_____

_____

_____



ACTIVITY - 14.1

1. Fix up an appointment with a local correspondent of an important news agency and interview him on how reporting for newspaper or TV is different from reporting for agency. Also find out about the functioning of a news agency.

14.5 HISTORY OF NEWS AGENCIES IN INDIA

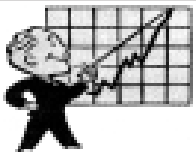
The earliest news agencies in India that existed before Independence were the United Press of India (UPI), Free Press News Agency and the Associated Press of India (API), a subsidiary of Reuters, a news agency of Britain. API was founded by K.C. Roy. It was indeed the first Indian news agency and as such K.C. Roy is also known as the father of Indian news agency journalism.

API was acquired by Reuters in 1915. Since India was under the British rule at that time, API dominated the scene for a long time. The UPI and the Free Press News Agency were formed by Indian nationalists who were dissatisfied with the coverage given by the API to the Indian struggle for freedom but could do hardly anything to counter the API monopoly.

After independence, the API was transferred into Indian hands and a new news agency, the Press Trust of India (PTI), which was a cooperative effort of newspaper owners of India, was formed in 1948 after taking over the interest of API completely. In 1961 the United News of India (UNI) was formed. UPI, however, collapsed in 1958.

All of these news agencies were English language agencies and the Indian newspapers translated all agency copies before editing and publishing the news. The first Indian Language news agency was Hindustan Samachar and after that came Samachar Bharati.

When Emergency was declared in our country in 1975, all the four agencies - UNI, PTI, Hindustan Samachar and Samachar Bharati were merged and a new agency Samachar was formed. However, after the emergency was over, the four news agencies became separate again. Hindustan Samachar and Samachar Bharati could not sustain themselves for long and had to be closed down, but PTI and UNI geared themselves up and are the two major news agencies of our country today making their presence felt across the world. PTI's Hindi language service Bhasha and UNI's Hindi service Varta are the major Hindi language News Agencies in India today.



CHECK YOUR PROGRESS

Q.8: Name India's earliest news agencies.

Q.9: Which news agency dominated the scene before Independence?

Q.10: Which news agency took over API after Independence?

Q.11: Name India's first Hindi language News Agency.

Q.12: What was the name of the news agency which was formed during the Emergency of 1975 by the amalgamation of the existing news agencies?

14.6 IMPORTANT NEWS AGENCIES

There are a number of small and big news agencies functioning across the world today. The biggest and the most important transnational news agencies are Reuters of U.K., Agence France Prese (AFP) of France, Associated Press (AP) of America, and United Press International (UPI) of America. Apart from these four, there are also many other foreign agencies operating in India and

accredited to the Government of India. They include Tass of Russia, Kyodo of Japan, Deutsche Presse-Agentur of Germany, Ansa of Italy, Central News Agency of China, Bangladesh Sangbad of Dacca, among others.

Among the Indian News Agencies, the most important are United News of India (UNI), Press Trust of India (PTI) and their corresponding Hindi services Varta and Bhasha, Asian News International (ANI) and Indo-Asian News Service (IANS). There is also a news agency exclusively covering the North-east named North East News Agency (NENA).

Let us have a quick backgrounder of the important news agencies.

Agence France Presse (AFP):

Agence France-Presse (AFP), founded in 1835 by Charles-Louis Havas under the name of Agence Havas, is the world's oldest news agency and one of the world's top three. At first, Agence Havas used traditional news distribution methods, such as carrier pigeons, horse-drawn carriages and coaches, and mounted couriers to transmit news. The invention of the telegraph in 1845 gave Agence Havas its first taste of modern news transmission and quickly became a primary means of distribution throughout France and across Europe as well. By the end of its first decade, Agence Havas was already an international news distribution service. Today, the company has 200 photographers, 1,200 reporters, and more than 2,000 stringers, located in over 160 countries. Each day the company distributes more than two million words in French, English, German, Spanish, Portuguese, and Arabic. Moreover, AFP is the leading supplier of news and images to the Asian, African, and Middle Eastern regions. Its archive of seven million photographs, dating back to the 1930s, is one of the world's largest.

Reuters:

Reuters was set up in a small room in Paris by Paul Julius Reuter, a German by birth in the 1940s with the help of his wife. In 1950 he moved to London and by 1960 he had established himself as the chief supplier of foreign news to almost every newspaper in Britain and of news from Britain to newspapers in other countries. From this modest beginning, Reuters has today risen to become the largest international multi-media news agency

reporting extensively from around the world on a large variety of topics. But it is a specialist in financial news service, with 90% of its revenue coming from this area. Reuters today has over 50,000 employees in over 93 countries worldwide. In 2008 Reuters merged with another company Thomson Corporation and has been renamed as Thomson Reuters.

Associated Press (AP)

AP was founded in 1948. It is a co-operative, non-profit making cooperation and its entire source of revenue is subscription by members. AP is owned by its 1,500 U.S. daily newspaper members. AP has more than 4,000 employees working in more than 240 worldwide bureaus in 97 countries. 3,000 of AP's worldwide staff are journalists. AP supplies a steady stream of news around the clock to its domestic members, international subscribers and commercial customers.

United Press International (UPI)

UPI was founded in 1907 by E.W. Scripps under the name of United Press (UP). By 1921, UP eroded AP's hold on the European newspaper market and began servicing newspapers in Cologne, Frankfurt and Vienna. In 1922, UP began servicing newspapers on the Asian mainland. In 1935, UP became the first major American news service to supply news to radio stations. Ultimately, UP became the first North American news agency to provide compelling and comprehensive wire copy to newspapers in Europe, South America and the Far East. It became known as UPI when the UP merged with the International News Service in 1958, which was founded in 1909 by William Randolph Hearst. Today, side by side with many of the oldest and emerging media giants, UPI faces a new technological frontier with a passion to preserve the best of journalistic practices while engaging a citizenry of lay reporters, photographers, and videographers, and a plethora of sources to publish and receive information.

Press Trust of India (PTI)

PTI is India's largest news agency. It 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 from abroad, receive the PTI Service. It has a staff of over 1,300 including 400 journalists. It 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, there are about 475 stringers who contribute to the news file at home. It has arrangements with the Associated Press (AP), Agence France Presse (AFP) and Bloomberg for distribution of their news in India, and with 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 Organization of Asia-Pacific News Agencies.

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.

United News of India (UNI)

UNI was launched in March, 1961, and has grown into one of the largest news agencies in Asia. Apart from news covering a wide range of topics, it also provides subscribers with a rich choice in features, interviews and human interest stories. UNI has 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. UNI has more than 325 staff journalists around the country and more than 250 stringers, covering news events from remote corners. It also has correspondents in major world cities such as Washington, London, Dubai, Colombo, Kathmandu, Islamabad, Dhaka, Singapore, Sydney and Vancouver. UNI has collaboration agreements with several foreign news agencies, including Reuters and DPA. It also has 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's wire

service is available in three languages — English, Hindi and Urdu.

Varta

Varta is UNI's Hindi news service. It was launched in 1982. It is a complete news service for Hindi newspapers and is today considered to be the biggest and most comprehensive service of its kind in the country, serving nearly 300 newspaper and non-newspaper subscribers in several states across India. Besides spot news, UNIVARTA provides news features on a wide variety of topics, including Art and Culture, Science, Agriculture, Economy, Heritage and India's neighbors.

Asian News International (ANI)

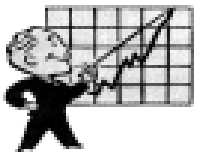
ANI was launched in the year 1975 by Mr. Prem Prakash, a pioneering TV journalist. ANI is today one of South Asia's leading multimedia news agencies with over 100 bureaus in India , South Asia and across the globe. Its range of products encompass loosely edited news feeds and customized programmes for television channels, audio bytes for radio stations, live web casting and streamed multimedia / text content for websites and mobile carriers, and news wire services for newspapers, magazines and websites. It also provides a range of facilities for foreign and domestic channels to package their reports in India and uplink via satellite. These include provision of professional crews, editing and post production facilities, access to our archives, unlinking facilities, coordinators, producers and correspondents, if required. Today's digital era is seeing ANI fast emerging as a 'Complete Content House' providing text, video and picture content for TV, print, mobile and online media, all under one roof.

Indo-Asian News Service (IANS)

Indo-Asian News Service (IANS) - formerly India Abroad News Service - was instituted in 1986 to act as an information bridge between India and North America and chronicle their growing ethnic, business and cultural links. IANS's USP is it's coverage of 25 million people in 110 countries. IANS has carved a niche for itself not only in reporting India, South Asia and the large Indian diaspora spread across the world, but also global events that are of interest to and having impact on India, its geopolitics, its economy, its culture, society and national aspirations. Their team of journalists produce a steady output of news, features, analysis and commentaries. The subjects span politics, foreign policy, strategic affairs, corporate affairs, science, health, aviation, energy, technology, environment, the arts, literature, entertainment, social trends, human interest, religion and sports. In 1995 IANS started a Hindi Service. Today its subscriber base encompasses all leading newspapers, websites and other news outlets in Hindi. In 1998 IANS broke new ground with the launch of an Arabic Service for the Gulf and the Middle East.

Deutsche Presse-Agentur (DPA)

The DPA is the largest press agency in Germany. It is a news agency in Germany. It was founded in the year 1949. The main office of DPA is in Hamburg. It has grown to be a major worldwide operation serving print media, radio, television, online, mobile phones, and national news agencies. It deals in several languages, like, German, Spanish, English and Arabic. The main objective of the DPA is the collections, processing and circulation of news, archive, and photo material from all subjects. The main statute of the DPA according to the Wikipedia is "impartiality from influence and



interference from the parties, world organizations, business and finance groups and governments".

CHECK YOUR PROGRESS

Q.13: Name the world's largest four news agencies.

Q.14: Name four important Indian news agencies.

Q.15: What is the name of UNI's Hindi Service?

Q.16: What is the name of PTI's Hindi Service?

Q.17: Name the world's oldest news agency.

Q.18: Write the full form of the following:

a. UNI b. PTI c. ANI d. IANS
e. AP f. AFP g. UPI

Q.19: Name the founder of the following news agencies.

a. Reuters c. UPI b. APF d. ANI



ACTIVITY - 14.2

1. Visit the websites of the mentioned news agencies and find out more about their history, growth and their different services.

14.7 EDITING WIRE COPY

In the previous units, we have already learnt about copy editing. Just as the copy coming from the reporters and correspondents employed by the newspaper need to be edited for removal of inadequacies and for tailoring to fit the newspaper's style, wire copy too has to be edited. The agencies do some amount of editing, but that editing is usually not adequate to fulfill the newspapers' requirement since it is done in a hurry as the agencies are very hard pressed to meet the deadlines. Since wire copy usually comes in huge quantities, in order to relieve the pressure of the regular copy editors, most newspapers engage a copy editor for exclusively handling wire copy. He is known as the **wire editor**.

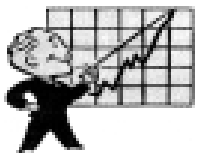
Besides looking after the normal process of copy editing, the wire editor also has a few other responsibilities. The wire editor has to first filter through the huge quantity of wire copies and separate copies which carry 'publishable' matter'. Apart from the 'very important events that cannot be eliminated' the wire editor should also look for stories that present inspiring features, illuminate social trends, offer clear analysis of complicated issues or of stories that are of particular local interest that's connected in some way to the community. The wire editor also has to select good photographs for publication.

Then comes the actual process of editing the copy. In case the newspaper is subscribing to more than one wire service (which most newspapers do), the wire editor has to compare the copies for the same

news sent by different agencies to check for inconsistency of facts, additional information and details. Most certainly the copies will differ to a certain extent in terms of approach, amount of information and even in facts and figures. As per necessity, the wire editor might have to combine two agency copies or compile all the information available from the different copies with more first hand information before structuring a full report.

It is most important for wire editors to remember that wire Information is a first step, not a final say. It must be supplemented, wherever possible, with first hand details from people in the field, and details have to be verified and as much digging to be done as there's time to do it. Sometimes when there is nothing but wire information available, then the only way for the editor to come up with a good copy is to treat the wire story as just a fact sheet arranged in prose form. Once he has understood the facts completely, he can completely forget about the wire copy and write the story in his own way.

A wire editor has to be extra careful not to copy the style of the wire copy. He has to remember that the wire service sends the same copy to scores of other news organizations. Just imagine the embarrassment the newspaper will have to face if exactly the same copy is reproduced by another newspaper also on the same day. Therefore, the agency copy has to be considered to be an information sheet only. And in case the exact copy/ photo of the wire service is used, the wire editor has to ensure that the copy/ photo is duly credited to the wire service.



CHECK YOUR PROGRESS

Q.20: What are the responsibilities of the wire editor?



Q. 21: What is the best way to edit wire copy?



ACTIVITY - 14.3

1. Visit a newspaper office and collect some old news agency copies. Now choose a few copies and rewrite the news in your own style to make a proper news report.

14.8 LET US SUM UP

In this unit we have learnt about the concept of news agencies. Let us have a quick recap of the important points.

- News agencies form a major source of news for print as well as electronic media.
- News agencies also gather and process news exclusively for the purpose of disseminating to the various media organizations who subscribe to their services. They distribute the copy to subscribers electronically or through the Internet. News agencies are also known as wire services.
- In addition to news service, news agencies also provide photo service and features service.
- The biggest and the most important transnational news agencies are Reuters of U.K., Agence France Press (AFP) of France, Associated Press (AP) of America, and United Press International (UPI) of America.
- Among the Indian News Agencies, the most important are United News of India (UNI), Press Trust of India (PTI) and their corresponding Hindi services Varta and Bhasha, Asian News International (ANI) and Indo-Asian News Service (IANS).

14.9 FURTHER READING

1. Aggarwal, Vir Bala (2006), Essentials of Practical Journalism. New Delhi : Concept publishing Company,

2. Chaudhary, J.C (2007) Introduction to Journalism and Mass Communication. New Delhi : Authors Press

3. Kamath, M.V (2013).Professional Journalism. Noida : Vikas Publishing House Pvt. Ltd.

14.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No1 : A News agency is an organisation that gathers and processes news exclusively for the purpose of disseminating to the various media organizations who subscribe to their services. They do not publish news for direct consumption by the masses.

Ans to Q.No 2 : The UNESCO definition of News Agency is :

News agency is an undertaking which gathers news and news material and distribute the same to various news enterprises and even to pivate individuals in exceptional circumstances against payment and other conditions as per business laws and usage.

Ans to Q.No 3 : News agencies are also known as wire services.

Ans to Q.No 4 : News agencies distribute news to its clients electronically, i.e., by telegraph, fax or through the Internet.

Ans to Q.No 5 : The basic difference between newspaper and news agency is that while newspapers gather news for consumption by the people, news agencies gather news for distribution to its client newspapers and other news organizations which publish or broadcast the news.

Ans to Q.No 6 : It is not possible for news organizations to meet the expense of collecting all the news from every corner of the world by hiring reporters and correspondents. Therefore, in order to get news from fields and places where the news organization cannot place its own correspondents, they use the services of a news agency or several news agencies that collect news from every field across the world.

Ans to Q.No 7 : The different services provided by News Agencies are

news services, feature services and photo services.

Ans to Q.No 8 : Associated Press of India, United Press of India, Free Press News Agency.

Ans to Q.No 9 : Associated Press of India (API)

Ans to Q.No 10 : Press Trust of India (PTI) .

Ans to Q.No 11 : Hindustan Samachar

Ans to Q.No 12 : Samachar

Ans to Q.No 13 : Agence France Presse, Reuters, Associated Press and United Press International.

Ans to Q.No 14 : United News of India, Press Trust of India, Asian News International, Indo-Asian News Service.

Ans to Q.No 15 : Varta

Ans to Q No 16 : Bhasha

Ans to Q.No 17 : Agence France Presse

Ans to Q.No 18 : (a) UNI – United News of India

(b) PTI – Press Trust of India

(c) ANI – Asian News International

(d) IANS – Indo Asian News Service

(e) AP – Associated Press

(f) AFP – Agence France Press

(g) UPI – United Press International

Ans to Q.No 19 : Reuters — Paul Julius Reuter

AFP — Charles-Louis Havas

UPI — E.W. Scripps

ANI – Prem Prakash

Ans to Q.No 20 : A wire editor has several responsibilities. At first he has to go through all the wire news coming in from the different agencies and separate the important or publishable news. He also has to select from the photographs coming by wire. Then he has to edit or rewrite the news as per necessity. Using the wire copy as the basic information, he has to take more inputs from the field wherever possible, gather



first hand comments if necessary and compile the final story. He has to verify facts before getting the story done. At times he also has to combine two or more different stories to make a single story.

Ans to Q.No 21 : The best way to edit a wire copy is to consider the wire copy as just a fact sheet and then write the story in one's own words. The style and language used in the wire copy should never be copied. Instead, the information available in the wire copy should be properly utilized to compile a good story.

14.11 MODEL QUESTIONS

A. Very short questions :

Q.1: What facilities are provided by ANI for foreign and domestic channels to package their reports ?

Q.2: What does API stand for? Who founded it?

B. Short Questions (Answer each question in about 150 words)

Q.1: Write a brief note on the history of news agencies in India.

Q.2: Write short notes on:

a. Reuters

b. Press Trust of India

c. Associated Press

C. Long Questions (Answer each question in about 300-500 words)

Q.1: News agencies are indispensable sources of news for any new organization. Justify.

Q.2: What are the roles and functions of a news agency?

Q.3: Do you feel the job of a regular copy editor is different from the job of a wire editor? If so how?

* * * * *

Unit 15: CONDUCTING AN INTERVIEW (PRACTICAL BASED UNIT)

Conduct an interview of some important personality and prepare a report on it. The report should contain the relevant questions asked during the interview along with the replies.

The interview should be conducted while keeping the following points in mind -

STEP 1 :

Conduct thorough research: The first and the foremost thing that one needs to do is to do thorough research on the subject. The only way to come up with good questions is to know everything there is to know about the subject.

STEP 2 :

Contact the person you wish to interview. Before sitting down for an interview, enquire when would be a good time to do the interview. Try to set up the interview in person. If this isn't possible, then set up a phone interview.

STEP 3 :

Read over your research and brainstorm a list of at least 15 questions. The more specific your questions are, the better will be the outcome. Be sure to write all the questions down in a notebook, then practice asking them with a partner.

STEP 4 :

Come prepared with:

- A pencil
- A notebook
- A list of good questions
- A recording device (always ask permission before recording an interview)

STEP 5 :

Try to be on time : Arrive at your interview with plenty of time to spare. If you've never been to the place where your interview is taking place, go early and scout it out. There is nothing more unprofessional than a reporter who is late.

You can also use the time you are waiting to make notes about the

surroundings. You won't remember details later, so write them down.

STEP 6 :

Conduct your interview in an organized, timely manner: Interview must be conducted in an organised manner and not in a haphazard way.

STEP 7 :

Take notes while recording an interview : Don't try to write every word that has been uttered or else it will slow down the interview. Just take down the important points.

After the interview, while the details are still fresh in your mind, write everything down you can remember about the person you interviewed. At home, expand your notes by following up on things you learned in your interview with more research.

STEP 8 :

Review your research and your interview notes: Circle or highlight quotations that you think will be good for your article. Now you're ready to begin writing! Marks will be given based on how you well you incorporate the views of the interviewee taken during the interview. Learners are hereby requested to submit the report to the study centre within the stipulated time frame , preferably within one month of the commencement of the second semester BA programme.

You can also consult the following books to get a brief overview on how to conduct an interview-

Recommended books :

1. Aggarwal, Vir Bala (2006), Essentials of Practical Journalism, New Delhi : Concept Publishing Company
2. Menon, P.K. (2005), Practical Journalism. Jaipur : Aavishkar Publishers, Distributors
3. Sissons, Helen (2006) Practical Journalism .UK : Sage Publications
4. Singh, J.K (2007), Media and Journalism. New Delhi : Balaji Offset
5. Usmani, B.D. (2007) Writing and Reporting in Modern Journalism. New Delhi : Anmol Publications Pvt. Ltd

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2. Ahuja, B.N , Chhabra, S.S. (2006) Principles and Techniques of Journalism. New Delhi : Surjeet Publications
3. Chaudhary, J.C (2007) Introduction to Journalism and Mass Communication. New Delhi : Authors Press
4. Chakravarty, Suhas, Pant, N.C (2009) News Reporting Presentation and Style. New Delhi : Kanishka Publishers, Distributors
5. Hough, George H. (2006) News Writing. New Delhi : Kanishka Publishers, Distributors
6. Menon, P.K (2005) Practical Journalism. Jaipur : Aavishkar Publishers, Distributors
7. Pant, N.C (2002) Modern Journalism : Principles and Practice. New Delhi : Kanishka Publishers, Distributors
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9. Pande, B.D. (2001) Modern Journalism, Mass Communication and Media Management. New Delhi : Anamika Publishers & Distributors (P) Ltd.
10. Parthasarathy, Rangawamy (1985) Basic Journalism. New Delhi: Macmillan India Ltd.
11. Sissons, Helen (2006) Practical Journalism .UK : Sage Publications
12. Singh, J.K (2007), Media and Journalism. New Delhi : Balaji Offset
13. Usmani, B.D. (2007) Writing and Reporting in Modern Journalism. New Delhi : Anmol Publications Pvt. Ltd.