

GAUHATI UNIVERSITY
Centre for Distance and Online Education

M.A. First Semester

(Under CBCS)

MASS COMMUNICATION

Paper: MMC 1045

Basics of Journalism—Print Media



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SLM Development Team:

Head, Department of Communication & Journalism, Gauhati University

Dr. Chandan Kr. Goswami, Programme Coordinator, MAMC, GUCDOE

Dr. Bharati Bharali, Asst. Professor, Dept. of Communication & Journalism, GU

Mr. Alakesh Das, Asst. Professor, Mass Communication & Journalism, GUCDOE

Course Coordination:

Dr. Debahari Talukdar Director, GUCDOE

Dr. Chandan Kr. Goswami Programme Coordinator, MAMC, GUCDOE

Dr. Bharati Bharali Asst. Professor, Dept. of Communication & Journalism, GU

Mr. Alakesh Das Asst. Professor, Mass Communication & Journalism, GUCDOE

MR. Dipankar Saikia Editor SLM, GUCDOE

Editorial Board:

Dr. Chandan Kr. Goswami Programme Coordinator, MAMC, GUCDOE

Dr. Bharati Bharali Asst. Professor, Dept. of Communication & Journalism, GU

Mr. Alakesh Das Asst. Prof, Mass Communication & Journalism, GUCDOE

Contributors:

Dr. Anupa Lahkar Goswami, Block-1(Unit-1,2,3,4 & 5);Block-2(Unit-1, 2,3 & 4);
Block-3(Unit-3 & 4)

Post Doctoral Fellow, ICSSR,
New Delhi & Guest Faculty,
DCJ, GU

Dr. Moushumi Bhattacharjee, Block-3(Unit-1 & 2)

Guest Faculty,
DCJ, GU

Mr. Alakesh Das, Block-3(Unit-7); Block-4(Unit-1 & 2)

Assistant Professor,
Mass Communication and Journalism,
GUCDOE, Guwahati-14, Assam

Mr. Nishanta Sharma, Block-4(Unit-3 & 4)

Teaching Associate,
Department of Communication and Journalism,
Gauhati University, Guwahati-14

Ms. Priyanka Rajkhowa, Block-3(Unit-5 & 6)

Guest Faculty,
Department of Mass Communication,
Journalism and Media Studies,
Cotton University, Guwahati-01

LEARNING OUTCOMES

PAPER-MMC-1045 (BASICS OF JOURNALISM—PRINT MEDIA)

By means of this particular **Paper-MMC-1045 (Basics of Journalism—Print Media)**, the Learners will be able to acquire some knowledge on the basic aspects as well as various other aspects of Journalism. More so, they will be able to get introduced with the various aspects of Reporting and Editing for Print Media. By reading the contents of this particular **Paper-MMC-1045 (Basics of Journalism—Print Media)**, the Learners will be able to get introduced to the Basic Concepts of Related Knowledge of Journalism, with special Emphasis on Print Media. Apart from that, in the wake of going through the contents of this paper, the Learners will be able to Discuss the Basic Journalistic Style, Types and Functions for Print Media. In other words, the Learners will be able to accumulate a great deal of pertinent knowledge and perspicaciously fathomable ideas about the Basics of Reporting and Editing for Print Media. Also by means of this particular **Paper-MMC-1045 (Basics of Journalism—Print Media)**, the Learners will be able to accumulate an idea about the other related knowledge required for Good Reporting and Editing. The Learners, by means of reading the contents of this particular paper, will be able to get some pretty comprehensive idea about the Basics and Concept of News.

More specifically, after skimming through the contents of this **Paper-MMC-1045 (Basics of Journalism—Print Media)**, the Learners will be deeply benefitted in terms of gathering a wide spectrum of knowledge about the diverse aspects of the Concept of Reporting, Basics of Editing, Agency and Photojournalism etc.. In a nutshell, the Learners, after having a thorough study of the contents

of this particular **Paper-MMC-1045 (Basics of Journalism—Print Media)**, will be able to—

- Comprehend the various theoretical aspects of the Basics and Concept of News. They will be able to know about the Concept of News, Sources of News, News Sense and some other related aspects. More so, they will be able to understand about the different classifications of news, 5Ws and 1 H and all. In addition, they will be familiar with the aspects such as the News Writing Basics, News Structure, Concept and Types of Leads, Structure of a Newspaper and its components and design etc.
- Grasp a perspicaciously fathomable idea about the Broad Concept of Reporting and relevant aspects. They will also get to know about the Different Types of Reporting, Reporting Beats etc. More so, the contents of this particular paper, will veritably embellish the Learners with a pretty sound knowledge about the Background Research for Reporting, Essentials of Good Reporting, Responsibilities and Liabilities of a News Reporter, Qualities of a News Reporter etc. More so, the Learners, by means of reading the contents of this particular paper, will be able to understand the Difference in Reporting for Print and Other Mass Media, Language of Report Writing, Inverted Pyramid Style of News Writing and all.
- Know about the various aspects related to the Basics of Editing, such as Concept of Editing for Print Media and related aspects. More so, the contents of this particular paper, will acquaint the Learners about the Newsroom Set-Up and the Editorial Set-Up of Print Media. They will also get to understand the Concept, Classifications and the Art of

Headline Writing, by means of reading the contents of this particular paper.

- The pretty pertinent idea about the aspects related to the Page-Making and Page-Setting of a Newspaper as well as the Layout and Design Principles and Also about the Newspaper Supplements and Special Pages, Qualities and Responsibilities of an Editor etc. will be acquired by the Learners after skimming through the contents of this particular paper.
- Get acquainted with the Broad Concept of Agency and Photojournalism. The Learners will also be able to comprehend about the Purpose, Functions, Structure and the Importance of New Agencies in Mass Communication and also about some of the other related services in this regard. More so, they will get familiar with the all important Concept of Photojournalism as an integral part of news and also with some of the pertinent aspects of Photography.
- Get enlightened about various Photo-Editing Softwares and Caption-Writing and all.

BLOCK: I(Basics and Concept of News)

Unit 1: Concept of News; Sources of News; News Sense and Nose of News; Authenticity, Objectivity

Unit 2: Different Types of News; 5 Ws and 1H; NEWS; Exclusive News; Breaking News; News Flow

Unit 3: News writing---Basics, Structure and Know How; Dateline, Credit Line and By-Line, Deadline

Unit 4: Leads: Different Types of Leads

Unit 5: Structure of a Newspaper: Components and Design

UNIT: 1
CONCEPT OF NEWS; SOURCE NEWS SENSE,
NOSE FOR NEWS, AUTHENTICITY,
OBJECTIVITY

Unit Structure:

- 1.1 Introduction**
- 1.2 Objectives**
- 1.3 Concept of news**
- 1.4 Types of news**
- 1.5 Source of news**
- 1.6 News Sense**
- 1.7 Nose for news**
- 1.8 Authenticity in news**
- 1.9 Objectivity in news**
- 1.10 Summing Up**
- 1.11 References and Suggested Readings**
- 1.12 Model Questions**
- 1.11 Answer to check your progress/Possible Answers to SAQ**

1.1. Introduction

In this unit the primary objective is to acquaint the students with the concept of news. News as is known is a broad concept and comprises of who is involved, what is the primary factor that is being discussed, where is the action taking place and what are the causes and effects of the news

Through this unit, the students will have an idea of the sources of the news as well as the

1.2. Objectives

This unit is an attempt to analyse the ideas

- explain about the concept of news
- discuss the five W's and one H of news
- elaborate on the sources
- bring into light the causes and effects of news

1.3. Concept of News:

What is deemed newsworthy has been defined as news. Although the definition of "news" has been broadly defined as "North, East, West, and South." Anything that is always associated with noteworthy information is considered news.

The origins of news can be found in the past, when messengers would fly from one state to another or informers would traverse across terrain to provide news. The idea of news also changed when rulers used criers to spread their messages to the populace by beating drums or other instruments in public areas. News was also spread through community places like centre of worship, market places or places of community livelihood earning means. The modern concept of news dissemination came into light with the intervention of the modern means of communication. From the development of the printing press to the introduction of television and radio and gradually with the evolution of the internet, news became global being locally available by merely clicking the keypad to swiping the digital screen.

Basic Concepts in News:

There are certain basic concepts of news which make any information relevant and newsworthy. The concepts can be categorised as the following:

Timeliness: A crucial component of news is its timeliness. As everyone knows, yesterday's news paper is no longer relevant. Anything that is already a day old and well known to the public is not worth reporting. All news must be disseminated right away. A newspaper which is very important today is scrap for the next day. For example if a natural disaster occurs on a particular day, the news channels should broadcast it immediately, while the newspapers should carry it the immediate next date. Same applies for the result of a sports event. Any delay in reporting takes away element of urgency of the news story.

Proximity: The local elections in a state of the United States of America would mean nothing to any average Indian. Similarly a bank robbery or traffic snarl in any locality of Europe would mean nothing to a reader or viewer from the Middle East. This highlights the significance of the importance of proximity of news story and makes stories of immediate surrounding extremely pertinent for reporting

Relevance: The issues relating to climate change are extremely relevant since it influences all the sectors of a country including the social sector, economy, foreign relations among others. Also, the war between Ukraine and Russia is crucial for reporting since the situation cascades into changing equations of geo-politics as well as brings in repercussions in the international prices of fuel as well as a major shift in the economy.

Significance: If the King of the British Monarchy is sick, it calls for news story since it involves a person of significance. Similar stories could include stories about prominent films stars or people holding responsible positions of power.

Uniqueness: The uniqueness of a story lies in elements which have never been told before. For instance there are stories of bravery exhibited in the Paralympics by sportspersons braving different problems or stories of nearly endangered Red Panda spotted after a long period in the hills of Sikkim are crucial. Uniqueness is important to be reported and gets a lot of attention from the audience.

Impact: The Government's decision to impose tax or it's liaisoning with a partner country is likely to impact price rise, and a total up haul of policies, If the government is willing to impose a New Education Policy, the long lasting impact it can have on the general education is a matter of public interest. Hence the impact of any event is likely to be a major reason for any story becoming newsworthy.

STOP TO CONSIDER

There are certain basic concepts of news which make any information relevant and newsworthy. They are essentially Timeliness, Proximity, Relevance, Significance, Uniqueness, Impact

1. Check Your Progress

Question 1. How is timeliness is essential in news making?

Question 2. What were the earliest forms of spreading news?

Question 3. Suggest what makes a news story unique

SAQ

Q. How are the basic concepts of news, effective in making a news story sharp and relevant? Explain in details.

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1.4. Different types of news

Spot or Hard News: Hard news, or spot news, is easily recognized. When something happens, like a narcotics bust, a fire break-out, or a terrorist attack, everyone's reactions are often Spot or Hard News. The publishing of these articles cannot be postponed; they have a limited shelf life. The news are generally hard hitting and factual. Writing these kinds of stories follows a set structure, which involves outlining the key plot points in the lead and then adding the details. Straight News typically uses a fact-based writing style to enlighten the reader in an efficient, straightforward, and succinct manner. In television hard news requires visuals which authenticate the fact and in print media, the five W's like What, Where, Why, When, Who and one H , how should be placed strategically. Example: A bus carrying college students met with an accident near Thissur on Monday. Several of them were seriously injured and were rushed to the nearby hospital. The incident had reportedly taken place due to the thick fog and the lack of visibility on the National highway.

Feature or Soft News: Soft news, often known as feature news, is news with a longer shelf life and a particular storytelling approach. The majority of feature stories has a distinct narrative flow and do not adhere to the inverted pyramid framework rigidly. Soft tales typically fall under the human interest area and are positioned as anchor stories in newspapers. Soft news not necessarily needs to be

factual. Example: Sualkuchi in Assam is known for its silk weaving. There is a very high demand among the people for the *mekhela chadars* woven in Sualkuchi.

1.5. Sources of news for a news organization:

Anything that provides news information for a period of time is said to be a news source. News sources can be varied. They could be people providing information or documents.

Based on this source can be divided into two types:

Primary Source: A primary source is a source of first-hand information used in a news article. Interviews, information from sources including crime victims, law enforcement, public authorities, and other news sources are typically used to gather it. Individuals who were present at a crime scene or other noteworthy occurrence are regarded as primary sources.

Secondary Source: Typically, written materials, reports, and unofficial news sources are used as this source. Records discovered at the scene of the crime would be regarded as news sources. There are numerous news sources, including government representatives and official documents.

News source and ethics:

When it's required, journalists should respect their sources' privacy and anonymity. While gathering information, they should refrain from excessive interference or harassment and safeguard the identities of those who may be at risk or whistleblowers. To keep journalism credible, sourcing must be done with integrity and trust.

Need for news source:

News sources are an indispensable part of a media house. News sources are extremely essential for both the journalists as well as for the audience. Here we are going to discuss the news sources for both.

A news source determines from where the stories have been acquired before they are published. Sources are the most vital part of a news story which determines the authenticity as well the relevance of the news in most matters.

1.1. News sources for a reporter: There are usually different sources of news. Depending on the type of news, the sources are varied

Field Reporting: Nothing is more reliable for a media outlet than a story derived from on-the-ground reporting. The reporter has access to all primary data and the most accurate depiction of what is actually happening in the area.

Government sources: A lot of the time, government employees and officials serve as important sources of information for the newspaper, providing the framework for the majority of the stories. Government spokespersons and other authorities are examples of government sources that provide the news with the credibility and veracity it needs.

Informers: Informers occasionally provide significant tips that lead to news stories being sourced from them. Numerous newspapers maintain their own network of reliable informants, and occasionally sources from various organizations provide inside information.

Police stations or investigating agencies: The police stations are the primary source of tales and information for stories about crimes

or investigative reports. Even investigative agencies' reports serve as information sources, forming the framework for numerous narratives.

STOP TO CONSIDER

There are different types of sources. A new source determines from where the stories have been acquired before they are published. Sources are the most vital part of a news story which determines the authenticity as well the relevance of the news in most matters.

Check Your Progress

Question 1. What is hard news and soft news?

Question 2. What do you mean Government news source?

Question 3. What are primary source and secondary source of news?

SAQ

Q 1. What are the ethical concerns that a journalists should develop towards a source?

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News Sense and Nose of News

The ability to identify and recognize news stories is the sign of a good news sense. This ability could be developed over time through reading, observing or could be purely a product of sixth sense.

Read extensively: A journalist should read extensively and have a thorough knowledge on mostly all the subjects especially his

reporting beats. A good IQ is a good capital for a journalist. Following up on news stories is extremely crucial in this regard.

Maintain curiosity: Maintaining a strong sense of curiosity and questioning the organized order is one of the key qualities of a journalist. Curiosity however should not be misunderstood as being nosey or intrusive. It could mean developing a healthy instinct to investigate.

Develop an active network: An active network and a strong and credible source is one of essentials of a reporter. This would help the reporter even on days when there isn't much happening and the media organization has little news to dispense. An active network is a good source of news and a steady flow of useful information is guaranteed.

Recognize the gaps in reporting: Identifying the gaps that are there in a subject matter is one of the qualities that makes the journalist stand out. A ground research on most topics would make the reporter refrain from making mistakes and being superfluous in his reporting style. What may look perfect may have huge loopholes if inspected from all angles.

Trust your instincts: Trusting one's instincts is one of the key drivers of a journalist. Many major breakthrough news have found their origin in someone's strong instinct. A reporter should try and identify his own instinct and trust his sixth sense

1.2. Factors associated with news source.

- a. **Authenticity:** Despite the variation in sources, maintaining authenticity of a news story is extremely crucial. Many times a source could land the reported in legal trouble. If there is lack of veracity in the facts, the story could land the media house as well as the reporter in a legal battle. Every media

house usually has a multiple number of legal cases against them and hence whether the information is sourced out from a credible agent needs to be verified.

- b. **Anonymity:** Sources are the most important determiners of news. However in most cases, maintaining anonymity of a news story becomes the primary concern. Instances have been such that there have been threat to the life of the source and in some cases the source had to face trial for defamation. Under such circumstances especially in terms of investigative journalism, anonymity of the source becomes a prime concern.

Anonymity and The Watergate scandal:

The Watergate scandal, a significant federal political controversy in the United States involving President Richard Nixon's administration from 1972 to 1974, brought Nixon's presidency to an end. Bob Woodward and Carl Bernstein of The Washington Post, whose primary source was unnamed, conducted the initial investigative reporting that was published in Time, The New York Times, and The Washington Post. Particularly in media coverage, the link between the break-in and the re-election committee was emphasized. Significant political instability brought about by the reportage resulted in a huge spike in publicity as well as severe political and legal fallout. There is evidence to show that the Justice Department, FBI, CIA, and White House were informed about the break-in and attempted to conceal the evidence. Woodward and Bernstein gave the unidentified source for The Post the moniker Deep Throat; 33 years later, in 2005, the source was revealed to be William Mark Felt, Sr., the deputy director of the FBI during that time in the

1970s, a fact that Woodward later corroborated. This highlights how crucial it is for a source to maintain their identity.

1.10 Summing Up

The news values are timeliness, proximity, prominence, human interest, cause, consequence. News is that which is always attached to some information which is newsworthy. Soft news or feature news is that whereby the stories have a longer shelf life and they follow a certain narrative style. Source is the most crucial element in news acquisition and there are certain rules and responsibilities that one needs to develop towards a source.

STOP TO CONSIDER

The source is a very crucial element in news making. One has to understand its role in maintaining the authenticity and credibility of news report. Maintaining the anonymity of a news source is equally the duty and responsibility of the news reporter.

SAQ:

Question 1. How is maintaining curiosity crucial in news making?

Question 2. What do you mean by anonymity of news source?

1.11 References and Suggested Readings:

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communication studies*. New York: Arnold.

1.12 Model Questions

- i. What are the crucial factors of news?
- ii. What are the possible sources to get news for a news reporter
- iii. What are the essential qualities that a reporter should harness?

1.13 Answer to check your progress/Possible Answers to SAQ

1. Check your progress

1. A crucial component of news is its timeliness. As everyone knows, yesterday's news paper is no longer relevant. Anything that is already a day old and well known to the public is not worth reporting. All news must be disseminated right away. A newspaper which is very important today is scrap for the next day. For example if a natural disaster occurs on a particular day, the news channels

should broadcast it immediately, while the newspapers should carry it the immediate next date. Same applies for the result of a sports event. Any delay in reporting takes away element of urgency of the news story.

2. The origins of news can be found in the past, when messengers would fly from one state to another or informers would traverse across terrain to provide news. The idea of news also changed when rulers used criers to spread their messages to the populace by beating drums or other instruments in public areas. News was also spread through community places like centre of worship, market places or places of community livelihood earning means.

3. The uniqueness of a story lies in elements which have never been told before. For instance there are stories of bravery exhibited in the Paralympics by sportspersons braving different problems or stories of nearly endangered Red Panda spotted after a long period in the hills of Sikkim are crucial. Uniqueness is important to be reported and gets a lot of attention from the audience.

2. Check Your Progress

1. Hard news, or spot news, is easily recognized. When something happens, like a narcotics

Bust ,a fire break-out, or a terrorist attack, everyone's reactions are often Spot or Hard News.

The publishing of these articles cannot be postponed; they have a limited shelf life. The news

are generally hard hitting and factual. Soft news, often known as feature news, is news with a

longer shelf life and a particular storytelling approach .

2 Government sources refer to government employees and officials serve as important sources of information for the newspaper, providing the framework for the majority of the stories. Government spokespersons and other authorities are examples of government sources that provide the news with the credibility and veracity it needs.

2. A primary source is a source of first-hand information used in a news article. Interviews, information from sources including crime victims, law enforcement, public authorities, and other news sources are typically used to gather it. Individuals who were present at a crime scene or other noteworthy occurrence are regarded as primary sources.

Typically, written materials, reports, and unofficial news sources are used as this source. Records discovered at the scene of the crime would be regarded as news sources. There are numerous news sources, including government representatives and official documents.

3 Check your progress

1. Maintaining a strong sense of curiosity and questioning the organized order is one of the key qualities of a journalist. Curiosity however should not be misunderstood as being nosey or intrusive. It could mean developing a healthy instinct to investigate.
2. Maintaining anonymity of a news story becomes the primary concern. Instances have been such that there have been threat to the life of the source and in some cases the source had to face trial for defamation. Under such circumstances especially in terms of investigative journalism, anonymity of the source becomes a prime concern.

UNIT: 2

DIFFERENT TYPES OF NEWS, FIVE W'S ONE H

Unit Structure:

2.1 Introduction

2.2 Objectives

2.3 Using the inverted pyramid

2.4 The five W's of news writing

2.5 Fact based news

2.6 Essentials of good news writing

2.7 Summing Up

2.8 References and Suggested Readings

2.1 Introduction

In this unit, the learners will understand what makes a news. The learner will be able to identify the crucial factors that be required to make any news element. The what's, where's, why, when, who and how's will be discussed in details in the unit. What are fact based news and what adds value to any news item shall be discussed in details

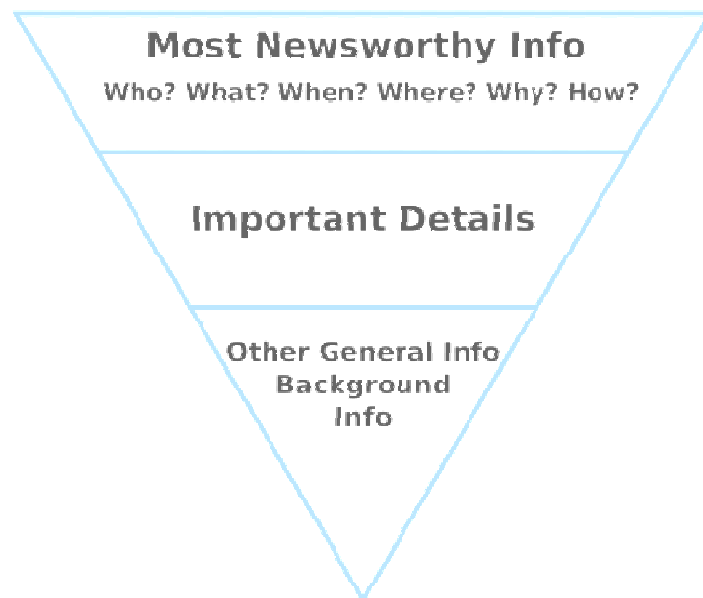
2.2 Objectives

This unit is an attempt to analyse the ideas news. After going through this unit you will be able to-

- explain the crucial factors that be required to make any news element

- discuss the importance of the five W;s
- explain his concept of how
- discuss the importance of facts while writing any news

2.3 What is the inverted Pyramid?



Inverted Pyramid:

We are aware that people read selective today. The news article has to be extremely sharp and to the point. Even with the inception of new media, we realized that people scan online content carelessly. When it comes to content that fails to interest them, they are raring to go. Users scroll or scan only in the hope that the page will provide the information they seek. In order to gather the attention and retain it, the diverse user behavior is addressed by the inverted pyramid design.

Enhance comprehension: It is easier for users to take up the particulars that follow when they can quickly develop a mental

mode to understand the content of the narrative and hence the inverted pyramid engages with that.

Condensed interaction cost: Users don't need to invest a lot of time trying to read a lot of text to get the page's primary message or the core content.

Promote scrolling: By luring readers in to the details that come after the primary message, this structure can encourage scrolling or reading up the crucial material.

Logically organize the content: Providing a broad overview sets the tone for the rest of the piece. When material is organized to lead the user down the page, elements like anchor or jump links may become superfluous.

Encourage readers who browse: After understanding the essential idea, the readers can end their reading at any time.

A narrative structure where the most significant information is described at the beginning, sometimes even the conclusion if deemed significant is referred to as the "inverted pyramid". A story begins with the who, what, when, where, and why. Supporting elements and background sometimes the how or other related information comes next.

A story usually consists of three main components:

The lead which consists of the most important news elements usually comprising of what the news is, where it is, who it is, when it happened and why it happened

The body here continues with the lead and discusses the news story in details.

The tail consists of the least significant aspects of news story

STOP TO CONSIDER

Writing news should follow a certain order to attract the reader's attention. Most journalists usually follow the Inverted Pyramid structure while reporting where the most significant information is written first then the rest information follows.

1. Check your progress

Question 1. What is the significance of the lead?

Question 2. How does inverted pyramid make the news more significant?

SAQ

Q. Why is the lead so crucial for attracting the attention of the reader in the modern times? Explain with examples

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2.4. The five W's of news writing

Originally designed as a tool to assist journalists in writing their articles, the 5 Ws and H approach to information-gathering Newspaper editors generally advise reporters to address each of these six questions in the lead paragraph of their stories. One H and five Ws are used in the news articles' opening paragraphs.

The original purpose of the 5 Ws and H method of information collection was to assist journalists in crafting their tales. Reporters should address each of these six questions in the lead paragraph of their news articles, according to a standard practice among newspaper editors.

There is one H and five Ws in the news article's introductory paragraph.

The news item's opening paragraph must identify the main character, object, topic, or concern of the event that has to be written about or reported on. Which well-known person is it—the governor, the president, the prime minister, a minister, a prominent foreign dignitary, or someone else?

Whenever there is an accident, the Five W's and One H can be like:

What had taken place? (What was the nature of the accident? Was it a bike accident or a train accident?). This is the crucial element of a news making

When did it happen? (What was the exact location of the accident?)

How did it take place? (How did the vehicle lose control and what did it collide with?)

Why did the accident take place? (Was there a lot of fog? Was the vehicle driving beyond the permitted speed?)

Who did it? (Who was driving the vehicle or who were killed or injured in the accident?)

Where did the accident take place? (Did it take place in the highway or in the city?)

2.5.Relevance of Fact based news

The facts are usually the elements that are found in the Five W's and the one H that is present in news writing. By giving importance to the Five W's and the one H the reporter adds the element of clarity, context, and validity in the reporting. Most journalists are actually story tellers with a definite narrative in style. However, the story telling can stand its ground if certain things are taken into consideration which are usually the most significant questions of any news writing may assist readers in making informed decisions and interacting with their surroundings. These question-creation tools are essential for delivering objective and instructive content to readers worldwide.

The reputation of a news paper or media house is mostly determined by how credible the news is. While sharing the news, media persons will need to make sure that it is never given concession to. There are established policies and procedures for verifying the veracity of news that needs to be closely monitored. Communication is based on trust, both between the sender and the recipient of the message. Media organizations have to work years and decades to acquire this trust. Additionally being factual leads to good ethos in news writing.

STOP TO CONSIDER

The Five W's and One H is extremely crucial in the sense that it uplifts the news story and gives it the factual dignity that is significant for any news item. Fact based news are crucial in maintaining the credibility of news making and it also creates room for the easy understanding of the news material by the audience

2. Check Your Progress

Question 1. How are the Five W's and One H significant in news writing?

Question 2. How is credibility significant in a news item?

2.6. Essentials of good news writing

Accuracy:

Accuracy and truth are the most important element of news writing. Whenever a journalists writes a news he has to be extremely careful that the news is based on truth and for that he has to croos check the facts a number of times.

Clarity:

Abstaining from ambiguity should be one of the key elements of news writing. One should always be certain that the audience understands clearly what you are saying. Being specific and to the point should be one of the key qualities of a good reporter.

Complete:

The news item should be complete. There should be views from both sides and it is the duty of the news reporter to make sure that the most important and relevant details are kept in place. One has to make sure that the facts of the story are in proper context.

Steady and good Narrative:

In a world full of information, the way a journalist writes should be compelling enough for the readers to read the complete details. Readers are easily distracted, especially when they are consuming

your story on a mobile device. Keeping the readers hooked and not losing the momentum is the key to good journalistic writing.

Timeliness:

The news which is old is always irrelevant. In order for the news to be interesting, one has to keep in mind that it is timely and in perfect order. Should the story lose its relevance, there arises no need for the readers to know what exactly is happening. Hence being on time is extremely crucial in news writing.

Information and trend updating: An editor should periodically familiarize themselves with the most recent data and developments. Additionally, it is important for the editor to stay current on various jargon. Because of this, he is adaptable and can adjust to the readers' changing needs.

Developing an analytical ability: An editor must learn to critically examine stories that are filed, come up with answers on his own, and assess the reliability and value of different information sources.

Field reporting

With the advent of the internet and visual media, it has become customary to pick up information from the internet and refrain from field reporting. The authenticity of a news lies in field reporting and being there where the real action is taking place.

3 Check your progress

1. Discuss the importance of good narrative in news writing
2. What is the significance of Field reporting?

SAQ

Question 1: What are the qualities that a good reporter should forego?

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.....

2.7 Summing Up

A good news report should contain all the five W's and one H. The news should be factual and must possess the elements neutrality objectivity. There are certain essentials of good news writing that includes being field based, neutral, analytical as well as crisp and clear among other.

2.8 References and Suggested Readings

Brookes Editing by T J S George

Professional Journalist by John Hohenberg

Handbook of Editing by S K Aggarwal

Professional Journalism by M.V. Kamath

2.9 Model Questions

- a. What is the significance of 'how' in a news story?
- b. What is credibility in news writing?
- c. Discuss the structure of the inverted pyramid

d. What is the significance of timeliness in news writing

1.11 Answer to check your progress/Possible Answers to SAQ

1. Check your Progress

1. The lead which consists of the most important news elements usually comprising of what the news is, where it is, who it is, when it happened and why it happened. The body in a news story continues with the lead and discusses the news story in details.

2. Inverted Pyramid structure is significant while reporting since the most significant information is written first then the rest information follows which makes it easier for the reader to gather the complete information in the beginning giving him the liberty to skip the least significant details that are found at the bottom.

2. Check your progress

1. The Five W's and One H is extremely crucial in the sense that it uplifts the news story and gives it the factual dignity that is significant for any news item. By giving importance to the Five W's and the one H the reporter adds the element of clarity, context, and validity in the reporting.

2. The reputation of a news papers or media houses is mostly determined by how credible the news is. While sharing the news, media personals will need to make sure that it is never given concession to. Communication is based on trust, both between the sender and the recipient of the message. Media organizations have to work years and decades to acquire this trust, being factual leads to good ethos in news writing.

3. Check your progress

1. In a world full of information, the way a journalist writes should be compelling enough for the readers to read the complete details. Readers are easily distracted, especially when they are consuming your story on a mobile device. Keeping the readers hooked and not losing the momentum is the key to good journalistic writing.

2. With the advent of the internet and visual media, it has become customary to pick up information from the internet and refrain from field reporting. The authenticity of a news lies in field reporting and being there where the real action is taking place.

UNIT: 3
NEWS WRITING---BASICS, STRUCTURE AND
KNOW HOW; DATELINE, CREDIT LINE, DEAD
LINE

Unit Structure:

3.1 Introduction

3.2 Objectives

3.3 Basics of news writing

3.4 Structure of News writing

3.5 The Know –How’s of news writing

3.6 Elements of writing news

3.7 Date Line, Credit Line Dead Line

3.8 Summing Up

3.9 References and Suggested Readings

3.1 Introduction

In this unit, the learner will be able to understand the structure of news writing. The learner will know about the elements that go in writing news. The learner will be able to differentiate between Date Line, Credit Line and Dead Line and understand ways of building a news story

3.2 Objectives

This unit is an attempt to analyze the basics of news writing. After going through this unit you will be able to-

- explain the basic concept of news
- discuss the different elements and structure of news writing
- explain the Know –How’s of news writing
- understand about concepts like Date Line, Credit Line Dead Line

3.3 Basics of News writing:

The fundamentals of news writing are that the story should contain five W's and one H. The five W's are

What is the news story? (Which implies the content of the news)

Where did the story take place? (The place, the exact location of the incident)

When did the event occur? (The time, the date or the year)

Who is the subject of the news? (Who are the people involved?)

Why did it take place? (What were the events that led to the incident?)

The five W's and one H are one of the crucial elements that goes into the structure of news making. Without this the news would not have the essential elements that would make the news complete.

3.4 Structure of news writing

Like every piece of writing, it is the new story too that has an essential structure. The structure follows the particular order

Headline, Dateline, Lead, Body, Conclusion and Credit line or by-line

Team India wins historically against the Aussies-----Headline

Mohali, Jan 21:-----Dateline

In the one-off Test in Mohali on Wednesday, India Women's first 'home season' of Test cricket in 28 years came to a fitting finale as they achieved a historic first victory over a storied Australia.-----**Lead**

In order to stop a valiant Australian comeback, India gave their all on the last day, first causing a breakdown in the visiting side's ranks to take the last five wickets for 28 and then easily defeating a pitiful goal of 75 to win by eight wickets.-----**Body**

Even though India defeated England by the largest margin of runs of any side, their first-ever victory over Australia in 11 Tests has guaranteed that there will be more entries in the "matches won" column than "matches lost" one.-----

Conclusion

PTI-----Credit Line

Headlines: Headlines make the first impression of a copy, so it's critical to make sure they catch readers' attention: Smart headlines that play on emotions or clever wording are more likely to grab readers' attention, summarize the main points of the narrative, and shed significant light on those points.

Dateline: The line at the beginning of a story giving the place and date of the reported incident.

Leads: A lead is the most important part of a news story. Research has established that the better the lead is the more time the reader feels inclined to read the story. A lead very beautifully Also, efforts needs to be taken to establish the lead in a manner that it attracts the attention of the reader and pursues the reader to move ahead with the story.

Body: Usually, news details belong in the body of the text so that the reader can follow the story's development. The news article typically contains numerous quotes and viewpoints from various sources..

End: The conclusion usually has details which can be spruced up if required and also references to earlier records to let people know about the frequency of such incidents or remind them of similar or related stories of the past.

By line or credit line: The name of the writer printed at the top of a story. Cutline — The information below a picture or art, which describes it; also called a caption.

STOP TO CONSIDER

The fundamentals of news writing are that the story should contain five W's and one H. The five W's implies the content of the news, the place, the exact location of the incident, the time, the date or the year, the people who are involved, and the events that led to the incident.

1. Check Your Progress

Question 1. What are the fundamentals of news writing?

Question 2. Why is five W's and one H significant in news writing?

Question 3. What is the basic structure of news writing?

SAQ

Q.1. What is the basic significance of the elements of news writing? How does this determine the quality of news?

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3.5 The know-how's of news writing:

Headline and its significance: A headline is the primary point of attraction for any news story. There are different types of headlines. These types are divided based on structure, length as well as the narrative style used in headline writing. To attract the audience attention: Generating reader's interest is one of the most important functions of a good headline. The reader should be able to follow a title that piques his attention and encourage him to read the article or news report. When the reader discovers something fresh or what he has been searching for, this is made feasible.

Honest: A headline, though, shouldn't deceive the reader. It occurs when the story's later paragraphs fail to deliver on the reader's expectations.

Creative: A headline must be creative enough to pique everyone's interest.

Complete: Ambiguity and incompleteness should be replete in a headline. It has to be informative and complete.

Generate curiosity: Humour and surprise are used to generate curiosity in the headline. This is generally achieved through a question or a colourful quote being used as the headline in itself.

Some of the basic types of headlines are:

- i. **Label Headline:** This type of headline is similar to a book title and is without a verb.
- ii. **Descriptive Headline:** A descriptive headline is the one which describes the overall summary of a news story focusing on 4Ws and 1H (who, what, when, where, how) . Why is not necessarily covered.
- iii. **Quotation Headline:** Quotes are used here to add a personal account without making it lose its authenticity.
- iv. **Question Headline:** This headline evokes the readers to think.
- v. **Comment Headline:** A comment headline passes a comment or mildly tries to generate the opinion of the public.

Importance of the Lead: The lead has to be definite and at the same time have the five W's and one H. There are however different kinds of lead and though the structure of the leads would vary accordingly, while editing a lead, one has to keep in mind that the curiosity and interest of the reader is kept intact.

Keep it Crisp: A copy editor always needs to make the lead crisp to keep unnecessary information at bay.

Keep it Creative: Research states that the more creative a lead is the more it grabs the attention of the reader. Hence it is extremely essential for the copy editor to keep it creative.

Keep it Concise: The leads needs to be clear and should deviate from irrelevant length which makes the reader lose interest after a certain point.

Keep it conversational: The copy editor needs to keep the lead conversational which would in turn create affinity with the readers.

Importance of a Dateline — Generally speaking, the dateline should match the location of the tale. When a story is longer, comprises multiple elements, has analytical information, or takes

place in a difficult-to-reach location for reporters, the dateline should be the staff member covering the story. When a datelined report has further material that was discovered elsewhere, like in the case of Delhi-based officials commenting on a disaster that happened elsewhere, we should make note of it in the narrative. For any audio, picture, or video, the dateline must correspond to the actual location where the events depicted occurred. The reporter must speak from the same location as the dateline when utilizing one for voice work; if this is not possible, the dateline should not be used. When a reporter is making a live broadcast from one location while covering a story in another, the dateline acts as the filing point.

Rewriting: A copy needs to be rewritten sometimes to instill the five W's and one H in a precise manner.

Language: The language of copy editor is extremely important in terms of news presentation. If the language is ambiguous, it is difficult for the reader to grasp the meaning. Too much use of colloquial terms can also reduce the gravity of a news story. In this regard, the task of a copy editor is to see that there is a fine balance in the language and that the quality of the language is not compromised in any regard.

The basic intricacies of news writing:

News writing has some basic intricacies that need to be taken into account. Some of the basic areas of significance are

Significance of a Byline — The name of the writer printed at the top of a story. Most news articles do not carry a byline, but some which carry are designed to add more value and authenticity to the news item. Newspapers like the Indian Express carry more bylines than the other papers in India

Significance of a Deadline — A time at which all copy for an edition must be submitted. There is a certain time within which the newspaper goes to print. Therefore most stories need to be filed

before the given deadline. The deadline could also sometimes be referred to the time limit assigned to any reporter by the editor to investigate and file a story within a specified time.

Check Your Progress

Question 1: What is a headline? What are the different types of headline

Question 2: What is a lead?

Question 3: What is the significance of language in news writing?

STOP TO CONSIDER

Headline is the primary point of attraction for any news story whereas the lead has to be designed in such a way that the curiosity and interest of the reader is kept intact. There are however different kinds of lead and headlines which vary accordingly.

SAQ

Q1. How does a structure of a newspaper determine the soul or personality of the newspaper?

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Common design terminologies used in newspaper

There are some common terminologies that are associated with that of a newspaper. These terminologies could be different in different countries. However, the elements

Cut — A newspaper photograph that is designed to shorten newspaper copy.

Gutter — The margin between opposite pages where the fold lies or the space between the columns

Dummy — A temporary layout showing the position of stories, headlines, pictures and advertisements that can be taken as a model.

Column Inch — Measurement of the space: one inch deep by one column wide.

Box — Border around a story or photo.

Carrier — The one who delivers the newspaper to the people who subscribe.

Flag/mast head — The newspaper's name on page one.

Folio — The number (s) of the page.

Morgue — old issues of a newspaper are kept in an area called the morgue.

Jump — When a story is continued from one page to another.

Justify — to align each line of text with the margin, leaving space between them.

Kill — leaving out a story or canceling its print

Layout (also known as Makeup) — positioning the stories or columns and editorial

Common terminologies of a newspaper:

Libel —when a story harms someone's reputation, it can be pressed as libel.

Op-ed — A page opposite the editorial page, which finds stories by the general people , invited guests, experts among others.

Plagiarism — Presenting someone else's thoughts and words as one's own.

Paper to Bed — After the newsroom has approved of all the pages and the paper heads to press it is called paper to bed.

Web Press —To print the newspaper paper is woven through the press

Wire Services — News gathering organizations that collect and provide news to newspapers that subscribe, like AP and UPI are called wire services.

STOP TO CONSIDER

A number of terminologies are used in a newspaper which linguistically varies from region to region but carries the same meaning altogether.

Check Your Progress

Question 1. What is the dummy paper?

Question 2. What is plagiarism?

Question 3. What is a morgue in a newspaper organisation?

3.8 Summing Up:

News writing basics state that an article should have five Ws and one H. The news's subject matter, the incident's precise location, the time, the day or year, the individuals involved, and the sequence of events leading up to it are all implied by the five Ws.

The headline serves as the main draw for any news article, while the lead should be written to maintain the reader's curiosity and interest. Nonetheless, there are various lead and headline types that differ correspondingly. A newspaper uses a variety of terminologies that vary linguistically from place to place but have the same overall meaning.

3.9 References and Suggested Readings:

Hasan, S. (2010). *Mass Communication, Principle and Concepts*.
New Delhi: CBS Publisher.

Kumar., K. J. (2012). *Mass Communication in India*. ∴ ∴
Ahmedabad: Jaico Publications.

Mehta, D. S. (2011). *Mass Communication and Journalism in India*. New Delhi: Allied Publishers Private Limited.

Sharma, K. C. (2007). *Journalism in India*. New Delhi: Regal publications.

Watson, J., & Hill, A. (2000). *Dictionary of media and communication studies*. New York: Arnold.

3.10 Model Questions

- What is a gutter?
- What is an Op-ed?
- What are comment headlines?
- How can a lead be clear?
- Who is a carrier?

3.11 Answer to check your progress/Possible Answers to SAQ

1. Check Your progress

1. The fundamentals of news writing are that the story should contain five W's and one H. The five W's are

What is the news story? (Which implies the content of the news)
Where did the story take place? (The place, the exact location of the incident)

When did the event occur? (The time, the date or the year)

Who is the subject of the news? (Who are the people involved?)

Why did it take place? (What were the events that led to the incident?)

2. The five W's and one H are one of the crucial elements that goes into the structure of news making. Without this the news would not have the essential elements that would make the news complete.

3. **The basic structure of news writing are:**

- a. **Headlines:** Headlines make the first impression of a copy, so it's critical to make sure they catch readers' attention: Smart headlines that play on emotions or clever wording are more likely to grab readers' attention, summarize the main points of the narrative, and shed significant light on those points.
- b. **Dateline:** The line at the beginning of a story giving the place and date of the reported incident.
- c. **Leads:** A lead is the most important part of a news story. Research has established that the better the lead is the more time the reader feels inclined to read the story. A lead very beautifully Also, efforts needs to be taken to establish the lead in a manner that it attracts the attention of the reader and pursues the reader to move ahead with the story.
- d. **Body:** Usually, news details belong in the body of the text so that the reader can follow the story's development. The news article typically contains numerous quotes and viewpoints from various sources..
- e. **End:** The conclusion usually has details which can be spruced up if required and also references to earlier records to let people know about the frequency of such incidents or remind them of similar or related stories of the past.
- f. **By line or credit line:** The name of the writer printed at the top of a story. Cutline — The information below a picture or art, which describes it; also called a caption.

2. Check Your progress:

1. A headline is the primary point of attraction for any news story.

The different types of headlines are:

- a. **Label Headline:** This type of headline is similar to a book title and is without a verb.

b. **Descriptive Headline:** A descriptive headline is the one which describes the overall summary of a news story focusing on 4Ws and 1H (who, what, when, where, how) . Why is not necessarily covered.

c. **Quotation Headline:** Quotes are used here to add a personal account without making it lose its authenticity.

d. **Question Headline:** This headline evokes the readers to think.

e. **Comment Headline:** A comment headline passes a comment or mildly tries to generate the opinion of the public.

2. The lead has to be definite and at the same time have the five W's and one H. There are however different kinds of lead and though the structure of the leads would vary accordingly, while editing a lead, one has to keep in mind that the curiosity and interest of the reader is kept intact.

3. The language of copy editor is extremely important in terms of news presentation. If the language is ambiguous, it is difficult for the reader to grasp the meaning. Too much use of colloquial terms can also reduce the gravity of a news story. In this regard, the task of a copy editor is to see that there is a fine balance in the language and that the quality of the language is not compromised in any regard.

3. Check your progress:

1. A temporary layout showing the position of stories, headlines, pictures and advertisements that can be taken as a model is a dummy.

2. Presenting someone else's thoughts and words as one's own is called plagiarism.

3. Old issues of a newspaper are kept in an area called the morgue.

UNIT: 4

LEADS

Unit Structure:

4.1 Introduction

4.2 Objectives

4.3 Importance of a lead

4.4 Inverted Pyramid

4.5 Types of lead

4.6 How can leads help to grab attention?

4.7 Difference between a lead and a headline

4.8 Summing Up

4.9 References and Suggested Readings

4.1 Introduction

In this unit, the learner shall be able to understand the importance of a lead. The learner will be able to understand the structure of news writing using the inverted pyramid. The unit shall apprise the learner about the different types of leads and how it can help grab the attention of the learners. The learner will also be able to discuss how to develop a lead and the different examples.

4.2 Objectives

This unit is an attempt to understand about leads and the different types of leads. After going through this unit you will be able to-

- explain how to structure a lead
- discuss the basic elements that are part of lead
- define the different types of leads
- discuss the different kind and examples of developing a lead

4.3 Determining the lead:

The word 'lead' in a journalistic parlance refers to three different forms. It is sometimes used to refer to the story with the biggest headline on the front page of a newspaper and is termed as the lead story and in the order of priority the main stories are called Lead I, Lead II, Lead III or First Lead, Second Lead, Third Lead and so on. However in a news story the term lead refers to the beginning of a news story which consists of the most significant part of the news and which sets the mood for the news to follow thereafter. It is a rather noteworthy role for any reporter or desk person to determine the lead and send out relevant information as well as gather the attention of the readers in the most promising way.

In another sense, it refers to the first two or three paragraphs of a story that has mostly the important elements of the news like the 5 W's and 1 H.

In another sense it also refers to the term that Journalists use when they have attained clue to a story, upon which they work, probe, research and develop to make it a complete story.

News agencies use the term in the sense of a device for updating developing stories of changing the emphasis of the story in the light of unfolding events. Examples of developing stories that need updates are political conventions, budget proposals, an air crash or a train mishap, floods or bandhs.

Editing the lead:

For a copy editor, it is editing the lead which is most important.

While editing the lead a number of things needs to be kept in mind.

They are:

Keep it Crisp: A copy editor always needs to make the lead crisp to keep unnecessary information at bay.

Keep it Creative: Research states that the more creative a lead is the more it grabs the attention of the reader. Hence it is extremely essential for the copy editor to keep it creative.

Keep it Concise: The leads needs to be clear and should deviate from irrelevant length which makes the reader lose interest after a certain point.

Keep it conversational: The copy editor needs to keep the lead conversational which would in turn create affinity with the readers.

STOP TO CONSIDER

In a news story the term lead refers to the beginning of a news story which consists of the most significant part of the news and which sets the mood for the news to follow thereafter.

Check Your Progress

1. What is the importance of lead?
2. What are the elements that should be kept in mind while designing a lead?

SAQ

Q1. How can leads help to gather the attention of the readers?

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a. Straight lead (or Summary lead)

A good lead incorporates the style of writing in which the most important part of the story are narrated first and that too in a manner that attracts the readers the most. The lead alone should be strong enough to let the reader get a solid grasp of the story. This lead also saves the time of the reader as well as makes the story readable from the beginning.

“A woman was robbed in the broad daylight today by masked miscreants while she was returning from a bank last Wednesday. The victim had lodged a complaint at the nearest police station where a number of similar cases have been reported in the last few months”.

a. Punch lead

A news story that is reported like a punch showcasing the most vital elements of the story right in the beginning is a punch lead. This is likely to grab the attention of the readers instantaneously in a world where attention is the capital.

“The terrorist was neutralized on the spot by the armed officials in a exchange of firing that was taking place for a few hours on Thursday”.

b. Quotation lead

Quotation lead begins with a quotation from one of the news makers that is usually the most important element of the news story. The quotation becomes the core of the news from which the story is gradually developed. This lead creates credibility of the news source as it is right from the sources mouth and in some cases the quotation is paraphrased too.

“India is one of the largest democracy and its will be one of the most powerful countries in the days to come with its largest youth force and innovative technology,” stated the External Affairs Minister, S Jaishankar at the International Convention held at New York.

c. Descriptive lead

Developing a lead by gradually by describing the entire situation or subject matter is called a descriptive lead. This kind of lead tries to include all the matter that are part of a news story.

“The hills of Gulmarg were always known for its snow that had grabbed the attention of the people. However, this winter has been one of the warmest so far with little or no snow and has baffled the people of Kashmir.”

d. Question lead

Most news stories these days start with a question, triggering the attention of the people. Mostly stories involving identification with the readers have such kind of leads.

“Have you ever felt the need to consult a psychologists in case of extreme anxiety? If not then it is high time you do so, because researchers in Europe have found out that frequent consultation with the psychologists will enable the mind to relax and get away with anxiety related issues.”

e. 'You' lead (or Direct Address lead)

The ‘you’ lead adds an element of personalization. The newspaper adopts the second-person approach in an attempt to gather the reader’s attention and sends the message across. Example: “ If you belong to the working class and have felt overburdened with Tax, the new budget is likely to provide a relief to the working class, by providing a subsidy on major items in this financial year”.

f. Contrast lead

This kind of lead grabs the attention by delivering a shock and lock the attention technique. By stating a contrasting information it increases the interests of the reader and then starts to describe a complete contradictory information.

“The son of a humble school master was shot dead as he was suspected of carrying of terrorists activities in the last few years in the region.”

g. Delayed lead (or suspended interest lead)

This kind of lead creates a kind of suspense for the reader by creating an interesting ground for developing the story. The main crux of the story is delayed by several lines or paragraphs and the reader is maneuvered to read the paragraphs in order to arrive at its conclusion. The reader must therefore get the story completely by reading to the end of the story. Example: “Early in the morning, the residents of Delhi’s Chattarpur area heard a loud noise. The noise almost shook the windows and send the birds flying high. Nobody could figure out where the sound came from as people peeked out of their windows or came out on the street.”

h. Blind identification lead

Usually this kind of lead is used to introduce characters who may not be well known to the people or sometimes maintaining anonymity of such characters becomes extremely important.

“A 15 year old girl went missing from her school today in Assam’s Goalpara District. The while police suspect it to be a case of kidnapping for ransom, people believe that it could be a case of elopement.”

i. Comic lead

Sometimes leads are designed in a way that it adds a smile on the face of the reader and makes the story a good read.

“People were seen shedding tears and some even took to social media to share their pain of letting their the bride go with her groom. The Bride was a pretty dark green plump frog married to an equally good looking green and brown frog sitting majestically over a plate full of flowers. This wedding was orchestrated to please the weather gods for a heavy downpour in the drought hit region of eastern Madhya Pradesh”.

j. Literary allusion lead

Sometimes it takes the literary intervention to grab the attention of the readers or add a smooth flow to the news story. This literary intervention can include alliteration like repetition of common words or alphabets or even using commonly used proverbs or adage.

STOP TO CONSIDER

Leads are the most crucial element that sets the tone of the news story gradually. A lead can be of different types depending on the nature of the story and the element of creativity involved in grabbing the attention of the readers.

Check Your Progress

1. What is the different between a punch lead and the descriptive lead? How are the two different from each other?
2. Discuss contrast lead and delayed lead with examples.

SAQ

Q1. Can some leads actually create a ground of interest for readers or create a distraction for the readers moving away from the primary content

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4.6. How can leads help to grab attention?

Reader's attention: In today's time, attention is the major currency. In such a case leads play a significant role in grabbing the attention of the people . The more attractive the lead , the more possibility that the reader will read the news

Saves time: Most leads have the significant information in the leads itself. In such a case, reading a lead saves time as well as gives the information in a concise and definite manner.

Encourages creativity: Leads are today becoming extremely creative. In such a case, the element of creative writing gets a lot of prominence and this in turn creates a healthy ground for learning

4.7. Difference between a lead and a headline:

The purpose of a headline is to draw in readers by grabbing their attention. Editors may also include a quote from the story or visual drawings to grab the audience's attention. The story's opening paragraph is called a lead. It is the most influential and instructive section of the whole story, right after the headline.

Lead in a magazine:

An article, book chapter, or other written work's lead paragraph, frequently abbreviated as "lead" or "lede" in the US, is the first paragraph that presents the major ideas of the piece.

Leads in visual media and social media

STOP TO CONSIDER

Leads are different from headlines, though both aspire to grab the attention of the reader and both work on the ability to communicate significantly through limited words.

Check Your Progress

1. How are leads able to grab the attention of the readers?
2. Is the concept of lead different in visual media

4.8 Summing Up

The phrase "lead" describes the section of a news item that contains the most important information and establishes the tone for the news that follows. Leads are the most important component that gradually establishes the news story's tone. Depending on the genre of content and the level of originality required to capture readers' attention, a lead can take many various forms. Leads and headlines are not the same thing, even though they both aim to catch the reader's attention and focus on conveying a lot of information in a short amount of words.

4.9 References and Suggested Reading:

- Hasan, S. (2010). *Mass Communication, Principle and Concepts*. New Delhi: CBS Publisher.
- Kumar., K. J. (2012). *Mass Communication in India*. . Ahmedabad: Jaico Publications.
- Mehta, D. S. (2011). *Mass Communication and Journalism in India*. New Delhi: Allied Publishers Private Limited.
- Sharma, K. C. (2007). *Journalism in India*. New Delhi: Regal publications.
- Watson, J., & Hill, A. (2000). *Dictionary of media and communication studies*. New York: Arnold.

4.10 Model Questions

- i. What is a comic lead
- ii. Is delayed lead and a suspense lead similar or different?

4.11 Answer to check your progress/Possible Answers to SAQ

1. Check your progress

1. The term lead refers to the beginning of a news story which consists of the most significant part of the news and which sets the mood for the news to follow thereafter. It is a rather noteworthy role for any reporter or desk person to determine the lead and send our relevant information as well as gather the attention of the readers in the most promising way.

2. For a copy editor, it is editing the lead which is most important. While designing the lead a number of things need to be kept in mind. They are:

Keeping it Crisp: A copy editor always needs to make the lead crisp to keep unnecessary information at bay.

Keeping it Creative: Research states that the more creative a lead is the more it grabs the attention of the reader. Hence it is extremely essential for the copy editor to keep it creative.

Keeping it Concise: The lead needs to be clear and should deviate from irrelevant length which makes the reader lose interest after a certain point.

Keeping it conversational: The copy editor needs to keep the lead conversational which would in turn create affinity with the readers.

5 Check your progress

1. A news story that is reported like a punch showcasing the most vital elements of the story right in the beginning is a punch lead. This is likely to grab the attention of the readers instantaneously in a world where attention is the capital whereas developing a lead by gradually by describing the entire situation or subject matter is called a descriptive lead. This kind of lead tries to include all the matter that are part of a news story.
2. This kind of lead grabs the attention by delivering a shock and lock the attention technique. By stating a contrasting information it increases the interests of the reader and then starts to describe a complete contradictory information. This kind of lead creates a kind of suspense for the reader by creating an interesting ground for developing the story. The main crux of the story is delayed by several lines or

paragraphs and the reader is maneuvered to read the paragraphs in order to arrive at its conclusion. The reader must therefore get the story completely by reading to the end of the story

3. Check Your progress

UNIT: 5

STRUCTURE OF NEWSPAPER, DESIGN

Unit Structure:

5.1 Introduction

5.2 Objectives

5.3 Different types of newspaper

5.4 Structure of a newspaper

5.5 Advertising in a newspaper

5.6 Designing a newspaper

5.7 Summing Up

5.8 References and Suggested Readings

1.1 Introduction

In this unit the learner will be able to understand about the structure of a newspaper. The learner will be identify the different parts of a newspaper along with its features. The unit will also acquaint the learners on the different kinds of newspaper along with the design templates that are applied to each. A brief on print advertisement will also be given in the newspaper.

1.2 Objectives

This unit is an attempt to analyze the ideas news. After going through this unit you will be able to-

- Discuss about the different kinds of newspaper

- Design the design elements of newspaper
- Elaborate the structure of newspaper
- Understand the newspaper designing
- Identify the different kinds of print ads

Difference between Broad sheet and tabloid:

The print newspaper can be divided into two types depending on the size of the newspaper as well as the amount of content it carries. Broadly the two types are:

Broad sheet:

When the British government started taxing newspapers according to how many pages they contained, broadsheet newspapers initially arose in the 18th century. This resulted in the printing of large-format papers with fewer pages costing less than smaller ones with more pages. Large newspaper houses usually have the broadsheet newspaper. Broadsheet newspapers usually have 6-9 columns. The average size of a broadsheet newspaper is 597×749 mm or 23.5×29.5 inches. Example, The Times of India, The Telegraph, The Hindustan times etc.

Tabloid:

Perhaps because of their smaller size, tabloid newspapers are frequently linked to articles that are sharper and shorter. When tabloids first appeared in the early 1900s, they were known as "small newspapers" and included short stories that the average reader could readily read. Though over the past few decades, there has been some shift from the lower working classes, which was usually the source of tabloid readers. Tabloid newspaper are usually niche papers that deal with Page 3 content, specialized content like career and education or entertainment content like

sports and lifestyle. Tabloid newspapers usually have 5 columns. Example, The Delhi Times, The Mumbai Mirror etc.

Parts or structure of a newspaper

Irrespective of whether it is a broadsheet or a tabloid, a newspaper is divided into the following parts which are fairly common in most of the newspapers.

The mast head

In a newspaper, the masthead is like a banner or the at the top of a page that includes the names of editors and owners, the date , month and year as well as the title of the newspaper or magazine. The Mast head is like the identity of the newspaper and is the only factor that remains constant. The Mast head is the ultimate identity of the newspaper and on very rare occasions the colour or format of the Mast head is experimented with.

Lead Story:

The word lead refers to the story with the biggest headline on the front page of a newspaper and is termed as the lead story and in the order of priority the main stories. The lead story determines the mood of the newspaper on that particular day. In journalistic parlance, the word "lead" has three distinct meanings. The term "lead story" can often be used to describe the story with the largest title on a newspaper's front page. The main stories are referred to as Lead I, Lead II, Lead III, or First Lead, Second Lead, Third Lead, and so on, depending on priority

Defining a copy:

A rough filed copy, or "copy," is a news item, article, feature, opinion, or column that has been sent to the newsroom of a newspaper. Reporters and other sources—including news agencies,

columnists, freelancers, and others—typically submit news stories in their unformatted form. The copy is typically filed by direct contact, but it is also occasionally sent by mail or posted online, especially in the case of agencies that charge a fee to subscribe and have a unique password. These copies typically need to be inspected in order to identify the essential stories because they are filed in raw format.

STOP TO CONSIDER

Newspapers are of two types Broadsheet and Tabloid. Large newspaper houses usually have the broadsheet newspaper. Tabloid newspapers are frequently linked to articles that are sharper and shorter.

Check Your Progress

Question 1: What is the difference between a Tabloid and a Broadsheet

Question 2: What is a Mast Head?

SAQ

Q1. Discuss the role of a copy in bringing out the relevance of a newspaper?

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Structure of a Newspaper:

Columns: In order to squeeze more text onto a page, columns are designed in a newspaper. The lines are generally shorter keeping the attention of the reader intact without losing the vertical position when retracing lines. Designing of columns helps maximize page per printed page as well. The average column found in the broadsheets is 6-9 pages.

Gutter: Between two columns of text on a newspaper, magazine, there is usually a white space which is called the gutter. This gutter is very significant since it enhances the readability factor of a newspaper.

Different segments of a newspaper

While structurally there are some common things that are put in order, content wise there are some segments of a newspaper which are common in all counts. Some of them have been noted below:

Column writing: The majority of newspapers have a special section set aside for well-known authors, subject matter experts, and/or retired journalists who often write on a certain subject. These articles differ from editorials in both structure and topic. They typically cover lighthearted, current topics that often reflect the columnist's political views.

Newspapers, magazines, and other publications—including blogs—publish columns. Blog-style pieces are also published by certain prestigious newspapers.

Editorial: An editorial is a piece of writing, usually unsigned, that is authored by the senior editorial staff or publisher of a newspaper, magazine, or other written publication. An editorial is most significant since it is mostly said to be the soul of the newspaper.

News in general is supposed to be neutral and objective. It is however the editorial where the opinion of writers are reflected on serious issues. The editorial determines the mood of the newspaper to a large extent by voicing its opinion on serious issues be it the political, cultural or the socio- economical issues.

Op-ed: Op-ed page refers to the opposite of editorial. It contains letters to the editors, articles written by essayists, civil society people, columnists, humourists among others.

Different pages of a newspaper

City pages: In every newspaper there are pages where the happenings of the city are being documented. The content of this paper is usually covered by the city reporters and have stories which are updated from all the sectors of the city.

Sports pages: These pages have extensive stories of sports which are local, national or international. This page is usually found in the last pages of the newspaper.

Business pages: While the main newspaper has stories covering all sectors, but there are specific pages in the newspaper which only cover the business news. This page covers news on sensex and other significant information on trade.

Classifieds page: The classified page has advertisements and is usually found in the second page of the newspaper. The advertisements features diverse topics like matrimonial, achievements, rent out space, reselling, obituary among others.

Global page: This newspaper covers news from the global front and its sources are usually agencies who have their correspondent posted across the globe.

STOP TO CONSIDER

The newspaper has different parts and segments based on its content.
There are special pages with specialised content.

Check Your progress

1. What is an editorial page?
2. What is a classifieds page?

SAQ

How does an editorial represent the soul of a newspaper?

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5.5 Advertisements in print:

Advertisements are the major source of revenue for any newspaper .
In designing a newspaper, the advertisements that are displayed determine the placements of the news as well as adds the element of glamour in the newspaper. Based on the placement and design of the newspaper these ads can be divided in the following types

Display ad:

Print advertising is used by businesses in a variety of ways, such as direct mail brochures, magazine ads, and newspaper ads. Unlike classified advertising, which have their own section, display ads can appear on any page inside a publication. Additionally, a number of

Internet businesses employ display ads online and in the Yellow Pages to draw clients.

Classified ads:

Advertisements in Classifieds Newspapers make a large profit from classified advertising as well. These advertisements are organized under subheadings based on the good, service, or deal that is being promoted. Real estate, automobiles, and employment are the three main areas of classified advertising. Certain newspapers also permit classified display advertising, even though the majority of classified ads are essentially text placed in small type. These advertisements appear in the paper's classified section, but they are made to stand out by using images, bolder fonts, borders, white space, and even color.

Jacket ad: A newspaper jacket is a printed advertising strip that encircles the outside of a newspaper. It is sometimes referred to as a wraparound or belly band. It is an extra marketing tool that comes with newspapers so that marketers may get their message out there before consumers even open the paper.

Special ad: Special Inserts and Ads Special ads in newspapers might include public statements regarding changes to personal and corporate relationships, along with a variety of government and financial reports. Political or special interest advertisements advocating a particular candidate, issue, or cause can occasionally be seen in newspapers. Preprinted inserts are another type of advertisement that is sent through newspapers. These are not printed in the actual issue of the newspaper; instead, the advertiser prints them and delivers them to the newspaper to be put before delivery. Many firms post inserts, such as brochures, catalogs, or circulars, in specific circulation zones in order to target consumers in their respective trade regions.

Ear Panels: Ads, news photos, and weather forecasts are typically published next to the masthead in newspapers. The advertising, also known as ear panels, are seen as the masthead's ears because the newspaper's name is referred to as the masthead.

Island ads: A space designated for an advertisement on a website, in a newspaper or magazine, etc., where there are no other advertisements nearby: These advertisements were placed on island positions on news pages with reading material surrounding them in four New York newspapers.

STOP TO CONSIDER

Advertisements are the major source of revenue for newspapers and based on the structure and position on the newspapers , the advertisements are classified different and grab the attention of the readers.

Check Your Progress

1. What are display ads?
2. What are special ads?

SAQ

What are the different ways in which print ads are designed to attract the attention of the readers?

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5.7 Summing Up:

There are two categories of newspapers. Tabloid and Broadsheet. Broadsheet newspapers are typically published by large newspaper companies. Shorter, sharper pieces are often linked from tabloid newspapers. Depending on its content, the newspaper is divided into many sections and parts. Particular pages with specialized material exist.

Newspaper advertisements are the main source of income for them. They are categorized differently and draw readers' attention depending on how they are placed and structured inside the newspaper.

5.8 References and Suggested Reading:

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Watson, J., & Hill, A. (2000). *Dictionary of media and communication studies*. New York: Arnold.

5.9 Answer to check your progress/Possible Answers to SAQ

1 . Check your progress

1. Large-format papers are called broadsheets whereas Tabloid newspaper are usually niche papers that deal with Page 3 content, specialized content like career and education or entertainment content like sports and lifestyle.
2. In a newspaper, the masthead is like a banner or the at the top of a page that includes the names of editors and owners, the date , month and year as well as the title of the newspaper or magazine.

2. Check your progress

1. An editorial is a piece of writing, usually unsigned, that is authored by the senior editorial staff or publisher of a newspaper, magazine, or other written publication. An editorial is most significant since it is mostly said to be the soul of the newspaper. News in general is supposed to be neutral and objective. It is however the editorial where the opinion og writers are reflected on serious issues. The editorial determines the mood of the newspaper to a large extent by voicing its opinion on serious issues be it the political, cultural or the socio- economical issues.
2. The classified page has advertisements and is usually found in the second page of the newspaper. The advertisements features diverse topics like matrimonial, achievements, rent out space, reselling, obituary among others

3. Check your Progress

1. Print advertising is used by businesses in a variety of ways, such as direct mail brochures, magazine ads, and newspaper

ads. Unlike classified advertising, which have their own section, display ads can appear on any page inside a publication. Additionally, a number of Internet businesses employ display ads online and in the Yellow Pages to draw clients

2. Special Inserts and Ads Special ads in newspapers might include public statements regarding changes to personal and corporate relationships, along with a variety of government and financial reports. Political or special interest advertisements advocating a particular candidate, issue, or cause can occasionally be seen in newspapers. Preprinted inserts are another type of advertisement that is sent through newspapers. These are not printed in the actual issue of the newspaper; instead, the advertiser prints them and delivers them to the newspaper to be put before delivery. Many firms post inserts, such as brochures, catalogs, or circulars, in specific circulation zones in order to target consumers in their respective trade regions.

BLOCK: II(Concept of Reporting)

Unit 1: Different Types of Reporting; Objective, Interpretative and Investigative;

Unit 2: Reporting Beats; Background Research for Reporting

Unit 3: Essentials of Good Reporting; Responsibilities and Liabilities of a News Reporter; Qualities of a News Reporter

Unit 4: Difference in Reporting For Print and Other Mass Media; Language of Report Writing; Inverted Pyramid and Other Styles

UNIT: 1

DIFFERENT TYPES OF REPORTING: OBJECTIVE , INTERPRETATIVE, INVESTIGATIVE

Unit Structure:

1.1 Introduction

1.2 Objectives

1.3 About news writing

1.4 Types of news reporting

1.5 Objective News Reporting

1.6 Interpretative News Reporting

1.7 Investigative News Reporting

1.8 Summing Up

1.9 References and Suggested Readings

1.1 Introduction

In this unit, the learner will be able to understand about the different types of news. The learner will be able to comprehend the element of objectivity, interpretative and investigative reporting. The learner will be able to decipher the different factors that are associated with news reporting.

1.2 Objectives

This unit is an attempt to analyse the ideas news. After going through this unit you will be able to-

- Discuss about different types of news

- Define objective news
- Define interpretative news
- Define investigative news
- Discuss ways to analyse news

1.3. About news writing

What is deemed newsworthy has been defined as news. Although the definition of "news" has been broadly defined as "North, East, West, and South." Anything that is always associated with noteworthy information is considered news. News should always be accurate, fair, unbiased, complete and informative.

Gathering information and organizing stories into news stories is the reporter's job. A good reporter is someone with an excellent sense of news, who knows how to cover meetings and is approachable in order to gather information from many sources.

Some of the primary characteristics that defines the quality of a journalist are:

Fluency: A journalist needs to be fluent in the written or spoken language of the medium of expression in order to interact with news sources, eyewitnesses, and even the victims of events. **Nose for news:** A journalist or reporter must have a nose for news, which means they must be curious to learn details from historical or noteworthy events. A good reporter should have a natural feel of what news is and be able to identify news from seemingly mundane situations that other reporters wouldn't find interesting.

Updated: She must remain updated and cognizant of current events: In today's media environment, news from yesterday is superfluous

and outdated. A reporter must keep up with events happening in and around them in order to remain current in the profession.

Accurate: Accuracy, and objectivity are essential qualities for a competent news writer and reporter.

Fairness: The journalism industry relies on news ideals such as objectivity, truthfulness, and honesty. Any effort to break any of these principles seriously compromises the integrity and credibility of the industry.

Story teller: A competent reporter needs to be a "good mixer"; tales from reserved reporters won't be accepted if they can't connect with a possible source.

Tenacity: A good reporter needs to be tenacious—that is, strong enough to keep going when it would seem easier to quit up. A competent reporter must be able to work for extended periods of time under pressure.

STOP TO CONSIDER:

Reporting is a very significant job for the reporter and it is the different types of reporting that creates the essence of a good news writing

Check Your Progress

Question 1. What are the essentials of news?

Question 2. What are the essential qualities of a good reporter?

SAQ

Question: How can the attributes of a reporter determine the quality of a news story?

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Types of news reporting:

Parliamentary Reporting :Parliamentary Reporting in India is reporting from the premises of Parliament at Central Level or from the premises of Assemblies at State Level and Union Territory which is a specialisation that requires in-depth knowledge of the constitution, parliamentary proceedings and familiarity with the political, cultural, social and economic history of the region

Participatory Reporting: This is a novel form of reporting from any source in which the reporter establishes a relationship with a location or organization, and after participating in it, the reporting process becomes more descriptive and authentic.

Judicial Reporting: Judicial reporting refers to information gathered from the various legal courts. Comprehending the court processes is necessary for judicial reporting.

Developmental Issues: The concept of development is based on two distinct paradigms. According to a dominant paradigm, it is a process of economic upliftment brought about by ongoing processes of industrialization, mining, urbanization, construction of infrastructure, including roads and dams, massive energy production and consumption, and an increase in the application of technology in all spheres of social and economic life.

Cultural reporting: Art, theater, film, and cultural activities are domains that pique the general public's attention by stimulating mass fantasy.

Commentary Reporting: One kind of reporting is known as commentary reporting, in which the reporter reports by offering an analysis of what they observe. This exhibits sequential continuity and is found in nature.

Analytical reporting: The goal of analytical journalism is to help the public understand complex reality by making sense of it. It incorporates elements of both explanatory reporting and investigative journalism.

Crime and Accident Reporting

Crimes and accidents are reported in a certain manner in which it is presented. It is extremely crucial to determine the do's and don'ts of crime reporting. Maintaining the secrecy of the sources as well as keeping the identity of the victim intact are some of the crucial elements of crime reporting. Crime tales pique the public's curiosity to such an extent that no newspaper can afford to ignore them without risking diminished readership and reputation. Some newspapers tried to avoid including crime in their columns, but they quickly gave up because the attempts were ineffective.

Stop to Consider

Reporting can be of various types. The type of reporting depends upon the content as well as the nature in which it is covered.

Check Your Progress:

Question 1: What is judicial reporting?

Question 2: What is Analytical reporting?

SAQ

Question: What are the commonalities between participatory reporting and reporting on developmental issues? Explain with examples

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1.4. Objective News Writing:

Objectivity: It is possible to classify news as objective or subjective. When news is devoid of prejudice or opinion, it is referred to be objective news. Objective reporting is the practice of reporting news entirely from the perspective of the story as it is, without introducing any bias.

Objective reporting is free from propaganda or any hidden agendas and leaves the story to the readers to interpret or understand. One expects news to be objective at all times. Being objective means that the newscaster is not biased in any way and that all of the information is supported by facts. It is what removes sensationalism from the news and adds objectivity, both of which are lacking in opinion-based news.

For example, a journalist may personally lean toward a particular philosophy or be affiliated with a particular party. The news article

does not have to represent this affiliation or desire. This illustrates the news reporter's objectivity.

Advantages of objective news:

- a. It refrains from giving biased news. Bias is never present in a neutral news report, which upholds fair reporting standards.
- b. It abstains from forming opinions.
- c. It helps to deliver a balanced and report. One of the most crucial aspects of reporting is keeping a neutral perspective when covering news.
- d. It gives people the liberty to formulate their own likes and dislikes

For example: “The Prime minister of India met with the President of America and both of them were present to witness the Republic Day parade at the Rajghat in New Delhi today.

Maintaining neutrality is crucial during any conflict situation. It creates a non-controversial atmosphere and refrains from inciting further dispute.

For example: “A conflict arose between two communities. A number of people were injured during this process and strict police vigilance has been planted at the nearby area.”

Interpretative: Occasionally, the news is left up to everyone's interpretation. Certain stories are not limited to the data at hand; instead, they are analyzed or interpreted to provide a more comprehensive picture of the circumstances. We refer to this type of news as interpretive news.

For instance, when discussing the water crisis in India, the news report often covers the topic by mentioning the region's water

basins, groundwater extraction, and environmental restoration. It is believed that these news reports are interpretive in nature.

Advantages of interpretative news:

1. This creates room for debates and discussions.
2. This leads to more research based approach.
3. This creates room for detailed understanding of any topic
4. It creates a good resource of news

Investigative news: Investigative news is defined as news that attempts to look into a topic. Instead of reporting on stories at face value, the news digs further into stories after conducting a thorough investigation.

A couple of examples of investigative reports include the ones on the Tehelka Scam and the Tihar Jail report that were uncovered.

Advantages of Investigative news:

1. It creates room for bringing out the scoop.
2. It brings out inside stories for the people to see.
3. It involves a lot of risk as well as research.

STOP TO CONSIDER:

Objective, Interpretative and Investigative reporting are the broad areas of reporting under which the various types of reporting are processed. The three types of reporting have their advantages as well as their limitations which a reporter has to be aware of before embarking on the field.

Check Your Progress

Question 1. What is the difference between objective and subjective reporting?

Question 2. What is the Interpretative reporting?

Question 3. What are the advantages of investigative reporting?

SAQ

Question: Define the three types of reporting along with their impact on news reporting.

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1.8 Summing Up:

For reporters, reporting is a very important task, and the substance of a good news piece is created by the variety of reporter types. Reporting might take many different forms. Both the substance and the manner in which it is reported determine the style of reporting. The main categories of reporting that are used to handle the different kinds of reporting are objective, interpretative, and investigative reporting. Before heading out into the field, a reporter has to be aware of the advantages and limits associated with each of the three forms of reporting.

1.9 References and Suggested Reading:

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communication studies*. New York: Arnold.

1.10 Model Questions

- a. What is commentary reporting?
- b. How important is fluency for a reporter?
- c. What are the essentials of crime and accident reporting?
- d. What are the advantages of interpretative reporting?

1.11 Answer to check your progress/Possible Answers to SAQ

1. Check your progress

1. Anything that is always associated with noteworthy information is considered news. News should always be accurate, fair, unbiased, complete and informative.

2. Fluency: A journalist needs to be fluent in the written or spoken language of the medium of expression in order to interact with news sources, eyewitnesses, and even the victims of events. **Nose for news:** A journalist or reporter must have a nose for news, which

means they must be curious to learn details from historical or noteworthy events.

Updated: She must remain updated and cognizant of current events: In today's media environment, news from yesterday is superfluous and outdated.

Accurate: Accuracy, and objectivity are essential qualities for a competent news writer and reporter.

Fairness: The journalism industry relies on news ideals such as objectivity, truthfulness, and honesty.

Story teller: A competent reporter needs to be a "good mixer"; tales from reserved reporters won't be accepted if they can't connect with a possible source.

Tenacity: A good reporter needs to be tenacious—that is, strong enough to keep going when it would seem easier to quit up.

2. Check your progress

1. Judicial reporting refers to information gathered from the various legal courts. Comprehending the court processes is necessary for judicial reporting.

2. The goal of analytical journalism is to help the public understand complex reality by making sense of it. It incorporates elements of both explanatory reporting and investigative journalism.

3. Check your progress

1. It is possible to classify news as objective or subjective. When news is devoid of prejudice or opinion, it is referred to be objective news. When news is opinionated or biased, it is called subjective news.

2. Certain stories are not limited to the data at hand; instead, they are analyzed or interpreted to provide a more comprehensive picture of the circumstances. We refer to this type of news as interpretive news.

3. Investigative news creates room for bringing out the scoop.

It brings out inside stories for the people to see.

It involves a lot of risk as well as research.

UNIT: 2

REPORTING BEATS, BACKGROUND RESEARCH FOR REPORTING

Unit Structure:

2.1 Introduction

2.2 Objectives

2.3 About journalistic beats

2.4 Types of beats

2.5 Significance of Background research for reporting

2.6 Some specialized news reporting

2.7 Role of reporter while covering beats

2.8 Summing Up

2.9 References and Suggested Readings

2.1 Introduction

In this unit, the learners will understand about the beats. They will understand about the different kinds of specialized reporting. The learner will be able to understand about the significance of background research and at the same time will be able to decipher the role of journalist while beat reporting.

2.2 Objectives

This unit is an attempt to analyse the ideas news. After going through this unit you will be able to-

- Discuss about beats
- Define specialised reporting

- Define different types of beats
- Special beat reporters
- Discuss crucial elements while covering news

2.3. About journalistic beats

A beat in journalism is a niche in which you have established contacts and demonstrated your knowledge through published pieces. Consider it like a beat cop. It is usually the editor who assigns the reporters with a specialized area to report, usually depending on their interests as well as their area of expertise. The word is derived from the noun beat, which refers to a police officer's designated routine route or customary course. By comparison, a reporter's beat is the subject they are tasked with covering. Likewise, a beat reporter will stick to the same paths or routines.

Apart from the different areas of reporting three main kinds of beat reporting:

Territorial beats: Geographical parameters define territorial beats. Sometimes in newspapers it is the community based journalists who covers all the stories of a particular community. Territorial beats could cover a number of stories like the flood situation in a particular area, lack of electricity is another area. Most of this can fall under the purview of territorial beats.

Jurisdictional beats. Jurisdictional beats can also cover such things as a school district, local government or even a major local business. In most newspapers senior journalists cover crucial beats like political, administrative, finance among others. While new journalists are made to cover lighter beats. This determines the jurisdiction of both the parties.

Topical beats Topical beats concentrate on certain topics, such as politics, the environment, and health. Being more specialized within those broad categories, like being an authority on a specific politician, could be beneficial. Sometimes while preparing the package of a major news, many topics fall under the purview of different beat reporters.

STOP TO CONSIDER

A beat in journalism is a niche in which you have established contacts and demonstrated your knowledge through published pieces.

Check Your Progress

- Question 1: What are niche areas of reporting?
- Question 2: What is topical reporting?
- Question 3: Discuss the areas of Jurisdictional beat?

SAQ

Question: What are the three main kinds of reporting, explain with details.

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Types of journalistic beats

Apart from jurisdictional, territorial and topical beats, there are different kinds of beats that are extensively covered by the journalists. They are

Environmental beats: A journalist covering the environmental beats covers topics like environmental issues, climate change, forest, natural bodies, and pollution among others. Example

“A major cleanliness drive for the river Ganga has been adopted by the government which is likely to look at reviving its crucial tributaries which run across major city as well as reviving the flora and fauna of the river.”

Political beats: Political beat covers stories of elections, political changes both locally as well as globally, about political parties, leaders as well as changing policies. This journalist also covers the proceedings of the assembly as well as budget proceedings.

“A massive political rally will be organized by the ruling party tomorrow which will concentrate on issues like subsidizing tax, the new education policy.”

Administrative beats: A reporter assigned with the coverage of the functioning of the government, administrative proceedings, changes in law and others is in charge of the administrative beats.

“On Wednesday the Government did a major shuffling of the posting of the different police officials in the state. This has led to an overall change in the system.”

Crime beats: The journalist who is assigned with the coverage of crime based stories is covering the Crime beat. Usually the journalist covering the crime beats has to be in a constant touch with the local

police station as well as the intelligence for maintaining timeliness and credibility of the story.

“In an untoward incident today, a major robbery took place in broad daylight where two men snatched an amount of Rs 100000.”

Business beat: The business beat as the name suggests covers extensively business based news. Here, market driven news, news related to forex and sensex are extensively covered.

“Nifty opened positive and gained strength throughout the session to close near the day’s high with gains of 158 points (+0.7%) to close at 21929 levels. Broader market too ended in the green with Midcap100/Smallcap100 up 1.2%/0.8%.”

Women and children beat: The women and children beat is concentrated primarily on news pertaining to developmental stories of women and children. Statistics related to both women and children are extensively covered under this beat.

“NEP 2020 has envisaged an expansion of early childhood education institutions, with particular emphasis on inclusion of economically weaker sections. In the new structure under the NEP, for the first time, early childhood care and education has been considered from age 3 onwards.”

Health beats: Health is today a major news material, all news pertaining to health, like statistics, an epidemic, health related budget, health myths are all covered under this beat.

“With every second woman anaemic, every third woman with low body mass index (BMI) and every fourth child born with low birth weight, the malnutrition situation in India is staggering. While India was one of the first nations to identify high malnutrition in children and introduced the Integrated Child Development Scheme (ICDS) in

1975, followed by many policies and schemes, women's nutrition continues to be a grey area till today.”

Sports beat: One who is covering the sports beat covers the sports news extensively. The reported here is constantly updated about the different sports event. The different kinds of sports played both at the local, national and international level as well as reports relating to sports like construction of stadiums, interview of sportspersons come within the purview of sports beat.

STOP TO CONSIDER

Different beats are covered by the experts of the different sectors. These beats are off course not water tight but are largely product of one specialised sector.

Check Your Progress

Question 1: What are political beat?

Question 2: What falls under the purview of women and child beat?

Question 3: What are the areas covered under the sports beat ?

SAQ

Question: How does specialisation in reporting help in raising the standard of reporting in a country like India?

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Types of reporting:

Despite the presence of different beats, it is primarily the types of reporting that determine the beats. The reporting has been divided into different segments and most of these reporting can be further categorized into different beats. They are:

War Reporting: The coverage of war imposes huge duties on reporters. On the one hand they must take the greatest care not to disseminate rumours and on the other hand, they must expose themselves to danger if required to ascertain the size of the event.

“Russia launched a missile attack on Kyiv and other Ukrainian cities on Wednesday morning, Ukraine’s air force said. Kyiv’s mayor, Vitali Klitschko, said air defence systems were activated and there was one victim in the Dnipro district of the capital”

Ethics in war reporting:

Cultural Reporting: When a reporter only covers cultural events and organisations, institutions and other events that are both people and country centric, that is primarily clubbed as cultural reporting. This requires the reporter to be culturally active and be in touch with the cultural icons and artists of that region.

“At the 2024 Grammy Awards, Zakir Hussain and Shankar Mahadevan took home major prizes. With "This Moment," the reformed international fusion band Shakti won the Best Global Music Album prize. Shakti's debut album in over 45 years, "This Moment," features eight original pieces.”

Basics of Cultural reporting:

- Understand the different cultural practices
- Know the cultural background
- Respect diversity

Parliament Reporting

Readers of newspapers have traditionally been primarily interested in Parliament and its events. Reporting on parliament gives journalists the chance to learn firsthand about the duties, roles, and activities of the legislature, as well as about its members, various officials, offices they occupy, and their biographies, in addition to the workings of government.

“Lok Sabha has just passed the Public Examinations (Prevention of Unfair Means) Bill to check malpractices in government recruitment exams.

Requirements of Parliamentary reporting:

- Know the local laws
- Identify the leaders
- Understand the crucial questions and crucial times

News stories on the basis of procuring different types of news:

- a. Embargo:** An embargo is a time frame that a newspaper organization designates for when a story will be published. The word "embargo" refers to the restrictions imposed by the relevant organization on the publication of a news item and the date by which it must be distributed. Publication of an embargo may result in contentious situations or legal issues. Nothing could be more rewarding than for a public relations representative to send a journalist a press release that is "under embargo." This suggests that the reporter is not permitted to reveal any information regarding the contents of the press release until a certain day and time. Embargoes are widely used by reputable medical publications, corporations, and government agencies, among other important sources.

b. Spot news reporting

News of the incident, as it happened, and as it was reported live. Spot news, which includes extensive coverage of imminent events like press conferences, crimes, accidents, and war reports, is usually categorized as hard news. In this case, the news is straight from the main source.

c. Parachute Journalism:

"Parachute journalism" is the technique of journalists preparing reports in an area they are somewhat unfamiliar with without having any prior knowledge of the news story. In these cases, the journalistic article is typically lacking in detail and demonstrates a superficial comprehension of the topic. Like a man donning a parachute and diving into a region with no prior understanding of its physical surroundings This type of journalism was carried out in conflict zones, disaster-prone areas, and occasionally in places where the newspaper dispatches a correspondent to cover an incident without first conducting any study on the subject.

d. Data Journalism:

A kind of journalism known as "data journalism" is a reflection of the growing use of numerical data in the creation and dissemination of information in the digital age. It is a reflection of the growing exchange of information between journalists and various other disciplines, including design, computer science, and statistics. One of the newest forms of reporting is data journalism.

e. Embedded journalism:

When news reporters are assigned to military troops engaged in hostilities, this is referred to as embedded journalism. The phrase originated in the media's coverage of the 2003 invasion of Iraq; other examples of embedded journalism include the Indian Army's surgical strike at Balakot, the Myanmar truce, and numerous historical exchanges between journalists and military personnel

STOP TO CONSIDER

Each reporter has to be an expert in his own area. There are different ways of presenting different beats. Crucial among them are the way the news is procured. Embedded news, parachute journalism, data journalism, embargo are some of the important elements of news gathering and news making.

Check Your Progress

Question 1: What are war reporting?

Question 2: What are the basic requirement of parliamentary reporting?

Question 3: What is embedded reporting?

2.8 Summing Up:

Every reporter needs to be an authority in their particular field. Different beats can be presented in various ways. Among these, the method of obtaining the news is vital. Embargo, data journalism, parachute journalism, and embedded news are a few crucial components of news production and collecting. The specialists from various sectors cover different rhythms. These beats are generally

the result of a single specialized sector, but they are not watertight. In journalism, a beat is a specialty in which you have published pieces showcasing your expertise and building relationships.

2.9 References and Suggested Reading:

Hasan, S. (2010). *Mass Communication, Principle and Concepts*. New Delhi: CBS Publisher.

Kumar., K. J. (2012). *Mass Communication in India*. . Ahmedabad: Jaico Publications.

Mehta, D. S. (2011). *Mass Communication and Journalism in India*. New Delhi: Allied Publishers Private Limited.

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2.10 Model Questions

2.11 Answer to check your progress/Possible Answers to SAQ

1. Check your progress

1. A beat in journalism is a niche in which you have established contacts and demonstrated your knowledge through published pieces.

2. Topical beats concentrate on certain topics, such as politics, the environment, and health. Being more specialized within those broad

categories, like being an authority on a specific politician, could be beneficial.

3. Jurisdictional beats can also cover such things as a school district, local government or even a major local business. In most newspapers senior journalists cover crucial beats like political, administrative, finance among others.

2. Check Your progress

1. Political beat covers stories of elections, political changes both locally as well as globally, about political parties, leaders as well as changing policies. This journalist also covers the proceedings of the assembly as well as budget proceedings.

2. The women and children beat is concentrated primarily on news pertaining to developmental stories of women and children. Statistics related to both women and children are extensively covered under this beat.

3. One who is covering the sports beat covers the sports news extensively. The reported here is constantly updated about the different sports event. The different kinds of sports played both at the local, national and international level as well as reports relating to sports like construction of stadiums, interview of sportspersons come within the purview of sports beat.

3. Check your progress

1. The coverage of war imposes huge duties on reporters. On the one hand they must take the greatest care not to disseminate rumours and on the other hand, they must expose themselves to danger if required to ascertain the size of the event.

2. Some of the requirements of parliamentary reporting are

- Knowing the local laws
- Identifying the leaders
- Understand the crucial questions and crucial time

3. An embargo is a time frame that a newspaper organization designates for when a story will be published. The word "embargo" refers to the restrictions imposed by the relevant organization on the publication of a news item and the date by which it must be distributed. Publication of an embargo may result in contentious situations or legal issues. Nothing could be more rewarding than for a public relations representative to send a journalist a press release that is "under embargo." This suggests that the reporter is not permitted to reveal any information regarding the contents of the press release until a certain day and time. Embargoes are widely used by reputable medical publications, corporations, and government agencies, among other important sources.

UNIT: 3

ESSENTIALS OF GOOD REPORTING, RESPONSIBILITIES AND LIABILITIES OF A GOOD REPORTER

Unit Structure:

3.1 Introduction

3.2 Objectives

3.3 About Reporting

3.4 Roles of a reporter

3.5 Qualities of a good reporter

3.6 Responsibilities and liabilities of a good reporter

3.7 Ethics of reporting

3.8 Summing Up

3.9 References and Suggested Readings

3.1 Introduction

In this unit, the learner will be able to understand the role of a journalists. He will be able to understand the essential qualities of a good reporter. The learner will be able to understand how good journalists functions and what are the responsibilities and liabilities associated with good reporting.

3.2 Objectives

This unit is an attempt to analyse the ideas news. After going through this unit you will be able to-

- Discuss about the role of the reporter

- Explain the roles and responsibilities of a reporter
- Define the essentials of good reporting
- Understand the concepts of bias and spin and how journalists produce fair, balanced and objective news reports
- Apply news reporting skills within editorial deadlines

3.3 About reporting:

Reporting is primarily the means and measures to collect, process, store and present information. Investigating and presenting information for newspapers and other mass media is a part of reporting.

Reporters can obtain information through a number of sources, such as press releases, tips, and firsthand observation of events. They do research using records from the public, interviews, and other sources.

A beat or patch is the designated area of concentration for most reporters. To ensure they don't miss any news, they are urged to nurture their sources.

3.4 Qualities of a good reporter

- **Create Room for dialogue:** While a good reporter should refrain from passing opinion on news, but he should create matter which should trigger the instinct to invite dialogue with the public and bring in discussions over journalistic conduct.

- **Address grievance:** A good journalist should address grievances and encourage the public to reflect their ideologies on important matters of the society.
- **Admit mistakes:** To err is human and when a good journalist makes mistakes his job is to correct them promptly and bring into light the truth.
- **Socially active:** A good reporter must be socially active and must carry responsibilities to bring in matters of social relevance to light.
- **Practice what they preach:** A good journalist should abide by the same high standards to which they hold others and must be a responsible citizen in the process.

3.5 Role of a reporter:

The reporter provides the very content of a media house which becomes the source of its content. In order to be a good reporter, there are some of the essentials that he needs to imbibe.

- a. **Fluency:** A journalist must always be a good communicator. His fluency in language and communication skills can help him in getting the right kind of information from the sources and communicate with people and different bodies in getting the right kind of news across.
- b. **Nose for news:** A sense of curiosity, the ability to be able to bring out a news from regular events or developing the instincts of identifying a news is one of the key factors that makes for a good reporter. The journalist should also be able to understand the significance of some news and the relatively not so important news elements to eliminate them.

- c. **Updated and current:** A good journalist should be updated about the events that are occurring in the immediate surroundings as well as the changes and events that are occurring across the globe. He or she needs to be up to date on events and happenings. Being relevant is extremely important and at the same time, it is mandatory for a journalist to be aware of the happenings across the world.
- d. **Honesty and integrity:** A good journalist should be honest and sincere. If he gets into the habit of giving honest news and pursuing the stories with integrity he shall win the trust of the sources and the good will of the people alike. A sense of social responsibility is very crucial for a news journalist.
- e. **Impartial:** A competent news writer and reporter should always maintain neutrality. A neutral and unbiased reporter can deliver the news story without forming his opinion and giving it any colour. Honesty, truthfulness, and impartiality are news values that the industry depends on. If the honesty of a news journalist is ever tarnished then he loses the credibility of the people and his work loses the value to a large extent.
- f. **Innovative:** A news journalist has to be innovative. Innovation is crucial to get the attention of the people as well as bring in light certain matters which are extremely crucial for coverage
- g. **Persistent:** One of the key qualities of a reporter is to be persistent, he has to make sure that he follows up the details of any news story as well as define the areas of any issues from all angles. Being tenacious and not giving up is what it means to be persistent.

- h. **Networking:** A competent reporter should have a good network with people belonging to diverse backgrounds, particularly those who could give good and reliable information. A competent reporter should be able to establish and nurture relationships.
- i. **Sensitive:** A good reporter should also be sensitive to information pertaining to humane stories and should refrain from being brash or make crude references to situations.

STOP TO CONSIDER

A good reporter should have essential qualities like having fluency having a nose for news being updated and current. He should also be honest have integrity, be impartial, innovative, persistent and must have a good Network.

Check Your Progress

1. Briefly discuss any two roles of a reporter while reporting any news story.
2. What are qualities of a good reporter?

3.6 Responsibilites and liabilities of a reporter

Be safe from fake news:

Make a concerted effort to locate news subjects so they can address any accusations of misconduct. Never edit news images or videos to change their content. It is always acceptable to improve images for

technical clarity, but use caution when capturing photos that have been Photoshopped.

Identifying source:

The source is the most crucial part of collecting news. It is the duty of the journalist to check on the element of reliability and be responsible towards his news consumers for giving true and factual information. It is essential to determine the sources' motives before assuring him anonymity.

Attracting attention:

Teaser campaigns have become the 'it' thing. However a news headline or a video teaser using promotional material, photos, video, audio, graphics, sound bites and quotations that misrepresents information should be strictly avoided by the reporter. Using click bait or false information to get the attention is wrong and should be avoided.

Collecting news ethically:

While sting operations are conducted for getting investigative information, using surreptitious methods for gathering information could lead the journalist to trouble.

Never Plagiarize:

Copying someone else's content and passing it as one's own falls under plagiarism. While taking information from a third party is doable in reporting, but copying the news, or plagiarizing someone else's content can land the journalist in legal trouble.

Inclusivity and diversity:

While stereotyping a news while writing about a particular community or things is to be avoided, respecting the diversity and

understanding the differences should be one of the primary role or responsibility of a journalist. Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.

Being sensitive:

In order to be exclusive a journalist should not tread upon personal human emotions and try to get make money out of the information.

Understanding the gravity of information:

Many information that is linked to the official secrets of the Government or news embargo must be respected by the journalist. Invasion into extremely sensitive information or leaking crucial information relating to the security and integrity of the country is a very dangerous practice which should be avoided.

Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or context. Distinguish news from advertising and avoid such publicity material. Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

Different types of journalists:

Citizen journalism is a citizen who takes up the responsibility of reporting about a particular thing while having first-hand experience and does not belong to any media house in general.

Citizen journalism can be a supplement to mainstream media, but sometimes even acts as a replacement of traditional media in the less democratic countries. In recent history, during any catastrophic, non-accessible, or major event, the media include footage or reportages of witnesses or citizen journalists. Due to the omnipresence of

technology in the modern world, citizen journalists can publish crucial information faster than ever. They can provide necessary information in the time of political crisis, censorship, natural disasters, or any similar events. On the other hand, citizen journalism has its major drawbacks. It lacks a code of ethics, it is subjective, and because of that, some experts and the public often perceive it as “a poor version” of mainstream media. Citizen journalism gave a voice to the people with an internet connection. Vulnerable and marginalized groups in the society who do not have the resources or conditions to use the Internet are left out of this conversation, which is a major obstacle regarding the future development of citizen journalism.

STOP TO CONSIDER:

Identifying credible source and proper attribution are very crucial in reporting. Respecting diversity is also crucial. Advocacy is different from news reporting and journalist be it citizen or regular should be conducting an ethical work.

Check Your Progress:

Question 1 Write about two responsibilities of a reporter which reporting

Question 2 What is plagiarizing in reporting?

SAQs

Question: How does one distinguish between advocacy and reporting?

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.....

3.7 Ethics of Journalism:

i. Cross checking of facts: Accuracy is one of the primary features of good journalistic reports. Even after publication of all news, a journalist should cross check the facts and see that the accuracy of facts is maintained. This is extremely crucial since misrepresentation of facts could lead to legal actions as well as have far reaching effects.

ii. Maintaining the secrecy of sources: Maintaining the anonymity of sources is extremely crucial since revealing the names and facts about the sources could prove to be life threatening as well as put the source in a tight spot.

iii. Non-biased judgement: In reporting any communal violence or cash between communities, a journalist should refrain from making provocative statements as well as name the communities who have experienced violence in any form.

Developing PR skills:

- Effective reporters should be able to build networks and have strong observational abilities. A modern day journalist should be active in all social media accounts which would help him keep updated as well as maintain relations with the other people.
- They should also appreciate the importance of listening well. Finally, effective reporters see things when they look. It is while listening that a journalist can develop the ability to identify the stories that can be very crucial news.
- She needs to have exceptional patience. Many times investigative journalists spend years to get a certain news or wait for the right kind of information to appear.

- Interrupting in between interviews or a panel talk could look attractive in the visual media, but it is rather a poor practice in trying to get objective or complete information without infuriating the interviewee.
- At the age of Mobile journalism also known as Mojo, competent modern reporter needs to be multi-talented. He or she needs to be able to use technology to enhance his reporting practice as well as deliver them in time.
- A competent and contemporary reporter needs to possess the special attribute known as enterprise. Managing crises and being enterprising should be the primary focus of the reporter

STOP TO CONSIDER

Ethically a good journalist should be both a public relations officer, an adept technical person as well as a crises manager. His skills are important but at the same time maintaining secrecy of crucial government information or avoiding biasness should be the key values of a reporter.

Check Your Progress

1. Discuss two ethical aspects of a reporter
2. State two crucial Public relations skills that a journalist should develop in his line of duty, explain.

3.8 Summing Up:

A good journalist should, according to ethics, double-check information, protect the privacy of sources, and render an unbiased opinion. Essential traits of a successful reporter are fluency and an eye for fresh, up-to-date news. In addition, he needs to be impartial, creative, persistent, honest, and have a strong network. In reporting, identifying reliable sources and giving credit where credit is due are essential. Honoring variety is also essential. News reporting and advocacy are not the same thing, and journalists—whether they be regular or citizen—should always operate ethically.

3.9 References and Suggested Reading:

Hasan, S. (2010). Mass Communication, Principle and Concepts. New Delhi: CBS Publisher.

Kumar., K. J. (2012). Mass Communication in India. :. . Ahmedabad: Jaico Publications.

Mehta, D. S. (2011). Mass Communication and Journalism in India. New Delhi: Allied Publishers Private Limited.

Sharma, K. C. (2007). Journalism in India. New Delhi: Regal publications.

Watson, J., & Hill, A. (2000). Dictionary of media and communication studies. New York: Arnold.

3.10 Answer to check your progress/Possible Answers to SAQ

1. Check Your progress:

a. **1. Nose for news:** A sense of curiosity, the ability to be able to bring out a news from regular events or developing the instincts of identifying a news is one of the key factors that makes for a good reporter. The journalist should also be able to understand the significance of some news and the relatively not so important news elements to eliminate them.

b. **Updated and current:** A good journalist should be updated about the events that are occurring in the immediate surroundings as well as the changes and events that are occurring across the globe. He or she needs to be up to date on events and happenings. Being relevant is extremely important and at the same time, it is mandatory for a journalist to be aware of the happenings across the world.

2. **Create Room for dialogue:** A good reporter should trigger the instinct to invite dialogue with the public and bring in discussions over journalistic conduct.

- **Address grievance:** A good journalist should address grievances and encourage others to do so.

- **Admit mistakes:** When a good journalist makes mistakes his job is to correct them promptly and bring into light the truth.

- **Socially active:** A good reporter must be socially active.

- **Practice what they preach:** A good journalist should abide by the same high standards to which they hold others.

2. **Check your progress:**

1. a. **Be safe from fake news:**

Make a concerted effort to locate news subjects so they can address any accusations of misconduct. Never edit news images or videos to change their content. It is always acceptable to improve images for technical clarity, but use caution when capturing photos that have been Photoshopped.

b. Identifying source:

The source is the most crucial part of collecting news. It is the duty of the journalist to check on the element of reliability and he responsible towards his news consumers for giving true and factual information. It is essential to determine the sources' motives before assuring him anonymity.

2. Copying someone else's content and passing it as one's own falls under plagiarism. While taking information from a third party is doable in reporting, but copying the news, or plagiarizing someone else's content can land the journalist in legal trouble.

3. Citizen journalism is a citizen who takes up the responsibility of reporting about a particular thing while having first-hand experience and does not belong to any media house in general.

3. Check your progress:

1.i . Cross checking of facts: Accuracy is one of the primary features of good journalistic reports. Even after publication of all news, a journalist should cross check the facts and see that the accuracy of facts is maintained. This is extremely crucial since misrepresentation of facts could lead to legal actions as well as have far reaching effects.

ii. Maintaining the secrecy of sources: Maintaining the anonymity of sources is extremely crucial since revealing the names and facts

about the sources could prove to be life threatening as well as put the source in a tight spot.

2. Effective reporters should be able to build networks and have strong observational abilities. A modern day journalist should be active in all social media accounts which would help him keep updated as well as maintain relations with the other people.

They should also appreciate the importance of listening well. Finally, effective reporters see things when they look. It is while listening that a journalist can develop the ability to identify the stories that can be very crucial news.

UNIT: 4

DIFFERENCE IN REPORTING FOR PRINT AND OTHER MASS MEDIA

Unit Structure:

4.1 Introduction

4.2 Objectives

4.3 About print media

4.4 Writing for print media

4.5 Writing for visual media

4.6 Writing for the internet

4.7 A comparative study of writing for all kinds of media

4.8 Summing Up

4.9 References and Suggested Readings

4.1 Introduction

In this unit, the learner will be able to understand about the origin and writing about the print media. The learner will be apprised about writing for the internet and the visual media. The learner will gather knowledge about writing for the different mediums of mass communication.

4.2 Objectives

This unit is an attempt to analyse the ideas news. After going through this unit you will be able to-

- Discuss about print media
- Discuss about writing for visual media

- develop ways of writing for the online media
- Discuss about the differences about writing for different mediums

About the print media

One of the earliest media types, print journalism dates back to the 16th century and refers to journalism that is published in a printed format, such as a newspaper or magazine.

1. **Textual:** Language has its own ability to bring out the visual elements. In print it is the written language that is predominantly the core of communication. Hence the writing in print is often textual and text heavy.
2. **Factual:** Since print usually takes a day's time to reach its readers, due to time taken in printing, it is often fact based and has more information and details than that of any visual media.
3. **Detailed :** Print writers frequently have more time to look into stories and conduct research, which can result in more accurate and thorough reporting. Additionally, it provides readers with the freedom to read stories at their own pace and more time to reflect on and process the material presented.
4. **Rounded:** Print journalism is an important part of a well-rounded media consumption. Since the television or visual medium is pressed for time and requires quick delivery, the print journalism allows for more solicitous and all-inclusive coverage of events.

Advantages:

- a. **In depth coverage:** Print has the ability to provide in-depth coverage with its detailed analysis.
- b. **Analytical coverage:** Can give an analytical coverage, since written word has more ability to bring in facts and lay down systematic comparisons.
- c. **Structured:** Story is more structured and detailed and writing always carries a certain order
- d. **All-inclusive coverage :** Provides all-inclusive coverage with statistics, data, references among others.

Disadvantages:

- a. **Not immediate:** Cannot give immediate update, since printing requires a day's time.
- b. **Identifying mistakes:** Room for identification of more mistakes as written work is more subject to scrutiny and verification.
- c. **Absence of creativity:** In delivery of news through print there is an absence of creativity, since visual media can engage more vibrancy through their dynamic work.

Threats to the print media

With the advent of technology, even with the dependency on online modes of communication post the pandemic, the print media has suffered significantly. The escalating cost of the print material including the

STOP TO CONSIDER

The print media tends to be more detailed, factual as well as analytical. It s the absence of immediacy and creative elements print remains in a disadvantageous spot.

Check Your Progress

Question 1. State any two basic elements of print media?

Question 2. What are the advantages of print media

Question 3. What are the disadvantages of print media? Discuss in details

SAQ

Q. How are the basic concepts of news, effective in making a news story sharp and relevant? Explain in details.

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About the broadcast media

Journalism that is provided in audio or video format, typically via radio or television broadcasts, is known as broadcast journalism.

- 1 Engaging:** Broadcast journalists have the ability to be more engaging or entertaining, since it presents audio visual presentation. It typically present news, interviews, and other information in an entertaining and way.

1. **Time based:** In a world that requires instant information, the broadcast medium can give instant news and at the same time save time through field reports.
2. **Creativity:** Since the broadcast journalists can play with the news technology as well as

Advantages:

- a. **Immediate:** At a time where information is currency, broadcast media gives timely and immediate news , some even functioning through online portals.
- b. **Visual:** Since the world relies on visual communication today more so then it did before, broadcast media has more takers than others.
- a. **Creative:** There is more room to engage creativity through broadcast media then any other means of communication.
- b. **Direct communication:** Broadcast journalists must also be able to communicate clearly with their audience. This includes speaking in an easy-to-understand manner and using visual elements, such as graphics and video footage, to enhance their stories.

Disadvantages:

- c. **Prone to mistakes:** Broadcast journalists need to be able to work quickly and accurately in order to meet tight deadlines. Sometimes this leads to half baked research and inaccurate presentation of news.
- d. **Technology dependant:** Broadcast journalists also need to have a good understanding of the technology used to deliver their stories. In the absence of good technology, the

broadcast often suffers and this leads to poor delivery of news.

STOP TO CONSIDER

The broadcast media through its use of visuals can be more creative, engaging, direct and immediate. It is simply prone to making mistakes since it works in a haste and is technological dependent.

Check Your Progress

Question 1. What are the basic elements of broadcast media?

Question 2. What are the advantages of broadcast media

Question 3. What are the disadvantages of broadcast media? Discuss in details

SAQ

Q. How are the basic concepts of news, effective in making a news story sharp and relevant? Explain in details.

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Difference in writing style

Broadcast journalism and print journalism have distinct differences in writing style. Broadcast journalism is typically more conversational and relies heavily on visuals, while print journalism is more formal and relies more on the written word.

Broadcast journalism often requires the journalist to include sound bites and other audio components, as well as video clips, in order to tell the story.

Writing for a broadcast news story requires the journalist to be able to write in a conversational tone, and to be able to craft stories that are engaging and interesting to the viewer.

The journalist needs to be able to use language that is direct and to the point, as there is typically limited time for stories to be delivered in a broadcast format.

Writing for the internet, the digital media:

Quick: In writing for the internet, one has to be extremely quick. In the age of information, it is crucial to be on time. This creates the necessity to use terms which are all inclusive and give the information without wasting any time.

Conversational: The internet has the approach of being one to one. This calls for sticking to conversational style. The more the script is lucid and conversational, the more the medium tends to keep a personal relationship with the readers or viewers.

Elaborate: The internet users are always looking for the tiniest details. They want exclusive information which cannot be found in any other medium be it print or television. It has to be more elaborate and this calls for very detailed reporting.

Advantages:

Personalised: The digital media creates a personalised relationship with the people who read it.

Well informed: With a lot of competition, the digital mediums are at constant competition to prove which medium will be the first to publish. This creates a well informed scenario as well as a medium for quick and detailed information.

Disadvantages:

Click bait: In the age of abundant information, the internet often resorts to misleading headlines to attract the click and increase the likes. Once the website is entered upon, the news is extremely different from what it carries. This is called the click bait syndrome and carries a negative connotation.

Competitive: While all the web portals are vying for the hits, a very unhealthy competition is seen to prevail which crosses the border of what is ethical and what is not.

Amateur: A lot of time that writing on the internet appears to be amateur, rushed and without much

4.7 A comparative study of writing for all kinds of media

Timeliness: While the writing for print can be more relaxed, since it is not pressed for time, the television because of the concept of breaking news appears for immediate and since it already has visuals to go with the text, it does not create the element of details: The same applies to internet, however the mushrooming growth of the internet web portals leads to

Factual: The print is more factual since it has the time and ability to take all sides into account. The writing for television is off course factual but also it takes time to get all points to work. Writing for the internet is described earlier.

Innovative: While the print has tried to come up with innovative headlines, television too, but is the internet writing that stands out for its innovativeness, quirkiness and an out of the box outlook towards creating news story.

Stop to Consider:

While writing for the internet one has to be quick, conversational as well as updated. This also comes with the risks of being too hasty and misinformed.

Check Your Progress:

Question 1. State any two basic elements of digital media?

Question 2. What are the advantages of digital media?

Question 3. What are the disadvantages of digital media? Discuss in details

4.8 Summing Up:

The print media tends to be more detailed, factual as well as analytical. It is the absence of immediacy and creative elements print remains in a disadvantageous spot. The broadcast media through its use of visuals can be more creative, engaging, direct and immediate. It is simply prone to making mistakes since it works in a haste and is technological dependent. In writing for the internet one has to be Quick, Conversational and Elaborate.

4.9 References and Suggested Reading:

Hasan, S. (2010). *Mass Communication, Principle and Concepts*.
New Delhi: CBS Publisher.

Kumar., K. J. (2012). *Mass Communication in India*.
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Sharma, K. C. (2007). *Journalism in India*. New Delhi: Regal publications.

Watson, J., & Hill, A. (2000). *Dictionary of media and communication studies*. New York: Arnold.

4.10 Model Questions

- a. What is factual reporting?
- b. How can television be more innovative?
- c. What is click bait?

4.11 Answer to check your progress/Possible Answers to SAQ

1 Check your progress:

1. **a. Textual:** Language has its own ability to bring out the visual elements. In print it is the written language that is predominantly the core of communication. Hence the writing in print is often textual and text heavy.

c. Factual: Since print usually takes a day's time to reach its readers, due to time taken in printing, it is often fact based and has more information and details than that of any visual media.

2a. In depth coverage: Print has the ability to provide in-depth coverage with its detailed analysis.

b. Analytical coverage: Can give an analytical coverage, since written word has more ability to bring in facts and lay down systematic comparisons.

3a. Not immediate: Cannot give immediate update, since printing requires a day's time.

b. Identifying mistakes: Room for identification of more mistakes as written work is more subject to scrutiny and verification.

c. Absence of creativity: In delivery of news through print there is an absence of creativity, since visual media can engage more vibrancy through their dynamic work

3.Check your progress:

1. Quick: In writing for the internet, one has to be extremely quick. In the age of information, it is crucial to be on time. This creates the necessity to use terms which are all inclusive and give the information without wasting any time.

Conversational: The internet has the approach of being one to one. This calls for sticking to conversational style. The more the script is lucid and conversational, the more the medium tends to keep a personal relationship with the readers or viewers.

Elaborate: The internet users are always looking for the tiniest details. They want exclusive information which cannot be found in any other medium be it print or television. It has to be more elaborate and this calls for very detailed reporting.

2. Personalised: The digital media creates a personalised relationship with the people who read it.

Well informed: With a lot of competition, the digital mediums are at constant competition to prove which medium will be the first to publish. This creates a well informed scenario as well as a medium for quick and detailed information.

3. **Click bait:** In the age of abundant information, the internet often resorts to misleading headlines to attract the click and increase the likes. Once the website is entered upon, the news is extremely different from what it carries. This is called the click bait syndrome and carries a negative connotation.

Competitive: While all the web portals are vying for the hits, a very unhealthy competition is seen to prevail which crosses the border of what is ethical and what is not.

Amateur: A lot of time that writing on the internet appears to be amateur, rushed and without much

BLOCK: III(Basics of Editing)

Unit 1: Concept of Editing for Print Media; Meaning of Editing;

Unit 2: Process and Steps of Editing for Print Media

Unit 3: Newsroom Setup

Unit 4: Editorial Team and Functions at Each Level; Essential Qualities and Responsibilities of Editor

**Unit 5: Headlines—Various Types and Language of Headline; Art of Headline Writing ;
Reference Section**

Unit 6: Typesetting, Layout and Design, Page Makeup; Basics of Typography

Unit 7: Supplements and Special Pages

UNIT: 1

CONCEPT OF EDITING FOR PRINT MEDIA/MEANING OF EDITING

Unit Structure

1.1 Introduction to Concept of Editing

1.2 Goals

1.3 Objectives

1.4 Meaning of Editing

1.5 Types of Editing

1.6 Copy

1.7 Guidelines for Copy Editing

1.8 Qualities of Sub -Editor

1.9 Role of a Sub – editor

1.10 Traditional method of Copy Editing

1.11 Mechanical method of Copy Editing

1.12 Photo Editing

1.13 Summing up

1.14 References and Suggested Readings

1.15 Answers to Check your Progress.

1.1 Introduction to Concept of Editing

In our fast paced lives when we all are in a hurry to fulfil deadlines, reporters and journalists struggle the most as they perform a dual responsibility of providing information to the masses which is factual and error free. So this march against time sometimes brings in errors in the news stories. Commonly editing is considered as

only an act of correcting the grammatical or factual mistakes in news stories. However, this is just one aspect of editing among many.



Editing can be defined as a “process that involves reviewing the content, organization, grammar, and overall presentation of a piece of writing. The purpose of editing is to ensure that your ideas are presented to your reader as clearly as possible without any bias. Editing is considered as a craft in journalism because through this process an editor transforms the mass of text and art provided by reporters, photojournalists and graphic artists into a packaged information. It is the job of the editor to ensure that the stories are well-written and complete, without offending ethical and legal standards.

Goals

To have a better understanding of the concept of editing

To understand the technicalities associated with the process of editing.

Learn about fact check.

Objectives

The objectives for which subeditors use editing extensively is outlined below –

For Focus and Accuracy: Accuracy is one of the chief element of the editing stage. It is the professional and ethical duty of news reports to incorporate fact-checking throughout the research and writing process. This includes verifying that names are pronounced and spelt correctly, that story's factual aspects are accurate, and that any conclusions are supported by solid evidence. It is customary to perform several accuracy checks. All careful, responsible writers should do the same. The final text's dependability depends on how accurately the research and writing were done.



Fact Checking:Regrettably, we have innumerable sources of information available online, some of which are also dubious. As internet access increases and modifies the standards by which sources are assessed, discussions concerning the scholarly legitimacy and reliability of sources to which the general public can participate are likely to persist.

Upholding Objectivity:Sometimes, well-intentioned sources may also spread false information.So, objectivity has been regarded as the pinnacle of journalistic ethics.It is a common belief that journalists ought to be impartial and unbiased. Certain news outlets employ these phrases in their catchphrases, asserting that they provide more impartial and balanced coverage than their rivals.When reporting on hard news, reporters must maintain objectivity by not letting their personal opinions, biases, or sentiments come through in their reporting. They achieve this by avoiding giving persons or institutions a positive or negative portrayal while crafting stories and by employing language that is neutral.



Being On Track:Another crucial component of the editing process is keeping the writing's focus. A common mistake that many writers do is to distract themselves from the original content unknowingly. So the process of editing becomes helpful to eliminate all the extra information that gets inserted into the news story.

Stop and Read

A crucial task for a subeditor is also to translate a copy. A subeditor's ability to translate news stories is an important responsibility.

Check Your Progress

- Q1. What do you understand by editing?
- Q2. Write a note on the objectives of editing?

Meaning Of Editing

Before we understand all the nuances of editing, we should have a clear picture of the 5W's and 1 H of editing process which says –

What is editing?

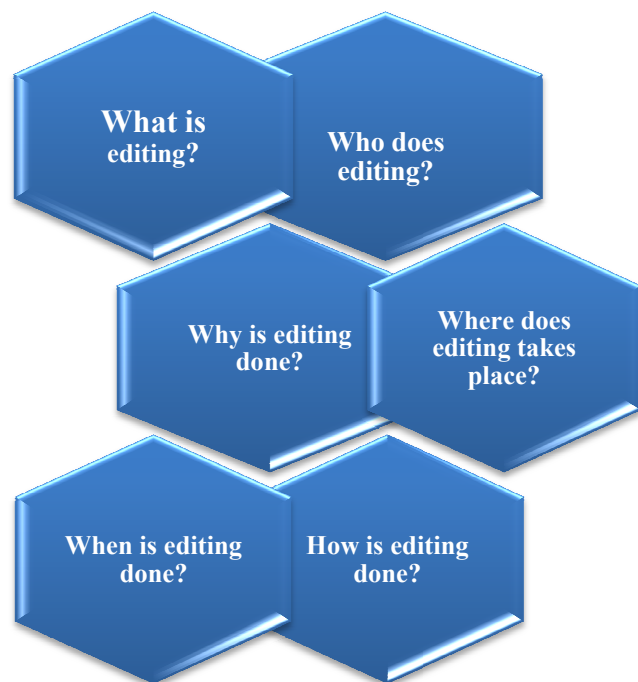
Why is editing done?

Who does editing?

Where does editing takes place?

When is editing done? and

How is editing done?



These are some of the common questions that come to the minds of beginners in the field of editing. Let us try and explore to find answers to these basic questions associated with editing.

Editing is the process of improving the hastily written news stories and other write-ups in to a readable shape. Editing in newspaper terminology is called copyediting, sub editing or subbing. The term copy editor is used in the U.S.A. while the term sub editor is used in the UK and many other countries including India. Editing is done

with specific motives of checking and improving the Punctuation, Spelling, Sentence Structure, Subject and Verb Agreement, Proper Use of Words, Clarity, Point of View, Discrepancies, Dialogue, Flow, and Format. In simpler terms, editing is done to improve the news stories grammatically, structurally, style-wise, factually, and also in terms of readability.

While reporters get the entire credit and acknowledgement in the form of bylines, grants, applause, appreciation and even awards, the sub editors toil silently in the newsroom. Reporters and correspondents take to the centre stage while sub editors remain at the backstage.

Stop and Read

Classification of Editors – Editors can be classified in several ways. Firstly, they can be classified based on the responsibility they perform – Chief Editor, Sub - Editor, a Copy Editor and so on.

Secondly, on the nature of duty or editing they do – Creative, Substantive and Copy.

Check Your Progress

Q3. What do you understand by the 5Ws and 1H of editing?

Q4. What do you mean by a copy?

Types of Editing

Editing takes place after drafting the content. The four primary stages of editing are:

Developmental writing ensures that the work achieves its objectives by emphasising the reasoning and accuracy of the text. After this stage, the writer typically goes through another round of revisions. An internal subject-matter expert (SME) is the appropriate person to undertake this phase.

Copy editing examines the technical elements of writing to ensure that the work complies with the style and editorial requirements. In addition, proper word usage, readability, and grammar are examined in copy editing.

Copy

[illegible]

Editing makes the copy complete and easy to read by removing all the errors. So this responsibility is performed by following certain guidelines which may differ from organization to organization or from media to media. A few guidelines are outlined below-

Break long paras into small paragraphs.

Delete tables and graphs if inessential.

Be well-versed in editing or proof reading symbols.



Qualities of a Sub editor

A newspaper's production is a delicate and intricate procedure that requires the full attention of 200 to 300 individuals across several divisions. Because there is a deadline to meet, there is strain. The deadline in a news agency is 'now or never'. In this stressful environment, the subeditor needs to do his work carefully. To carry out his responsibilities effectively, he needs to have specific attributes. Some of these qualities of a copy editor/sub-editor are-

Calmness :Whatever happens, maintain your composure. When a major story breaks, whether it's about a government collapse, a disaster, a calamity, or the assassination of a prominent political figure, you shouldn't become enthusiastic.

Decisive :Take rapid and right decisions. There is no room for ambiguity in the editorial department.

Objectivity :Avoid taking sides and maintain impartiality.

Memory :Possess a keen memory to verify information again if needed.

Know your reader :Recognise the target audience and work accordingly.

Self-confidence and Maturity :Possess sufficient self-assurance to rectify poor copy authored by anyone, even the paper's editor or senior reporter and have the maturity to simply fix poor copy.

Skeptical :Nothing should be taken at face value. Everything should be viewed as a possible source of error.

Knowledge :Being a jack of all trades is advantageous because a subeditor deals with a variety of tales. You must be somewhat informed on historical events and the spelling conventions for various countries. When they come across information, a competent editor should take note of it and look for more.

Stability :Maintain sufficient stability to function effectively in stressful situations.

Check your Progress

1. Write a note on the importance of the qualities of a sub editor.

ACTIVITY ZONE

Example Story A- Four aircraft passengers, the pilot and three people travelling in a car were killed when a twin-engined Beechcraft Baron aircraft hit an electric power line and crashed near Dabolim airport this week.

Example Story B - Eight people died when an aircraft crashed near Dabolim airport this week. The pilot and four passengers died when their twin-engined Beechcraft Baron hit a power line. The plane then crashed into a car on a road near the airport, killing three more people.

(Despite being 12 words longer than Story A, Story B is divided into three sentences, as you can see. In Story B, there are no sentences that are longer than twenty words. You will soon realise that Story B is simpler to understand if you have someone read you both of the stories aloud.

Story A contains six separate ideas for the reader or listener to understand at one time whereas Story B is easy to understand because it has fewer ideas in each sentence.)

Activity

Critically evaluate any of your recent read which you feel could have been written in a better way.

.....

Role of a Sub Editor

In the news industry, presentation is crucial, and using language correctly is essential. The subeditor bears the responsibility of guaranteeing that all stories published in print are written in a straightforward manner that upholds the organisation they are employed for and its credibility. A lot of you will wish to work as subeditors. Come let's learn what a subeditor does:

Editing text to fix typographical and grammatical problems;

Rewriting text to improve flow and readability while adhering to a publication's in-house style;

Making sure a story stays inside a given word count by deleting or adding content as needed;

Crafting headlines that either cleverly or humorously sum up the story;

Communicating with journalists or reporters to get information clarified about a story's specifics; editing reports or press releases;

Assembling standard data, including financial or sports score tables;

Verifying facts and narratives to make sure they are true, do not violate any laws, or conflict with the publication's policies;

Choosing the optimal location to utilise photographs after cropping them;

Creating photo captions;

Editing entire pages created by other subeditors;












Following a page plan to make sure the right stories are on each page in the right order;

Including hurried news items;

Staying informed about issues, for example, by reading periodicals.

Gatekeeping: choosing a narrative that warrants printing.

Rewriting and Paraphrasing: Subeditors also require a few standard Proof reading symbols. These are listed in the following order:

	Close the gap	proof  read	proofread
	Capitalize	Sydney Opera <u>house</u>	Sydney Opera House
	Make lowercase	the P resident's job	the president's job
	Add (insert)	"No" she said.	"No," she said.
	Add (insert) apostrophe	Cora's painting won the contest.	Cora's painting won the contest.
	Add (insert) a letter	s <i>i</i> king	skiing
	Add (insert) a word	When I ^{nod} my head	When I nod my head
	Add (insert) words	The peas ^(are ripe) today.	The peas are ripe today.
	Transpose	There is it again.	There it is again.
	Italicize	<u>The Scarlet Letter</u>	<i>The Scarlet Letter</i>

Proofreaders' Marks

OPERATIONAL SIGNS

	Delete
	Close up; delete space
	Delete and close up (use only when deleting letters <i>within</i> a word)
	Let it stand
	Insert space
	Make space between words equal; make space between lines equal
	Insert hair space
	Letterspace
	Begin new paragraph
	Indent type one em from left or right
	Move right
	Move left
	Center
	Move up
	Move down
	Flush left
	Flush right
	Straighten type; align horizontally
	Align vertically
	Transpose
	Spell out

TYPOGRAPHICAL SIGNS

	Set in italic type
	Set in roman type
	Set in boldface type
	Set in lowercase
	Set in capital letters
	Set in small capitals
	Wrong font; set in correct type
	Check type image; remove blemish
	Insert here or make superscript
	Insert here or make subscript

PUNCTUATION MARKS

	Insert comma
	Insert apostrophe or single quotation mark
	Insert quotation marks
	Insert period
	Insert question mark
	Insert semicolon
	Insert colon
	Insert hyphen
	Insert em dash
	Insert en dash
	Insert parentheses

1.10 Traditional method of Copy Editing

Subeditors mark the page edits in the conventional manner. Stories are typically typed in double or triple space so that corrections can be noted; standard editing symbols (mentioned above) are used for this purpose. This copy then makes its way to composing room.

These kinds of instructions, such as which face types to use, how big the title should be, how many columns the narrative should be in, if it should be boxed, etc., are typically given to the compositor. After the narrative is written and typeset, a proof is taken. Proofreaders use proof reading marks to indicate proof corrections and compare them to the original story from the manuscript. Though this method is time consuming, but it is beneficial in detecting errors and getting them corrected.

1.11 Mechanical method of Copy Editing

The optical character recognition (OCR) machine, also known as the optical character reader, and the video display terminal (VDT) are examples of the equipment used in the mechanical copy processing method. The OCR first came in the 1970s in the West. Using



carbonfilm ribbons and electric typewriters, reporters typed their tales on bond paper. After that, an optical character reader scanned these stories and transmitted the data straight into a computer.

Though the OCR method eliminated typing the stories for a second time but it created problems for the reporters who now had to produce neatly typed stories. Often mistakes remained in the stories. And when low priced video display units entered the market, OCRs became obsolete.

The best mechanical tool for subediting is the video display terminal (VDT). News organisations and reporters can provide stories directly to this location (by modem). Everything is shown on the VDT's screen.

The VDT screen can be used for writing, subediting, proofreading, composing, and layout, among other tasks. The effectiveness of the VDT has been further enhanced by extremely effective computer software programmes. Most large, small, and medium-sized newspapers currently use the VDT.

1.12 Photo Editing

Photographs sent in for publishing in newspapers and magazines must be cropped to match the page layout which is also done by the sub-editors or photo editors.

The inessential elements that the photographer might have included in the composition are rectified before it goes in for print. It



is the responsibility of a skilled photo editor to preserve the subject's essence. Cropping means selecting that part of a photograph one wants to print in the newspaper. It is the technique of reducing an image while maintaining the key elements. The photo editor's responsibility is to choose the best image that stands alone and tells the tale. Without erasing or changing the substance of the image, the photo editor does his job.

We now live in a digital world where for photo editing also a variety of options are available. The most recent technological advancements allow for the utilisation of complex photo editing tools. One of the most effective techniques available to photographers is photo editing. All images, whether taken with a digital camera, scanned from the negative, or printed from a film camera, can be edited using the same procedures. Adobe Photoshop is the programme that most professional photographers use. In essence, there are two versions: Photoshop Elements, which performs most of the tasks an enthusiast could want at a fraction of the cost, and the professional version, which is quite expensive.

Check your Progress

1. What is cropping?
2. Write a note on the role of a sub editor.
3. What is OCR and VDT in editing?

Summing up

News is something that interests, excites or concerns people. In addition to piquing attention, news can also occasionally induce anxiety or excitement due to the possibility of an accident or disaster. According to John B. Bogart of the New York Sun, “a dog biting a man is not news; however, a man biting a dog is news”. Using as few words as possible to deliver the story is the primary goal of editing. Editing is more than just checking that words are spelt correctly, that language is utilised appropriately, and that punctuation is placed appropriately. But it's these crucial distinctions that set a well-crafted copy apart from a poorly done one. As guardians of a publication, editors must have a clear idea about what the mission is. Therefore, there is a missionary component to editing as well as an idea ambassador component.

1.14 References and Suggested Readings

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1.15 Answers to Check your Progress.

Answer 1: Editing is defined as a “process that involves reviewing the content, organization, grammar, and overall presentation of a piece of writing. The filtering step of news processing is editing, and it keeps editors aware of mistakes that might have slipped through beyond the reporting process. Subediting, as it is commonly called, is a multifaceted process. These include gathering, trimming, combining, translating, choosing, screening, and modifying news and other items for print.

Answer 2: Objectives of Editing are a) Focus and Accuracy, b) Fact Checking, c) Upholding Objectivity and d) Being On Track. A subeditor's responsibility is to write material that is fair, accurate, and comprehensible, and that won't put the publisher or editor in legal peril.

Answer 3: The 5 W's and 1 H of Editing are

What is editing?

Why is editing done?

Who does editing?

Where does editing take place?

When is editing done? and

How is editing done?

Answer 4 Copy is the written content that arrives at a newspaper's newsroom from various sources, such as reporters, correspondents, stringers, freelancers, news agencies, feature agencies, assigned writers, etc.

UNIT: 2

PROCESS AND STEPS OF EDITING FOR PRINT MEDIA

Unit Structure

2.1 Process and steps of Editing for Print Media

2.2 Goals

2.3 Sub editing or Copy Editing

2.4 How to Edit an Article?

2.5 News text Editing

2.6 Design and Layout Editing

2.7 Principles of Design / 8 Laws of Design

2.8 Proof Reading

2.9 Example of Proof Reading

2.10 Importance of Proof Reading

2.11 Style Book/Style Guide

2.12 Some Commonly Used Styles

2.13 Summing up

2.14 References and Suggested Readings

2.15 Answers to Check your Progress.

2.1 Process and steps of Editing for Print Media

Since news editing is the step that polishes the only thing a newspaper produces that is information ready for the reader, it is a

superb component of the editorial process. The newspaper will soon be extinct if it publishes copies of garbage. Editors make ensuring that narratives are well-written, comprehensive, and compliant with all applicable laws and ethical guidelines.



News reports arrive from a variety of sources. Simply reading the first page of your newspaper will reveal that many of the stories are attributed to either reporters or correspondents, or to news organisations like as PTI, AFP, UPI, TASS, and many more.

Keeping news sense in mind, the appropriate symbols and idioms are used to shape and size these tales to the desired extent. And this is all done before the final prints reach our home everyday. Editing is the process of proofreading stories for grammar mistakes, sentence structure and style, facts and statistics that are clear for simple comprehension, and condensing for space efficiency.

1.2 Goals

- To have a better understanding of the concept and process of editing
- To understand the basic editorial set up.
- Learn language skills for desk.

1.3 Sub Editing or Copy Editing

The editorial work an editor does is to enhance and modify a piece which is called copy editing. This is for the print media. Let us see how it works:

The 5Cs summarise the copy editor's job: a) clear b) correct c) concise d) comprehensible e) consistent. In addition, copy editors choose which wire copy from the news agencies the newspaper will use and rewrite it accordingly to their in-house style. The errors or barriers which a copy editor removes in a copy are as follows –

- ✚ A messy document.
- ✚ A hard structure which is difficult to follow serves as an excuse to not read it.
- ✚ Too little or too lengthy content.
- ✚ Bad headlines
- ✚ Long complicated sentences with inappropriate language.
- ✚ Factual errors.
- ✚ Liability related to defamation are also removed.



1.4 How to Edit an article?

Editing a manuscript can be divided into three processes, namely:

- a. Creative
- b. Substantive
- c. Technical.

Creative editing requires the authors active cooperation or approval because here the editor guides them to reorganize, expand or condense their manuscripts to produce a more logical copy.

Grammar and spelling corrections are part of **substantive editing**. It offers advice on how to deliver essential terms, abstracts, tables, and illustrations more effectively.

To prevent time loss and effort repetition, substantive editing is typically completed in conjunction with **technical editing**.

1.5 News text editing

The copy editor fixes any errors on the dummy/proof so that the final print is spic-and-span. A proof is defined as ‘the final print of something’ be it the newspaper, book etc that is done so that mistakes can be corrected before more copies are printed. The work which are done in the process includes –

- a) a) Writing headlines and news copy more effectively.
- b) Proofreading, spelling, punctuation, and fact-checking: these tasks are typically performed by entry-level copy editors.
- b) Style and content editing.
- d) Editing briefs: These are condensed, two- or three-paragraph reports from national and international news wires as well as local reporters. Because readers find them appealing, briefs are becoming more and more common on websites.

1.6 Design and layout editing:

Editors begin their design process with small layouts or thumbnail sketches. These designs generate ideas, save time, are cost-effective, and even enable the testing of many strategies. The art of arranging various visual elements to form a newspaper page is called a **Layout**.



The elements that are available for designing a page with the editor is –

- Headlines
- Blocks of Body Matter or text
- Pictures (Photographs, Graphs, Maps, Cartoons, etc.)
- Column Rules
- White Space, Boxes, Logos
- Advertisements
- Mast Head
- Shoulder Head, Top Panel
- Optical Point – Eye Movement from one point to another. It is of two types - Saccades (Rapid) and Fixations (Stable).
- Lines – Can be straight or curved, real or imaginary, heavy or light, smooth or rough.
- Shapes – Like Square, Triangle, Circle to create variety. Square is supposed to be dull, Circle suggests peace and protection, Triangle suggests safety.

- Tone – Texture is also a tonal variety, Use of Grey Scale etc.
- Balance is Synonymous with Symmetry- A Balanced Page is pleasing to look at and easy to read. It gives equilibrium. Whereas an unbalanced page gives reader difficulty in following it.



- Eye Movements - Reading a newspaper involves a lot of eye movement. Reading news requires constant adjustments to one's visual concentration, and these adjustments are mirrored in movements of the gaze. The two main types of eye movements are **Fixations** and **Saccades**. While fixations are steady situations when visual information is permitted to pass through the pupil and reach the retina (especially the

fovea), saccades are quick, ballistic movements of the eye's pupil. **Point Of Entry (POE)**

Stop and Read

1. Difference between Fixations and Saccades.
2. How selection of fonts affects the layout?



IMAGE 1

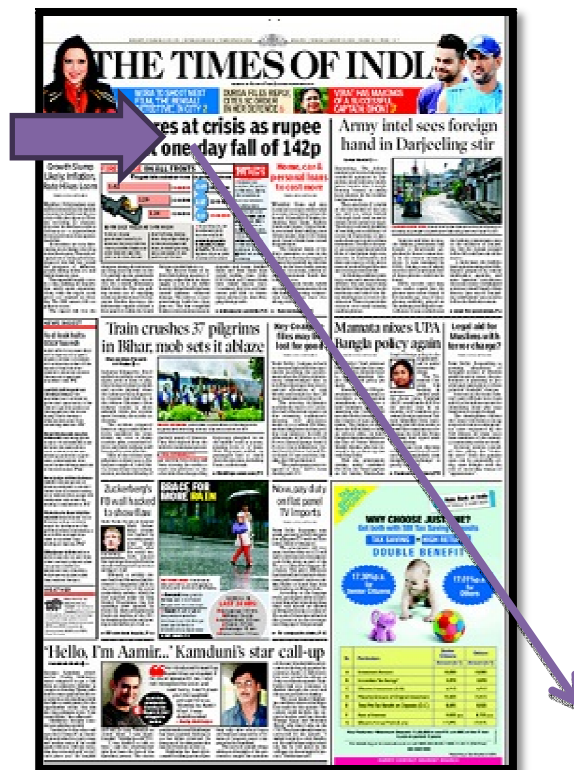
IMAGE 2



IMAGE 3

In all the three images we can see that the POE (POINT OF ENTRY) of our eyes is the same. Research studies have proved it that the left hand side of the paper is the point from where we start reading the newspaper and thus this area is called POE.

Americans call the left hand side of the paper as the “**Primary Optical Area**”. From this position the eye moves downward at a south east direction to reach the bottom right of the page. This eye movement is called the “**Line of Reading Gravity**”. The days most important story is placed here.



1.7 Principles of Design/ 8 Laws of Design

A designer must adhere to certain rules, which are nothing more than the arrangement of some fundamental design elements, in order to translate ideas into visuals. Before transferring the concepts onto a page, the designer needs to have a thorough understanding of every component. Understanding the fundamentals of graphic design is essential for producing any kind of graphic design output. The laws that a designing expert need to follow are -

1. **LAW OF UNITY** – When all the parts of a layout unite to make neat copy.
2. **LAW OF VARIETY** – Use of change and contrast, good use of white space, grey scale etc.
3. **LAW OF BALANCE** – Optical Balance

4. **LAW OF RHYTHM** – Design should not be static. Reader's eye movement should be guided by the design.

5. **LAW OF HARMONY** – There should not be sharp jerky, annoying contrast unless it is intentional.

6. **LAW OF PROPORTION** – Applies particularly to type sizes.

7. **LAW OF SCALE** - In terms of tone and colour.

8. **LAW OF EMPHASIS** - There should not be too many bold types or capital letters.



(Earlier News was crammed in each and every space available. But now editors have realised the importance of space, pictures, infographics etc. which unitedly makes a newspaper layout attractive.)

Check Your Progress

Q1. Observe and collect samples of different types of magazines and different newspapers (Regional/National). Choose 1 or 2 layouts that you like/dislike and justify your answer.

1.8 Proof Reading

The process of carefully checking a document for mistakes, inconsistencies, and improvements before it is published or finalised is known as proofreading. This completes the process of writing and editing. It also include correcting little typos, formatting errors, inconsistencies, and spelling and punctuation errors. Time-saving tools called proofreading symbols are used to fix typos, punctuation mistakes, and formatting problems.



In order to find transcription problems in the typesetting process, proofreading is an iterative procedure that involves checking galley proofs against the original texts or visual artworks. In the past, corrections and proofreading notations used to be placed along the margins by proof-readers.

Some common signs used for the proof reading process are outlined below-

- ✓ Insert Period . ○
- ✓ CapitalLetter (Upper Case) ≡
- ✓ Small Letter (Lower Case) lc or /
- ✓ Close up (C)
- ✓ Insert Comma ^
;

✓ Insert Colon



✓ Insert Quotation / Apostrophe



✓ Spelling Check



✓ Start New Paragraph



✓ No New Paragraph



✓ Transpose



✓ Stet (No Change)



✓ Delete



✓ Insert Space



✓ Query to Author (?)

1.9 Example of Proof - Reading

India's G20 presidency on Living Harnessing Heritage

In times of economic disruption the issue of sustainability is often overlooked. Living Heritage, that encompasses traditional knowledge systems and cultural practices, is often seen as an enabler to build a pro-planet society. These practices can help achieve environmental sustainability as well as improve

economic well-being. Living heritage serves as social capital for communities, providing a sense of shared identity, fostering social cohesion, and promoting cultural continuity across generations. Many of these practices prioritize the use and reuse of natural resources, contributing to waste reduction and maintenance of a balance between social, economic, and environmental factors, thus contributing to sustainability.

No However, these traditional practices face the threat of misuse and of cultural appropriation of elements, design or knowledge of indigenous communities by transnational companies. Therefore, we need methods to not

only safeguard but also protect them from misappropriation.

1.10 Importance of Proof Reading

Proof readers have been crucial in ensuring that accurate and spotless copies are produced by printing presses since the invention

of the first printing press. Proof readers were essential to the newspaper's development from its inception.

To identify any potential errors, proof readers must compare the "printed" copy with the original. It is the responsibility of the proof reader to make sure the proof matches the copy. The format of a proof varies based on the type of publication process. In the case of offset or letterpress newspapers utilizing typeset copy, proofs are displayed as single columns of type printed on lengthy strips of paper.

Initial impressions always count. Be it an application for a job, a company proposal, or any other kind of newspaper or magazine that has been proofread gives the reader a good first impression. To sum up, proofreading is a quality control technique that guarantees written content is clear, concise, and polished. It strengthens credibility, aids in clear communication, and is essential in leaving the reader with favourable memories.

In today's digital era, proofreading is still very important, and its significance has grown as digital content and online communication have become more widespread. In the digital age, proofreading is essential for the following reasons:

- ✚ In the digital sphere, content frequently serves as the initial point of interaction between customers and companies. Properly proofread content improves reputation and visibility online.
- ✚ Websites, blogs, and other digital platforms frequently serve as a person's or an organization's public face. Maintaining a professional image through error-free content is ensured by proofreading.
- ✚ Social media is an effective communication tool. To prevent misunderstandings, misinterpretations, or humiliating errors

that can spread quickly on social media, proofreading is crucial.

- ✚ Global audiences can access digital content. Proofreading ensures that the content is culturally sensitive and can be understood by people from diverse linguistic backgrounds.

Check your Progress

1. Why is Proof Reading Important?
2. What are the different principles of design?

1.11 Style Book/Style Guide

According to the Collins English Dictionary Style book “is a book containing rules and examples of punctuation, typography, etc, for the use of writers, editors, and printers”. A style guide or style book, often known as a style handbook, is a collection of guidelines for writing and designing layout for a magazine or newspaper or organisation as well as for general usage. A stylebook is a collection of rules that assist employees in producing a newspaper that is consistent, logical, and reliable. Certain style guidelines include graphic design-related subjects like typography and white space. The visual and technical elements of a publication, writing style, optimal usage, grammar, punctuation, spelling, and fairness are all covered in website style guides.

Additionally, it offers principles for language use, especially those pertaining to grammar. A stylebook serves as a manual for authors and editors working on a particular project. It provides recommendations on how to use terminology, fonts, highlighting, and other elements. Every decent news outlet, as well as the majority of bad ones, have a consistent style that writers and editors

are expected to follow. The same holds true for printed items such as periodicals, bulletins, brochures, and others.

1.12 Some Commonly Used Styles

Professional conventions and use guidelines are the two categories into which journalistic style can be separated. After years of journalistic work, professional conventions have developed and are now taught in universities and on the job through professional training.

A number of these stylebooks are widely used and influential. The major source of these guidelines for print writers is the Libel Manual and the Associated Press Stylebook. The BBC News Style Guide, the Economist Style Guide, the Guardian Style Guide, the Times Style and Usage Guide, the Chicago Manual of Style, the American Psychological Association Style (APA), the American Sociological Style Association, and the Modern Language Association Style (MLA) are a few more well-known and frequently used stylebooks in addition to the Associated Press and Libel Manual. Listed below are a few representative guidelines on style covered by the Associated Press Style-book and Libel Manual.

- ❖ **Capitalisation** - Avoid using capital letters when possible because they are more difficult to read and give the statement a cold, unwelcoming appearance. For instance, instead of writing Mayor John Smith, we can write John Smith, mayor of Jonesville.
- ❖ **Abbreviations** – Using abbreviations can save a lot of space but one should use it only when the reader is able to recognise it. For example CM, PM, Mr., Mrs., Dr., Gov., and Lt. Gov. Moreover, dates and numerals like A.D., B.C., a.m., and p.m. can also be represented by acronyms.

- ❖ **Punctuation** -When utilised incorrectly, punctuation can completely alter the meaning of a statement. Stylebooks offer helpful recommendations for punctuation usage, such as when to use apostrophies, periods, commas, semicolons, and exclamation points. Semicolons, for instance, are used to suggest a larger degree of thinking and informational separation than commas, but not as much as a period implies.
- ❖ **Numerals** - Spell out whole numbers below 10 and use figures for numbers 10 and above.
- ❖ **Spelling:** Many words in journalism have distinct spellings. Because stylistic consistency is required, variations and other spellings are incorrect. Make it television, not TV when spoken as a noun.

ACTIVITY ZONE

(Proof read Example B by comparing it with Example A using the proof reading symbols.)

Example A- Three jawans were killed and 14 others sustained injuries amid an exchange of fire with Naxals in Chhattisgarh. Officials said, the incident took place near Tekalgudem village along the Sukma-Bijapur border while a joint team of security personnel was out on a search operation.

Example B - Threeejawans were killed and 14 others Sustained injuries amid an exchange of fire with naxals in Chhattisgarh. Officials said the incident took place near Tekalgudem village along the Sukma-Bijapur border while a joint team of security personnell was out on a search operation

1.13Summing up

A professional writer should be aware of and adhere to the style guidelines that are generally recognised in the industry. A stylebook

is a collection of rules that assist employees in producing a newspaper that is consistent, logical, and reliable. Additionally, it offers rules for language use, especially those pertaining to grammar. Different publishing houses throughout the world adhere to a number of widely used style guides. It's called 'style book' when a publishing business creates its own unique set of guidelines and fashion sense. A stylebook's primary goal is to provide a publication company with a set of uniform guidelines or presenting styles to follow in order to promote uniformity and enhance communication.

We have also covered the fundamentals of design in this unit. The explanation of the ubiquitous aspect of design has been the main goal of the introduction.



Activity

Prepare a dummy layout of a newspaper.

1.14 References



Brooks, B.S., & Pinson, J.L. (2022). The Art of Editing: in the Age of Convergence (12th ed.). Routledge.

George, T. J. S. (1989). Editing a Handbook for Journalists. Indian Institute of Mass Communication.

Neal M. James, Brown, S.S. (1976). Newswriting and Reporting. Iowa State University Press.

Sarkar, N.N (2013). Art and Print Production (2nded). Oxford.

Shrivastava K.M. (1987). Reporting and Editing. Sterling Publishers Private Limited.

1.15 Answers to Check your Progress.

Answer 1: Fixations and Saccades are the two main types of eye movements that we can find while reading a newspaper. While fixations are steady situations when visual information is permitted to pass through the pupil and reach the retina (especially the fovea), saccades are quick, ballistic movements of the eye's pupil.

Answer 2: By selecting the right fonts, you can establish a visual identity that resonates with your target audience. In design, the ultimate goal is to communicate a message effectively. A font's legibility is paramount, especially in content-heavy projects like websites, books, or presentations.

Answer 3: To identify any potential errors, proof readers must compare the "printed" copy with the original. It is the responsibility of the proof reader to make sure the proof matches the copy. The format of a proof varies based on the type of publication process.

Answer 4: There are 8 Laws or principles of design. They are - Law of Unity, Law of Variety, Law of Balance, Law of Rhythm, Law of Harmony, Law of Proportion, Law of Scale, and Law of Emphasis.

UNIT: 3

NEWSROOM SET-UP

Unit Structure:

3.1 Introduction

3.2 Objectives

3.3 About news-making and newsroom

3.4. The structure of a newsroom

3.5. Parts of a newsroom

3.6. Role of different individual in a newsroom

3.7. Tools used in a newsroom set up

3.8. Summing Up

3.9 References and Suggested Readings

3.1 Introduction

In this unit, the learner will be able to understand about how the newsroom is structured. The unit will apprise the learner on the roles and responsibilities of everyone in the newsroom. The learner

will be acquainted with the different terminologies and factual points associated with the newsroom.

3.2 Objectives

This unit is an attempt to analyse the ideas news. After going through this unit you will be able to-

- Discuss about the different people in a newsroom
- Define the hierarchical structure of the newsroom
- Discuss the different aspects of a newsroom
- Comprehend the responsibilities of everyone

3.3 Newsmaking and Newsroom

The newspaper is the outcome of all the work that is put together by the team in which each team member is being assigned a particular work. The newsroom is the core area where exactly all the work takes place, right from collecting the news from the field, giving it to the news desk, editing and then circulating and collecting advertisement, all happen in the newsroom. This then leads to the final call of the editor. The hustle and bustle that is generated with news coming in and being designed for publication all takes place in the newsroom. A certain hierarchy is in order inside the newsroom and usually the newsroom is headed by the The Editor, or Editor-in-Chief, who replicates the role of a show director. He makes the

entire call and sets the ball rolling in the organization with his judgment and visionary outlook dominating the entire process mostly. He determines the direction of the newspaper and maintains its quality and progress to a large extent.

The newsroom has news editors, chief sub editors, senior sub editors, sub editors, reporters, designers, circulation managers and even fact checkers.

News-making: The elaborate process of collecting the news from the field, organizing it in a certain order, editing it and then putting into the structure or the template through designing till its gets published is called news-making.

News Editing: Not all news that is collected or selected is fit to be published in its raw form. Most of the news item requires to be edited by the sub editor or the editor for being correct as well as adhering to the style sheet of the newspaper

News design: Designing a broadsheet or a tabloid requires a lot of coordination between the designer, the reporter as well as the sub-editor. This desk also takes into account, setting up space for advertisement and adjusting the news material accordingly.

News Circulation: In every newspaper organization, there is the circulation team that looks into the circulation of the newspaper and works on the visibility of the newspaper.

Advertisement team: In newspaper revenue is a very crucial factor that runs the whole organization. The advertisement team in a newspaper works towards collecting ads from brands, institutions and government organization which provides revenue and in turn affects the circulation and quality of the newspaper to a large extent.

STOP TO CONSIDER

The concept of news making is not very easy, rather it involves a tedious process of collecting the news, editing the contents, checking the facts and the designing the content. This requires the involvement of an expert team and a series of work assigned systematically everyone in the newsroom

Check your progress

Question 1: What is News making?

Question 2: Define news editing?

Question 3: Discuss the ways of designing news

3.4 Parts of a news room:

Ideally a newsroom has two parts, the news desk as well as the editorial desk

The Editorial Desk: The editorial desk is led by the news editor. The remaining half is made up of news-related editorial staffs. Under him is a plethora of editorial staff members. These consist of chief subeditors, senior subeditors, assistant editors, associate editors, and deputy editors. These titles are rare in smaller and medium-sized publications. The chief subeditor and other subeditors work with the news editor in most publications.

Additionally, the Editorial Desk sources news from agencies and ensures that agency stories are edited.

News Desk: The news editor should ideally oversee page creation and editing in a newspaper. However, the main subordinate assists in carrying out his choices. Chief subeditors oversee the news desk, whereas news editors oversee the newsrooms. News Editors and chief subordinates oversee the efficient operation of the news desk in a news organization. They organize and draft "leads." They also write revised versions of stories that are under development.

3.5 Role of different individual in a Editorial Desk

Proof Reader: The proof reader's job is to find typos and grammatical errors.

Assistant Editor: When writing, an assistant editor may assume that he has the entire day's worth of newsprint at his disposal.

Sub Editor: The Sub Editor's job is to ascertain the stories of the day while also fitting the tales that the Assistant Editor has edited. Despite making a major contribution to the by-lines, he is not given much credit.

A sub editor should have the element to judge what makes good news. Usually he is the one who also collects news from the subscribed agencies and edits them as per the requirement.

Digital Editor: Considering the transition of the news organization in the world, newspapers are going through a digital evolution of the organization.

Fact Checker: Considering the inflow of fake news over the world, there is the necessity for every news organizations has a fact checker. The primary role of the fact checker is to determine that the news that is flowing in the organization is correct and has all the factual.

Photo Editor: The photographs which are sent to the news desk need to checked for their appropriateness. The role of the photo editor also lies in checking whether the photo is doctored, touched upon or fake.

Editors: The preparation of other people's writing (reports, articles, features, etc.) for publication is the general responsibility of editors. They might oversee a variety of tasks, such as content planning and

printing preparation. Long-term planning, ideation, assignment giving, scheduling, ordering illustrations and photos, copy composition, reading and editing galley proofs, and final proof correction are all done by them. The editor is usually called the Gatekeeper in any news organization since he is the one who filters all that is to go for publication. He determines whether the news can go with the character of the newspaper. He also determines what shall go in the editorial page, since that is where the soul of the newspaper lies.

Role of the editor: The preparation of other people's writing (reports, articles, features, etc.) for publication falls under the general purview of editors. They might oversee a variety of tasks, such as content planning and printing preparation. Long-term planning, ideation, assignment giving, scheduling, ordering illustrations and photos, copy composition, reading and editing galley proofs, and final proof correction are all done by them. The particular tasks assigned to editors differ according on the type of magazine or newspaper they work for. It is possible that in one organization, the title "senior editor" designates someone responsible for editing news items, whereas in another, it designates someone who distributes tasks to other editorial staff, chooses content, or issues directives.

STOP TO CONSIDER

Specific work is assigned to specific set of people. There are two types of desk. They are the Editorial Desk: News Desk. A number of people are assigned a number of tasks like the Reporters, Proof Reader, Assistant Editor, Sub Editor, Digital Editor, Fact Checker and Editors.

Check your progress

Question 1: What are the two parts of a newsroom? Explain

Question 2: What is the role of a fact checker?

Question 3: Why is the editor called the gatekeeper in a news organization?

3.7 Role of different individual in a News Desk

Reporters: Gathering information and organizing stories is the responsibility of the reporter. A good reporter is someone with an excellent sense of news, who knows how to cover meetings and is approachable in order to gather information from many sources.

Chief Reporter: The Chief reporter is the one who determines what stories the reporters, correspondents and strangers cover. He creates an environment whereby he understand where the information comes from and how to develop it further.

Special Correspondents: They are experts in their own fields and are brand ambassadors of the newspaper itself. A newspaper has special correspondents who cover important events like parliament, foreign ministers visit, war updates and primary stories which are usually headline material.

Bureau Chief: The bureau chief is one significant person in charge of the main bureau, which is where a newspaper is published. He or she manages a group of subordinate workers and assigns them assignments. Apart from supervising them, s/he tries to go over the news items that the reporters submit. He or she supervises the news wing and notifies the editor of any noteworthy developments in collaboration with the news editor or chief subeditor. Furthermore, s/he is in charge of local bureau offices that have substantial newspaper and news fall. With the exception of newspaper production, all operations are carried out in these bureaus, which are the peripheral subsidiaries of newspaper houses.

Senior Reporter: Senior reporters or bureau chiefs are the ones who run the entire show and are the one who see the work of other reporters or supervise which news have been covered. In case of a package news, they are the ones who cover the most significant part and determine the look of the news paper in terms of headlines and other important parts.

Stringer: Most newspapers do not have the capacity to place reporters at all corners of the state or cover all events. There are reporters who are freelancers and are not regular reporters but cover specific events and are paid on an article basis, usually through the length or word count. They are commonly referred to as stringers.

Photo wing: Most newspapers have a photojournalist and a photo wing which has the photos associated with the news material.

Tools used in a newsroom set up:

The first word processors were computerized typewriters. Software or hardware that allows users to write, edit, and print documents is called a word processor. It is easy to draft content, store it electronically, and view it on a screen with the word processing system. The word processing program that is only used for printing uses the keystrokes and commands from the keyboard. Word processing is the most widely used program and is widely utilized in newsrooms due to its simple application. The earliest word processors were essentially digital typewriters that could only display characters on a screen so that a printer could print them. Software for word processing is used to edit text documents, such as resumes.

Desk Top publication:

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display characters on a screen so that a printer could print them. Software for word processing is used to edit text documents, such as resumes.

Fact checking tools:

In order to identify the authenticity of the news, certain fact checking tools need to be present. Some of them are Google's Fact Check Explorer, FindExif.com, Reverse Image Search (TinEye) and Factcheck.org among others.

Page Designing tools:

Page designing is the process of organizing pieces for a print production or website. In graphic design, it comprises the act of positioning text, images, and graphics on a software page, whereas in print it refers to the idea of overall designing. After this procedure is finished, one can create publications like books, brochures, and newsletters, as well as draw visitors to a website.

Page design includes carefully placing text, graphics, and other elements on a page and ensuring that the available space and content are used to their fullest. Some of the tools are Indesign, Quark Express, Pagemaker to name a few.

STOP TO CONSIDER

The reporting desk has a number of people who determine the materials that are to be published for the day. To make sure that a clean copy goes out in time, a number of tools are used. This makes way for smooth publication.

Check Your Progress

Question 1: What is the role of the Bureau Chief?

Question 2: Who is a stringer?

Question 3: Name two tools used in Newsroom for editing

3.9 Summing Up:

Making news is not an easy option, it requires a laborious process of gathering information, working with the text, verifying the facts and creating visuals. The whole team is involved in this process of news making and assumes their special roles and responsibilities that are systematically assigned to them. The news desk and the editorial desk work together in tandem with a team of reporters, proof readers, subeditors, fact checkers, photographers and news agencies. The contents to be published for the day are chosen by a group of persons at the reporting desk to make sure that a clean copy is sent.

3.10 Model Questions

1.11 Answer to check your progress/Possible Answers to SAQ

1. Check your progress

- a. The elaborate process of collecting the news from the field, organizing it in a certain order, editing it and then putting into the structure or the template through designing till its gets published is called news-making.
- b. News item requires to be edited by the sub editor or the editor for being correct as well as adhering to the style sheet of the newspaper. Editing also involves cutting the length of the news short or adding to the item in order to fit into the style and need of the newspaper.
- c. Designing a broadsheet or a tabloid requires a lot of coordination between the designer, the reporter as well as the sub-editor. This desk also takes into account, setting up space for advertisement and adjusting the news material accordingly.

1. Check your progress

- a.** The two parts of the newsroom are: The editorial desk and the news desk.

The editorial desk is led by the news editor. The remaining half is made up of news-related editorial staffs. Under him is a plethora of editorial staff members. These consist of chief subeditors, senior subeditors, assistant editors, associate editors, and deputy editors. These titles are rare in smaller and medium-sized publications. The chief subeditor and other subeditors work with the news editor in most publications.

The news desk is where the news editor should ideally oversee page creation and editing in a newspaper. However, the main subordinate assists in carrying out his choices. Chief subeditors oversee the news desk, whereas news editors oversee the newsrooms

- b.** Considering the inflow of fake news over the world, there is the necessity for every news organizations has a fact checker. The primary role of the fact checker is to determine that the news that is flowing in the organization is correct and has all the factual.
- c.** The editor is usually called the Gatekeeper in any news organization since he is the one who filters all that is to go for publication. He determines whether the news can go with the character of the newspaper. He also determines what shall go in the editorial page, since that is where the soul of the newspaper lies.

2. Check your progress

- a. Some of the tools broadly classified in the newsroom are word processing program Fact checking tools, Page Designing tools and photo editing tool among others.
- b. Most newspapers do not have the capacity to place reporters at all corners of the state or cover all events. There are reporters who are freelancers and are not regular reporters but cover specific events and are paid on an article basis, usually through the length or word count. They are commonly referred to as stringers.

c. The two type of tools used in a newsroom are

1. Fact checking tools:

In order to identify the authenticity of the news, certain fact checking tools needs to be present. Some of them are Google's Fact Check Explorer, FindExif.com, Reverse Image Search (TinEye) and Factcheck.org among others.

2. Page Designing tools:

Page designing is the process of organizing pieces for a print production or website. In graphic design, it comprises the act of positioning text, images, and graphics on a software page, whereas in print it refers to the idea of overall designing. After this procedure is finished, one can create publications like books, brochures, and newsletters, as well as draw visitors to a website

3. Further reading

The Art of Editing by Baskette, Sissors

Brookes Editing by T J S George

Professional Journalist by John Hohenberg

Handbook of Editing by S K Aggarwal

Professional Journalism by M.V. Kamath

Editing Techniques by S. Kundra

UNIT: 4

EDITORIAL TEAM AND FUNCTIONS AT EACH LEVEL; ESSENTIAL QUALITIES AND RESPONSIBILITIES OF EDITOR

Unit Structure:

4.1 Introduction

4.2 Objectives

4.3 About Editing

4.4. Functions of each level.

4.5 Essential Qualities of an editor

4.6 roles and responsibilities of a copy editor

4.7 Summing up

4.9 References and Suggested Readings

4.1 Introduction

In this unit, the learner will be able to understand about editing and its essentials. The learner will be able to comprehend the working of the editorial team. The unit will apprise the learner about the functions of each team as well as the qualities of an editor and his responsibilities.

4.2 Objectives

This unit is an attempt to analyse the ideas news. After going through this unit you will be able to-

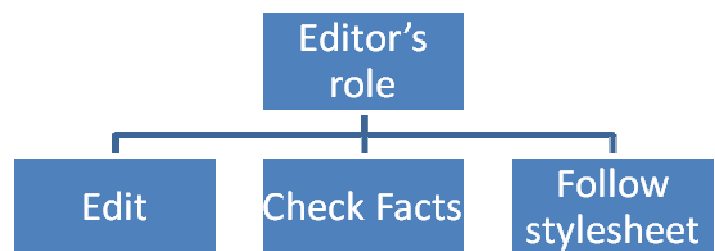
- Discuss about editing
- Define the workings of different editorial teams
- Discuss the essential qualities of an editor

- Comprehend the responsibilities of the editor

4.3 Editing and its importance:

Editing: Examining articles and videos closely for grammatical mistakes, factual errors, and overall substance is part of news editing. Editing is crucial in any newspaper since it helps retain its quality. Some of the core reasons for editing are:

- Determining the character:** Every newspaper has a personality and a soul of its own; editing the reporter's final submission gives the newspaper this essence and keeps it from straying from its main viewpoint.
- Developing the stylesheet:** Every newspaper has a style sheet, and the editor's main responsibility is to ensure that the newspaper adheres to it, whether it be in how it addresses readers or how it follows particular procedures.
- Factually strong:** Verifying that accurate facts and data have been published in the newspaper is another important duty of the editor, this retains the credibility of the newspaper .



Editing different elements of a news story

Lead: The lead needs to be specific and contain one H in addition to the five Ws. However, there are various types of leads, and while their structures would differ correspondingly, when editing a lead, it is important to maintain the reader's curiosity and attention.

Body: Usually, news details belong in the body of the text so that the reader can follow the story's development. The news article typically contains numerous quotes and viewpoints from various sources.

End: In order to inform readers about the frequency of such situations or to remind them of related or comparable stories from the past, the conclusion typically includes details that can be improved upon if necessary. It also often includes references to previous records.

Stop to Consider:

Every newspaper has a personality and a soul of its own; editing the reporter's final submission gives the newspaper this essence and keeps it

Check your progress:

Question 1: What is editing?

Question 2: Why is editing significant?

Question 3: What is the role of the editor?

Functions of each level in an editorial team:

In every print organization, it is a certain order which is practiced. From the time the raw news is bought to the desk by the reporter to

the time the news is published in the newspaper, the news goes to a number of desks which are headed by experts. This order is given below:

Editors: Reviewing, revising, and editing writers' work is the editor's job. The duties of an editor differ depending on the type, rank, and employer of the editorial position employed. Planning the content of the newspaper is one of the responsibilities of an editor. The editor determines what advertisement is good for the image of the newspaper and which headline should go on that particular day.

Managing editor: A senior member of the management team of a publication is called a managing editor. The managing editor of a newspaper is in charge of organizing and supervising the editorial functions of the newspaper. Generally speaking, the role is the second highest ranking after editor-in-chief. Managing editors typically hire writers, reporters, and other employees

Executive editor: The executive editor is in charge of Assistant editors, who cover certain topics like sports, international news, local news, or feature stories. The ultimate decision on which articles are published and how they are covered usually rests with the executive editors. Typically, the managing editor oversees the news department's day-to-day operations.

Assistant editors: They look after certain beats like political, environmental, crime, administrative among others.

Copy editors: For the most part, copy editors proofread and edit reporter copy for correctness, content, grammar, and style. They verify the material for readability, style, and compliance with editorial standards in addition to checking it for spelling, grammatical, and punctuation mistakes.

Publication assistants who work for publishing houses may read and evaluate manuscripts submitted by freelance writers, proofread, and answer letters about published material.

Breaking News Editor: In news channels, there are breaking news editors who look after the story which has just been in news for exclusivity as well as bringing in the element of urgency in the media house.

Digital Editor: Most news papers and news channels have their digital editors who update the stories in the web and make sure that a crisp and spruced up version of the news goes out for publication.

Photo Editor/ visual editor: A photo editor is one who looks after the photos that are to be published in the news paper or the visual editor in a news channel checks the quality and authenticity of the visuals, editing the necessary and eliminating the unnecessary.

Nature and Scope of Editing:

Editing is a tremendously demanding activity with many moving parts. Since it pertains to the veracity and significance of the story that is published in the newspaper, it is among the most crucial components of a newspaper company.

Tips to edit

Minimize : Cut unnecessary details of the story

Meticulate: Make it easy to read and definite

Modify : Eliminate ambiguity and incoherence

Mould: Transform the story in a complete package

4.4 Essential Qualities of an editor

The editorial desk is led by the news editor. The remaining half is made up of news-related editorial staffs. Under him is a plethora of editorial staff members. These consist of chief subeditors, senior subeditors, assistant editors, associate editors, and deputy editors. These titles are rare in smaller and medium-sized publications. The

chief subeditor and other subeditors work with the news editor in most publications.

The Editorial Desk also sources news from agencies, ensuring that agency pieces are modified to align with the newspaper's style guideline.

- **Planning and assigning news coverage:** The editor's job is to plan what would go for publication in the newspaper that day and which reporter would be assigned any topic for coverage.
- **Conducting research and fact-checking:** In this age of false news and mis-information, it is sometimes the final role of the editor to ensure that no misinformation is published. This he does also by assigning his pool of editors to check before the news goes for print.
- **Editing and revising news stories:** The final editing of headlines and the revision of which stories would take which place in the newspaper is final given an overall look by the editor.
- **Collaborating with other departments:** The editor conducts the tie ups as well as the liaising with corporate for publication of advertisement
- **Ensuring timely publication:** The primary job of the editor is to ensure that the news is published timely and that no relevant information is missed out in this process.
- **Looking after the legal aspects:** Every media organization has the probability of landing itself in a legal battle. Someone files a slander or a libel suit against the newspaper. In such a case, it is the editor who represents the newspaper and ensures the safety of the media organization in general.

Stop to consider

The editor is responsible for the overall image of the media organisation. There are Editors, Managing editors, Executive editor, Assistant editors, Copy editors, Publication assistants, Breaking News editor, Digital Editor and Photo Editor/ visual editor who in different organisation may be assigned different jobs but the primary responsibility more or less remains the same.

Check your progress

Question 1. What is the role of the Assistant editor in a media organisation?

Question 2. Describe two roles of the editors

Question 3. Describe certain tips to edit.

SAQs

Question: How can an editor determine the soul of the newspaper?

4.5 Functions of a copy department

The copy department cuts, prunes, adds and eliminates language of the copy in a manner that the product that goes out from the copy desk is ready to be read and published by the media house at large.

Role duties and qualities of a copy editor

The copy editor has a number of duties and qualities, however there are certain common fallacies that are usually adopted by the copy editor and hence these should be avoided to a large extent.

Things to avoid as a copy editor:

Ambiguity: Your website layout, your attempt to be smart in the title at the price of readability, and other things can sometimes give the reader the loud and clear message, "I don't care about you." There are numerous variations on this theme, such as ambiguous group captions, unreadable typefaces or fonts, small-sized photos, etc.

Over confident: Subeditors frequently believe that the photographer spelled the name correctly or that the reporter performed the necessary cross-checking. Or they presume that since you were going to take a vacation, someone else would do the planning. To put it mildly, all such presumptions are exceedingly risky.

Negligence: There are many different ways that negligence or sloppiness manifests itself, but these are a few: No page number in a tease; a jump line that leads readers to the incorrect page; a caption claiming someone is in the picture when they are obviously not; a name in the caption that differs from the name in the story; a poorly written headline break that makes sense. Do not make these kinds of mistakes.

Unappealing: It defies appeal when a terrific story is given a modest headline and treated like everyday article. Or you present a masterwork of art in an unimpressive manner. Sameness is a similar problem area. Innovative and breakthrough work will give the readers something to look forward to: an intriguing headline, a tease, a well-cropped photo, an informative info box.

Ignorant: When you are ignorant, you print a photo of the wrong MLA from your district because you haven't been paying attention. Ignorance can also lead to repeating a similar story that was published by rival newspaper the day later. It could also be the absence of research or follow up on a significant story.

Tools of a copy editor

Dictionary: For a copy editor the dictionary is the most important tool that enables him to understand whether the application of language is done in the right direction. In the technology driven world, trusted online sites also play a key role.

Desktop: The Desktop is the writing pad of the copy editor where he does the major subbing of the story and give the story a soul and a shape.

Contacts/ Sources to verify the story: A copy editor must also have connections with valid sources to add value into an incomplete story, add a twist to the existing one and also verify facts in case it is sent by a stringer or a freelancer.

Stop To Consider

The copy editors job is to ensure that a very spruced up and clean copy goes out for publication. He has to have certain tools for publication to make the news attractive, effective and relevant

5 Check your progress:

Question 1: How can a copy editor avoid ambiguity in a newspaper?

SAQs

Question: What are the modern tools that a copy editor needs to be acquainted with for getting the news out?

Summing it up

A good sub-editor has an orderly mind and a cool head so that when he is faced with great piles of copy coming from all directions he will be able to cope with them without panicking. A good sub-editor has a sharp news sense. He does not bring his own particular prejudices or interests into sub editing. Editing of a newspaper includes knowing more about printing and typesetting than about constitutional history. The Editor also has a major task of checking whether correct facts and figures have been published in the newspaper because in any legal battle or similar event it is the editor that represents the media.

Suggested reading:

Hasan, S. (2010). *Mass Communication, Principle and Concepts*. New Delhi: CBS Publisher.

Kumar., K. J. (2012). *Mass Communication in India*. . Ahmedabad: Jaico Publications.

Mehta, D. S. (2011). *Mass Communication and Journalism in India*. New Delhi: Allied Publishers Private Limited.

Sharma, K. C. (2007). *Journalism in India*. New Delhi: Regal publications.

Watson, J., & Hill, A. (2000). *Dictionary of media and communication studies*. New York: Arnold.

1.10 Model Questions

a. What is a stylesheet?

b. Who is a digital editor?

c. What is breaking news?

d. What is the role of the assistant editor?

e. What are the legal aspects of a newspaper can go through?

1.11 Answer to check your progress/Possible Answers to SAQ

1. Check your progress

1. Examining articles and videos closely for grammatical mistakes, factual errors, and overall substance is part of news editing. Editing is crucial in any newspaper since it helps retain its quality.

2. Every newspaper has a personality and a soul of its own; editing the reporter's final submission gives the newspaper this essence and keeps it from straying from its main viewpoint.

3. Reviewing, revising, and editing writers' work is the editor's job. The duties of an editor differ depending on the type, rank, and employer of the editorial position employed. Planning the content of the newspaper is one of the responsibilities of an editor. The editor determines what advertisement is good for the image of the newspaper and which headline should go on that particular day.

2. Check Your Progress:

1. They look after certain beats like political, environmental, crime, administrative among others..

2. The two roles of an editor are:

a. Planning and assigning news coverage: The editor's job is to plan what would go for publication in the newspaper that day and which reporter would be assigned any topic for coverage.

b. Conducting research and fact-checking: In this age of false news and mis-information, it is sometimes the final role of the editor to ensure that no misinformation is published. This he does also by assigning his pool of editors to check before the news goes for print.

3. The tips to edit are:

a. **Minimize** : Cut unnecessary details of the story

b. **Meticulate**: Make it easy to read and definite

3. **Check Your progress:**

a. Your website layout, your attempt to be smart in the title at the price of readability, and other things can sometimes give the reader the loud and clear message, "I don't care about you." There are numerous variations on this theme, such as ambiguous group captions, unreadable typefaces or fonts, small-sized photos, etc.

b. A copy editor must also have connections with valid sources to add value into an incomplete story, add a twist to the existing one and also verify facts in case it is sent by a stringer or a freelancer.

MMC 1045 BASICS OF JOURNALISM-PRINT MEDIA

BLOCK 3 : BASICS OF EDITING

UNIT 5: HEADLINES: VARIOUS TYPES AND LANGUAGE OF HEADLINES, ART OF HEADLINE WRITING

Structure

- 1.1 Introduction
- 1.2 Objectives
- 1.3 meaning Of Headlines
 - 1.3.1. Functions of Headlines
- 1.4 Tips for writing Headlines
- 1.5 Types of Headlines
- 1.6 Structure of Headline
- 1.7 Headline Props
- 1.8 Print Headlines vs internet headlines
- 1.9 points to remember while writing a headlines
- 1.10 Let's Sum Up
- 1.11. Check your Progress
- 1.12 suggested Reads

1.1 INTRODUCTION

In this Unit, we will discuss elaborately about the meaning and types of headlines in print media. Dear Learners this unit will help you understand the basics of writing headlines, and various features of headlines in print media. The unit will also give an insight of how headlines in print media are different from headlines of the digital media.

1.2. OBJECTIVES

The current unit will fulfil the following objectives:

- Understand the meaning of Headlines
- analyse the importance of headlines in print media.
- examine the features of headlines.
- Understand the different types of headlines in print media and also tips to write a good headline.
- The unit will also aim to understand the different headline props.

1.3 MEANING OF HEADLINE

The title above a story in a newspaper, magazine or newsletter is called a headline, or "hed" ("head") in print journalism, or a "heading" in online pages. Headlines can also be described as a text above an article that summarizes its overall content. Its purpose is to quickly capture the attention of readers and also provide the gist of the newstory or article. Headlines influence the look and appeal of the newspaper and provides visibility to the stories in a newspaper. A headline is meant to highlight a story or an article for the readers. Headlines should be specific, telling the readers what the story is about, and be interesting enough to draw them into reading the article. With limited words , headlines aim at getting the attention of readers. The headline's shape, structure and choice of words play a crucial role in attracting the readers and thus influencing their choice of articles and specifically for front-page headlines which sell newspapers. Their function is to win potential customers. Consequently, front-page headlines have a direct impact on the daily circulation of the newspaper. The practical aspect of their existence places front-page headlines in a specific position within the discourse of newspaper language.

1.3.1.FUNCTIONS OF HEADLINES

In this sub-section we will discuss about the functions of haedlines which are as follows:

- 1. To gain the audience attention:** Grabing reader's interest is one of the most important functions of a good headline. A headline on a topic of interest to the reader should be able to lead him to read the news story or the article. This is possible when the reader finds something new or something that he has been looking for.
- 2. To understand the readers:** A headline must able to persuade the potential readers who are attracted to it if the story is in public interest and the headline is presented in an interesting manner.
- 3. To convey the Summary of The news:** Most people read headlines rather than the entire news story or article. Hence a headline must ensure that a fine balance between the crispiness and informative-ness is maintained.
- 4. To facilitate the reader in reading the whole story:** Humour and surprise are used to generate curiosity in the headline. This is generally achieved through a question or a colourful quote being used as the headline in itself which will attract the reader's curocity.

STOP TO CONSIDER

Headlines provide pertinent information to the reader in a concise and attention-grabbing manner. Secondly, headlines appeal to target addressees by pragmatically framing the news story and

embodying the stance of the news writer or agency on a particular issue. Additionally, headlines can program the reader's perception and interpretation of the news story in a predetermined direction. News headlines also act as a resource for discovering news concepts. Headlines are also useful in reducing the reading span by providing insights about the story.

CHECK YOUR PROGRESS

1. Define Headlines.
2. mention two functions of headlines

1.4 TIPS FOR WRITING HEADLINES

Before learning about the tips or process for writing a standard headline, let us remember that headline writing process involves two aspects, the literary aspect and the technical aspect. Selection of words, sentence structure and the headline type are some of the literary aspects and font size, positioning of text, font style, width of the text and presentation are some of the technical aspects which are taken into consideration while writing a headline. Below mentioned are the processes involved in details:

- **Display and Point Size:** Headlines have to be designed to fit into the allotted space. Thus in a threecolumn (3-col) story, the headline must occupy three columns of type. In larger publications, generally one of the editors is assigned the job of determining the headline size, while others decide the headline content.
- **Width, Weight, and Style:** The bolder the font the greater is the weight of the headline. Weight of a headline suggests the priority given to the news story by the editor. Weight is also related to the font style chosen for writing the headline, e.g., a story written in Light / Semi Light style has lesser weight than that written in Condensed or Bold. Similarly, the font style also helps to decide the weight of a news story. The headlines in sans serif font styles are soft news or feature news stories. The headlines in serif fonts have more weight.
- **Writing the Headline:** The best way to write an attention grabbing headline is to understand the story fully. Thus, having got a good idea of the story, the sub-editor is able to reflect it correctly in the headline. Under headline pressures, most sub-editors/copy editors only read the opening lines of the story to come up with a headline. At times, a fact or a figure buried in the body text can also be used as a selling point in the headline.

STOP TO CONSIDER

After writing the headline, one should always get a third-person to check it for its language and impact.

Headlines contradicting the story are not to be used at all.

CHECK YOUR PROGRESS

1. which aspects are kept in mind while writing a headline?
2. What headlines are to be avoided?
3. what is also a deciding factor in considering the importance of a news story?

1.5 TYPES OF HEADLINES

In this sub section, we will discuss the different types of Headlines which are mentioned below:

- **Label Headline:** A label headline is used in newspapers to show neutrality in its approach to the story. A label is neutral in its approach and is easily searchable in a database. A headline without a verb is called a label headline.
Example: A season of Bihu festivities
- **Descriptive Headline:** A descriptive headline is the one which describes the gist of a news story. It majorly focuses on 4Ws and 1H (who, what, when, where, how) while the why part of the story is often not part of the headline.
Example: How to change your food habits OR Chamomile tea is a good remedy for stress relief.
- **Comment Headline:** Comment headlines are mostly used these days. A comment headline is the one that interprets the news partly. It adds extra meaning to the headline by looking for something that is going on behind the scenes or by analyzing the implications of the news immediately or in the long run.
Example: The opposition leader wants to sabotage the election rally
- **Quotation Headline :**A quotation headline is the one that uses quotes in order that its impact is not reduced or lost after it is paraphrased. A quote is not a story in itself and hence is used to emphasize a news angle or news point.
Example: I didnot kill her and I want justice.
- **Question headline :** A question Headline is the one that evokes curiosity and highlights speculative points or provokes the reader.
Example: Will the ruling Government come to power again?
- **Kicker headline :** It is a short line of display type, usually in half or less point size than the headline and placed above the main part of the headline. Some newspapers call the kicker as the eyebrow or the tagline.

- **Stet headline** : It is a standing headline which is used continuously issue after issue. "Today in history" is an example of a stet headline.
- **Reverse plate headline** : It is set in reverse i.e. the letters are printed in white on a black background.
- **Reverse kicker**: It is a line set in larger type sizes and placed above the main headline. It is also called a hammer or barker.

CHECK YOUR PROGRESS

1. Differentiate between comment and quotation headline.
2. state an example of descriptive headline.
3. What does a label headline show in a news story?
4. differentiate between reverse plate and reverse kicker headline.

1.6 STRUCTURE OF HEADLINES

This subsection will provide you the structure of headlines. The different types of structures of headlines are mentioned below:

- **Flush Left**: In this structure the headline is flushed to the left margin. Both the lines or in case of single line headlines, the case is similar.
- **Dropline or step form**: In this type of headline, the first line is flushed left and the second or the third line is indented. For instance the first line is flushed left, second in the centre and third in the right.
- **Inverted Pyramid**: in this structure each line of the headline is shorter than the above line.

For example : School launches for the first time

cleanliness drive

today

- **Hanging Indentation**: In this headline the first line is flushed left, followed by two indented parallel lines.

For example: School Launches cleanliness drive

for the first time

today

- **Crossline or Barline**: This structure of headline runs across the column. It is a single line headline that runs across the column. It is known as streamer.
- **Boxed Headline**: some headlines are written in box, for putting emphasis on the story or to highlight the context of the story.

- **Jump story headline:** A jump story refers to the story that is continued to another page. The jump story may have the same headline as the original story or may be a word, phrase or group of words followed by dots on the continued page.

STOP TO CONSIDER Most headlines are set in a single line or deck. But increasingly headlines are being set in two and even three decks. The most used headlines styles are the hanging indention, the inverted pyramid, and the pyramid.

CHECK YOUR PROGRESS

1. which structure of headline runs across the column?
2. what is a dropline structure of headline?
3. which is the commonly used structure of headline?

1.7 F HEADLINE PROPS

Headline props refers to supporting headlines that provide the much needed extra words and space to make the headline more meaningful. Headline props can be categorized as follows:

- **Kicker/Shoulder :** The Kicker/Shoulder may be defined as the headline that is placed on the top of the main headline. This headline is set in small points, and its purpose is to supplement the main headline.
- **Strapline:** A strapline may be defined as the reverse of kicker or shoulder as it is placed beneath the main headline. A strapline works as an extra hook to draw the reader into a story. Strapline provides additional information that makes it easy for the readers who are in a hurry to scan the day's headlines. Usually, a strapline is used in a single column format just below the main headline and its point size is kept less than that of the main headline.
- **Crosshead:** A crosshead is written in a point size generally two points more than the body type. Its objective is to capture the most important news point contained in the paragraphs over which it is placed.
- **Sidehead:** A sidehead is set in bold though its point size generally matches with that of the body text. It introduces a new point in the running story and can also be used as a headline for a news item in segments. Crossheads are positioned at the start of a paragraph.

- **Navigation:** A navigation head guides readers to the stories of their interest. It is placed in the middle of a running story to highlight its subject by breaking the greyness of body text. Navigation prop is limited to one or two words.

STOP TO CONSIDER

Headline props are also known as supporting headlines which provides meanings to the main headline. Headline props come in different formats serving different purposes.

CHECK YOUR PROGRESS

1. which headline prop is placed at the top of the main headline?
2. why are headline props important?
3. Where are crossheads positioned?
4. which headline prop leads the readers to their interest stories?

1.8 PRINT HEADLINES VS INTERNET HEADLINES

In this sub section let us learn about the basic differences between writing headlines for print media and the new media. The headlines of the print media and new media are different from each other in the following ways:

PRINT HEADLINES	INTERNET HEADLINES
A newspaper headline is placed right above the news story.	An Internet headline is placed across the web.
In newspaper, a variety of fonts and font sizes are applied to headlines to display the relative importance of a news story	The web headline has to be exciting enough to the viewer
The print headlines can not be changed at will	The web headlines can be altered as per the requirements of the landing page.
The most important print news story goes on the top of the page.	The display of the web headlines is decided as per the time of the happening.

With the advent of digital media the internet headlines of the web which has the grammar, treatment and sentence structure are a bit different from the print ones. The web headlines are short and crisp; have to meet the SEO and SMO requirements to maximize the reach of the story.

1.9 POINTS TO REMEMBER WHILE WRITING HEADLINES

A headline's purpose is to quickly draw attention to the story. There are certain points to take into consideration, while writing a headline, which are discussed in this sub section. Let us now focus on how to write a proper headline, and to do so the points are mentioned as follows:

- Be concise
- Use numbers & lists
- Include your important information
- use of active voice
- Use of positive and action verbs
- It should contain the topic that is found in the news story
- Preferably, it should be in positive form than in negative ones
- It should contain a verb implied in every deck
- It should not contain articles like a, an, the and all forms of to be.
- It should include strong words as much as possible
- It is preferable to use active verbs than passive ones
- Present forms of verbs should be used in past stories and the infinitive form in future stories
- Answer as many W questions as much as possible.⁹
- Should have written numbers in figures or should spell them out according to the need of your unit counts.
- Remember your target audience/ reader.
- Keep the placement, positioning and currency of the news story in mind.
- Avoid Jargons.
- Be specific.
- Use numerals for numbers instead of words
- Do not write question headlines for news stories.
- Do not mislead.
- Do not repeat words.
- Do not use full stops in headlines.
- Use present tense as much as possible.
- Do not use "is" and "are" in headline

CHECK YOUR PROGRESS

1. what should be avoided while writing a headline?
2. Is Passive voice preferred in headline writing?
3. what is the most important aspect to be kept in mind while writing a headline?

1.10 LET'S SUM UP

The headline is the text indicating the nature of the newstory below it. Its purpose is to quickly draw the attention of the readers. The headline is the summary of the news story or the article. It tells in capsule form what the story is all about. It's purpose is also to make the page look attractive. A headline is the window to the accompanying story. It attracts the attention of the readers, holds their interest, and tells them about the story. Good headlines attract reader's attention by focusing how the reader's life can be affected. Headlines can also set the tone of a newspaper.

Most headlines are set in a single line or deck. But increasingly headlines are being set in two and even three decks. The most used headlines styles are the hanging indention, the inverted pyramid, and the pyramid. Sometimes the headline is longer than the story. Some tabloid newspapers also use more than ten decks for the headlines.

1.11 CHECK YOUR PROGRESS

1. Explain the purpose of headlines.
2. What are the functions of headlines? Discuss.
3. Analyse the different types of headlines with examples.
4. What are the significant differences between print headlines and internet headlines?
5. What are the tips of writing good headlines?
6. Define headline props. Also define the different types of headline props.
7. state the different structures of headline.

1.12 SUGGESTED READS

1. Handbook of print media, by Helmut Kippan
2. The Headline Handbook: How to Write Winning Headlines, Subheadlines, and Sell Lines" by David Garfinkel
3. Headlines That Sell: How to Create Winning Headlines, Subtitles, Taglines, and More" by Drew Eric Whitman
4. How to Write Magnetic Headlines by Copyblogger
5. Mass Communication Principles and Concepts by Seema Hassan

MMC-1045(Basics of Journalism—Print Media)

BLOCK-3(Basics of Editing)

UNIT-6(Typesetting-Layout and Design, Page Make-up, Basics of Typography)

STRUCTURE

1. Introduction
 - 1.1. Objectives
 - 1.3 Basics of Type setting
 - 1.3.1 Elements of Typesetting
 - 1.3.2.Types of typesetting
 - 1.4. concept of Layout and designing
 - 1.5 Types of layout
 - 1.6 Basics of Page make Up
 - 1.7 Basics of Typography
 - 1.8 Let's sum up
 - 1.9 Check your progress
 - 1.10 Suggested Reads

1.INTRODUCTION

Dear Learners, in this unit we will learn about the basics of type setting, layout and designing, page make up and basics of typography, which are the main elements of the print media. This unit will help you understand how a newspaper, magazine, book or any print media pages are made conveniently for the eyes to read and how they are designed graphically to catch the eyes of the readers. This unit will further also discuss the basics of typography.

1.1 OBJECTIVES

The current unit will fulfil the following objectives for the benefit and clear understanding of the learners:

1. understanding the meaning of Typesetting, layout, page make up and typography in print media.
2. The unit will analyse the need and importance of proper layout
3. Further the unit will discuss the various types of layout.
4. The current unit will also access the basics of page make up and its importance
5. The unit will aim to understand the various types of typography.

1.3 BASICS OF TYPESETTING

Let us first learn what typesetting means. Typesetting is the arrangement of text on the pages of a book that can provide the user with a great reading experience. A typesetter determines the spacing between words and letters and the font's size and type. This process includes a page's trim size, margin, and overall layout setting. It is an ancient art. Moveable type dates back to around 1040 AD in China, when inventors created ceramic movable type for printing Chinese characters. In the West, Johannes Gutenberg usually gets credit for the invention of the printing press in 1440, which involved building frames of types that could be operated by hand to print books.

Typesetting is putting physical or digital letters in the correct arrangement so that they can be printed onto a page. Typesetting refers to part of the design process for any book, newspaper, or magazine. Typesetting can be practical, ornamental or both; good typography can make text easier to read and more attractive to the eye. It is the most basic element of creating a printed book, newspaper, or magazine. Originally, the process of setting type was done by hand, but over the centuries, as technology has advanced, publishers have used machines to make typesetting quicker.

It is important for us to know that, typesetting is a key technique that connects the worlds of text and design, ensuring that written material is both visually appealing and readable. Typesetting, at its foundation, is the art and science of organising text and graphical components, a process that is of prime importance for print media and now also for the digital media. Typesetting can strongly impact how people sense and interact with a piece of textual content. A well-designed type can make the content more readable, engaging, and persuasive. It can also help to create a particular mood or atmosphere. For example, a newspaper headline in a large, bold font will be more attention-grabbing than a small, light font. A book cover set in a classic, elegant font will create a more diverse impression than one set in a trendy, modern font.

To understand the concept of typesetting let us connect ourselves to an example from our daily lives. Imagine you're holding a standardly designed newspaper or a book. The text inside is impeccably arranged, with consistent font choices, uniform line spacing, and an elegant layout that guides your eyes effortlessly from one page to the next. That is what typesetting does.

Typesetting is an essential part of any design project. It is the final step in creating a visually appealing and readable text. Without typesetting, a design project would be incomplete. Typesetting is used to create a visually appealing and readable document. It is an important step in the publishing process, as it can help to improve the overall quality of a piece of writing. In today's digital age, typesetting is more important than ever before. With so much information available online, designers must create content that is easy to read and understand. Typesetting can help to make content more readable by using clear fonts, appropriate line spacing, and sufficient white space.

Typesetting can be used for various purposes which are mentioned below:

- **Publishing:** Typesetting plays a vital role in creating visually appealing and readable books. It ensures that text and images are well-balanced, enhancing the overall reading experience.
- **Graphic Designing:** Graphic designers rely on typesetting to arrange text and images in various design projects, from brochures and posters to magazines and websites. Effective typesetting is essential for conveying messages clearly and engagingly.
- **Printing:** Typesetting is crucial in the printing industry, where it is used to format newspapers, magazines, packaging materials, and marketing collateral which provides a eye catching appeal to the printed materials.
- **Digital Media:** when it comes to digital media, typesettingIt is essential for creating e-books, websites, and digital publications. Good typesetting enhances readability on screens of all sizes.

Why Is Typesetting Important?

Well let us quickly discuss three points, regarding why is typesetting so important:

1. It improves readability
2. It creates a high quality appearance
3. It is helpful in increasing sale.

1.3.1. ELEMENTS OF TYPESETTING

Dear Learners let us now understand the basic elements of typesetting. The basic elements of typesetting are discussed as follows:

Font style- The font is one of the most important typesetting elements. The right font can make writing look more professional.

Font size- Choosing a font size that is large enough for readers to see without straining their eyes is important.

Line spacing- Line spacing is another important element of typesetting. The right line spacing can make writing look more open and inviting.

Margins- Margins should create a sense of balance and order on the page. They should be wide enough to allow readers to read the text comfortably but not so wide that they make the page look empty.

Alignment- The text should be aligned in a way that is easy to read. Left alignment is the most common, but right or centre alignment can also be used to create a specific effect.

Punctuation- Punctuation is another important element of typesetting . Punctuation should be used correctly to improve the readability of the text.

Spacing- Spacing between words and sentences should be used to develop a sense of flow and rhythm in the text.

1.3.2. TYPES OF TYPESETTING

1)MANUAL TYPESETTING

Manual typesetting was a lengthy task. A typesetter had to handpick individual letters and set them into position a line at a time. Multiple lines of letters were combined into forms. up until the 19th century, type was set by hand and run through letterpresses. You would select a font and size in a specific case or drawer, and select each letter one-at-a-time, placing them into what was called a composing stick. You would add m-spaces, or n-spaces, and various line leadings to either flush left, flush right or justify the copy. When you had a section done, you placed them in a frame called a chase, and using blocks of wood, lock it into place with a quoin lock. Then that chase was placed into the platen or letterpress, and you'd print away. This is the oldest type of typesetting, and it involves manually setting each letter and word in place by hand. Manual typesetting is very time-consuming, but it can produce high-quality results.

2)HOT METAL TYPESETTING

This typesetting type uses molten lead to create individual letters and words assembled into lines and pages. Hot metal typesetting was the most common type from the late 19th century till upto the mid-20th century. The process used a keyboard, like the typewriter, where the operator (or what we'd call a typesetter) could produce the desired text. In the 1880's, the Linotype machine used the same process to create what were called "casting matrices", which could cast an entire line of type.

This way, instead of hand-setting one letter or space at a time, the entire line was created as a single piece of lead. They still needed to put the line into a chase and secure it with quoins, but the laborious step of hand-setting each letter was now supplanted with this more automated method. It required less physical labour, took less time, and the letters were crisper. The technique was popular until the 1950s when electronic printing started. There were two main types of hot-metal typesetting machines: which are

Monotype Composition Caster: It automatically casts and delivers lines of perfectly-spaced lines of hard, new, deep-cut single types, being controlled by the perforated paper ribbon produced on the keyboard. The key thing that marks the composition caster as different from their other casters is that this machine was designed to produce long passages of text-sized type anything up to 14pt.

Linotype: Linotype typesetting machine is a typesetting machine by which characters are cast in type metal as a complete line rather than as individual characters as on the Monotype typesetting machine. It was patented in the United States in 1884 by Ottmar Mergenthaler. Linotype, which has now largely been supplanted by photocomposition, was most often used when large amounts of straight text matter were to be set.

3) PHOTOTYPESETTING

The phototypesetting process used either glass or thick plastic discs which contained the fonts you would wish to use. It would spin rapidly in front of a light source, exposing photo-sensitive paper, which could be processed and then pasted onto art boards. To switch fonts, the typesetter simply opened up the machine, and removed the disc or strip, replacing it with a new font. Phototypesetting, as its name suggests, was based on photography. Light was beamed through a negative filter to create a mirror image that would then be transferred to photographic paper and processed with chemicals.

A phototypesetting machine would be used to create a single, long column of printed text. Then, this text would be cut out and pasted into position to form a complete page, this particular process during phototypesetting is known as paste up. The finished page would be photographed to create a negative that would be used to make a printing plate.

4) TYPESETTING AND THE DIGITAL AGE

Advancements in technology, especially the rise of responsive web design and mobile devices, have redefined typesetting's role in digital communication. historically rooted in print, typesetting evolved from handwritten manuscripts to movable type printing, revolutionising communication. The digital revolution further accelerated typesetting's evolution, introducing various softwares and techniques. In the digital era, typesetting is done on computers, and typesetters have much more flexibility in terms of choosing fonts for a document. Computers help at automatically typesetting and correcting documents.

Computers not just helped in setting fonts. It was assisted by the creation of programs such as PageMaker and Quark Express, which allowed a typesetter to now become a graphic artists.

Typesetters could select fonts and manipulate size, kerning, spacing, tracking or leading to wrap around graphic elements on the screen. They could create blends or vignettes, drop in screens, scan photos and place them on the page, with the type wrapping around the image. Eventually, Adobe established the suite of programs that we know today as Creative Suites, which allowed for integration across all the programs. QuarkXPress had enjoyed a market share of 95% in the 1990s, but lost its dominance to Adobe Indesign from the mid-2000s onward. And graphic artists, limited by artboards and rubylith, now had freedom to design works of great artistry and intricacy, never attainable with handset type, or even typesetting machines.

STOP TO CONSIDER

- A typesetter determines the spacing between words and letters and the font's size and type. This process includes a page's trim size, margin, and overall layout setting.
- Typesetting goes back to the letterpress era.
- Typesetting is an essential part of designing.
- In today's digital age, typesetting is very important.
- Typesetting helps in readability.
- Typesetting is a part of typography.
- *Lorem Ipsum* is a dummy text used in typesetting.

CHECK YOUR PROGRESS

1. why is typesetting important?
2. what are the elements of typesetting?

3. what are the two main types of hot metal typesetting?

4. what do you mean by Loren Ipsum? 5. which software replaced QuarkXPress?

1.4 CONCEPT OF LAYOUT AND DESIGNING

Dear learners, in this sub section of the chapter, let us understand firstly the meaning of layout and designing in context to mass media. Here we will learn about the need and importance of page layout. Before we get into the details, let us understand briefly the meaning of layout and designing. Layout is a part of graphic designing which is where the contents of the page are arranged systematically. A layout design can determine the overall appearance and the connection among graphic elements to achieve a smooth message flow to maximize performance. Layout refers to the placing of elements in a page whereas designing is the blueprint or the plan for the layout. A page layout is the arrangement of various elements in such a way that a proper structure could be given to page and the page is made readable to it's readers.

Layout and designing are essential components of print media that serve multiple purposes, including effective communication, brand representation, readability, and aesthetic appeal. By investing time and effort into thoughtful layout and design, organizations can create print media pieces that resonate with their target audience and achieve their communication goals.

Let us now understand why layout and designing is important:

- **Communication:** Effective layout and design facilitate clear communication of information. They help organize content in a structured manner, making it easier for readers to understand and navigate through the material.
- **Attention:** A well-designed layout captures the audience's attention and encourages them to engage with the content. Visually appealing design elements such as vibrant colors, compelling images, and creative typography can draw readers in and make the print media piece stand out.
- **Uniqueness and brand Identity:** Layout and design plays a crucial role in representing the brand identity and image. Consistent use of brand colors, fonts, and visual elements helps reinforce brand recognition and foster brand loyalty among consumers.
- **Readability:** Proper layout and design enhance readability by ensuring that text is easy to read and comprehend. Factors such as font size, line spacing, and text alignment are carefully considered to optimize readability and minimize reader fatigue.
- **Hierarchy:** Hierarchy is how you arrange the importance level of each element. Depending on design, space and intention, the hierarchy will be different. But overall, the largest element on the layout shall be the most important piece of information, and continue to the

second and so on. This will help readers decide which information they want to see first, and what will leave the greatest impression on their minds.

To design and create a proper layout, there involves a group of professionals. Every print media house has a layout and designing department which consists of a visualizer and designer, a photographer, Illustrator, Composer, Finishing Artist and a DTP Operator.

There are certain elements in layout and designing which we will discuss now. The elements contributing to a good layout and designing are listed below:

Text: When it comes to text elements, there is a wide variety, mostly depends on the number of copy one want to place on visual. There are also different types of visuals that require a specific amount of text. You'll have titles, headings, sub-headings, and paragraphs. Some simply need a tagline to go, some you must fit a 500-word paragraph into. The element of text includes: headings, sub headings, body texts, captions and quotes.

Images: To give people's eyes a break, a good layout needs images. They're particularly effective in most communication channels and are more than just great to evoke emotions. Images can enhance the text content and boost it to another level of engagement.

Colour: Colour is a very important element in a layout planning. A poor choice of colour may ruin the whole layout. While choosing a colour, the theme, the idea behind and the target audience must be kept in mind. While talking of colour, both text and background colour must be taken into account. The text colour must contrast well with the background colour. It is advisable not to put light-coloured text on a light background or put dark-coloured text on a dark background as it will badly affect the ability of the reader to read the text.

Lines and Margins: Lines, no matter long or short, could be used to divide sections. It's also an effective way to emphasize the differences in content or images. There is a wide variation for thickness, length, and colors to use in layout design.

White Space: only texts and photographs without white space will result into a confusing layout design. Nice usage of white space will give, more space for the eyes to relax. It also helps draw attention to a specific spot of your graphic design.

STOP TO CONSIDER

- Layout design is crucial in various aspects of print and digital media.
- Proper layout can enhance the look of the page, thus, making the content stand out. The effectiveness of a layout depends on the arrangement of its individual elements as well as the overall visual hierarchy formed by them.

Layout design evokes emotions and feelings through visual cues. Colors, imagery, and layout arrangements can convey mood, tone, and atmosphere, creating a memorable and impactful user experience.

CHECK YOUR PROGRESS

1. why do you think designing is necessary?
2. what do you mean by white space?
3. why are images important in layout making?

1.5 TYPES OF LAYOUT

In this section, dear learners we will learn about the various types of layout in print media. For print, the types of layout are mentioned as follows:

1. Single Column Layout: Features text arranged in a single column format, often used in newspapers, newsletters, or simple documents. This type of layout provides minimal distractions and are very straight in nature.
2. Multi Column Layout: this type of layout divides content into multiple columns, typically two or three, to accommodate more text and create a denser layout. This type is generally used to optimize space and give a better readability.
3. Grid Layout: Grid layout type organizes content within a grid framework consisting of intersecting horizontal and vertical lines. Grid layout allows in systematic and proper placement of texts, images and other elements which leads to a great consistency.
4. Modular Layout: this layout divides content into modular units or modules, each containing a distinct piece of information or visual element. This layout is helpful in providing flexibility in arranging and rearranging modules to accommodate different content types and create dynamic layouts.
5. Hierarchical Layout: This layout type establishes a clear hierarchy of information through the use of headings, subheadings, and other visual cues. It also guides readers through the content by prioritizing information based on importance and relevance.
6. Symmetrical Layout: Symmetrical layout creates a balanced composition by arranging elements symmetrically around a central axis. It is often used for formal or traditional designs, providing a sense of stability and order.

7. Asymmetrical Layout: In this type of layout, elements are arranged in an intentionally unbalanced manner to create visual interest and dynamism. It allows for more creative freedom and experimentation with composition, suited for modern or unconventional designs.

8. Full Bleed Layout: This layout type extends images or colors to the edges of the page, eliminating white margins for a seamless, immersive effect. It also creates a dramatic visual impact and can be used for covers, posters, or feature pages in magazines.

9. Mood Board Layout: This layout type presents a collage of images, text, and other visual elements to convey a particular theme, mood, or concept. This layout format is commonly used in editorial design, fashion magazines, and promotional materials to evoke emotions and inspire creativity.

10. Gridless Layout: gridless layout abandons traditional grid structures in favour of a more organic, arrangement of elements. It allows for unconventional layouts and experimental designs, often used for artistic or avant-garde publications.

1.5.1. STAGES OF LAYOUT

A layout artist, must have a clear plan beforehand of the page design. The designer must also be very clear about the purpose of the design. Before the final product, the layout passes through various stages which are discussed as follows:

1. Visualization: At this stage, the idea or concept thought by a communicator or designer can be translated into visual form by using a pencil or pen. Also, during the visualization stage, the concept or idea is put onto the paper from the mind.

2. Thumbnails: A thumbnail is a visual record of the designer's thought processes. They are fast, freewheeling, and quick, passing thoughts. A rough sketch of an initial design idea for the designer's review. Contains all the visual elements - headline, text, illustration or graphic, company identification. The purpose is to enable the designer to work out the overall design structure of the visual quickly without getting bogged down in the details.

3. Rough layouts: The rough layouts are generally used to give presentation to the editorial team or very senior people in the organization. They are quite economical and effective while at the same time help to make the idea clear to the editorial team.

4. The comprehensive: This is the final step of the layout planning. It involves the making of a dummy layout of the page to be produced, showing the exact placement of page elements like text, graphics, colour etc. like a printed sheet. Once the draft has been approved by the designer or the concerned team, the same is also sent to the newsroom for final verification of the page design.

1.6 BASICS OF PAGE MAKE UP

Page make up refers to the arrangement of text, images, and other elements on a page to create a visually appealing and readable document. Whether it's a magazine, newspaper, brochure, or website, effective page makeup is crucial for engaging the audience and conveying information effectively. In this section of the lesson, we will discuss about the basics of page make which are as follows:

Margins: Establishing margins, or the spaces surrounding the page's edges, is a good place to start. Margin lets the text breathe and helps organise it. Additionally, they make sure that the layout doesn't appear crowded by having text and images that are too close to the edge.

Grids: The fundamental frameworks that aid in content organisation on a page are called grids. They are divided by rows and columns, and items are arranged inside of them. It is simpler to preserve visual harmony across the document when grids are used since they offer consistency and alignment.

Typeface: Select typefaces that are suitable for the audience and content and are easy to read. To improve readability, take into account elements like font size, line spacing (leading), and line length (measure). Different styles should be used for headings, subheadings, body text, and captions in order to increase readability.

Whitespace: The empty space that exists between elements on a page is often referred to as negative space. It's crucial for focusing the reader's attention and providing visual breathing room. Give the page enough white space to enhance reading and aesthetics; avoid packing it with too many items.

Alignment: To establish coherence and order, keep the alignment constant throughout the document. Whenever possible, text and images should line up along the same vertical or horizontal axis. This improves the overall polished appearance and helps prevent visual clutter. Use distinct font sizes, weights, and styles for headings, subheadings, body text, and other sections to create a clear hierarchy of information. This conveys the relative value of each piece of text and directs the reader's eye. It conveys each piece of content's relative value.

Consistency: Ensure that all of the document's pages have the same formatting styles, typefaces, and colour schemes. Maintaining consistency helps to strengthen branding and gives the paper a polished, coherent look.

Balance: To create visual balance, evenly space the items on the page. Asymmetrical balance is achieved when components are balanced according to their visual weight, as opposed to symmetrical balance, which is achieved when pieces are equally distributed on both sides of an imaginary midline.

Proofreading and Review: Carefully check the text for spelling, grammatical, and formatting

mistakes before completing the layout. To make sure the layout is clear and effective, it's also useful to check it from the target audience's viewpoint.

1.7 BASICS OF TYPOGRAPHY

The use of typography in design is essential. It improves the user experience, sets the mood, and conveys information.

Typography is the art of organising text and letters so that the reader can easily read, understand, and find the content visually pleasing. It includes typeface appearance, style, and structure, all of which are intended to communicate particular messages and evoke particular feelings. To put it succinctly, typography is what gives the writing life.

Typography originated in the eleventh century with the invention of moveable type. Typography was a specialised craft connected to books, publications, and eventually public works prior to the digital era. The Gutenberg Bible contains the earliest known example of type, which ignited a revolution in printing throughout the west.

Strong visual hierarchy, graphic balance, and the overall tone of the product are all established by well-designed typography.

Below are the basic elements of typography:

Typefaces and fonts: A typeface is a collection of characters with a specific width, height, and style. One font would be Times New Roman, regular, 12-point, for instance, if you were using it in a document. Sets of related typefaces in various weights, sizes, and styles make up a typeface. A typeface is, to put it simply, a collection of similar fonts. Serif, sans-serif, script, and decorative are the four basic types of typefaces.

Leading, kerning, and tracking :These are aspects of typography that are related to spacing. Leading (pronounced “ledding”) is the space between lines of text. Kerning is the space between two individual characters, which is generally designed by the type designer but can often be tweaked. Tracking refers to the overall letter spacing of an entire word or passage of text. Adjusting the space can make a block of text feel open or crowded. This can therefore affect ease of reading and cognitive load.

Colour:While most print media restrict the amount of colour that may be used in text, online media let you utilise colour. Text colour selection requires consideration. The appropriate text-color combinations can draw readers' attention to your content, highlight its key points, and facilitate comprehension. The appropriate font colour sets the tone for your writing and helps it stand out. If done incorrectly, the presentation could be disorganised and the text could contradict the main idea.

Hierarchy: The hierarchy refers to the proper sequence in which various text sections on a page or screen should be read. One of the main purposes of typography is to establish this hierarchy in text. This hierarchy separates content that has to be read quickly from text that is more in-depth or less significant and should be read last. A hierarchy of text can be created by utilising a variety of factors, such as text size, contrast, surrounding text colour, and alignment or positioning. For example, different font sizes and styles are used in blog posts and newspaper articles to establish hierarchy.

Consistency: It's critical to maintain your document's design consistency across all of the pages and slides. Readers can more easily navigate between sections of a document or presentation when the background and text colours are constant. A document or presentation with various fonts, colours, and designs on every page will appear disorganised and be challenging to read and comprehend. Never use more than three fonts in a single document to maintain consistency in your typeface selections. Text sizes should correspond to the text's hierarchy: designate a font type and size for the main title, a different font size and type for headings, a different font size and type for subheadings, and the smallest size possible for the body content.

White Space: White space, also known as negative space, is the area that surrounds text and images in typography, whereas other aspects concentrate on the letters themselves. Before there is too much or too little white space, readers might not notice it precisely. The right amount of white space facilitates reading comprehension and helps readers see the connections between the text's various sections.

STOP TO CONSIDER

Making a visual hierarchy is one of the fundamental principles of typography.

Typography's readability and legibility have a big impact on visual communication.

For the creation and maintenance of brand identities, typography communication is essential

CHECK YOUR PROGRESS

1. why is typography crucial in layout designing?

2. why is white space important?

3. why is consistency important in typography?

4. what are four types of font?

1.8 LET'S SUM UP

Dear Learners, In this Unit, we began with understanding a typesetting. Typesetting, can make reading it much more enjoyable for the reader. A typesetter chooses the font's size and style in addition to the distance between words and letters. This procedure sets the margin, trim size, and general layout of a page. A big part of designing a page is layout. A well-designed layout can improve the page's appearance and draw attention to the content. The way a layout's components are arranged and the visual hierarchy they create together determine how effective the layout is. Similarly typography plays a vital role in page makeup. Typography is an essential part of user interface design and involves much more than just selecting lovely fonts. Strong visual hierarchy, graphic balance, and the overall tone of the product are all established by well-designed typography. Typography should maximise readability and accessibility, provide a great user experience, and direct and enlighten your users.

1.9 CHECK YOUR PROGRESS

1. what do you understand by typesetting? Also elaborately discuss the elements of typesetting.
2. discuss the types of typesetting.
3. Differentiate between layout and Designing. Also mention the various stages of layout and designing.
4. what are the different types of layout in print media?
5. what do you understand by the term page make up? Explain the various elements of pagemake up.
6. what is typesetting? Why is it important in print media layout?

1.10 SUGGESTED READS

1. Handbook of Journalism (V.S.Gupta and Vir Bala Agarwal)
2. A Visual History of Typefaces and Graphic Styles (Cees W. de Jong (Editor), Alston W. Purvis (Editor), Jan Tholenaar (Editor))

3.New Page Design: Layout And Editorial Design

4. Graphic Design and Mass Communication by Nevena Djuranovic

MMC-1045 : Basics of Journalism—Print Media

Block-3: Basics of Editing

Unit-7

Structure---

- 7.1----- Objectives
- 7.2----- Introduction
- 7.3----- Supplements
- 7.4----- Special Pages
- 7.5-----Let Us Sum Up
- 7.6----- References and Suggested Readings
- 7.7----- Self Assessment Questions(SAQs)
- 7.8----- Answers to Check Your Progress

- 7.1----- **Objectives**-----

After going through this unit, you should be able to---

- understand the meaning of Supplements in Print Media and also their significance in Print Media,
 - grasp a perspicaciously fathomable idea about the different types of Supplements getting attached with the diverse categories of print media publications coming out,
 - also will be able to reflect upon the pretty pertinent and significant stuff, i.e. the Special Pages in print media,
 - comprehend the meaning and the other related aspects of Supplements and Special Pages in Print Media.
-
- 7.2----- **Introduction**----- In this Unit-7 of Block-3(Basics of Editing) under the Paper-MMC-1045:Basics of Journalism—Print Media, we will start with sharing some ideas on the meaning of Supplements in Print Media and also we will highlight the significance of Supplements in Print Media. Also in this particular unit, we will try to elucidate upon the various classifications of Print Media Supplements. Supplements are the additional printed materials which have news context and are distributed free with newspapers and magazines. Newspaper supplements have softer news than the news appearing in the main copies of the newspapers. On the

other hand, magazine supplements are an essential part of any magazine. They provide readers with additional contents that can help them further explore topics related to the magazine's contents. They also provide the readers with information about products and services that may be of interest to them. The supplements are common phenomena for every newspaper and magazine now-a-days. Along with the main copy of the newspaper or magazine, the supplementary pages/supplements are provided on various subjects and diverse topics. The range of topics on which supplements are provided is pretty vast and diverse. Hence, in this particular unit, we will try to acquaint you with the different classifications of topics or themes on which the supplementary pages are provided with the main copies of the major newspapers and magazines. As students of Mass Communication and Journalism, it will be pretty pertinent and beneficial for you to grasp key ideas upon one of the very important components of a print media publication, be it a newspaper or a magazine, i.e. the Supplements or the Supplementary Pages, provided along with the main copy of the newspaper or the magazine from time to time. This knowledge on the Print Media Supplements acquired by means of skimming through this particular unit, will be of tremendous help for you during the future course of your journalistic careers if you choose print media as your professional domain. Because, one can utilize his or her creativities in diverse fields by penning down features, articles, columns and other creative themes on the newspaper and magazine supplements/supplementary pages. Also in this particular unit, our effort will be to make you accumulate some ideas on another important component of newspapers, particularly, i.e. the Special Pages coming along with the main copy of the newspaper from time to time on diverse special occasions. However, both the terms Special Pages and Supplements are somehow related to each other with of course a thin line of distinction/difference existing between the two. Now, let us focus upon the sub-sections to be covered under this Unit-7(Block-3) of the Paper-1045 as quoted underneath-----

7.3----- Supplements----- A supplement is a separate part of a magazine or newspaper, often dealing with a particular topic. For example, a special supplement/supplementary page to a monthly financial magazine. A magazine or section inserted into a newspaper or periodical, such as one with coloured photographs issued every week. A separate section containing feature stories, comic strips or the like, issued with a newspaper. Supplements/supplementary pages are the additional printed materials which have news context and are distributed free along with the main copies of the newspapers and magazines. Newspaper supplements have softer news than the news appearing in the main copies of the newspapers. On the other hand, magazine supplements are an essential part of any magazine. They provide readers with additional contents that can help them further explore topics related to the magazine's main contents. They also provide the readers with

information about products and services that may be of interest to them. A supplement/supplementary pages is/are a separate part of a magazine or newspaper, often dealing with a particular topic. For example, a special supplement/supplementary pages to a monthly financial magazine. In case of supplements in a newspaper, keep the content short and interesting, in a story-like form and under 500 words. You need to pick the readers' interest in the first paragraph. Make it easy to read without technical jargons. Include contact information at the end of your article: contact name, phone number and email address. Specialist glossy supplements, devoted to a single interest, are flavour of the month among weekend newspapers locked in a battle for readers. Newspapers claim they build circulation. The Observer says supplements can boost circulation by up to 20,000 copies. Glossy supplements do not come cheap. Advertisers use them to reach a broader audience than consumer magazine readers, although they admit that it is unclear what proportion of each newspaper's readers actually read them. Special supplements are on diverse themes such as sport, music, women and children, travel and tourism, luxury, leisure and lifestyle, fashion, music, festivals etc. Timing a supplement to coincide with an expected peak in advertising is one thing and persuading the advertisers it will provide more than a brief circulation boost is another. This at a time when consumer magazine publishers are increasingly looking at weekly launches, rather than monthlies. The supplements/supplementary pages are the common phenomena for every newspaper or magazine now-a-days. Along with the main copy of the newspaper or magazine, supplementary pages/supplements are provided on various subjects and diverse topics from time to time in order to attract the readers or to provide them with different kind of a reading taste of getting to skim through their topics of interest. Because, many a times the readers may have the feeling that as if the day to day hard stories appearing in the the main copy of the newspaper or the serious research based stories appearing in the main copy of the magazine, are turning out to be a bit drab or monotonous for them. Hence, the supplementary pages provided along with the main copy of the newspaper or magazine, may at times corroborate to be something, infusing a sort of breather or a respite into the reading horizon of the readers, thereby, providing them with different kind of a reading taste or at times turning out to be instrumental to be providing them with something eye-catching, be it an interesting photograph, embellished with a catchy caption or a catch line, an interesting anecdote, travelogue, gossip column, poem, a biographical sketch, fashion tips, cookery related tips, horoscope, food columns, leisure and lifestyle related themes, themes related to human interest aspects, colourful news features on the themes such as destination weddings, film reviews, musical reviews, book reviews, drama reviews, sports columns, career counselling related themes, celebrity gossips and interviews, paparazzi stories, page-3 stories, interesting features on important holiday destinations, personality sketches, autobiographical human documents, interesting photo-features, interpretative features, science features, comic stories, human interest features or something like that.

The range of topics on which supplements are provided is vast and diverse. Subjects like education, career, business, life style, travel and tourism, science and technology, art and culture, fashion, literature, food, health and hygiene, cinema and so on and so forth. This range is infinite and in incremental form.

Supplementary pages/supplements have palpably/conspicuously become almost an integral part of every newspaper or magazine these days. Supplements are more colorful unlike the main copy of the newspaper especially, containing more pictures, images, graphics and gaudy color. The quality of paper in case of the supplements is also better than that of the master newspaper. Some newspapers actually use more glossy and sleek paper to give a better feel to the readers. The content of supplements is featuristic in nature. Usually long writing dealing with varied topics is a characteristic of supplementary pages/supplements of a newspaper or a magazine. The stories carry photographs which make them more attractive and catchy.

The supplements are more entertaining than informative. The purpose of supplementary pages/supplements is to provide relief to the readers from the hard news contents of the main copy of a newspaper or the extensive research based serious contents of the main copy of a magazine. The supplements/supplementary pages are also aimed at people who are more into/prone to light readings rather than the readings about the hard facts of life or the other serious stuff. Even though supplements are provided every day, it is the Sunday supplements and the Saturday supplements that are more stupendous from all angles.

Even though the writings contain facts and information, but they are run more for entertainment value rather than the element of information. Hence, the facts in a story are dealt with in a lighter vein in the supplements/supplementary pages of a newspaper or magazine, so that the story makes more interesting reading for the readers. The approach is light, loaded with color and variety and it is this feature of the supplementary pages/supplements that make it more appealing, alluring, enchanting and captivating for the readers. Some of the newspapers and magazines actually cash in on their supplements/supplementary pages and accumulate more readerships and circulations because of those. Hence, supplements or the supplementary pages have a great role to play in the overall success of the main copy of a newspaper or magazine. The supplements or the supplementary pages are akin to sort of the ironically cited X-factors getting interpolated into the overall outlook of a newspaper or a magazine. It is a kenspeckle or a conspicuous fact that many a times, a particular newspaper or a magazine relishes a soaring popularity in term of readership, titanic circulation and towering advertising revenues, purely on the strength of the catchy looks of the supplementary pages/supplements provided along with the main copy of the newspaper or the magazine, which veritably manage to attract or appeal maximum readers. The supplements are in short, those additional printed pages, provided along with the main copy of a newspaper or a magazine, on diverse pertinent,

significant and interesting themes or topics, which literally turn out to be of supreme awe-mongering on the part of the readers' fraternity, thereby, showering a talismanic degree of thunderstriking awe, mesmerizing zeal, gratifying ecstasy, stupendous fervour, intellectually enriching dividend and exorbitant degree of entertaining stuff upon their lectiophilic zest embellished persona, candidly articulating. The supplementary pages/supplements carry a great number of features which are not straight news or advertising. Features are just like the idiomatic 'icing on the cake'. If well chosen and well written in the supplements/supplementary pages, then the features can add a variety to any newspaper or magazine. In fact, newspaper editorial staff use the word 'feature', which tells about human interest stories, presents entertaining news or explains and interprets facts. They include host columns, personality interviews, fashion tips, health tips, tips related to costumes and make-up, beauty tips, tips related to career counselling, cartoons, movie reviews, book reviews, musical reviews, television reviews, crossword puzzles, comics and cartoons, tips on interior decoration, tips on vastu, tips on summer and winter collections, food tips, leisure and lifestyle tips and so on. Almost any topic that would interest or entertain readers is an appropriate subject for the features appearing in the supplements or the supplementary pages from time to time. Sometimes the news features are published in the supplements or the supplementary pages of a newspaper or magazine, which may be identified in three ways---First, they report news events, although the news content is not as important as the way the stories are written; second, they are written informally, with extensive use of descriptive verbs and entertaining phrases and their leads are designed to attract rather than recite essential facts and they may have surprise endings and thirdly, they may be printed on news pages or on the editorial pages or the supplementary pages. The news features appearing in the supplementary pages are of two types---Entertaining News Features and the Informative News Features. The entertaining news features appeal to the emotions of your readers. Since the news value is minimal, the way these stories are written becomes vital to their success. What would be dull facts in the straight news, form spring to life when you present them imaginatively in a news feature, getting published in the supplements or the supplementary pages of a newspaper or a magazine. Also at times, the personality sketches/stories in the form of interviews mostly, are published in the supplements or the supplementary pages of a newspaper or a magazine. More so, the supplements or the supplementary pages in a newspaper or magazine, comprise of columns on some pretty interesting topics such as albums, television programmes, fashion, cars and hobbies, humour, gossip etc. penned down by someone well informed in the particular field, which veritably corroborate to be appealing, alluring, enchanting, captivating and beguiling on the part of the readers, thereby, proving to be catalytical in the enhancement of the overall readership and circulation of a newspaper or magazine. Many a times, it is visible in the supplements or the supplementary pages of a newspaper or magazine that the stories related to adventure sports, comic strips, humorous columns, publicity stunts, environmental issues etc. which veritably provide a diverting

type of intellectual flair for the readers. Amongst the diverse categories of features appearing in the supplements or the supplementary pages in the newspapers or magazines, the comic strips enjoy a higher readership, as per surveys. Apart from these, the columns on the topics such as money, conflict, sex, religion, human-interest, mystery, science & technology, entertainment etc. also embellish the supplements or the supplementary pages of the newspapers or magazines many a times. Human interest features, autobiographical features, personality features, science features, interpretative features, autobiographical human documents, photo features etc. too at times adorn the supplements or the supplementary pages of a newspaper, thereby, alluring the readers to a big extent. Many a times, it is noticed that some specific genres of creative writing too ornament the supplements or the supplementary pages in a newspaper or magazine, such as short story, novel or fiction, drama or play, travelogue, criticisms such as essays, film reviews, book reviews, drama reviews, musical reviews etc. Sometimes columns on the currently relevant topics such as Artificial Intelligence(AI), Robotics, Rocket Science, Space Science, Environmental Science, Agricultural Science, Air Pollution, Soil Pollution, Water Pollution, Noise Pollution, Sound Pollution, Green House Gas Emissions, Global Warming, Global Climate Change etc. also get published in the supplements or the supplementary pages of the newspapers or the magazines, which make the readers pretty much benefitted intellectually apart from acquiring a healthy dose of entertainment and play a big part in the overall enhancement in the readership or circulation of the newspaper or magazine. Also in the supplements or the supplementary pages of the newspapers or the magazines, we can get to read the columns or articles on some major national or international events such as film festivals, award ceremonies, media carnivals, cultural events, musical concerts, major sports competitions, fashion shows, beauty pageants etc. which interpolate a great deal of entertainment into the psychic domains of the readers. Write-ups on the major international film festivals such as the Cannes Film Festival, Busan International Film Festival, Academy Awards(Oscar) etc. occupy a space in the supplements or the supplementary pages in a newspaper or magazine, many a times. Some of the examples of the supplements or the supplementary pages of a few leading daily newspapers and magazines of India are as quoted underneath----

- *Bombay Times*

The *Bombay Times* is a free supplement of *The Times of India*, in the Mumbai (formerly Bombay) region. It covers celebrity news, news features, international and national music news, international and national fashion news, lifestyle and feature articles pegged on news events, both national and international that have local interest value. The main paper covers national news. Over ten years/a decade of presence, it has become a benchmark for the Page 3 social scene.

The Times of India - and thereby, the *Bombay Times* - are the market leaders in terms of circulation. The name of this supplement contains the word Bombay, which is the older Portuguese name of the city. It is not retained in the new supplement *Mumbai Mirror* that comes with *The Times of India*.

- **Friday Review**
The *Friday Review* is a weekly art and culture supplement of *The Hindu*. The supplement puts the spotlight on the rich and varied art forms practised across the country with a special focus on classical music and dance. It also covers folk and western music and dance, Tamil theatre and television.
- **The Hindu Education Plus**
The *Hindu Education Plus* is a weekly supplement of *The Hindu* that publishes the latest information on colleges, courses and careers. The supplement is published every Monday. The supplement offers guidance on academic opportunities, emerging academic concepts and practices, career options and counselling.
- **Cinema Plus**
The *Cinema Plus* is another weekly supplement of *The Hindu*, destined to entertain the readers every Friday.
- **Idhu Namma Area and Retail Plus**
The *Idhu Namma Area* and *Retail Plus* supplements are the two business initiatives which may be seen as *The Hindu*'s bid to consolidate its position as the largest selling newspaper in South India.
- **The Hindu Young World**
The *Hindu Young World* is a children's supplement or a completely supplementary newspaper for the children published by *The Hindu* every Friday.
- **The Hindu on Sunday**
The *Hindu on Sunday*, is an exclusive weekender for children published by the *The Hindu* every Sunday.
- **t-2**
t-2 is a supplement of *The Telegraph(India)* which is a Fashion, Lifestyle and Entertainment tabloid newspaper and is available everyday.
- **The Telegraph Metro**
The *Telegraph Metro* is another supplement of *The Telegraph(India)* on all the hard and breaking city news in TT Metro on all days of the week.

- **The Telegraph KNOWHOW**
The Telegraph KNOWHOW is another supplement of ***The Telegraph(India)*** which is a special section on Mondays on Science, Technology, Gadgets and Gaming.
- **The Telegraph JOBS**
The Telegraph JOBS is another supplement of ***The Telegraph(India)*** which is your single window to the job market in Jobs on Tuesdays.
- **t-2 on Sunday**
t-2 on Sunday is another supplement of ***The Telegraph(India)*** which is a special format 'tabmag' ---a tabloid magazine available every Sunday to bring to you life and style content.
- **The Telegraph YOU**
The Telegraph YOU is another supplement of ***The Telegraph(India)*** which is your CAMPUS BUDDY with campus trivia, facts, stories, courses, opportunities and anything & everything related to student life. Available every Tuesday.
- **The Telegraph GRAPHIC**
The Telegraph GRAPHIC is another supplement of ***The Telegraph(India)*** which is an insightful details and topmost stories of the week in Graphic on Sundays.
- **The Telegraph BOOKS**
The Telegraph BOOKS is another supplement of the ***The Telegraph(India)*** which is a refreshed section for Book-lovers with reviews of books of every genre. Available every Friday.
- **The Telegraph GLAMOUR**
The Telegraph GLAMOUR is another supplement of ***The Telegraph(India)*** and it is a specially curated section for women with beauty tips, fashion, skin-care, health concerns. Available every Thursday.
- **The Telegraph PORTFOLIO**
The Telegraph PORTFOLIO is another supplement of the ***The Telegraph(India)*** and is a section that takes deep-dive into topics of Personal Finance. It also has Mutual Funds tracker. Available every Monday.
- **The Telegraph WELLNESS**
The Telegraph WELLNESS is another supplement of ***The Telegraph(India)*** which is get all HEALTH related information; exercise, yoga, food or common ailments; with this section Every Wednesday.

- **The Telegraph THE WOODS**
The Telegraph THE WOODS is another supplement of *The Telegraph(India)* which is the all NEW Entertainment Section with Bolly'wood' & Holly'wood' stories & more news from tinseltown in a power-packed page. Available from Monday-Saturday.
- **Graffiti**
Graffiti is another supplement of *The Telegraph(India)* in the format of a news magazine.
- The premier English Daily of the state of Assam, 'The Assam Tribune' has the following supplements----
 - a) *Planet Young*: released every Thursday.
 - b) *Horizon*: released every Friday.
 - c) *Sunday*: released every Sunday
- **India Today Spice**
India Today Spice is the free supplement provided with the leading news weekly of South Asia *India Today*.
- **Hindustan Times Brunch**
Hindustan Times Brunch is a Sunday tabloid magazine that is focussed on arts and culture, food, fashion, lifestyle, travel, and Bollywood. It was launched in 2004 by Vir Sanghvi, the then editor of Hindustan Times.
- Some of the other supplements of *the Hindustan Times* are—
 - a) *Hindustan Times Café*
 - b) *Hindustan Times Education*
 - c) *Hindustan Times Estates*
 - d) *Shine Jobs*
 - e) *Hindustan Times Live*

The aforementioned ones are the names of the supplements or the supplementary pages of some of the leading newspapers and magazines of India. In a nutshell, it can be stated that the supplements or the supplementary pages are an integral part of the newspapers or magazines in terms of providing additional reading materials to the readers apart from the news and news analyses appearing in the main copy of the newspaper or magazine. These supplements or the supplementary pages are the veritable catalyses which keep on corroborating to be instrumental in contributing to the enhancement of the readership, circulation and advertising revenues of the various newspapers and magazines by means of providing write-ups of different formats on varied topics to the readers from time to time.

Stop to Consider-1

- **Supplements/supplementary pages are the additional printed materials which have news context and are distributed free along with the main copies of the newspapers and magazines. Newspaper supplements have softer news than the news appearing in the main copies of the newspapers. On the other hand, magazine supplements are an essential part of any magazine. They provide readers with additional contents that can help them further explore topics related to the magazine's main contents.**
- **A supplement/supplementary pages is/are a separate part of a magazine or newspaper, often dealing with a particular topic.**
- **Advertisers use them to reach a broader audience than consumer magazine readers, although they admit that it is unclear what proportion of each newspaper's readers actually read them. Special supplements are on diverse themes such as sport, music, women and children, travel and tourism, luxury, leisure and lifestyle, fashion, music, festivals etc.**
- **The supplements are more entertaining than informative. The purpose of supplementary pages/supplements is to provide relief to the readers from the hard news contents of the main copy of a newspaper or the extensive research based serious contents of the main copy of a magazine. The supplements/supplementary pages are also aimed at people who are more into/prone to light readings rather than the readings about the hard facts of life or the other serious stuff.**
- **In a nutshell, it can be stated that the supplements or the supplementary pages are an integral part of the newspapers or magazines in terms of providing additional reading materials to the readers apart from the news and news analyses appearing in the main copy of the newspaper or magazine. These supplements or the supplementary pages are the veritable catalyses which keep on corroborating to be instrumental in contributing to the enhancement of the readership, circulation and advertising revenues of the various newspapers and magazines by means of providing write-ups of different formats on varied topics to the readers from time to time**

Check Your Progress-1

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) What do you mean by Supplements in a newspaper or magazine ?

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2) Name a few of the supplements of *the Hindustan Times*.

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3) *t-2* is a supplement of which newspaper in India ?

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4) Name one supplement of the *India Today*.

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5) Name three supplements of 'The Assam Tribune'.

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6) *Bombay Times & Friday Review* are the supplements of which two newspapers of India ?

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- 7.4----- Special Pages----- Another important component of the newspapers is the Special Pages coming along with the main copy of the newspaper from time to time on diverse special occasions. However, both the terms Special Pages and Supplements are somehow related to each other and they are just like the two sides of the same coin with of course a thin line of distinction/difference existing between the two. The special pages of a newspaper

are published on certain special occasions as the name itself suggests, unlike the supplements or the supplementary pages which keep on coming along with the main copy of the newspaper on a frequent or regular basis. Just like the supplements or the supplementary pages, the special pages also play a pretty pivotal part in enhancing the readership, circulation or even the advertising revenues of the newspapers on the special occasions in which the special pages appear along with the main copy of the newspaper. The special pages are published along with the main copy of the newspaper on certain special occasions such as the festivals like Bihu, Christmas, New Year Celebration, Eid, Durga Puja, Holi, Diwali etc. incorporating diverse features such as pertinent columns, articles, cartoons, interviews etc. on the key aspects or rituals of the festivals. More so, the special pages also come along with the main copy of the newspaper on some special days such the World Environment Day, Mothers' Day, Fathers' Day, Valentines' Day, World Anti-Tobacco Day, International Women's Day etc. The predominant characteristic of the special pages is that here the special occasions are highlighted in detail, thereby, providing a deep insight to the readers about the diverse nitty-gritties of the particular special occasion being brought to the notice of the readers. The special pages of a newspaper carries glossy pages, colorful photographs with attractive captions and appealing catch lines, sparkling layout embellished colored advertisements, in depth analyses on diverse aspects related to the special occasion in the form of articles, features, columns etc. Sometimes, the creative writings as well as other literary writings too adorn the special pages in a newspaper, such as the stuff like poems, short stories, fiction, drama etc. In other words, the special sections or the special pages of a newspaper let the readers to read contents that differ from the normal flow of news, features, sports, ads and other contents in the newspaper. But there are some key elements to remember when dealing with special sections/special pages. A newspaper's extra, extra edition, special edition or simply extra is a special issue of a newspaper issued outside the normal publishing schedule to report on important or sensational news which arrived too late for the regular edition, such as the outbreak of war, the assassination of a public figure or even a massive natural calamity or catastrophe, a major plane crash, a major train accident, a terrifying terrorist attack, a major milestone or landmark achieved etc. In other words, a special edition or a special page of a newspaper is published for a particular event or occasion, such as an election or a major news event etc. In other words, the special sections/pages in a newspaper contain such contents which differ from the regular contents in the main copy of the newspaper. The special pages in a newspaper may be on diverse topics such as community issues, health related issues, festivals, environment, weather, special occasions, biographical sketches, beauty tips, fashion, leisure and lifestyle, travelogues,

anecdotes, trade and commerce, business, political themes, science and technology, art and culture, literature, international relations, war, conflicts, border disputes, crime stories, democratic values, elections, human interest issues, child labour, human trafficking, share market and stock exchange, travel destinations, jobs and employment related themes, stars and horoscopes, music, crossword puzzles, space, defence, foreign or external affairs, historical themes, medicines, plants, art and culture, crafts, nostalgia, travel and tourism, ecosystem and wildlife conservation initiatives and many more.

All the newspapers run special sections or special pages these days. It's a part of their routine. For some newspapers, it seems, there's a special section/page every other week and for others, not so much. Special sections/pages give the readers contents that differ from the normal flow of news, features, sports, ads and other contents in the newspaper. But there are some key elements to remember when dealing with special sections/pages of a newspaper----

- Be Proactive----Advertising, news and production departments all need to be part of the creative and planning process for special sections/pages. It's a mistake for the newsroom and production personnel to sit and wait for advertising to come to them with the plan for a special section/page. Getting involved in the beginning, all the departments can come up with a concept that's sure to be more appealing — and a plan to get it done by a stipulated deadline.**
- Create a Great Cover-----A compelling cover is critical to getting readers to check out the special section/page. If the cover is dull or poorly designed, odds are many readers won't even give it a second glance. You've only got a few seconds to grab their attention...so make sure you do it with something unique and gripping.**
- Tell What's Inside-----If your cover has grabbed your readers...and they turn the page...then let them know what's further inside. The more they know, the more inclined they'll be to go through the section.**
- Create and use a grid----To create a uniform, clean look, decide early on a grid for your special section. Three columns? Four? Five? Different grids for some different pages, like calendars and lists? Decide early...and make sure ad sizes will fit into the plan.**

- **Make the best use of type----**This is a place where you can break away from the look of the newspaper...but don't overdo. Find some fonts that work well with the content. And keep the selection limited. Best to stay with one typeface family for text, another for headings and a third for labels and other standing elements.
- **Give lists a different look---**Are you including a calendar of events? Schedules? Standings? Rosters? Give these a different approach. Try some sans serif, maybe a bit larger than the text. Perhaps centered...perhaps some even set flush right.
- **Be consistent---**With good typography and a planned approach to handling photographs and other visual elements, you'll have a design that looks organized and polished. Just what you want ! The design should flow from page to page and have the same look throughout.
- **Decide ad size and placement---**Do ads go up the sides? Across the bottom? Both? What sizes are we selling into this section? Are they modular ad sizes? What are the rules...and what are the exceptions? What pages will have limited ads on them? How about the back page? What about the spread? Make these decisions before selling and you'll create a better section.
- **Give the spread great play----**If you can, keep the centerspread open. It's the one place in a tabloid special section/special page where you can give your designers a larger canvas to work with. Sure, some advertisers may be willing to pay a markup for that space, and if that's the case then they'll get it. But if not, if you can give an open spread to your designers, you'll increase the odds that you'll get something compelling and memorable.
- **Remember the purpose----**Why are you doing a special section/page? In most cases, it's to add to your revenue stream. Sure, you want those sections to appeal to the readers and there're contents that readers will dive into. But underlying all the contents and all the designs is the goal of building your bottom line. And that's always a worthy purpose.

In a nutshell, it can be cited that just like the supplements or the supplementary pages of a newspaper or magazine, the special pages are also the all important components of a newspaper, which provide something extra to read for the readers which literally corroborate to be the much sought after breather or respite for the readers from the monotonous hard news stories and serious news analyses which they have to keep on skimming through while roving their visual apparatuses over the pages of the main copy of the newspaper. In short, it can be concluded by quoting that both the supplements or the supplementary pages and the special pages are idiomatically the two sides of the same coin, with the basic similarities of providing extra reading materials for the readers on diverse pertinent and interesting topics or subjects, thereby, showering a great deal of enlightenment and entertainment upon the readers apart from the news and the other contents in the pages of the main copy of the newspaper or the magazine. However, as already stated in this particular unit, there is a thin line of distinction or difference existing between the terms supplements/supplementary pages and the special pages. That difference lies in the very fact that the supplements or the supplementary pages are the sort of recurring pages appearing along with the pages of the main copy of the newspaper with write-ups on diverse interesting and significant topics, thereby, providing a gargantuan degree of infotainment and edutainment as well at times to the readers. On the hand, the special pages are some special pages as the name itself suggests appearing on certain special occasions along with the pages of the main copy of the newspaper. The special occasions may be some festivals, important landmarks or milestones achieved, war or any kind of conflict situation, national or international emergency situations, massive outbreak of a pandemic situation, natural calamities, major terrorist attacks/terror strikes or any sort of sabotage, major train or any sort of an accident, plane crashes, important global or national events, major sports events, film festivals, award ceremonies, historic judicial verdicts, promulgation or enactment of important laws and acts etc. Finally, it can be concluded with the statement that both the supplements/supplementary pages and the special pages of a newspaper or magazine play a crucial role in the enhancement of the readership, circulation and the advertising revenue of the same by leaps and bounds, courtesy, by means of interpolating the much needed ironically quoted X-factor into the overall outlook of the newspaper or magazine.

Stop to Consider-2

- **Another important component of the newspapers is the Special Pages coming along with the main copy of the newspaper from time to time on diverse special occasions.**
- **The special pages of a newspaper are published on certain special occasions as the name itself suggests, unlike the supplements or the supplementary pages which keep on coming along with the main copy**

of the newspaper on a frequent or regular basis.

- However, both the terms Special Pages and Supplements are somehow related to each other and they are just like the two sides of the same coin with of course a thin line of distinction/difference existing between the two.
- In a nutshell, it can be cited that just like the supplements or the supplementary pages of a newspaper or magazine, the special pages are also the all important components of a newspaper, which provide something extra to read for the readers which literally corroborate to be the much sought after breather or respite for the readers from the monotonous hard news stories and serious news analyses which they have to keep on skimming through while roving their visual apparatuses over the pages of the main copy of the newspaper.

Check Your Progress-2

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

- 1) Quote some of the key elements to remember when dealing with special sections/pages of a newspaper.

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- 2) The special pages in a newspaper may be on diverse topics. Mention a few of those.

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7.5-----Let Us Sum Up

In this unit-7 of Block-3 under Paper-1045, you have been acquainted with the concepts of Supplements & Special Pages of a newspaper or magazine. Now, let us summarize the key points which you can learn by going through this particular unit---

- **Supplements/supplementary pages are the additional printed materials which have news context and are distributed free along with the main copies of the newspapers and magazines. Newspaper supplements have softer news than the news appearing in the main copies of the newspapers. On the other hand, magazine supplements are an essential part of any magazine. They provide readers with additional contents that can help them further explore topics related to the magazine's main contents.**
- **Advertisers use them to reach a broader audience than consumer magazine readers, although they admit that it is unclear what proportion of each newspaper's readers actually read them. Special supplements are on diverse themes such as sport, music, women and children, travel and tourism, luxury, leisure and lifestyle, fashion, music, festivals etc.**
- **In a nutshell, it can be stated that the supplements or the supplementary pages are an integral part of the newspapers or magazines in terms of providing additional reading materials to the readers apart from the news and news analyses appearing in the main copy of the newspaper or magazine. These supplements or the supplementary pages are the veritable catalyses which keep on corroborating to be instrumental in contributing to the enhancement of the readership, circulation and advertising revenues of the various newspapers and magazines by means of providing write-ups of different formats on varied topics to the readers from time to time**
- **Another important component of the newspapers is the Special Pages coming along with the main copy of the newspaper from time to time on diverse special occasions.**
- **The special pages of a newspaper are published on certain special occasions as the name itself suggests, unlike the supplements or the supplementary pages which keep on coming along with the main copy of the newspaper on a frequent or regular basis.**

- In a nutshell, it can be cited that just like the supplements or the supplementary pages of a newspaper or magazine, the special pages are also the all important components of a newspaper, which provide something extra to read for the readers which literally corroborate to be the much sought after breather or respite for the readers from the monotonous hard news stories and serious news analyses which they have to keep on skimming through while roving their visual apparatuses over the pages of the main copy of the newspaper.

7.6----- References and Suggested Readings

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7.7----- Self Assessment Questions(SAQs)

- 1) Write in your own words, in detail about the concepts of the Supplements and the Special Pages of a newspaper or magazine. Cite suitable examples for your answer.
- 2) In what way, the Supplements and the Special Pages of a newspaper or a magazine are similar or different from each other ? Cite suitable examples for your answer.
- 3) What is the significance of the Supplements and the Special Pages of a newspaper or magazine in enhancing its popularity ? Quote suitable example for your answer.
- 4) Make a list of the Supplements and the Special Pages of diverse newspapers and magazines you have read so far and also try make a survey about their popularity in your area.

• 7.8----- Answers to Check Your Progress

Check Your Progress: Model Answers

Check Your Progress-1

- 1) Supplements/supplementary pages are the additional printed materials which have news context and are distributed free along with the main copies of the newspapers and magazines. Newspaper supplements have softer news than the news appearing in the main copies of the newspapers. On the other hand, magazine supplements are an essential part of any magazine. They provide readers with additional contents that can help them further explore topics related to the magazine's main contents.
- 2)
 - *Hindustan Times Café*
 - *Hindustan Times Education*
 - *Hindustan Times Estates*
 - *Shine Jobs*
 - *Hindustan Times Live*
- 3) *The Telegraph(India)*
- 4) *India Today Spice*

5)

- *Planet Young*: released every Thursday.
- *Horizon*: released every Friday.
- *Sunday*: released every Sunday

6) *The Times of India & The Hindu*

Check Your Progress-2

1) **Be Proactive**

Create a Great Cover

Tell What's Inside

Create and use a grid

Make the best use of type

Give lists a different look

Be consistent

Decide ad size and placement

Give the spread great play

Remember the purpose

2)

The special pages in a newspaper may be on diverse topics such as community issues, health related issues, festivals, environment, weather, special occasions, biographical sketches, beauty tips, fashion, leisure and lifestyle, travelogues, anecdotes, trade and commerce, business, political themes, science and technology, art and culture, literature, international relations, war, conflicts, border disputes, crime stories, democratic values, elections, human interest issues, child labour, human trafficking, share market and stock exchange, travel destinations, jobs and employment related themes, stars and horoscopes, music, crossword puzzles, space, defence, foreign or external affairs, historical themes, medicines, plants, art and culture, crafts, nostalgia, travel and tourism, ecosystem and wildlife conservation initiatives and many more.

BLOCK: IV(Agency and Photojournalism)

Unit 1: News Agency—Purpose, Function, Structure and Importance in Mass Communication

Unit 2: Various Services of News Agency; Syndicated Services

Unit 3: Photojournalism as an Integral Part of News

Unit 4: Science and arts of Photography; Photo Editing Styles and Software; Caption Writing

MMC-1045 : Basics of Journalism—Print Media

Block-4: Agency and Photojournalism

Unit-1

Structure---

- 1.1----- Objectives
- 1.2----- Introduction
- 1.3----- News Agency—Purpose
- 1.4----- News Agency—Function
- 1.5----- News Agency—Structure
- 1.6----- News Agency—Importance in Mass Communication
- 1.7----- Let Us Sum Up
- 1.8----- References and Suggested Readings
- 1.9----- Self Assessment Questions(SAQs)
- 1.10----- Answers to Check Your Progress

- 1.1----- **Objectives**-----

After going through this unit, you should be able to---

- understand the meaning and purpose of news agency,
- grasp a perspicaciously fathomable idea about the functions of news agency,
- also will be able to reflect upon the structure of news agency,
- comprehend the diverse related aspects of the importance of news agency in mass communication.

2.2----- Introduction----- In this Unit-1 of Block-4(Agency and Photojournalism) under the Paper-MMC-1045:Basics of Journalism—Print Media, we will start with sharing some ideas on the meaning and purpose of news agency. No newspaper, however, well staffed it may be in terms of news-gathering, can hope to survive without the help of news agencies. News agencies bring in a constant flow of well edited news messages from all over the globe where the newspaper is not represented through its staff reporters or stringers. News agencies are the organizations that gather and distribute news to a range of media(sometimes non-media) clients on a local, regional, national or international

scale. Some are government-owned or state-backed. News agencies are the 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 also called wire services. These agencies serve the MNCs and the media empires. The wire agencies of the new millennium maintain regional, national and global wires for the purpose of disseminating news. They have their representatives of news gatherers spread around the globe. The newspaper publishing industry is heavy consumer of such wire news. Following the elucidation of the meaning and purpose of news agency, in this particular unit, we will also try to acquaint you about the functions of news agency. The news agency does not deal directly with the audiences and it plays the role of a wholesale supplier of news. As collectors and distributors of news to newspapers, magazines and broadcasters globally, news agencies play a central role in setting the international news agenda. Also after going through this particular unit, you will be able accumulate some vital informations on the structure of news agency and also about its importance in the arena of mass communication. News agencies are one of the major sources of news for authentic and speedy news as well as features. And without knowing the news agency's operations, our efforts to learn about the profession of journalism, will be incomplete. In a nutshell, it can be stated that the knowledge which you will be acquiring after skimming through this particular unit, on the diverse aspects of news agency, will be of immense benefit on the part of you in your future professional ventures in the field of journalism, especially if you choose news agency as your professional domain in the future. Hence, let us now concentrate upon the sub-sections under this Unit-1(Block-4) of the Paper-1045 as quoted underneath----

- **1.3----- News Agency—Purpose-----** News agencies are the major source of news. News Agencies are such organizations whose principal objective or purpose is to gather / collect news and supply the same to different news enterprises or news organizations and in some cases to individual persons also with a strict sense of maintaining impartiality and quality. They are also a major source of information or news. These agencies function on a similar note like the newspapers or any other news organization. The only difference is that the news agencies serve their news items to various news organizations including newspapers, electronic media bulletins etc. Newspapers rely heavily on news agencies for general news coverage. Even the big newspapers do not have countrywide news coverage network. They have their representatives at the State Capitals and at other places according to its importance. The newspaper representatives, as a rule, concentrate on important happenings. For other news, newspapers depend on news agency coverage. The

medium and small newspapers can't afford to have their representatives. Hence, they are dependent on news agency reports.

The news agencies provide news reports on current events to the newspapers and others who subscribe to its services. The UNESCO's definition of news agency is-- 'an undertaking of which the principal 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.' The service that the news agencies provide are not just text, but also relate to audio, video, photography and all sorts of data. The news agencies did attain great importance with the invention and progress of telegraph, teleprinters and other technical departments in the field of quick transmission and long distance transmission. They reduce the cost of gathering news. For a majority of the news media, the news agencies are a major source of news supply.

As we have already discussed about the news agency as a source of news, you must have already acquired some key ideas about the meaning and purpose of news agency. In short we can say that — a news agency is an organization of journalists or media houses, established with the purpose of supplying news, reports etc. to various media organizations such as the newspapers, magazines, radio, television etc. i.e. all the media houses. The news agencies are also often referred to as a wire services, newswires or news services. For a majority of news media, the news agencies are a major source of news supply. In other words, the organizations that gather and distribute news to a range of media (and sometimes non-media) clients on a local, regional, national or international scale are known as news agencies. Some are government-owned or state-backed. The major agencies, also known as wire services, sell news and other types of informations to media companies (newspapers, broadcasters and online suppliers) and other outlets, including governments, business and finance institutions, and private individuals. Many news agencies employ freelance journalists, but most will be having permanent staff. It's a blatant fact now-a-days that the news agencies can play an 'agenda-setting' role and their growth throughout the globe, has had an effect on news globalization. News agencies could also be said to be crucial to the public sphere ideal, originated by Jurgen Habermas whose view was that the news media could help citizens to learn about society and through rational discussion based on that information, make informed decisions about the world.

While print and online publications rely heavily on the news agencies for much of their daily news, television receives most of its pictures, with or without narration, from television news agencies, including Worldwide Television News(WTN) and co-operative news exchanges like the Geneva-based Eurovision. News agencies are sometimes presented as among the least interesting or glamorous of the different media forms in that their news tends to be considered as wholesale resource material which needs to be reconfigured for a specific audience. In short, the news agencies are a major source of news gathering and dissemination. In other words, the news agencies play a prominent role in gathering news.

As already stated, the news agencies are 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 nook and corner of the globe as it would invite unmanageable expenses on the part of the news organization. As such, to a large extent, even large news organizations rely upon the news agencies for general news coverage, while newspaper representatives concentrate on important happenings. Smaller newspapers which can't afford to have more than a few reporters are more dependent on news agencies for news.

Just like the newspapers or the news organizations, the news agencies too gather and process news, but unlike newspapers, they do so for the purpose of disseminating 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, the news agencies are also known as the Wire Services(as they use wire communication), i.e. telegraph, fax etc.). Therefore, news agency copies are called wire copy. Before the advent of internet, telegraph and fax were the main means of delivering news by the news agencies.

In other words, the very and predominant purpose of news agencies is to provide news, photographs, features etc. of state, national and international interest to the newspapers and other news organizations by means of email or teletype. In other words, a news agency is an organization that gathers news reports and sells them to subscribing news organizations, such as newspapers, magazines and radio and television broadcasters. News agencies are known for their press releases. A news agency may also be referred to as a wire service, newswire or news service. A news agency is an organization that gathers, writes and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies and other users. The primary purpose of the news agencies is to gather information from various sources, especially from the reporters or journalists they hire to pursue stories. Different news agencies also share the data or news updates between themselves and with the public; it is a formal way of

maintaining relationships amongst them. A news agency is an agency that collects information or news in multimedia or text format and then sells them to different media organizations. The organizations which purchase the content include television broadcasts, radios, government organizations, etc. The news agencies are also known as newswires, news services or wire services. The term wire service has its roots in the former times when agencies would use telegraphs to send their stories.

News agencies do not generally publish news themselves for mass consumption. They sell it to the mass media outlets that are very much dependent on these agencies for news and updates. In other words, the news agencies are just like the wholesale supplier of news.

In a nutshell, it can be concluded that the news agencies are literally, inseparable part of journalism which are basically the wholesale supplier of news and other related contents and who do not directly deal with the mass media audiences in terms of news distribution, rather they disseminate the news and other related contents to diverse mass media and other related news-outlets and similar sorts of organizations, who are generally heavily reliant upon the news agencies/news services/news wires/wire services for gathering news and other related contents from across the globe.

Stop to Consider-1

- News agencies are the major source of news. News Agencies are such organizations whose principal objective or purpose is to gather / collect news and supply the same to different news enterprises or news organizations and in some cases to individual persons also with a strict sense of maintaining impartiality and quality. They are also a major source of information or news.**
- The news agencies provide news reports on current events to the newspapers and others who subscribe to its services.**
- A news agency is an organization of journalists or media houses, established with the purpose of supplying news, reports etc. to various media organizations such as the newspapers, magazines, radio, television etc. i.e. all the media houses. The news agencies are also often referred to as a wire services, newswires or news services.**
- The news agencies are 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 nook and corner of the globe as it would invite unmanageable expenses on the part of the news organization.

- In a nutshell, it can be concluded that the news agencies are literally, inseparable part of journalism which are basically the wholesale supplier of news and other related contents and who do not directly deal with the mass media audiences

Check Your Progress-1

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

- 1) Quote the definition of news agency as put forward by UNESCO.

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- 1.4----- **News Agency—Function**---- As already stated, the news agencies are the wholesale supplier of news and other related contents to diverse news media organizations and they have to perform the whole lot of significant functions, a cursory glance of which has been tried to be put forward in this particular sub-section of this unit. News agencies do have their own Reporting and Editing set up for covering news from any corner of the country or the world. It needs to be mentioned here that while the newspapers go to sleep at the dead of night or in the wee hours of the day (that is early hours of night or morning), quite in contrast, news agencies never go to sleep and remain alert for 24 hours of the day. Even

though a newspaper may miss a story, the news agencies can't afford to do so as they are the 'last hope' of the newspapers and electronic media news channels for a vital news or related content. They send news items for a specific amount of money every month to a news organization or anyone else who might want them. Not only news items, but also photographs, news bites for broadcast channels, features or articles etc. are supplied to news organizations by them(news agencies) for an additional sum of money whoever might subscribe to their service. Here, there is a term called 'syndicated columns' or articles in connection with the news agencies. This means articles or features etc. which are commissioned by the news agencies from established and prominent authors or journalists etc. And after necessary editing and retouching, if needed, they are sent to the newspapers and magazines. These features and articles, thus, become the property of the news agencies for which they pay a certain amount of honorarium to the authors. So, even if the articles or features are published in different newspapers and magazines, the author does not get more payment individually from the newspapers or magazines. As the news agencies create a database or a syndicate of the features and write ups, hence, this is called syndicated column system. Just like the news organizations, news agencies also do keep looking for scoop or exclusive items for enhancing the credibility of their agencies. News agencies have become quite important over the years and today some of them are even more powerful than many media corporations and also national governments. Now-a-days, 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 just needs to access the news items and features etc. in the internet and download whatever is found to be important.

Although news agencies are mostly the organization of media houses and they serve the purposes of that media houses, but news agencies can be corporations that sell news (e.g. Press Association, Thomson Reuters and UPI). Other news agencies work cooperatively with large media companies, generating their news centrally and sharing local news stories. The major news agencies may choose to pick up and redistribute (i.e. AP, Agence France-Presse (AFP etc.). Commercial newswire services charge businesses to distribute their news (e.g. Business Wire, the HuginGroup, Market Wire, PR Newswire, and ABN Newswire). Governments may also control news agencies: China (Xinhua), Canada, Russia (ITAR-TASS) and other countries also have government-funded news agencies which also use information from other agencies as well. The major news agencies generally prepare hard news stories and feature articles that can be used by other news organizations with little or no modification. They provide these articles in bulk electronically through wire services. Originally they used telegraphy; today they frequently use the internet. Corporations, individuals, analysts and intelligence agencies may also subscribe. Many publicly traded companies solicit business analysis firms to produce

favourable reports and then submit these through wire services. These stories often form the basis for public news about a company and may affect stock performance.

In other words, news agencies process information for use by media organizations 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, which have to pay a certain amount of money as subscription fees on monthly, quarterly or yearly basis. In addition to news service, news agencies also provide photo service and features service. These days, 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 news 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 to sell their best to provide demonstrably correct information. Objectivity and neutrality are the two philosophies that form the core of any news agency. Just like newspapers or broadcast channels, 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 through 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 the growing competition. Most of the 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 a news agency is speed and accuracy. In order to survive in the market, the news agencies have to try to provide the information ahead of competitors and at the same time ensure accuracy of information.

Let us enumerate 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 of news agencies in India should be---

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

- Consequently, the dissemination of news by the agencies has to take place increasingly through the different Indian languages.
- Government must follow a self-denying policy of not interfering in any way with the work of news agencies.
- It is necessary that the news agency system also covers news which is not only outside the orbit of government functioning, but also which may imply criticism of authority. It is essential in a democracy that dissent should get adequate coverage.
- The news agency system should not get identified with any vested interests; economic, social, communal or political.
- The news agencies should maintain a high standard of performance which would itself be a protection against interference from outside sources, including government.
- 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.
- 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.
- Programmes for professional training of the staff should be organized on an adequate scale. These should include training in managerial functions also.
- Since, news-reporting is a creative activity, selection of personnel should always be made strictly on merit, and more so, there should be opportunities for promotion of talent.
- An element of social responsibility in the building and function of a news agency system has to be recognized as a part of the concept of freedom of press.

In other words, while highlighting the functions of news agencies, it can be stated that a news agency generally deals with news coverage. It combines spot coverage with interpretation of the important political and economic events. Although its emphasis is limited, the news agency plays a very significant role in shaping public opinion on crucial national and international affairs. A news agency does not deal directly with the public; rather it functions through the intermediary of the other means of mass communication, namely, the press, radio and television. Essentially, a news agency plays the role of a wholesale supplier of news. The media depend on material supplied by the news agencies mainly out of economic necessity. In order to have a wide coverage the newspaper has to maintain a costly network of staff reporters, correspondents, offices, bureaus and telecommunication equipments on a world-wide scale. We are however, aware of the fact that many newspapers of our country and more so most of the newspapers of the Third World countries can not even maintain a proper network of correspondents within their own country of operation. The subscribers to the news agencies include daily newspapers,

magazines, radio and TV stations, local newspapers, offices and institutions, particularly government agencies, large corporations in the private and public sector, banks and commercial establishments. The news agencies account for 40-50 per cent of the total content of a daily newspaper. For many of the medium and small newspapers which can not afford to have a number of reporters at outstations, the news agencies contribute 40% news to the AIR; the rest being from its own correspondents. No news organization can do without the services of a news agency.

In a nutshell, it can be quoted that the news agencies are idiomatically the backbone of the operations of most of the news outlets and the similar sorts of media organizations, without the services of which it is literally a daunting or a herculean task on the part of a news outlet or a news organization to survive.

Stop to Consider-2

- The news agencies are the wholesale supplier of news and other related contents to diverse news media organizations and they have to perform the whole lot of significant functions.
- News agencies do have their own Reporting and Editing set up for covering news from any corner of the country or the world. It needs to be mentioned here that while the newspapers go to sleep at the dead of night or in the wee hours of the day (that is early hours of night or morning), quite in contrast, news agencies never go to sleep and remain alert for 24 hours of the day.
- In a nutshell, it can be quoted that the news agencies are idiomatically the backbone of the operations of most of the news outlets and the similar sorts of media organizations, without the services of which it is literally a daunting or a herculean task on the part of a news outlet or a news organization to survive.

Check Your Progress-2

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

- 1) Enumerate a few of the important recommendations of the Kuldip Nayar Committee on the role and functions of news agencies in India.

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1.5----- News Agency---Structure---- Overall the news agencies also have the same or identical organizational structure just like the news paper house or any other mainstream mass media organization. A news agency also has a separate pool of reporters and correspondents scattered across the globe just like a newspaper or any other news organization. Similarly, a news agency also has a news-room set-up and editorial department just like a newspaper house or any other news outlet. The newsroom in a news agency is headed by an editor or editor-in-chief. The editor-in-chief is the leader of the editorial as well as the reporting team. In addition to the editor-in-chief, many news agencies appoint an editor, a managing editor or an executive editor to look after the important policy decisions of the news agency and carry out other important activities that come under the purview of the editor. The news room is the hub of activities and hence rightly called as the nerve center of the news agency. Also known as editorial desk (edit desk), the news room is headed by an editor. The editor is in control of all the news room activities who is assisted by an army of other personnels working in various capacities in the news agency. In many news agencies, the editor is assisted by an executive Editor who helps him in execution of his duties. He looks into the entire editorial content (news content) of a news agency. Now, let us give you a glimpse of the organizational structure of a news agency as quoted underneath-----

- **The Editor** : The Editor may also be called the Chief Editor in some news agencies who is responsible for the entire content of the agency copies. The editor plans and directs the day's new operations. The editor takes the responsibilities of planning and directing various operations of the day. Being the leader of the entire team of newsmen, 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 the diverse activities of the news agency. The image creation of the agency is in the hands of the editor who should be able to enhance the acceptability, credibility and popularity of the agency and contribute towards enhancing its popularity. He is supported by a team consisting of the news editors, chief sub-editors, senior sub-editors and sub-editors. In every news agency, there is an army of Assistant Editors, specialized in various fields, who help the Editor in discharging his duties.

- **News Editor:** The News Editor is the person who plans and directs page making, while the chief sub helps and implements it. The news editor deposes the reporting staff for news collecting activities and also directs the work of the sub-editors. All the matters related to news is under his purview and it is he, who ensures execution of news content according to the norms of the news agency. He performs many jobs at a time. He decides on the headlines of the news. Overall performance of the news agency solely depends on him as he is the coordinating force between reporters, correspondents, desk people and the other staff. He keeps a watchful eye on what has gone to print and what has been left to be done for the day and for coming days. The news editor must be able to shape an interesting news item which others might have failed to do. 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 :** Also known as the copy editor, the sub-editor is a responsible person in a news agency. The primary task of a copy editor is to edit copy. He is responsible for the way in which stories or the other contents of the news agency are going to be presented. He edits all the copies that reach office of the news agency. He 'is actually responsible, more than any other person for the overall accuracy of the stories of the day in terms of precision. Because, it is he, who decides i.e. sifting, sorting, cutting, tailoring and the entire job of editing is performed by him. And he shapes the look of the stories as he is in charge of the entire process of subbing.
- **Chief Reporter---** He is the head of the reporting section of a news agency under whom so many reporters work in their respective beats. In a nutshell, the chief reporter has to supervise the entire operation of the Reporting Section in a news agency.
- **Chief of Bureau----** In case of the news agencies, there is a Chief of Bureau who overall supervises the all the operations of the different departments in a news agency.

In a nutshell, it can be stated that as far as the overall operations of a news agency is concerned, a solid organizational structure can play a big part.

Stop to Consider-3

- Overall the news agencies also have the same or identical organizational structure just like the news paper house or any other mainstream mass media organization. A news agency also has a separate pool of reporters and correspondents scattered across the globe just like a newspaper or any other news organization. Similarly, a news agency also has a news-room set-up and editorial department just like a newspaper house or any other news outlet. The newsroom in a news agency is headed by an editor or editor-in-chief.
- The news room is the hub of activities and hence rightly called as the nerve center of the news agency. Also known as editorial desk (edit desk), the news room is headed by an editor.

Check Your Progress-3

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

- 1)overall supervises all the operations of the different departments in a news agency.
- 2)head of the reporting section of a news agency.

- **1.6----- News Agency-----Importance in Mass Communication---** Overall, from the above discussions in this particular unit so far, it can be stated that news agencies are an integrally inalienable part in the entire field of journalism. Being a wholesale supplier of news, a news agency is of paramount importance because of the fact that no news entity can survive in absence of the news agencies in terms of news collection from every nook and corner of the country or the globe. Because, the news organizations literally can't compete with the news agencies in terms of terrestrial coverage. The news agencies have a wide pool of reporters and correspondents scattered across the globe who on the behalf of the news outlets use to accumulate news stories and disseminate those to the news organizations.

A news agency is an organization that collects, verifies and disseminates news stories to various media outlets. It acts as an intermediary between journalists and the general public, providing a wide range of news coverage on local, national and international events.

News agencies gather information from various sources, especially from the reporters or journalists they hire to pursue stories. Different news agencies also share the data or news updates between themselves and with the public; it is a formal way of maintaining relationships among them. A news agency is an organization aimed at distributing news for customers, generally media outlets, and not to the public.

Main roles of News Agencies .

- 1) To circulate information from one country to another.**
- 2) To gather news all around the world that newspapers could not afford individually.**
- 3) To work as a supplier of news (mainly foreign news) to media.**
- 4) To be the first to report breaking news.**

In the dynamic landscape of global affairs, where information serves as the lifeblood of societies, news agencies play an indispensable role in shaping perceptions, influencing decisions, and fostering informed discourse. News agencies play a crucial role in providing timely and accurate information to the public. They gather, verify, and distribute news and information from around the world, helping to keep people informed about current events, developments, and issues. News agencies contribute to transparency, accountability, and the functioning of democratic societies by providing a diverse range of perspectives and helping to hold individuals and institutions accountable. They also facilitate the flow of information across borders, contributing to global awareness and understanding.

A news agency, also called press agency, press association, wire service, or news service, organization that gathers, writes, and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies, and other users. It does not generally publish news itself but supplies news to its subscribers, who, by sharing costs, obtain services they could not otherwise afford. All the mass media depend upon the agencies for the bulk of the news, even including those few that have extensive news-gathering resources of their own.

The news agency has a variety of forms. In some large cities, newspapers and radio and television stations have joined forces to obtain routine coverage of news about the police, courts, government offices, and the like. National agencies have extended the area of such coverage by gathering and distributing stock-market quotations, sports results, and election reports. A few agencies have extended their service to include worldwide news. The service has grown to include news interpretation, special columns, news photographs, audiotape recordings for radio broadcast, and often videotape or motion-picture film for television news reports. Many news agencies are cooperatives, and the trend has been in that direction since World War II.

Under this form of organization, individual members provide news from their own circulation areas to an agency pool for general use. In major news centres, the national and worldwide agencies have their own reporters to cover important events, and they maintain

offices to facilitate distribution of their service. In addition to general news agencies, several specialized services have developed.

In a nutshell, it can be stated that news agencies are an integral part of the domain of journalism.

Stop to Consider-4

- News agencies are an integrally inalienable part in the entire field of journalism. Being a wholesale supplier of news, a news agency is of paramount importance because of the fact that no news entity can survive in absence of the news agencies in terms of news collection from every nook and corner of the country or the globe.
- The news organizations literally can't compete with the news agencies in terms of terrestrial coverage. The news agencies have a wide pool of reporters and correspondents scattered across the globe who on the behalf of the news outlets use to accumulate news stories and disseminate those to the news organizations.

Check Your Progress-4

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Enumerate the main roles of a news agency.

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- **1.7----- Let Us Sum Up**

In this Unit-1 of Block-4 under Paper-1045, you have been acquainted with the purpose, function, structure and importance of news agency in mass communication. Let us summarize the key points which you can learn by going through this particular unit-----

- **News agencies are the major source of news. News Agencies are such organizations whose principal objective or purpose is to gather / collect news and supply the same to different news enterprises or news organizations and in some cases to individual persons also with a strict sense of maintaining impartiality and quality. They are also a major source of information or news.**
- **A news agency is an organization of journalists or media houses, established with the purpose of supplying news, reports etc. to various media organizations such as the newspapers, magazines, radio, television etc. i.e. all the media houses. The news agencies are also often referred to as a wire services, newswires or news services.**
- **In a nutshell, it can be concluded that the news agencies are literally, inseparable part of journalism which are basically the wholesale supplier of news and other related contents and who do not directly deal with the mass media audiences.**
- **The news agencies are the wholesale supplier of news and other related contents to diverse news media organizations and they have to perform the whole lot of significant functions.**
- **In a nutshell, it can be quoted that the news agencies are idiomatically the backbone of the operations of most of the news outlets and the similar sorts of media organizations, without the services of which it is literally a daunting or a herculean task on the part of a news outlet or a news organization to survive.**
- **Overall the news agencies also have the same or identical organizational structure just like the news paper house or any other mainstream mass media organization. A news agency also has a separate pool of reporters and correspondents scattered across the globe just like a newspaper or any other news organization. Similarly, a**

news agency also has a news-room set-up and editorial department just like a newspaper house or any other news outlet. The newsroom in a news agency is headed by an editor or editor-in-chief.

- News agencies are an integrally inalienable part in the entire field of journalism. Being a wholesale supplier of news, a news agency is of paramount importance because of the fact that no news entity can survive in absence of the news agencies in terms of news collection from every nook and corner of the country or the globe.

- 1.8----- **References and Suggested Readings**

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• **1.9----- Self Assessment Questions(SAQs)**

- 1) Elaborate in your own words, about the meaning, purpose and functions of a news agency with suitable examples.**
- 2) Elaborate in your own words, about the organizational structure of a news agency. Give examples.**
- 3) What is the importance of a news agency in the field of journalism. Quote your own logic while penning down the answer to this question.**

• **1.10----- Answers to Check Your Progress**

Check Your Progress: Model Answers

Check Your Progress-1

- 1) 'An undertaking of which the principal 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-2

- 1)**
 - **Objectivity, adequacy and independence are the three main attributes needed for the news agency system of the country.**
 - **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.**
 - **Consequently, the dissemination of news by the agencies has to take place**

increasingly through the different Indian languages.

- **Government must follow a self-denying policy of not interfering in any way with the work of news agencies.**
- **It is necessary that the news agency system also covers news which is not only outside the orbit of government functioning, but also which may imply criticism of authority. It is essential in a democracy that dissent should get adequate coverage.**

Check Your Progress-3

- 1) **Chief of Bureau**
- 2) **Chief Reporter**

Check Your Progress-4

1)

- * **To circulate information from one country to another.**
- * **To gather news all around the world that newspapers could not afford individually.**
- * **To work as a supplier of news (mainly foreign news) to media.**
- * **To be the first to report breaking news.**

MMC-1045 : Basics of Journalism—Print Media

Block-4: Agency and Photojournalism

Unit-2

Structure---

- 2.1----- Objectives
- 2.2-----Introduction
- 2.3-----Various Services of News Agency
- 2.4-----Syndicated Services
- 2.5-----Let Us Sum Up
- 2.6-----References and Suggested Readings
- 2.7-----Self Assessment Questions(SAQs)
- 2.8-----Answers to Check Your Progress

- 2.1----- **Objectives**-----

After going through this unit, you should be able to---

- grasp a perspicaciously fathomable idea about the various services of news agency,
- understand the meaning and purpose of Syndicated Services such as Feature Syndicates .

2.2----- Introduction----- In this Unit-2 of Block-4(Agency and Photojournalism) under the Paper-MMC-1045:Basics of Journalism—Print Media, we will start with sharing some ideas on the functioning of the various services of a news agency. No newspaper, however, well staffed it may be in terms of news-gathering, can hope to survive without the help of news agencies. News agencies bring in a constant flow of well edited news messages from all over the globe where the newspaper is not represented through its staff reporters or stringers. News agencies are the organizations that gather and distribute news to a range of media(sometimes non-media) clients on a local, regional, national or international scale. Some are government-owned or state-backed. News agencies are the 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 also called wire services. So, in this particular unit, we will try to acquaint you

about the diverse services of a news agency such as those supplying news, photographs, audio-visuals, features, articles, columns etc. to different mass media outlets such as newspapers, magazines, radio stations, television channels etc. from time to time. So, it can be stated that after skimming through this particular unit, you will get immensely benefitted as the students of Mass Communication and Journalism. Because, this knowledge which you will be able to acquire after going through this particular unit about the various services of a news agency, will be of tremendous help for your future professional ventures, especially if you choose news agencies as your professional domain in the future. More so, by means of a thorough reading of this particular unit, you will be able to accumulate a fair enough knowledge about the very important component in the domain of journalism, i.e. about the Syndicated Services. It is a blatant fact that much of the materials the newspapers use do not come over the wires but from the Feature Syndicates or the Syndicated Services. This includes human interest stories of timeless character, interpretatives tied to political and economic news, developments, features on fashions, food, child care, health, religion, education, housing, travel and anything else that is interesting or unusual. The major wire services or the news agency services maintain units to provide this type of material. There are numerous Syndicated Services that furnish all types of materials, ranging from the output of well-known columnists to comics, puzzles, cartoons and other features. In a nutshell, it can be stated that the knowledge which you will be acquiring after skimming through this particular unit, on the diverse aspects of news agency services, will be of immense benefit on the part of you in your future professional ventures in the field of journalism, especially if you choose news agency as your professional domain in the future. Hence, let us now concentrate upon the sub-sections under this Unit-2(Block-4) of the Paper-1045 as quoted underneath----

2.3-----Various Services of News Agency---- News agencies are the major source of news. News Agencies are such organizations whose principal objective or purpose is to gather / collect news and supply the same to different news enterprises or news organizations and in some cases to individual persons also with a strict sense of maintaining impartiality and quality. They are also a major source of information or news. These agencies function on a similar note like the newspapers or any other news organization. The only difference is that the news agencies serve their news items to various news organizations including newspapers, electronic media bulletins etc. The news agencies or the wire services do have their own reporting and editing set up for covering news from any corner of the globe.

The service that the news agencies provide are not just text, but also relate to audio, video, photographs and all sorts of data. The news agencies did attain great

importance with the invention and progress of telegraph, teleprinters and other technical departments in the field of quick transmission and long distance transmission. They reduce the cost of gathering news. For a majority of the news media, the news agencies are a major source of news supply. Therefore, there exists diverse services in case of a news agency or a wire service for supplying the various kinds of contents such as news in the form of text, audio, audio-visuals, photographs, features, articles, columns and all sort of data to the mass media outlets or the various news organizations such as radio stations, television channels, newspapers, magazines etc. The major news agencies, also known as wire services, sell news and other types of informations to media companies(newspapers, broadcasters and online suppliers) and other outlets, including governments, business and finance institutions and private individuals. While print and online publications rely heavily on the news agencies for much of their daily news, television receives most of its pictures, with or without narration, from television news agencies, including Worldwide Television News(WTN) and co-operative news exchanges like the Geneva-based Eurovision. In other words, the very and predominant purpose of news agencies is to provide news, photographs, features etc. of state, national and international interest to the newspapers and other news organizations by means of email or teletype.

It needs to be mentioned here that while the newspapers go to sleep at the dead of night or in the wee hours of the day (that is early hours of night or morning), quite in contrast, news agencies never go to sleep and remain alert for 24 hours of the day. Even though a newspaper may miss a story, the news agencies can't afford to do so as they are the 'last hope' of the newspapers and electronic media news channels for a vital news or related content. They send news items for a specific amount of money every month to a news organization or anyone else who might want them. Not only news items, but also photographs, news bites for broadcast channels, features or articles etc. are supplied to news organizations by them(news agencies) for an additional sum of money whoever might subscribe to their service.

Here, there is a term called 'syndicated columns' or articles in connection with the news agencies. This means articles or features etc. which are commissioned by the news agencies from established and prominent authors or journalists etc. And after necessary editing and retouching, if needed, they are sent to the newspapers and magazines. These features and articles, thus, become the property of the news agencies for which they pay a certain amount of honorarium to the authors. So, even if the articles or features are published in different newspapers and magazines, the author does not get more payment individually from the newspapers or magazines. As the news agencies create a database or a syndicate of the features and write ups,

hence, this is called syndicated column system. Now-a-days, 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 just needs to access the news items and features etc. in the internet and download whatever is found to be important.

Although news agencies are mostly the organization of media houses and they serve the purposes of that media houses, but news agencies can be corporations that sell news (e.g. Press Association, Thomson Reuters and UPI). Other news agencies work cooperatively with large media companies, generating their news centrally and sharing local news stories. The major news agencies may choose to pick up and redistribute (i.e. AP, Agence France-Presse (AFP) etc.). Commercial newswire services charge businesses to distribute their news (e.g. Business Wire, the HuginGroup, Market Wire, PR Newswire, and ABN Newswire). Governments may also control news agencies: China (Xinhua), Canada, Russia (ITAR-TASS) and other countries also have government-funded news agencies which also use information from other agencies as well. The major news agencies generally prepare hard news stories and feature articles that can be used by other news organizations with little or no modification. They provide these articles in bulk electronically through wire services. Originally they used telegraphy; today they frequently use the internet. Corporations, individuals, analysts and intelligence agencies may also subscribe. Many publicly traded companies solicit business analysis firms to produce favourable reports and then submit these through wire services. These stories often form the basis for public news about a company and may affect stock performance.

For example, the ABN Newswire was created in the year 2004 to offer companies in Australia and the Asian region a press release pipeline to oversee stakeholders and an electronic network for broadcasting important corporate information to local and foreign media. Now, ABN Newswire is the globally recognized press release distributor from the region, in simplified and traditional Chinese, Korean and Japanese as well as English languages.

ABN Newswire disseminates full-text news announcements and media from companies and organizations worldwide to news media, financial markets, disclosure systems, investors, information websites, mobile devices, databases and other audiences. ABN distributes and publishes company press release information via XML format for efficient real—time delivery to major websites, databases and professional information terminals around the globe.

ABN Newswire also produces Video Market Reports and Multimedia News Releases and ABN Newswire distributes financial editorial, Company Announcements, Press Releases,

CEO Audiocasts, Video Webcasts, Presentations and Corporate Media on behalf of Investor Relations Professionals from Listed and Non-Listed Business Entities Worldwide.

ABN Newswire is a commercial news agency that charges a fee to distribute information on behalf of companies which request their information to be published and distributed to major international media and news channels.

So, this was another category of certain specific services which a news agency can provide.

Now, in this context of dwelling upon the various services of a news agency, let us acquaint you about a pretty important service being provided by the news agencies and that is the Agency Feature Service. In the recent past the news agencies have diversified their areas of operation. This is done in order to cater to the diversified needs of the news organizations. News organizations today, have to appeal to a diversified audience, comprising of segmented population, each having varied taste and needs. It is not possible for the news organizations to satisfy the audience needs only with news content as not every person enjoys reading news. Hence, newspapers emphasized the need for content diversification and their need for varied content intensified which could not be sufficed only with their own reporters or other staff.

Moreover, the newspapers have also started the trend of offering supplements along with the main copy of the newspaper that contain light materials or contents presented in a lighter vein with a lot of color and pictures. The subjects of such supplements are also varied. In order to fill up the space of the supplements, the contribution of the own members of the staff is not sufficient. The organizations are required to outsource these materials from agencies which offer such services.

As a matter of fact, all the news agencies which were earlier supplying only news content to the subscribing newspaper houses, have started offering a rich feature service along with other services like photographs, video and audio services, articles, columns etc. Therefore, considering the change in demand by the news organizations, the nature of supply has also been changed by the news agencies now-a-days. This change has been observed in every news agency across the world.

In short, news stories or spot news stories as they are called, are handled by news agencies, photographs by photo agencies, features and articles by feature syndicates or feature services or feature agencies, which are also some of the important services provided by the news agencies.

In fact, the newspapers get news, features and photographs of state, national and international interest by teletype or mail from international and national wire services like the Samachar, now reverted into 4 news agencies—the Press Trust of India(PTI), United News of India(UNI), Hindustan Samachar and Samachar Bharati.

The news agencies or the wire services maintain national, regional and state wires for general news. In addition, they have financial and sports wires. The largest newspapers in various metropolitan centres get all wires. The smaller papers may get only one wire, on which the news has been relayed from a regional or state bureau and carries only top general news, high spots of financial news and sports events and particularly regional and state news. Wire services are extremely important to the publicist for several reasons. A busy editor may not use a story that comes from an unknown publicist, yet he may use the same story if it has been evaluated and judged by a news service editor. And if the story does not get on the wire, then it becomes available to all other papers receiving the service and has a greater chance of being published. To make the wires, however, the story must have at least regional or state-wide interest. Such publicity should be directed to the regional or State bureaus.

In other words, it can be stated that the various services provided by the news agencies are such as the Wire Services like the Press Trust of India (PTI), Associated Press (AP) and Reuters which employ hundreds of journalists to provide news to broadcast stations and newspapers. Apart from the Wire Services, there are the News Feed Services which provide stations with specialized audio and video on news, sports, weather, business, traffic and other audience interest areas. Then we have the Syndication Services which sell stations news programme inserts on such topics like health, law, personal finances, consumer awareness, sports and entertainment. Like news feed services, they need specialized journalists. Apart from that there are the corporate television which is a growing field utilizing specialists trained in news. Its varied projects include the production of videos and programmes for uses like sales and staff training. Large businesses send programmes they produce to workers on the job within the same building or by communication satellite to locations anywhere in the world.

In different cities, news agencies provide updates on sports, elections, politics, the economy, the stock market and other general news through radio stations or television. These service patterns include audio tapes (voice), photographs, videos, text stories etc. There are three types of news agencies- continental, national and transnational news agencies. The news agencies are concerned with relaying every type of news, including sports, business, entertainment, politics, social, educational etc.

Some of the important services provided by the news agency Press Trust of India (PTI) are-

- **English News Service----** PTI news service in English is available in two forms. The 'Core' service covers major developments segmented service allows papers to pick up additional inputs from segments of their choice---National/Regional News, Economic/Commercial News, International News and Sports News. PTI's English News Service grosses more than 100000 words per day. A network of more than 136 bureaus, a 350 strong cadre, about 300 part-time correspondents, 11 bureaus and a

few stringers abroad, a support staff of over 1300 and arrangements with several transactional and national news agencies make up the back bone of this service.

- **Bhasha---** Launched in the year 1986(April), the Hindi language news service of the PTI has its own network in the Hindi-speaking states of the country.
- **Graphics----**A weekly mailer package of 14, PTI Graphics covers all major developments---be it economic, sports or elections. On special occasions like the budget, the graphics are broadcast via satellite with the photo service.
- **Asia Pulse—**An online data bank on economic developments and business opportunities in Asian countries. Formed by PTI and four other Asian media organizations, Asia Pulse International is registered as a company in Singapore.
- **PTI Mag----**Provides ten special stories on topics ranging from Arts to Business to Science in mailer weekly package. Also available on the wire service.
- **PTI Feature—**A package of four weekly features provides an analytical insight on topical national, international and general events.
- **Science Service---**Reports on the developments in science and technology both in India and abroad in a fortnightly mailer.
- **Economic Service---**The fortnightly economic journal provides analytical reports besides a data update on the Indian economy.
- **Photo Service---**Launched in the year 1987, PTI Photo Service accounts for the bulk of the agency photos in the Indian media. Broadcast by satellite, the service is available all over the country. The full colour service of the Associated Press of America(AP) is made available with the authorization of PTI.
- **PTI-TV----**It is the television service of PTI which provides spot and documentary cover for the small screen on contract. PTI-TV has been producing news clips, documentaries and video films for Doordarshan and other clients.
- **News Scan---**Display of news on the television screen, just like the teletext service of Doordarshan.
- **Coms Scan—**Display of news of a commercial nature, meant for banks and business houses on the TV screen.

- **Features**---Sent as mailer(by post)service weekly in English and Hindi on various service.
- **Economic Service**---Fortnightly mailers carrying news and features of a commercial nature.
- **Science Service**---Fortnightly mailer on science features.
- **Stockscan**---A national stock exchange network for display of share prices.
- **Photo Service**---The first photo wire service in the service.
- **PTI TV**---A service mainly for supplying news and features to Doordarshan. Registered as a news agency with Doordarshan.
- **Data India**---A reference weekly providing a digest on the happenings in India, in a user-friendly alphabetical listing.

Similarly, some of the important services provided by the United News of India(UNI) are---

- **Stock Exchange Service**---Tele Printer Service for Business Houses.
- **Financial Service**--- Tele Printer Service for Business Houses.
- **UNICON**---Economic Failures Issued Weekly.
- **UNEN**---Energy Service Mailers Issued Weekly.
- **Agriculture Service**---Agriculture Mailers Issued Weekly.
- **Feature Service**---Weekly Features by Mailers.
- **Backgrounder Service**---Weekly Printed Mailer on different subjects of national interest, always topical.
- **UNISCAN**---Display of news and commercial information on the TV screen. As this service came after PTI, it has some new features like colour screen.

- **Photo Service---UNI was the first to introduce this.**
- **Unidarshan(TV)---News and Feature Service for Doordarshan and other parties.**
- **Videotext----An information service that provides visual information in interactive manner.**
- **UNI Graphics----Sent by Courier/Mail**
- **UNI General Service**
- **UNI Overseas Service**
- **UNI Financial Service**
- **UNI Banking Service**
- **UNI Stock Exchange Service**
- **UNI Language Service(UNIVARTA)**
- **UNI World TV News Service(UNISCAN)**
- **UNI Urdu Service**
- **UNI Backgrounder Service(Weekly)(Mailer Service)**
- **UNI Agricultural Service(Weekly)(Mailer Service)**
- **UNI Energy Service(Twice a Week)(Mailer Service)**
- **UNI Economic Service(Weekly)**

So, that was all about the various services of a news agency. In a nutshell, it can be stated that apart from news services, a news agency is embellished with so many other services such as photo services, feature services, syndicated services, language services, mailer services, stock exchange services, stock scan services, television services, overseas services, economic services, agricultural services, financial services, science services, news scan services, mag(special stories services), graphics,

coms scan services, bank services, etc. which play pivotal roles in the field of journalism.

Stop to Consider-1

- News agencies are the major source of news. News Agencies are such organizations whose principal objective or purpose is to gather / collect news and supply the same to different news enterprises or news organizations and in some cases to individual persons also with a strict sense of maintaining impartiality and quality.
- The service that the news agencies provide are not just text, but also relate to audio, video, photographs and all sorts of data.
- There exists diverse services in case of a news agency or a wire service for supplying the various kinds of contents such as news in the form of text, audio, audio-visuals, photographs, features, articles, columns and all sort of data to the mass media outlets or the various news organizations such as radio stations, television channels, newspapers, magazines etc.
- There is a term called ‘syndicated columns’ or articles in connection with the news agencies. This means articles or features etc. which are commissioned by the news agencies from established and prominent authors or journalists etc. And after necessary editing and retouching, if needed, they are sent to the newspapers and magazines.
- In a nutshell, it can be stated that apart from news services, a news agency is embellished with so many other services such as photo services, feature services, syndicated services, language services, mailer services, stock exchange services, stock scan services, television services, overseas services, economic services, agricultural services, financial services, science services, news scan services, mag(special stories services), graphics, coms scan services, bank services, etc. which play pivotal roles in the field of journalism.

Check Your Progress-1

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) What do mean by ‘syndicated columns’ ?

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2) Enumerate any two services provided by the PTI and the UNI each.

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- 2.4-----Syndicated Services-----The Syndicated Services are also referred to as the Feature Syndicates. It is a blatant fact that much of the materials the newspapers use do not come over the wires but from the Feature Syndicates or the Syndicated Services. This includes human interest stories of timeless character, interpretatives tied to political and economic news, developments, features on fashions, food, child care, health, religion, education, housing, travel and anything else that is interesting or unusual. The major wire services or the news agency services maintain units to provide this type of materials. There are numerous Syndicated Services or Feature Syndicates that furnish all types of materials, ranging from the output of well-known columnists to comics, puzzles, cartoons and other features.

Syndication is pretty much a new phenomenon. You, as a reader, must have come across articles written by a writer of national or international recognition, appearing in your regional or vernacular newspaper's pages. Many a times, writings or articles of a writer of regional fame, may also be found in a national or international newspaper's pages. How do you think this happens ? Do you think that a writer who resides abroad or at a far flung place, would be sending their writings to all these media organizations themselves ? For example, a writer residing in the United States of America(USA) or the United Kingdom(UK) or else where may not have ever heard of a newspaper like *The Times of India* or *The Hindustan Times* or *The Assam Tribune*, *The Telegraph* or like wise. Do you think that even if they send, it would be taken for publication if the writer has not been known or a famed one ? Of course not, as a writer's identity or fame is what the newspaper capitalizes upon. The readers are also interested to read pieces of writing by known people. In such a situation, how do you think we read articles by persons from far away lands ?

All these are the results of a process called Syndication. Syndication is a process that is prevalent both in print and electronic media. Syndication helps the writers or producers of programs in getting visibility in the media, which under usual circumstances would have had remote chances of getting published or broadcast. Syndicates or the Syndicated

Services provide fair chances to the unknown writers or program producers in lieu of a certain amount of money.

In other words, syndicates or the syndicated services are like the agencies that have understanding with a big network of media organizations. They commission writers and producers and pay a certain amount of money for such commissioned writings or programmes. The commissioned materials are then sold to this entire network or to those in the network who are willing to buy the produced content against the payment of a hefty sum of money or specific sum of money. The independent writers and producers can also contribute their writings to such syndicates or syndicated services and get paid accordingly, provided they are the members of that particular syndicate or the syndicated service.

However, after receiving the money from the syndicate or the syndicated service, the writer has no say over the matter produced and no control whatsoever over where the matter would be published. The write-up becomes the property of the syndicate or the syndicated service who or which purchased it from the writer and would sell it to whosoever is willing to buy it. Most of the times, the price they charge from the publishers or the broadcasters, is higher than what they pay to the content developer and the content developer can not interfere in such matters. However, many syndicates or syndicated services also offer fair modalities by sharing half the price of the published articles with the writer.

Hence, syndication has both negative and positive aspects attached to it. Syndication helps the writers who otherwise would have never been able to get media publicity. It is not always possible for writers or content developers to personally establish contacts with huge network of media organizations, the way a syndicate or a syndicated service would do. When a writer would send a written matter to a newspaper or a media organization, then the chances are very remote of getting it published unless he or she has personal contacts in the organization. Also even if the writer decides to sell his master piece himself or herself, then the possibility is that he or she would send it to only a handful of organizations and the probability is that he or she would send it to those organizations who are visible in front of him or her or is in close proximity with him or her or the newspapers that he or she is used to reading. And as it is that the writer gets paid only after the matter got published in the newspaper pages, most of the time, the writer hardly gets paid. Hence, the writer's arena of struggle becomes limited and restricted.

In this regard, the concept of syndicate or syndicated service really helps. The syndicates or the syndicated services provide a wide area of coverage for the producers. A remotely established writer or producer also gets a chance to get international acknowledgement and recognition, provided he or she has got real talent and produces admirable products.

Also once the writings or the programmes are accepted by a syndicate or a syndicated service, then the content developer immediately gets the money for the content he or she has developed. Therefore, the concept of syndication is beneficial for the freelancers or the column writers who have fewer contacts in the media and have disability in operating in a bigger area of operation.

However, point may be noted that many a times it may also happen that the writer may not get what he or she actually deserves for the content that he or she has produced. Many excellent writers may be under-paid or many mediocre writers may be over-paid, especially when the rates for specific kind of materials are fixed in advance. It is observed that on many occasions, the syndicates or the syndicated services actively sell your newspaper column and keep half the fees.

Now, in this context, let us have a brief discussion upon the concept of Self Syndication. Syndication is a process through which a writer sells his or her writings to multiple editors on a non-exclusive basis. On the other hand, Self-Syndication means a way of marketing his or her write-ups himself or herself.

There are two ways to get syndicated. Either the syndicate or the syndicated service itself chooses you as a writer or vice-versa; or you self syndicate your content. Self-Syndication is possible today because of the e-mailing facilities provided by the new media like Internet. Using this facility, the writer can directly write to the chosen few or to all the syndicate or the syndicated service editors. In all such instances, the newspapers publishing the article/column, will also declare that it was syndicated. In other words, it is not exclusive to the particular newspaper/media organization.

Self-Syndication is possible in case of electronic media contents as well. The producer himself or herself or by outsourcing, may go for the process of self-syndication. Nowadays, web based syndicates or syndicated services are also there who can sell your product in the Internet medium as well. The Internet has offered a range of possibilities for content developers as well as the marketers.

There are numerous Syndicated Services or Feature Agencies in our country. The oldest and the best known among them is the Indian News and Feature Alliance(INFA). Others include the Indian Press Agency(IFA), Compass Features, Gemini Features, National News Services, Newsmen's Features and UFO Features. These agencies depend solely on freelance writers. The writers may be aligned to some of them on a regular basis or work on a piece to piece basis. The agencies then mail these features to all their clients, thus, leaving the clients free to choose. Thus, it may happen that the same feature may be published by more than one newspaper or magazine. However, most Syndicated Services or Feature Agencies try to avoid selling the same feature to more than one journal in the city.

Some of the senior most journalists in the country today are so popular that there is a demand for them from many newspapers. The result is that most newspapers do not mind publishing the same article provided it can add to their prestige by including the name of the well known journalist in their columns. Such journalists become syndicated columnists. Some of the well known names in our country are Mr. Kuldip Nayar, Mr. B.G. Verghese, Mr. Nikhil Cghakravarty, Mrs. Amita Malik, Mr. S. Venkat Narayan, Mr. M.J. Akbar and Ms. Tavleen Singh.

A news syndicate is a network or association of newspapers or media organizations that share content among themselves. It allows member publications to access articles, features, columns and other materials produced by fellow members. This collaboration enables them to provide a wide range of contents without investing in additional reporting resources.

News syndicates are different from news agencies. A news syndicate distributes columns, news articles, features, comic strips, crossword puzzles, book reviews etc. to individual newspapers or magazines. News syndicates contracts with artists, writers and photographers for various popular features sold to newspapers. For example, the New York Times Syndicate provides thousand of clients worldwide with articles, commentary, images and multimedia. The New York Times Syndicate also offers stories form renowned publications and commentary from influential thinkers, with accompanying images, video and graphics. Translations of select services are also available in Spanish, Portuguese, Arabic and the Chinese languages.

News Syndication Services play a vital role in the global news dissemination by aggregating news stories from multiple sources and distributing them to various media outlets. The process helps to ensure that news is widely available to the public and that different perspective son events are represented.

Some of the key benefits of news syndication services are----

- **Increased reach and visibility for news stories**
- **Reduced cost for media outlets**
- **Greater diversity of perspectives**

In addition to these benefits, news syndication services also play a role in upholding journalistic standards. By providing a platform for news organizations, to share their work with a wider audience, syndication services can help promote transparency and accountability in the news industry.

With both news agencies and news syndicates play a crucial roles in the media landscape, their functions differ significantly. News agencies focus on collecting and distributing news from diverse sources globally, on the other hand, the news syndicates facilitate content sharing among member publications within a specific network or association.

Understanding these differences is essential on the part of you as the students of Mass Communication and Journalism, as it will help you to comprehend the news distribution system and the complexity of journalism more effectively.

In a nutshell, both the news agencies and the news syndicates or the syndicated services are just like the two sides of the same coin, with a thin line of differences existing.

Stop to Consider-2

- The Syndicated Services are also referred to as the Feature Syndicates.
- It is a blatant fact that much of the materials the newspapers use do not come over the wires but from the Feature Syndicates or the Syndicated Services. This includes human interest stories of timeless character, interpretatives tied to political and economic news, developments, features on fashions, food, child care, health, religion, education, housing, travel and anything else that is interesting or unusual.
- There are numerous Syndicated Services or Feature Syndicates that furnish all types of materials, ranging from the output of well-known columnists to comics, puzzles, cartoons and other features.
- There are numerous Syndicated Services or Feature Agencies in our country. The oldest and the best known among them is the Indian News and Feature Alliance(INFA). Others include the Indian Press Agency(IFA), Compass Features, Gemini Features, National News Services, Newsmen's Features and UFO Features. These agencies depend solely on freelance writers. The writers may be aligned to some of them on a regular basis or work on a piece to piece basis.
- In a nutshell, both the news agencies and the news syndicates or the syndicated services are just like the two sides of the same coin, with a thin line of differences existing.

Check Your Progress-2

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit

- 1) The Syndicated Services are also referred to as the.....Syndicates.
- 2) Which are the various types of stories that the Syndicated Services or the Feature Syndicates use to provide to the media outlets from time to time ?

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<p>3) Quote one positive aspect of Syndication.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>4) Mention three key benefits of news syndication services.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>5) Enumerate a few of the Syndicated Services or Feature Agencies in our country.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

• 2.5-----Let Us Sum Up-----

In this Unit-2 of Block-4 under Paper-1045, you have been acquainted with the aspects of the Various Services of News Agency & the Syndicated Services. Let us summarize the key points which you can learn by going through this particular unit----

- News agencies are the major source of news. News Agencies are such organizations whose principal objective or purpose is to gather / collect news and supply the same to different news enterprises or news organizations and in some cases to individual persons also with a strict sense of maintaining impartiality and quality.
- There exists diverse services in case of a news agency or a wire service for supplying the various kinds of contents such as news in the form of text, audio, audio-visuals, photographs, features, articles, columns and all sort of data to the mass media

outlets or the various news organizations such as radio stations, television channels, newspapers, magazines etc.

- There is a term called ‘syndicated columns’ or articles in connection with the news agencies. This means articles or features etc. which are commissioned by the news agencies from established and prominent authors or journalists etc. And after necessary editing and retouching, if needed, they are sent to the newspapers and magazines.
- In a nutshell, it can be stated that apart from news services, a news agency is embellished with so many other services such as photo services, feature services, syndicated services, language services, mailer services, stock exchange services, stock scan services, television services, overseas services, economic services, agricultural services, financial services, science services, news scan services, mag(special stories services), graphics, coms scan services, bank services, etc. which play pivotal roles in the field of journalism.
- The Syndicated Services are also referred to as the Feature Syndicates.
- It is a blatant fact that much of the materials the newspapers use do not come over the wires but from the Feature Syndicates or the Syndicated Services. This includes human interest stories of timeless character, interpretatives tied to political and economic news, developments, features on fashions, food, child care, health, religion, education, housing, travel and anything else that is interesting or unusual.
- There are numerous Syndicated Services or Feature Syndicates that furnish all types of materials, ranging from the output of well-known columnists to comics, puzzles, cartoons and other features.
- In a nutshell, both the news agencies and the news syndicates or the syndicated services are just like the two sides of the same coin, with a thin line of differences existing.

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• **2.7-----Self Assessment Questions(SAQs)**

- 1) Elaborate in your own words, about the various services of a news agency with a special focus upon the phenomenon of news syndication. Cite suitable examples for your answer.**
- 2) What do you mean by the term ‘Syndicated Services’ or the ‘Feature Syndicates’ in the context of journalism ? Cite suitable examples for your answer.**
- 3) Throw some light upon the fact that in the parlance of modern day journalism, the Syndicated Services are considered as a major source of information for the media houses. Also write about the concept of ‘Self Syndication’ in this context. Cite suitable examples for your answer.**
- 4) ‘Both the news agencies and the news syndicates or the syndicated services are just like the two sides of the same coin, with a thin line of differences existing between the two’. Elucidate the statement with suitable examples.**

2.8-----Answers to Check Your Progress

Check Your Progress: Model Answers

Check Your Progress-1

- 1) ‘Syndicated Columns’ or articles mean articles or features etc. which are commissioned by the news agencies from established and prominent authors or journalists etc. And after necessary editing and retouching, if needed, they are sent to the newspapers and magazines. These features and articles, thus, become the property of the news agencies for which they pay a certain amount of honorarium to the authors.**
- 2) PTI TV & PTI Mag;

UNI General Service & UNI Overseas Service.**

Check Your Progress-2

- 1) Feature**
- 2) Human interest stories of timeless character, interpretatives tied to**

political and economic news, developments, features on fashions, food, child care, health, religion, education, housing, travel and anything else that is interesting or unusual, output of well-known columnists to comics, puzzles, cartoons and other features.

3) Syndication helps the writers who otherwise would have never been able to get media publicity. It is not always possible for writers or content developers to personally establish contacts with huge network of media organizations, the way a syndicate or a syndicated service would do.

4)

- * Increased reach and visibility for news stories
- * Reduced cost for media outlets
- * Greater diversity of perspectives

- 5) * Indian News and Feature Alliance(INFA);
* Indian Press Agency(IFA);
Compass Features;
Gemini Features;
National News Services;
Newsmen's Features;
UFO Features.

MMC-1045(Basics of Journalism—Print Media)

Block-4(Agency and Photojournalism)

Unit-3(Photojournalism as an Integral Part of News)

INTRODUCTION

Photojournalism is like a visual storyteller capturing moments in time, weaving narratives with the click of a camera shutter. Instead of wielding a pen or tapping away at a keyboard like traditional journalists, photojournalists wield their cameras as their primary tool of expression. Through the lens of their cameras, they paint vivid pictures, offering viewers a glimpse into the heart of a story.

Imagine flipping through the pages of history, where photographs have been companions to news articles since the days of the American Civil War. Back then, photos served as embellishments, adding color to the tales told through words.

But it wasn't until the 1920s that photojournalism truly came into its own, basking in what many considers its Golden Age. This era heralded the arrival of compact marvels like the 35 mm Leica camera, born in Germany in 1925. For photographers, these cameras were revolutionary, requiring far less cumbersome equipment to capture the essence of a moment.

Yet, the Leica and its counterparts weren't the only game-changers. At the same time, the world witnessed the rise of magazine journalism, a movement that embraced imagery as a powerful means of storytelling. Magazines, with their creative layouts and visually captivating content, began to steal the spotlight from newspapers. Readers were drawn to these publications like moths to a flame, reveling in the rich tapestry of stories told through carefully selected images.

As the trend crossed oceans and reached American shores, iconic publications like Life magazine and the French-language Vu embraced the fusion of words and images. Together, they pioneered a new era of journalism, where photographs didn't just accompany stories – they were integral parts of the narrative, breathing life into the tales they told.

OBJECTIVES

1. Understanding the historical evolution of photojournalism, including key innovations and developments that contributed to its Golden Age in the 1920s.
2. Comprehending the primary purposes of photojournalism, such as informing the public, capturing moments, eliciting emotions, providing context, promoting accountability and social change, preserving history, storytelling across cultures, enhancing media coverage, and promoting dialogue and discussion.
3. Differentiation between photojournalism and other types of photography in terms of their goals, intent, ethical considerations, narrative and storytelling approaches, and setting and context.

4. Understanding the role of photojournalists in capturing decisive moments, providing context in news stories, informing the public about current events, and contributing to advocacy and social change.
5. Identifying key ethical principles in photojournalism, such as accuracy and truthfulness, objectivity, respect for subjects, intrusion and privacy, cultural sensitivity, avoiding harm, contextual representation, editorial independence, identifying manipulation, and professional integrity.
6. Recognizing the impact of images in news items, including their ability to capture attention, enhance emotional connection, provide visual context, humanize stories, increase memorability, strengthen credibility, facilitate immediate grasp of the story, promote audience engagement, elicit empathy and action, and define narrative and tone.

Purpose of Photojournalism

Photojournalism serves several important purposes in the field of journalism and storytelling. It involves the use of visual images to convey news, tell stories, and evoke emotions. The primary purposes of photojournalism include:

1. **Informing the Public:**

- The primary goal of photojournalism is to inform the public about current events, news, and issues. Photographs can provide a powerful and immediate visual representation of a story, helping the audience connect with the events on a deeper and more emotional level.

2. **Capturing Moments:**

- Photojournalists are skilled at capturing decisive moments that define a news story. Whether it's a protest, a natural disaster, or a historic event, photographs freeze moments in time, allowing viewers to witness and understand the significance of the event.

3. **Eliciting Emotion:**

- Photos have the ability to evoke strong emotions and empathy. A well-crafted image can convey the pain, joy, struggle, or resilience of individuals or communities affected by an event. This emotional connection helps the audience relate to the story on a human level.

4. **Providing Context:**

- Photos complement written narratives by providing context and visual details. They offer a broader understanding of the environment, people, and circumstances surrounding a news event. This visual context enhances the overall storytelling experience.

5. Promoting Accountability:

- Photojournalism holds the power to expose injustice, corruption, and human rights violations. By documenting and disseminating visual evidence, photojournalists contribute to accountability and transparency, prompting public awareness and potential action.

6. Advocacy and Social Change:

- Photojournalism often plays a role in advocacy by bringing attention to social issues and injustices. Powerful images can motivate individuals and communities to engage in conversations, raise awareness, and contribute to positive social change.

7. Preserving History:

- Photojournalism serves as a historical record, documenting events and moments for future generations. These visual records contribute to the collective memory of societies and help historians and researchers understand the past.

8. Storytelling Across Cultures:

- In a globalized world, where stories transcend borders, photojournalism becomes a universal language. Images can communicate across cultural and linguistic barriers, allowing people worldwide to connect with and understand the diverse narratives of humanity.

9. Enhancing Media Coverage:

- Photos enhance the overall quality and impact of media coverage. They grab attention, engage audiences, and make news stories more memorable. In a visually-oriented society, compelling images are integral to effective journalism.

10. Promoting Dialogue and Discussion:

- Photojournalism stimulates dialogue and discussion by presenting stories in a visually compelling way. The emotional impact of images can lead to increased public discourse, fostering a deeper understanding of complex issues.

In summary, photojournalism serves as a powerful tool for communication, fostering understanding, empathy, and awareness. By combining visual elements with journalistic principles, photojournalists contribute to the broader goal of informing, engaging, and influencing public opinion.

STOP TO CONSIDER

1. Photojournalism traces its roots back to the American Civil War but reached its Golden Age in the 1920s with innovations like the 35 mm Leica camera and the rise of magazine journalism, which embraced the fusion of words and images.
2. The primary purpose of photojournalism is to inform the public about current events, news, and issues by providing a powerful and immediate visual representation of stories that helps the audience connect on a deeper emotional level.
3. Photojournalists excel at capturing decisive moments that define news stories, freezing significant events like protests, natural disasters, or historic moments, allowing viewers to witness and understand their significance.
4. Well-crafted images evoke strong emotions and empathy, conveying the pain, joy, struggle, or resilience of individuals or communities affected by events, thus helping the audience relate to the story on a human level.
5. Photojournalism often plays a role in advocacy by bringing attention to social issues and injustices, motivating individuals and communities to engage in conversations, raise awareness, and contribute to positive social change.

How Does Photojournalism Differ From Other Types of Photography?

Photojournalism and other types of photography differ primarily in their goals, intent, and the context in which they are used. While both involve capturing images through a camera, the purpose and approach distinguish photojournalism from other forms of photography. Here are some key distinctions:

1. Purpose and Intent:

- **Photojournalism:** The primary purpose of photojournalism is to document and report news, events, and stories. It aims to inform the public, evoke emotions, and provide a visual narrative of current events. Photojournalists often work for news organizations and adhere to journalistic ethics, emphasizing accuracy and impartiality.
- **Other Types of Photography:** Unlike photojournalism, other types of photography, like portrait, landscape, and fine art photography, prioritize artistic expression and visual aesthetics over conveying news narratives. Portrait photography focuses on capturing personality and emotion, landscape photography seeks to showcase natural beauty, and fine art photography pushes creative boundaries to provoke thought and imagination.

2. Ethics and Objectivity:

- **Photojournalism:** Photojournalists adhere to a strict code of ethics that emphasizes objectivity, truthfulness, and impartiality. The goal is to present an accurate representation of events without manipulation or bias. While

photojournalists may use creative techniques, altering the content or context of an image to deceive the audience is considered unethical.

- **Other Types of Photography:** In artistic or commercial photography, the photographer has more freedom to interpret and manipulate images creatively. Concepts such as composition, lighting, and post-processing techniques are often used to enhance or stylize images according to the photographer's vision.

3. Narrative and Storytelling:

- **Photojournalism:** Photojournalists aim to tell a story through a series of images, providing context, capturing moments, and conveying the emotions surrounding an event. The narrative often follows journalistic principles, where the images work together to inform and engage the audience.
- **Other Types of Photography:** While storytelling can also be a part of other photography genres, the emphasis may be on individual images rather than a cohesive narrative. Portraits, landscapes, or abstract compositions can convey emotions or stories, but the storytelling is often more open to interpretation.

4. Setting and Context:

- **Photojournalism:** Photojournalists work in dynamic and often unpredictable settings, covering breaking news, events, and human experiences. They aim to capture authenticity and candid moments, often working in uncontrolled environments.
- **Other Types of Photography:** Depending on the genre, other photographers may work in controlled environments, such as studios for portrait photography or planned landscapes for nature photography. The emphasis may be on creating aesthetically pleasing or conceptually rich images in a more controlled setting.

5. Publication and Distribution:

- **Photojournalism:** Images captured in photojournalism are typically intended for publication in news outlets, magazines, or online platforms. They are part of a larger storytelling process that contributes to news dissemination and public awareness.
- **Other Types of Photography:** Images from other genres may find their place in galleries, exhibitions, or personal portfolios. The focus may be on artistic expression, commercial use, or personal projects rather than immediate news dissemination.

While these distinctions exist, it's essential to recognize that photography is a versatile medium, and elements from various genres may overlap. Photographers may transition between different styles, incorporating elements of photojournalism into their work or

adopting artistic approaches within a journalistic context. Ultimately, the intent and context in which the images are presented help define whether the photography falls under the category of photojournalism or another form of photographic expression.

SAQ

1. How did innovations like the 35 mm Leica camera and the rise of magazine journalism contribute to the Golden Age of photojournalism in the 1920s?
2. What are the primary purposes of photojournalism, and how do they differ from other types of photography in terms of goals and intent?
3. Describe the role of photojournalists in capturing decisive moments that define news stories, and how does this contribute to informing the public about current events?
4. How do well-crafted images in photojournalism evoke strong emotions and empathy, and why is this emotional connection important for engaging the audience?
5. Discuss the ethical considerations and principles that distinguish photojournalism from other types of photography, emphasizing the importance of objectivity and truthfulness in journalistic practice.

News Value

News value in photojournalism refers to the criteria or characteristics that make a photograph newsworthy. When selecting and presenting images for news coverage, photojournalists consider various factors to ensure that the photographs effectively communicate the significance of an event or story. The concept of news value helps determine which images are most relevant, impactful, and likely to engage the audience. Here are some key elements of news value in photojournalism:

1. Timeliness:

- Timeliness is a crucial aspect of news value. Photos that capture recent or unfolding events have a higher news value as they provide the audience with the most up-to-date information. A photograph taken in the heat of the moment during a breaking news event often holds significant news value due to its immediacy.

2. Relevance:

- The relevance of a photograph is determined by its connection to current events, issues, or trends. A photo that relates directly to a pressing news story or ongoing societal concerns has higher news value. Relevance ensures that the image contributes to the broader conversation and resonates with the audience.

3. Impact:

- The impact of a photograph is assessed by its ability to evoke emotions, convey the gravity of a situation, or highlight the human aspect of a story. Images that leave a lasting impression and prompt a strong emotional response often have higher news value as they can effectively communicate the significance of an event.

4. Prominence:

- Photos featuring prominent individuals or figures often hold news value due to the inherent interest in public personalities. Images capturing the actions, expressions, or reactions of influential people can become newsworthy, contributing to a more comprehensive understanding of the story.

5. Proximity:

- Proximity refers to the geographical or cultural closeness of an event to the audience. Photos taken in locations that are relevant to the audience or have a direct impact on their lives tend to have higher news value. Proximity ensures that the audience can relate to the context of the photograph.

6. Novelty or Unusualness:

- Unusual or unexpected aspects of a story or event often increase its news value. Photographs that depict unique or uncommon situations can capture the audience's attention and offer a fresh perspective on a familiar topic. The element of novelty contributes to the overall news value of the image.

7. Conflict or Controversy:

- Photos depicting conflict, controversy, or tension often have high news value. Images that capture moments of societal upheaval, political unrest, or disputes draw attention to critical issues and contribute to a more comprehensive understanding of the events at hand.

8. Human Interest:

- Human interest stories and images that focus on the experiences, struggles, or triumphs of individuals often have high news value. These photos connect with the audience on a personal level, emphasizing the human aspect of a story and making it more relatable.

By considering these factors, photojournalists aim to select and present images that effectively convey the news and contribute to the overall narrative of a story. The combination of timeliness, relevance, impact, and other news values helps ensure that the photographs chosen for publication or broadcast effectively serve the journalistic mission of informing, engaging, and connecting with the audience.

1. Impactful Nature of Pictures:

- Photojournalism has a profound impact on storytelling due to the visual nature of images. Throughout history, from cave paintings to iconic artworks like the Sistine Chapel ceiling, images have served as powerful tools for conveying information. In the context of news, photographs can distill complex narratives into a single frame, making it easier for viewers to grasp the essence of a story at a glance.

2. Ease of Information Digestion:

- Images play a crucial role in simplifying complex information. A well-crafted photograph can encapsulate the key elements of a story, offering viewers a quick and accessible way to understand the context and significance of an event. This immediacy is particularly valuable in a fast-paced news environment where capturing attention quickly is essential.

3. Enhanced Memorability of Images:

- Human beings are naturally inclined to recognize and remember images more effectively than text. Scientific studies, such as the one conducted by the U.S. National Academy of Sciences, confirm that individuals can recall over 2,000 images from memory with high accuracy. This innate ability to remember images contributes to the lasting impact of photojournalism.

4. Making the Story Tangible:

- Adding photographs to news articles goes beyond merely illustrating events; it makes the story more tangible for the audience. When viewers can see images associated with a news story, it creates a visual connection that enhances their understanding and emotional engagement. The story becomes more than words on a page; it becomes a vivid portrayal of real events.

5. Immediate Grasp of Broader Story:

- A single powerful image has the potential to convey the essence of a broader story instantaneously. Viewers can interpret and understand the main narrative without delving into detailed text. Photojournalism excels in capturing the defining moments that encapsulate the spirit of an event or issue.

6. Adding Dimension to News Stories:

- Photographs add a layer of depth to news stories, providing viewers with a more comprehensive understanding of the events being discussed. Visual elements, such as facial expressions, body language, and environmental details, contribute to the richness of the narrative. This additional dimension enhances the overall storytelling experience.

7. Emotional Connection:

- Photos have the ability to evoke emotions and foster a deeper connection between the audience and the news story. Whether capturing moments of joy, sorrow, or resilience, images create an emotional bridge that enables viewers to empathize with the subjects and feel a personal connection to the events unfolding.

In conclusion, photojournalism is indispensable in the realm of news due to its ability to distill complex information, enhance memorability, and make stories more tangible. The impact of a well-crafted photograph goes beyond mere illustration; it transforms news into a visual experience, creating a powerful connection between the audience and the events shaping the world.

The impact of images in a news item is profound, influencing how audiences perceive, engage with, and remember the information presented. Images enhance the storytelling experience, evoke emotions, and provide a visual context that complements the written or spoken aspects of a news story. Here are key ways in which images impact a news item:

1. Capturing Attention:

- Striking images grab the audience's attention immediately. In a sea of information, visuals serve as powerful hooks, enticing viewers to explore the news item further. A compelling image can make the difference between a story being noticed or overlooked.

2. Enhancing Emotional Connection:

- Images have the ability to evoke emotions and create a stronger emotional connection with the audience. Whether conveying joy, sorrow, anger, or empathy, visuals intensify the emotional impact of the news, fostering a deeper connection between the story and the audience.

3. Providing Visual Context:

- Images offer a visual context that enhances the understanding of a news story. They provide a sense of place, time, and atmosphere, allowing viewers to better comprehend the events being reported. Visual context complements the written information, making the story more tangible.

4. Humanizing News Stories:

- Photographs put faces to events, humanizing news stories by introducing real people with real experiences. This human element adds depth and relatability to the narrative, fostering empathy and understanding among the audience.

5. Increasing Memorability:

- Humans are naturally inclined to remember images more effectively than text. A powerful photograph can leave a lasting impression, making the news item more memorable. The combination of visual and textual information ensures key messages are retained.

6. Strengthening Credibility:

- Well-documented and authentic images contribute to the credibility of a news item. They serve as visual evidence, reinforcing the accuracy and truthfulness of the reported information. Images can enhance the overall trustworthiness of the news source.

7. Facilitating Immediate Grasp:

- A single image has the potential to convey the essence of a news story instantaneously. Viewers can quickly understand the main narrative without delving into detailed text. Images facilitate an immediate grasp of the broader story, especially in fast-paced news environments.

8. Promoting Audience Engagement:

- Compelling visuals attract and maintain audience interest, encouraging further engagement with the news item. People are more likely to click on articles, watch videos, or share content on social media if it is accompanied by impactful and relevant images.

9. Eliciting Empathy and Action:

- Images that capture human experiences and struggles evoke empathy, prompting audiences to emotionally invest in the story. This emotional engagement can lead to a greater likelihood of the audience taking action, whether it be further research, discussions, or advocacy.

10. Defining Narrative and Tone:

- Images play a crucial role in defining the narrative and tone of a news item. The selection and presentation of visuals influence how the audience interprets the story. Whether conveying a sense of urgency, hope, or resilience, images contribute to shaping the overall narrative.

In summary, images are integral to the impact and effectiveness of a news item. They serve as powerful tools in capturing attention, conveying emotions, and providing a visual layer that enhances the overall storytelling experience. The synergy of words and images creates a more compelling and memorable news narrative for audiences worldwide.

ETHICS

Ethics in photojournalism are essential to maintain the integrity, accuracy, and responsibility of visual storytelling. Photojournalists play a crucial role in shaping public perception, and

ethical considerations guide their behavior in capturing and presenting images. Here are key ethical principles in photojournalism:

1. Accuracy and Truthfulness:

- Photojournalists should represent the truth and accuracy of the events they capture. They must not manipulate or alter images in a way that misleads the audience. Any digital enhancements should be disclosed, and captions should provide accurate context.

2. Objectivity:

- Photojournalists strive for objectivity, presenting events without bias or personal influence. This involves avoiding staging scenes, selectively omitting crucial information, or presenting images in a way that favors a particular viewpoint.

3. Respect for Subjects:

- Respect for the dignity, privacy, and vulnerability of subjects is paramount. Photojournalists should obtain informed consent whenever possible, especially in sensitive situations. They should avoid exploiting individuals for sensationalism or shock value.

4. Intrusion and Privacy:

- Photojournalists should be mindful of the impact of their presence on the subjects and respect their right to privacy. Intrusion into private spaces or situations where individuals are in distress should be minimized, and explicit consent sought when possible.

5. Cultural Sensitivity:

- Cultural contexts vary, and photojournalists should be sensitive to diverse cultural norms and practices. Images should be presented in a way that respects and accurately represents the cultural nuances of the subject matter.

6. Avoiding Harm:

- Photojournalists should consider the potential harm their images may cause. This includes physical harm to subjects, as well as potential negative consequences resulting from the publication of certain images. Decisions should be made with the well-being of subjects in mind.

7. Contextual Representation:

- Photographs should be presented in context to avoid misinterpretation. Out-of-context images can distort the true meaning of a story. Captions and

accompanying text should provide accurate information and context for the audience.

8. Editorial Independence:

- Photojournalists should maintain editorial independence and resist external pressures that may compromise the truthfulness or objectivity of their work. They should not allow advertisers, governments, or other entities to dictate the narrative of their images.

9. Identifying Manipulation:

- Photojournalists should refrain from using deceptive techniques, such as staging or digitally altering images to misrepresent reality. Any adjustments made should be within the bounds of accepted industry standards and clearly disclosed.

10. Professional Integrity:

- Upholding the highest standards of professionalism is crucial. Photojournalists should accurately represent their work, give appropriate credit, and avoid plagiarism. Integrity in sourcing and presenting images contributes to the credibility of the entire field.

11. Community Impact:

- Photojournalists should be aware of the potential impact their work may have on the communities they cover. They should consider the broader social, cultural, and political implications of their images and strive to contribute positively to public understanding.

Adherence to these ethical principles ensures that photojournalism remains a credible and responsible form of storytelling. As visual storytellers, photojournalists bear a significant responsibility to inform, engage, and educate the public with the utmost respect for truth, accuracy, and the well-being of the subjects they capture.

CHECK YOUR PROGRESS

1. What are some key innovations that contributed to the Golden Age of photojournalism in the 1920s, and how did they impact the field?
2. How does photojournalism differ from other types of photography in terms of purpose, intent, and ethical considerations?
3. Describe the role of photojournalists in capturing decisive moments and providing context in news stories, and why is this important for informing the public?
4. How do well-crafted images in photojournalism evoke emotions and contribute to promoting advocacy and social change?

5. What are some key ethical principles in photojournalism, and how do they guide the behavior of photojournalists in capturing and presenting images?

READING LIST

1. "On Photography" by Susan Sontag.
2. "War Photographer: Between Shadow and Light" by Christian Caujolle
3. "Click!: Photography Changes Everything" edited by Marvin Heiferman
4. "The Decisive Moment" by Henri Cartier-Bresson
5. "Photojournalism: A Social Semiotic Approach" by Stuart Allan
6. "Eyes of the Nation: A Visual History of the United States" by Vincent Virga and curators of the Library of Congress
7. "India: A Timeless Celebration" by Amit Mehra
8. "Unknown India: Rituals and Festivals" by Tiziana and Gianni Baldizzone
9. "A Village in Bengal: Photographs and an Essay" by Chirodeep Chaudhuri
10. "Mumbai: A Day in the Life of India's Maximum City" by Raghubir Singh
11. "Faces of Indian Art: Through the Lens of Nema Ghosh" by Nema Ghosh

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Sontag, S. (2001). *On photography.*

MMC-1045(Basics of Journalism—Print Media)

Block-4(Agency and Photojournalism)

Unit-4(Science and arts of Photography; Photo Editing Styles and Software; Caption Writing)

Photography is a powerful medium that captures moments, emotions, and narratives with unparalleled precision and depth. It's a blend of science and art, where technology meets creativity to produce stunning visual compositions that resonate with viewers on multiple levels. In this comprehensive exploration, we delve into the intricate relationship between the science and art of photography, uncovering the technical principles behind image capture and the artistic vision that transforms mere snapshots into timeless masterpieces.

OBJECTIVES

1. Understand the intricate relationship between the science and art of photography, including technical principles and artistic vision.
2. Learn about various composition techniques in photography, such as the rule of thirds, leading lines, symmetry, framing, perspective, negative space, and depth of field.
3. Gain insight into the importance of captions in photography and explore different styles and techniques of caption writing, including descriptive, narrative, interpretive, and quotations or dialogue captions.
4. Discover the role of photo editing in enhancing and transforming images to achieve the desired artistic vision, including styles of photo editing and popular photo editing software.
5. Appreciate photography as a dynamic and transformative medium that communicates stories, evokes emotions, and captures moments with profound depth and resonance.

Have you ever heard the saying, "A picture is worth a thousand words"? Well, it's true! Photographs have an incredible ability to convey captivating stories. But here's the thing: before you even click the shutter, you need to have a clear idea of the story you want your photo to tell.

Every photo needs a focal point, something that draws the viewer's attention. This focal point is called the subject. It could be something grand and prominent, or it could be something small and delicate. As the photographer, you have the power to choose what your subject will be.

Once you've chosen your subject, it's time to think about the story you want your photo to convey. How do you want people to feel when they look at it? What message do you want to communicate? Your mission is to create a photo that effectively conveys your intended message.

Composition is key to telling your story effectively. It's about arranging the visual elements within the frame in a way that enhances the narrative. Sometimes, what you leave out of the frame can be just as important as what you include. For example, consider the story of the orange hut in the sidebar and how the framing of the image impacts its narrative.

There are various techniques you can use to enhance your storytelling through photography. Experiment with different angles and perspectives, play with light and shadow to set the mood, use leading lines to guide the viewer's eye, and explore framing techniques to draw attention to your subject. With practice, these techniques will become second nature, allowing you to focus on telling compelling stories through your photos.

Photography isn't just about capturing pretty pictures—it's about capturing stories and evoking emotions. Photographs play a crucial role in documenting the stories of scientists and their discoveries. They're also used as valuable tools for collecting data in scientific research.

In conclusion, by choosing the right subject, determining your message, and mastering composition techniques, you can create photos that stand out and resonate with viewers. So, grab your camera and start capturing your own unique stories through the lens!

The Science behind the Lens:

At its core, photography is the process of capturing light and recording it onto a photosensitive medium, whether film or digital sensor. The fundamental principles of optics, chemistry, and physics govern the science of photography, shaping how light interacts with lenses, apertures, and sensors to produce images.

1. Optics: The lens is the primary component of a camera that focuses light onto the photosensitive medium. Different types of lenses, such as prime, zoom, and wide-angle, offer varying perspectives and depth of field, allowing photographers to manipulate composition and visual impact.

2. Aperture and Shutter Speed: Aperture refers to the opening in the lens through which light passes, while shutter speed determines the duration of exposure. These two parameters control the amount of light reaching the sensor and influence aspects like depth of field and motion blur, essential for achieving desired effects in photography.

3. Sensors and Film: In digital photography, sensors replace traditional film, converting light into electronic signals that form digital images. The size and resolution of sensors, measured in megapixels, impact image quality and detail. Film photography, on the other hand, relies on chemical reactions to capture and develop images, offering a unique aesthetic and tactile experience.

The Artistic Vision:

While understanding the technical aspects of photography is crucial, it's the artistic vision of the photographer that breathes life into the images. Photography is more than just capturing

what the eye sees; it's about storytelling, emotion, and interpretation. Here's how artistic elements come into play:

1. Composition: Composition is the arrangement of visual elements within the frame, including subjects, lines, shapes, and colors. The rule of thirds, leading lines, and symmetry are some compositional techniques that guide photographers in creating balanced and visually appealing images.

2. Light and Shadow: Light is the essence of photography, shaping mood, texture, and dimensionality within the frame. Understanding the quality, direction, and intensity of light enables photographers to manipulate shadows and highlights to evoke specific emotions and atmospheres in their images.

3. Subject and Narrative: Every photograph tells a story, whether it's a portrait, landscape, or documentary image. The choice of subject, perspective, and context all contribute to the narrative conveyed by the photograph, allowing viewers to connect with the underlying message or theme.

4. Post-Processing and Editing: In the digital era, post-processing tools like Adobe Photoshop and Lightroom offer photographers extensive capabilities for enhancing and refining their images. From adjusting exposure and color balance to applying creative filters and effects, post-processing allows photographers to realize their artistic vision and style.

The Intersection of Science and Art:

Photography exemplifies the harmonious convergence of science and art, where technical knowledge and creative expression intersect to produce visual poetry. While mastering the science of optics, exposure, and composition lays the foundation for creating compelling images, it's the artistic intuition, vision, and interpretation that elevate photography to an art form.

In the realm of photography, science provides the tools and techniques for capturing light and creating images, while art infuses those images with meaning, emotion, and narrative. Whether documenting reality, exploring abstraction, or expressing personal vision, photographers harness the science and art of photography to communicate, inspire, and evoke profound responses from viewers. As technology evolves and artistic sensibilities evolve, photography continues to evolve as a dynamic and transformative medium, pushing the boundaries of creativity and imagination.

STOP TO CONSIDER

- 1. The Importance of Storytelling:** Understand that photographs are more than just images; they are powerful tools for conveying stories and evoking emotions.
- 2. Composition Techniques:** Learn about composition techniques such as focal points, framing, leading lines, and the rule of thirds to effectively tell stories through photography.

3. **Technical Fundamentals:** Gain knowledge about the technical aspects of photography, including optics, aperture, shutter speed, sensors, and film, which are essential for capturing and producing images.
4. **Artistic Elements:** Explore how light, shadow, subject choice, and narrative contribute to the artistic vision of a photograph, and how post-processing and editing tools can enhance the final outcome.
5. **Intersection of Science and Art:** Recognize that photography is a blend of scientific principles and artistic expression, where technical knowledge and creative intuition intersect to produce compelling visual narratives.

Photo Editing Styles and Software

In the world of photography, capturing a moment is just the beginning. The true magic often happens during the editing process, where photographers have the opportunity to enhance, manipulate, and transform their images to achieve their desired artistic vision. In this chapter, we'll delve into the various photo editing styles and the software used to bring them to life.

1. Styles of Photo Editing:

- a. **Basic Adjustments:** Basic adjustments involve correcting common issues such as exposure, color balance, and contrast. This includes adjusting brightness, saturation, and sharpness to ensure the image looks its best.
- b. **Retouching and Enhancement:** Retouching involves removing blemishes, imperfections, and distractions from the image to create a flawless appearance. Enhancement techniques, on the other hand, aim to improve the overall quality of the image by fine-tuning details, refining textures, and enhancing colors.
- c. **Creative Effects:** Creative effects allow photographers to add artistic flair to their images. This may involve applying filters, overlays, or textures to create a specific mood or style. Popular creative effects include vintage, black and white, HDR (High Dynamic Range), and selective colorization.
- d. **Manipulation and Compositing:** Manipulation techniques involve altering the content of the image to create something new or surreal. This could include combining multiple images, adding or removing elements, or creating fantastical scenes through digital manipulation.

2. Photo Editing Software:

- a. **Adobe Photoshop:** Adobe Photoshop is the industry standard for professional photo editing. It offers a wide range of advanced tools and features for retouching, compositing, and creative editing. With layers, masks, and adjustment layers, Photoshop provides unparalleled flexibility and precision in editing.
- b. **Adobe Lightroom:** Adobe Lightroom is a powerful photo editing and organization software designed for photographers. It offers non-destructive editing capabilities, allowing

users to make adjustments to exposure, color, and tone without altering the original image. Lightroom also provides advanced features for batch editing and workflow management.

c. Capture One Pro: Capture One Pro is a professional-grade photo editing software known for its exceptional color accuracy and RAW processing capabilities. It offers advanced tools for tethered shooting, cataloging, and editing, making it a favorite among professional photographers and digital artists.

d. GIMP (GNU Image Manipulation Program): GIMP is a free and open-source photo editing software that offers many of the same features as Photoshop. It provides a wide range of tools for retouching, compositing, and creative editing, making it a popular choice for amateur photographers and budget-conscious professionals.

e. Affinity Photo: Affinity Photo is a relatively new contender in the photo editing software market. It offers a comprehensive set of tools for retouching, editing, and digital painting, with a focus on performance and affordability. Affinity Photo's user-friendly interface and powerful features make it a compelling alternative to Photoshop.

In the world of photography, photo editing is an essential part of the creative process. Whether you're making basic adjustments, retouching portraits, or creating surreal compositions, having a good understanding of photo editing styles and software can take your images to the next level. Experiment with different techniques and software tools to find your unique editing style and bring your creative vision to life.

SAQ

1. What is the significance of having a clear idea of the story you want your photo to tell before taking the shot?
2. Explain the importance of composition in photography and give examples of compositional techniques.
3. Describe the intersection of science and art in photography, highlighting the role of technical knowledge and artistic vision.
4. Discuss the various styles of photo editing and their respective purposes in enhancing images.
5. Compare and contrast different photo editing software options, highlighting their features and target users.

Photo Editing Elements

In the realm of photography, capturing a moment through the lens is just the beginning of the creative journey. The true magic often unfolds during the process of photo editing, where photographers have the power to enhance, refine, and transform their images to achieve their desired vision. In this article, we'll delve into the essential elements of photo editing, unveiling the tools and techniques that breathe life into images.

1. Brightness: Brightness refers to the overall lightness or darkness of an image. Adjusting brightness allows photographers to control the overall exposure of the image, making it brighter or darker as needed. Increasing brightness can illuminate shadows and reveal hidden details, while decreasing brightness can add drama and intensity to the image.

2. Contrast: Contrast determines the difference in brightness between the lightest and darkest parts of an image. Adjusting contrast can make an image appear more dynamic and visually striking. Increasing contrast enhances the distinction between light and dark areas, while decreasing contrast creates a softer, more subdued look.

3. Exposure: Exposure refers to the amount of light that reaches the camera sensor when taking a photograph. Adjusting exposure allows photographers to correct underexposed or overexposed images, ensuring proper brightness and detail. Increasing exposure brightens the image, while decreasing exposure darkens it, helping to achieve optimal tonal balance.

4. Color Temperature: Color temperature defines the warmth or coolness of the colors in an image. Adjusting color temperature allows photographers to fine-tune the overall mood and atmosphere of the image. Increasing color temperature adds warmth to the image, while decreasing color temperature adds coolness, influencing the perceived color tones.

5. Saturation: Saturation refers to the intensity or vividness of colors in an image. Adjusting saturation allows photographers to enhance or mute the colors, depending on their creative vision. Increasing saturation makes colors more vibrant and intense, while decreasing saturation creates a more muted and subdued look.

6. Sharpness: Sharpness determines the clarity and detail of an image. Adjusting sharpness enhances the definition of edges and fine details, making the image appear more crisp and focused. Increasing sharpness enhances image clarity, while decreasing sharpness creates a softer, more diffused effect.

7. White Balance: White balance ensures that colors appear accurate and natural in an image, regardless of the lighting conditions. Adjusting white balance allows photographers to correct for color casts and achieve true-to-life colors. Common white balance settings include daylight, cloudy, shade, tungsten, and fluorescent, as well as custom white balance for precise color correction.

8. Noise Reduction: Noise refers to the random variations in brightness or color that can appear in digital images, particularly in low-light conditions or high ISO settings. Noise reduction techniques help to minimize the appearance of noise, resulting in cleaner and smoother images. Balancing noise reduction with image sharpness is essential to maintain image quality.

Mastering the art of photo editing involves understanding and harnessing the power of these essential elements. By fine-tuning brightness, contrast, exposure, color temperature, saturation, sharpness, white balance, and noise reduction, photographers can elevate their images to new heights of visual excellence. Experimenting with these tools and techniques allows photographers to express their unique creativity and bring their artistic vision to life.

CHECK YOUR PROGRESS

1. Describe the importance of storytelling in photography. How can photographers ensure that their photos effectively convey a compelling narrative?
2. Explain the significance of composition in photography and discuss at least three compositional techniques that photographers can use to enhance the visual impact of their images.
3. Explore the intersection of science and art in photography. How do technical knowledge and creative expression come together to produce captivating visual narratives?
4. Discuss the various styles of photo editing mentioned in the text, including basic adjustments, retouching, creative effects, and manipulation. Provide examples of each style and explain their respective purposes in enhancing images.
5. Compare and contrast different photo editing software options discussed in the text, such as Adobe Photoshop, Adobe Lightroom, Capture One Pro, GIMP, and Affinity Photo. Analyze their features, capabilities, target users, and advantages/disadvantages.

Composition Techniques in Photography

In the world of photography, composition is king. It's the art of arranging elements within the frame to create visually compelling and impactful images. From the rule of thirds to leading lines, mastering composition techniques is essential for capturing attention-grabbing photos. In this article, we'll explore some of the fundamental composition techniques that every photographer should know.

1. Rule of Thirds: The rule of thirds is perhaps the most well-known composition technique. It involves dividing the frame into nine equal sections using two horizontal and two vertical lines. Placing the main subject or points of interest along these lines or at their intersections creates a visually pleasing composition that draws the viewer's eye.

2. Leading Lines: Leading lines are lines within the image that lead the viewer's eye towards the main subject or focal point. These lines can be straight, curved, diagonal, or converging, and they help to create depth and visual interest in the composition. Leading lines can be found naturally in the environment or created using elements like roads, paths, or fences.

3. Symmetry and Patterns: Symmetry and patterns add a sense of order and harmony to an image. Symmetrical compositions feature balanced elements on either side of the frame, while patterns involve repeating shapes, colors, or textures. Both techniques create visually striking images that captivate the viewer's attention and evoke a sense of balance and rhythm.

4. Framing: Framing involves using elements within the scene to frame the main subject. This could be anything from natural elements like trees or archways to man-made structures like windows or doorways. Framing adds depth and context to the image, drawing the viewer's eye towards the subject while also providing a sense of scale and perspective.

5. Perspective and Point of View: Changing your perspective or point of view can dramatically alter the composition of an image. Experimenting with different angles, heights, and viewpoints allows you to create unique and dynamic compositions that offer fresh perspectives on familiar subjects. Whether shooting from low to the ground or from above, varying your perspective adds visual interest and creativity to your images.

6. Negative Space: Negative space refers to the empty or unoccupied areas surrounding the main subject in an image. Including negative space in your composition helps to emphasize the subject, draw attention to its details, and create a sense of simplicity and elegance. Negative space can also evoke a mood or convey a sense of solitude or tranquility.

7. Depth of Field: Depth of field refers to the range of distance in an image that appears acceptably sharp. Controlling depth of field through aperture settings allows you to isolate the main subject from the background, creating a sense of separation and depth in the composition. Using shallow depth of field can also emphasize the subject's importance and draw attention to its details.

Mastering composition techniques is essential for creating visually compelling and impactful photographs. Whether you're using the rule of thirds, leading lines, symmetry, framing, perspective, negative space, or depth of field, understanding how to arrange elements within the frame allows you to tell stories, evoke emotions, and capture the viewer's imagination. So, the next time you pick up your camera, remember to consider composition—it's the key to unlocking the true potential of your images.

Caption Writing in Photography

In the world of photography, images often speak for themselves, conveying emotions, narratives, and messages without the need for words. However, when paired with a thoughtful and compelling caption, photographs can transcend their visual impact, providing context, depth, and additional layers of meaning. In this article, we'll explore the importance of captions in photography and highlight different styles and techniques of caption writing.

The Importance of Captions:

Captions play a crucial role in enhancing the viewer's understanding and interpretation of a photograph. They provide essential context, background information, and insights into the photographer's intent, guiding the viewer's attention and shaping their perception of the image. Captions also serve as a bridge between the visual and verbal elements of a story, enriching the viewer's experience and creating a more immersive storytelling experience.

Styles of Caption Writing:

1. Descriptive Captions: Descriptive captions provide factual information about the subject, location, and circumstances surrounding the photograph. They answer the basic questions of who, what, when, where, and why, offering essential context and background information to the viewer. Descriptive captions are straightforward and objective, focusing on the details and facts depicted in the image.

Example: "A vibrant sunset over the tranquil waters of DeeporBeel, captured on a summer evening in July."

2. Narrative Captions: Narrative captions tell a story or evoke emotions related to the photograph. They go beyond describing the visual elements and provide insights into the photographer's perspective, feelings, and experiences. Narrative captions engage the viewer's imagination, inviting them to connect with the image on a deeper level and fostering a sense of empathy and connection.

Example: "Lost in the vastness of the desert, a lone traveler pauses to admire the beauty of the sunset, contemplating the journey ahead."

3. Interpretive Captions: Interpretive captions encourage the viewer to think critically and interpret the meaning or message conveyed by the photograph. They offer insights, analysis, or commentary on the themes, symbolism, or visual elements depicted in the image. Interpretive captions stimulate dialogue and reflection, encouraging viewers to engage with the photograph on an intellectual and emotional level.

Example: "Through the association of light and shadow, this photograph explores the contrast between hope and despair, inviting viewers to reflect on the complexities of the human experience."

4. Quotations or Dialogue Captions: Quotations or dialogue captions incorporate excerpts from literature, poetry, speeches, or interviews that complement or resonate with the photograph. They add depth, resonance, and layers of meaning to the image, providing a unique perspective or adding an emotional resonance. Quotations or dialogue captions can evoke mood, evoke nostalgia, or convey a sense of universality and shared humanity.

Example: "As Ansel Adams once said, 'You don't take a photograph, you make it.' This image captures the essence of his words, reminding us of the transformative power of art and creativity."

Captions are an essential component of photography, enhancing the viewer's understanding and appreciation of the images. Whether descriptive, narrative, interpretive, or incorporating quotations, captions add context, depth, and emotional resonance to visual stories, transforming photographs into powerful tools for communication and expression. So, the next time you share a photograph, don't underestimate the importance of a well-crafted caption—it could be the key to unlocking the full potential of your visual narrative.

STOP TO CONSIDER

1. **Composition Techniques:** Understand the fundamental composition techniques like the rule of thirds, leading lines, symmetry, framing, perspective, negative space, and depth of field. These techniques are essential for creating visually compelling and impactful photographs.

2. **Purpose of Captions:** Recognize the importance of captions in enhancing the viewer's understanding and interpretation of a photograph. Captions provide essential context, background information, and insights into the photographer's intent, enriching the overall storytelling experience.
3. **Styles of Caption Writing:** Learn about different styles of caption writing, including descriptive, narrative, interpretive, and quotations or dialogue captions. Each style serves a different purpose in conveying information, emotions, or messages related to the photograph.
4. **Enhancing Visual Stories:** Understand how mastering both composition techniques and caption writing can elevate visual storytelling. By combining effective composition with thoughtful captions, photographers can create images that resonate deeply with viewers and communicate messages more effectively.
5. **Communication and Expression:** Appreciate photography not only as a means of capturing images but also as a powerful tool for communication and expression. Through composition and captions, photographers can convey stories, evoke emotions, and connect with audiences on a profound level, transforming photographs into meaningful forms of communication and expression.

SAQ

1. What are the fundamental composition techniques discussed in the text, and why are they essential for photographers to master?
2. How do captions enhance the viewer's understanding and interpretation of a photograph? Provide examples of different styles of caption writing and their respective purposes.
3. Reflect on your own understanding of composition techniques and caption writing. Which techniques do you feel most confident in applying to your photography, and which areas do you think you need to improve?
4. Consider the role of photography as a means of communication and expression. How can effective composition and caption writing help photographers effectively convey stories, emotions, and messages to their audience?
5. Imagine you're tasked with analyzing a photograph. What elements of composition would you look for, and how would you approach interpreting the caption to gain a deeper understanding of the image's narrative or message?

SUGGESED READING

1. "Understanding Exposure" by Bryan Peterson
2. "The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman

3. "National Geographic: The Ultimate Field Guide to Photography" by Bob Martin
4. "On Photography" by Susan Sontag
5. "The Photographer's Playbook: 307 Assignments and Ideas" edited by Jason Fulford and Gregory Halpern
6. "The Magic of the Lens: A Photographer's Guide to Indian Hill Stations" by R. Saravanan
7. "India in Focus: Camera Chronicles of Homai Vyrawalla" by Sabeena Gadhihoke
8. "Frames of Mind: Reflections on Indian Cinema" by Ramchandra Gandhi
9. "Photography in India: A Visual History from the 1850s to the Present" by Nathaniel Gaskell and Diva Gujral
10. "Indian Photography Today" edited by Alkazi Foundation for the Arts

References

1. Peterson, B. (2010). *Understanding Exposure: How to Shoot Great Photographs with Any Camera* (3rd ed.). Amphoto Books.
2. Martin, B. (2010). *National Geographic: The Ultimate Field Guide to Photography*. National Geographic.
3. Saravanan, R. (2017). *The Magic of the Lens: A Photographer's Guide to Indian Hill Stations*. Notion Press.