

Journalism:

Researching, Reporting, Writing and Editing

BA - Journalism & Mass Communication

I Year

Paper Code: BAJM 1912



Pondicherry University

(A Central University)

Directorate of Distance Education

R.V. Nagar, Kalapet, Puducherry – 605 014

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COURSE WRITERS

Prof. Shilpi Rohit Singh, Atharva College of Film and Television, Malad (West), Mumbai.

Dr. Mahesh Patil, Vice Principal, Co-ordinator (BAMMC, MACJ), K.G. Joshi College of Arts & N.G. Bedekar College of Commerce, Thane.

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Printed and Published by:

Mrs. Meena Pandey

Himalaya Publishing House Pvt. Ltd.,

"Ramdoot", Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004.

Phone: 022-23860170, 23863863; **Fax:** 022-23877178

E-mail: himpub@bharatmail.co.in; **Website:** www.himpub.com

For:

Pondicherry University

(A Central University)

Directorate of Distance Education,

R.V. Nagar, Kalapet, Puducherry – 605 014.

Tel. 0413-2654 439/440; E-mail: director.dde@pondiuni.edu.in

Website: <https://dde.pondiuni.edu.in>

SYLLABUS – BOOK MAPPING TABLE

Journalism: Researching, Reporting, Writing and Editing

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Unit IV: Writing and Editing News – Structure of the news story – Elements of Inverted Pyramid style – Engaging the reader (what makes a good introduction or lead to a story and what makes a good ending to a story?) – Attribution – The language of journalism (concrete, specific, active, clear, democratic, non-sexist, non-racist) – Grammar and the importance of checking copy for any factual and language errors – Acknowledging and correcting mistakes after publishing news.	Unit IV: Writing and Editing News (Pages 80 – 94)
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Unit I Introduction to Journalism

Learning Objectives:

By the end of this unit, the learners would be able to:

- Understand the role of journalists.
- Understand the meaning and functions of news.
- Know the factors which are involved in making the news valuable.
- Understand basic news writing.
- Understand structure to be followed in news writing.

Structure:

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1.1 INTRODUCTION

Journalism is the process of accumulating, creating, generating and visually presenting a set of information which directly and indirectly impacts people, places and situations. Communication and journalism are two different concepts and run differently in different countries and different societies.

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Journalism is more about essential information which keeps the citizens updated about the changing circumstances, situations and characters. The news has variations which may be engaging, entertaining and empowering. The process of journalism is totally based on information and usually helps people, societies and governments to make decisions about lives and communities.

Journalism is a humongous concept where factors related to safety and information of the society are given primary importance to. There are various elements to journalism, some of them are as follows:

Transparency with viewers: It is imperative for journalists to follow the ethics of journalism, one of which is being transparent with viewers.

Obligation to truth: In any given situation, providing the truth is important for journalists as people are placing their complete trust in the information provided by them. Journalists need to make sure that they are verifying the information before presenting it to the audience. In any given situation, journalists have to abide by the rules of being truthful to the audiences.

The truth should by no means be manipulated before the viewers. Journalists should be accountable for the information which they provide to the audience which should be presented only after thorough investigation. The truth or the crux of the matter should be presented because it allows viewers to comment, criticize, analyze and even debate on a certain issue. It provides clarity to the political party which supports decision making and development.

Loyalty to the citizens: Journalists are required to be loyal to the citizens and by that the honesty and integrity of the viewers should not be compromised. This also means that, however difficult the truth will be for the audiences to comprehend, the truth of the news should always be stated without changes and only after verification. Often, news gets manipulated and then presented to the public.

Free Press or Independent Journalism: The audience should be supportive of the press and its releases which gives the journalism sector lots of freedom to express the truth which concerns the society. Thus, the press should be given full permission to give information however sensitive to the audience. The press should take responsibility for providing raw information which will support the build-up of the trust factor of people on journalism.

1.2 MEANING OF NEWS

A report of a current event is known as News. It is an update to the viewers about urgent and recent happenings. It is information. The news is broadcasted in channels and printed in newspapers. News was not a practice in ancient times, it is a recent development and very popularised. News is information that was previously unknown. From all of these, we may confidently conclude that the news represents a development that occurred within the previous day and makes people aware and alert. News makes people think productively and also generates a good knowledge gaining practice for viewers.

1.3 WHAT DOES A JOURNALIST DO?

The major task of a journalist is to engage the audience in the news which is also the primary purpose. The journalist has to work with a lot of discipline and verification of data as the information is released in many spaces. Journalistic activity such as clicking a picture of a scene which is newsworthy can be considered as a journalistic product.

Not just clicking a picture, but also making sure that the image is provided with proper verified details is also a task which must be done alongside. The journalist ensures that each and every news or recent happenings, whether important or not, reaches people with the appropriate information at the appropriate moment. The readers should always be kept on priority and no negligence with information sharing should take place for them. The readers expect newspapers to be error free and justified. Thus, it becomes an esteemed responsibility for the journalists to provide raw data with zero filtrations and manipulations.

The distinction between the journalism and end result can be varying depending on the impact factor of the news article. Journalists research, refine and represent the information to its viewers. This work has to be done very meticulously for the simple reason that the work done today is often stored and will remain in the records.

The primary duty of the journalist is to make formalities for the information, helping it to go ahead and also ensure that it is 100% valuable and true as the information will act as a basis for several decisions for the readers.

1.4 DEFINITION OF NEWS

News is defined differently by different people who hold expertise in the field of journalism. News is something different which is not common in our day to day life. This piece of information should be unusual and should fit in the picture of life.

The information which makes people aware about the current situation and keeps them alert and known about the happenings is the true work of news.

1.5 WHAT IS NEWS?

News is basically a platform in which information given about current events is good news. It can be given through the medium of print, mouth advertising, electronic communication, etc. The news is anything that gives an insight on the recent happenings and activities making people more aware and prepared about the global situations.

Topics commonly covered in news are war, government, politics, health, environment, economy, business, fashion, entertainment, etc. In the 14th century, the more information gathered and presented together is known as “news”. People inquisitively waited for the news to arrive in that era and since then, the newspapers have gained momentum. As the word suggests, news presents new

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information. News actually shows the happenings of the world which affect everyone globally. News is an ongoing process, where unusual and not ordinary reality is covered.

News should be impartial, neutral and should have an objective. News should be the right source of information for people. The news should also be very easily available and accessible to everyone.

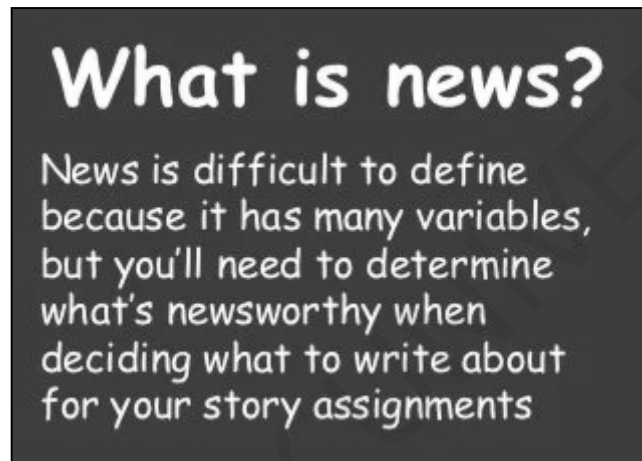


Fig. 1.1: The definition of news image

1.6 WHAT MAKES THE NEWS VALUABLE – NEWS VALUES?

Did you ever think about why a story has been covered in the news? How does the editor decide which stories are to be covered and which are not? The answer is simple; the story should be newsworthy which has value.

The following are the factors to be considered as elements or determinants of news:

Timing: A new and current story that happened today is newsworthy, not the last month's story. People would like to receive the latest updates and so old news is removed. Anything which occurred last week is not interesting.

Prominence: Companies that are well-known in the market, famous personalities, celebrities, etc. are newsworthy. Famous people will get more coverage.

If Trump breaks his arm, it's big news, but in any case you injure your arm, it will not be covered in the news.

Human interest: Most people are very emotional, so news which stirs up emotional responses of sadness, happiness, excitement, etc., should be covered. They do create a botheration for a crowd of people and it does hold relevance as to where in the world the story takes place.

We like stories that are different where someone has handled a life crisis, as we can identify with those people.

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Significance: A story carries value when it will affect a large group of people as compared to a small group of people. Example – A train accident which killed hundreds of people.

Proximity: Local stories will be of more interest to people rather than covering other countries, states or regions. We care about the things that happen close to our home where we can see some similarity.

Conflict and controversy: Most people like controversy, violence or an argument. It highlights problems or differences within the community.

Stories on topics like castes, businesses, wars, human rights, nature or outer space are based on conflict.

Relevance: People would like to make good decisions, so they get attracted to such news. For example: if you are interested in cooking then the relevant thing will be recipes. An unemployed person would like to seek a job through business news.

Bizarreness: A very common example is dog-bites-man v/s man-bites-dogs.

Dog-bites-man is not news but man-bites-dog is more bizarre. If something is different, not seen before or sensational or even odd, it would be newsworthy.

Policy: The owner of the newspaper makes decision concerning news policy. He selects the news categories that will appear in his newspaper. As a result, policy influences how the news is reported.

For instance: Pro- or anti-government, or pro- or anti-labor.

Suspense: Suspense is important for news. Example: conflict of government and its opposition results in what. News agenda is also an important factor that needs to be considered. Competition between stories whether it will be covered or not is also important.

Example - If cases of Covid-19 increase then all the news will cover that as it is very important, so your newsworthy story will not be covered on that day. It will be dropped and will be covered some other day, but if that news is time-sensitive then it will be dropped permanently.

What makes news news???

- **Timeliness**—journalists stress current information—stories occurring today or yesterday, not several days or weeks ago—and try to report it ahead of their competitors
- **Impact**—reporters stress information that has an impact on their audience: stories that affect, involve or interest thousands of readers or viewers.



Fig. 1.2: Understanding what is involved in making news

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1.7 ELEMENTS OF JOURNALISM

Journalism without its elements is simply like a garden without flowers.

The aspect of journalism is all about elements because that is what news is all about. The few elements of journalism are as follows:

Being True: Being a journalist means being truthful. Journalists are obliged to be honest and truthful in their dealings as they are sharing information to a big group of people.

Hence, manipulating reality isn't worthy. Should provide a forum for public criticism. The news should share information which is accessible to the masses, the information must provide a 360 degree view of the situation, so that the viewers can measure and analyze the pros as well as the cons, in order to have a fruitful discussion with students.

Bias Free: This is one of the most common and yet unavoidable challenges, a journalist or a news channel needs to be alert about his viewpoints and must understand the audience are concerned with information and not with the viewpoints of the journalists. The content should not be supporting any particular element, but rather should state the information in a neutral manner.

Should provide a forum for public criticism: The news should share information which is accessible to the masses, the information must provide a 360 degree view of the situation, so that the viewers can weigh the pros and cons, in order to have a fruitful discussion with students.

The Elements of Journalism *

1. Journalism's first obligation is to the truth.
2. Its first loyalty is to citizens.
3. Its essence is a discipline of verification.
4. Its practitioners must maintain an independence from those they cover.
5. It must serve as an independent monitor of power.
6. It must provide a forum for public criticism and compromise.

Fig. 1.3: The elements of journalism

1.8 CHARACTERISTICS OF JOURNALISM AND NEWS WRITING

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Some of the guidelines and traits for clear and successful writing are accuracy, clarity, precision and efficiency. They are as follows:

- Always use short words rather than long words.
- Always use 20-word or fewer sentences as opposed to lengthy ones.
- Always use language you are acquainted with rather than new ones.
- Always make sure that every phrase conveys its intended meaning. Use the dictionary and thesaurus if at all feasible.
- Always strong verbs should be used, and prefer always active voice over passive voice.
- Always verify your prepositional phrases, adjectives, and adverbs to see if they are necessary. Use nouns and verbs instead of adjectives and adverbs whenever possible.
- Always be straightforward instead of saying things indirectly. The shortest path connecting the subject, verb, and object should be used. Eliminate wordiness, jargon, snobbery, and generalisations.
- Always revise your content. Read what you have written and rewrite for achieving clarity and a pleasant style.
- Always utilise transitional words, phrases, and paragraphs to fill up any gaps. News reports are more factual than feature stories, which is how they differ from one another. Features do not deliver firsthand news.
- Certain elements of news are present in feature, but their purpose is to humanize, educate, entertain, etc.

The Characteristics of a feature article

Topics of current importance should be focused on. Narrative tone is used e.g. plot, conclusion, etc. It is usually written in short paragraphs. There is a combination of facts and opinions. An understanding of a story angle about a topic is given.

There are catchy titles, images and headlines which are very essential for the newspaper to be attractive which thereby increases visibility and develops more reader's interest.

- Narrative tone is used eg. plot, conclusion, etc.
- It is usually written in short paragraphs.
- Facts and views are mixed together.
- A viewpoint or aspect on a subject is presented.

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Characteristics

- An article that presents the newspaper's opinion on an issue.
- Reflects the majority vote of the editorial board, the governing body of the newspaper made up of editors and business managers.
- Usually unsigned
- Editorial writers build an argument and try to persuade readers to think the same as they do.
- Meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue.

Fig. 1.4: Characteristics of news writing

1.9 STRUCTURE OF NEWS WRITING

A good writer makes it a point to know the tools he needs to work with. A carpenter has a saw and a hammer. The carpenter needs to be aware of what jobs he can complete using a hammer and how useful a saw is in a particular task. If he does not know the key distinction between a saw and a hammer, he is unable to build a house.

Similarly, the writer may have great ideas but he is unable to use them unless he knows which tools he has on hand. Things that need to be covered are the types and structures of sentences. Another point is grammar and punctuation mistakes. Parts of Speech, use of the comma, correct spellings, etc., are also very important.

Sentence structures: Simple, complex, compound, and compound-complex.

Sentence types: Declarative, interrogative, imperative, and exclamatory sentences.

Parts of speech: Nouns, pronouns, adjectives, adverbs, verbs, conjunctions, prepositions, and interjections.

Use of the comma: Students frequently use the comma incorrectly or excessively. Commas can be used to separate items that, if not separated, would be unclear, or for clarity.

Spelling: Even at this early stage of a student's development, learning the rules of spelling is crucial.

Agreement: In this the task is about aligning the verbs and subjects in alignment, it is important to match with the antecedents which is also a big problem when students try to get it aligned.

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Apostrophe: A news writer should be aware of how to use the apostrophe properly and at the right places. A writer who knows how to use the apostrophe correctly is considered to possess intelligence and education, as a writer. Usually, apostrophes are used when the possession must be indicated or claimed. Proper utility of apostrophe comes after a lot of practice. The comma joins two independent clauses which makes the sentence complete and interesting. Pupils should learn that a comma and a semicolon are all that are required to unite two separate sentences and put the right conjunction along with it or simply a semicolon to complete the sentence.

The perfect structure for writing news is basically a mix of information and creative twist. Each and every writer has their own way of writing. This routine comes to them naturally and not as a guided step. There are four cognitive writing processes that a writer uses to create written works.

Planning and organization, also called pre-writing: Prior to actually starting to "write," it entails determining why one is writing, choosing a topic, determining its target audience, and developing and organising ideas (through creating notes, outlines, themes, ideas, details, gathering research, etc.).

Transcription, often called drafting: It entails writing observable text and calls for an understanding of capitalization, punctuation, and spelling. You will produce a rough draft over here. You might need to create multiple drafts at this stage.

Editing, also often called proofreading: It entails grammar, capitalization, punctuation, and spelling errors to be fixed. You also need to check for repetition and clarity.

Revising: Clarifying meaning, adding more ideas or details, or improving the composition's organisation or structure are all examples of "making the writing better" in order to make the writing more engaging or understandable for the reader (the audience).

Planning: Organization - Writing - Editing - Revising. As soon as you are clear with what you are planning to write and its basic components, you can start with writing an editorial. Some of the steps which can be helpful for creating a successful foundation for a perfect editorial paper are as follows:

1. Choose a topic
2. Research your topic
3. Create an outline
4. Start to write
5. Re-read and proofread your task

1. **Choose a Topic:** Editorials are always written on the basis of a point of view. So the topic which you choose has two sides of the argument which will allow multiple people to share their view points. The article should not be biased or totally pleasing to the audience. The article should have

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points which work in favor and against of the situation. The bias should not be displayed as the impact can be negative. As a news reporter, you should be ready to face criticism on content written by you.

There can be a variety of topics which you can select from. You as a writer can choose any topic which attracts controversy or even includes politics to generate a talk about the write up submitted by you. You should be passionate about writing about the topic and should ensure that you provide proper reasons so that people understand your perspective. The topic you are writing about should be specific, where you present your arguments strongly, making the readers focused and glued to your topic.

An editorial should be written in multiple paragraphs with one specific idea for each para.

2. **Research Your Topic:** An editorial is written where you give your opinion about an issue, but still, you need to properly research the topic to give a back up to your ideas. It is necessary to convince the readers that your reasons are credible by showing what other famous personalities have to say about it.

Researching before writing should be a primary step as it brings new ideas to your conversation.

3. **Create an Outline:** Once the selection and the right kind of research is conducted, as a writer you will be required to create an outline so that you can keep your ideas well organized and main points are highlighted in your content.

At the start, you will have an introductory paragraph and in the end a concluding paragraph, but you can still arrange your body paragraphs in a way that best suits your essay's arrangement. All the main ideas should be listed in different paragraphs.

4. **Start to Write:** Planning is the first stage of your writing and once it is done you can start adding details to your outline.

Everyone writes differently, some people like to finish the introduction first, whereas others prefer to concentrate on the paragraph's substance first and the introduction second. Upon brainstorming, as soon as the idea pops into your mind, jot them down at first and then go back to the editing stage. The most challenging process for writers could be to start on paper. For those writers, who will face an issue to write, must look back at the research to find motivation to keep going ahead.

5. **Proofread:** It is one of the most important factors to be considered. For an editorial, it is imperative to proofread your work to ensure it has quality. Some writers read loudly to check for tone and flow. Many writers go backside by reading the write up from the conclusion to the beginning and then to the introduction. It enables you to fix grammar and spelling mistakes that you might not have noticed the first time.

You could ask a trustworthy buddy who could proofread your content for you in order to ensure clarity.

Tips for Writing a Good Editorial

The focus of an editorial should be on the topic, strong opinions presented and the audience. It is necessary to understand why a reader will care about your topic and will have a different opinion.

If you start understanding from both points of view, your editorial will be interesting to many audiences. Below are the following tips which can strengthen your editorial's argument and relevance:

Be decisive: A writer must be forceful with the topic he has chosen. In any case, if the content is of the opposing view, you must provide evidence for why it is incorrect and why the readers must support your position. You must exude confidence in order to persuade the readers of your beliefs.

Offer new ideas: When you are researching, try to find out points on your topic which no one has discussed yet. Though people might have an opinion, if you get something new to your discussion it will display your efforts to have given your writing significant thought.

Provide solutions: When you highlight an issue, try to give possible solutions. You should make sure you are not sounding like you are nagging or complaining to the readers who would understand that there is a value attached to your write up and would like to take positive actions themselves.

Focus on your interests: If you select a subject that you are interested in, you will take time to research the issue, take efforts to study about it, make your writing really interesting and relevant.

5 Steps to Successfully Write an Effective News Article

Step 1: Research and Planning: It is completely drawn out of information which is factual. So it is necessary to do thorough study and proper investigation on the topic selected so that you get ideas for your writing. The sequence is research, plan and then research again.

(a) **Research a general topic:** You need to gather different information and perspectives about that topic. The perspective with which you agree and which interest you the most and you find the evidence to use that.

(b) **Narrow your focus and plan:** Every writer first has a planning stage where he thinks about a few pointers. What type of article? Who is your audience? Why are you writing? What is the structure? – Chronological, logical, etc.

(c) **Research evidence:** Statistics, case studies, quotes from experts, critics, interviews, etc.

Step 2: Header/Title: They have eye-catching headers. It should have an emotive language and is addressed to the readers. Keep headlines

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short. Inform readers of the topic of your material. Pose a query. Provide an imperative.

Step 3: Introduction: As your headline hooks the reader, similarly the introduction should do the same. “They set the scene and draw interest from the audience”. The introduction should be short and brief. It should not be any longer than 15% of the whole article. You can make an interesting statement as an opening line to grab the reader's interest. Briefly state the purpose and topic. There should be a connection between you and the reader. Provide background information about your topic.

Step 4: Body: It is the main part to write all the juicy information. “This is where the story unfolds and you share your opinions”.

(a) **Show, do not tell:** The student needs to describe and show instead of telling what is happening. It will lead to more connection with the audience and they will be more engaged and interested to read. Write vivid descriptions and imagery. Use literary techniques. Do not state emotions.

(b) **Be creative:** Use literary techniques which will engage your audience and help you to achieve your purpose.

(c) **Support your opinions:** It is not just a story but an article, so you need strong evidence to prove what you are trying to tell the audience. The types of evidence are statistics, case studies, quotes, etc.

Step 5: Conclusion: We have reached the last round of selecting the feature article. This stage is important as it summarizes your ideas and now the reader is ready to take action.

Useful Writing Tips for News

(a) **Be conversational:** It should be very professional. But as it is related to human interest stories, so not too overly formal. First-person narratives will be little authoritative but still conversational.

(b) **Do not be afraid of opinions:** You are not presenting hard-hitting facts like a news story but on a persuasive side and throwing rhetorical questions. You would like to write a feature that you would want to read if you were the reader and not the writer. What would be your thoughts on the other side of the print media? Keeping these points in mind, respect the opinions of others on your write up.

(c) **Remember you are still a reporter:** It is necessary to add all sorts of information such as facts, statistics and comments on the output produced by you as a writer. It will add authority and background to your story. You need to do extensive research. You can present opinions of the people whom you interviewed and add jargon as well in order to bring about true and fair value to the facts. People who are involved in the

scene, their words will make your story look more personal and real, eliciting an emotional response in the reader.

- (d) **Paint a picture:** To develop a strong bond with the audience, make use of creative imagery that will draw on the reader's imagination. Describe the setting when you interview the person. Small detailing needs to be done like a pink sky when describing a major event. This will hold the reader with you till the end.

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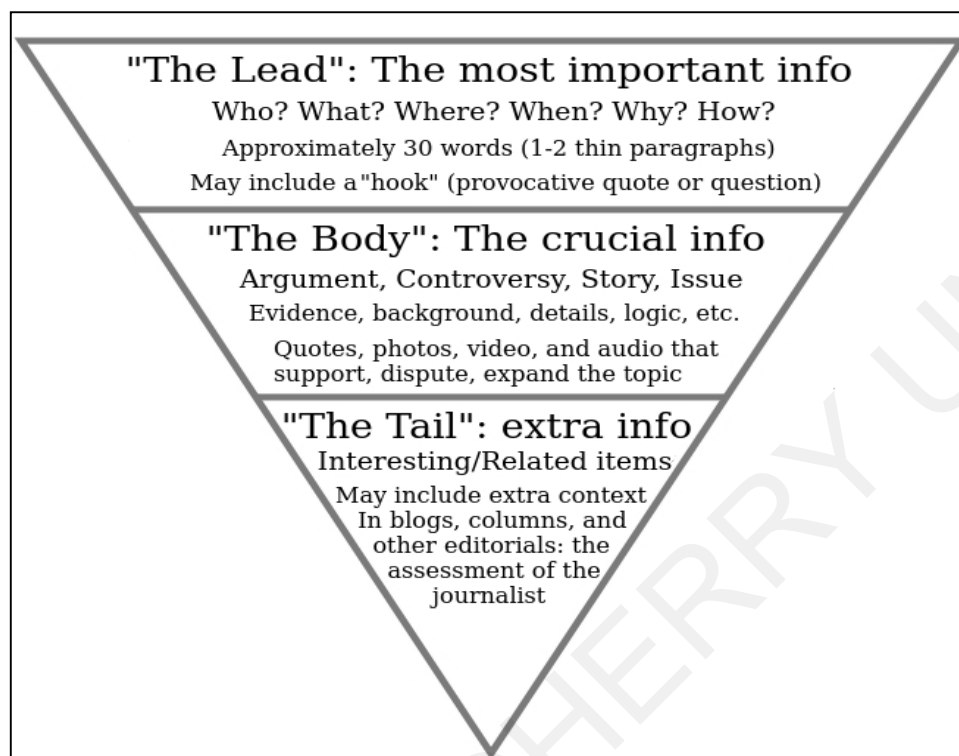


Fig. 1.5: The inverted pyramid representing the steps

1.10 REPORTING AND ITS BASICS

Finding News, Choosing News, Recognising news and Evaluating news
Finding news, is undoubtedly one of the primary roles of the reporter. Having the eye for news is a prerequisite for all media people.

The valuation for news is also highly dependent on the way the news is searched by reporters and further how it goes on to the masses. A news reporter can establish strong connections with local police stations, hospitals which will enable him to gather good information. Finally, the reporter can gather information from the police station and hospitals about the day's event and identify from the incidents which news can be sensational or which news needs to be let out so that the victim can get justice.

Finding news and choosing news goes hand in hand, only the ability to refine and filter from a series of information is a skill which the reporter should master. Recognising which news can be discussed with the masses is also a matter of very high importance. This is simply because any information does not get categorized

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under news, the information which can affect people, their safety, and their decisions, will be considered as news. So recognising the news is very important. A true journalist will be able to easily identify the difference between fake news and real news.

The journalist should be very careful when dealing with fake news and real news as it can be a punishable crime once the truth is found out. There are various ways to check if the information is correct or not before publishing it to the public. Websites like factchecker.com and several more act as a tool for rectification of news before publishing it.

How do we Evaluate a Piece of Information?

Always check if the headline and content are matching or not. If you find the headline bizarre, don't give up there, instead try to check if more information is available matching the headlines or not. Check for spelling or grammatical errors. Check if the author is listed at the top of the article or not. No author name is clearly a red flag.

Look for citations, publications or references, if any. Analyze if the article is only supporting one side of the argument. Reread the article to check if the story is completely vague and unbelievable. If you observe any of the above points in the article, it is an indication that the work is a red flag and that it should not be published in any mass media documents online and offline.

Roles, Functions and Qualities of Reporter: A reporter is a member of the media who gathers facts and writes in-depth articles about them.

A reporter is essentially a journalist who gathers and disseminates information through the media. Reporters may write and even narrate the piece of information to the masses. News Writers collect their information from various ways such as containing news reports, tips, and witness incidents. They do research using interviews, records from the public, and one to one interview.

They reach places sometimes, which are not easily accessible, only for the information which is to be shared with the masses. The task of gathering data is a significant portion of the job and is occasionally referred to as "reporting" to distinguish it from the producing portion. Reporters must fulfill their duties with prime sincerity and honesty. Reporters frequently cover live events.

While gathering data, they encounter both the best and the worst circumstances. Writers often come across some very powerful leaders or some famous celebrity which can pose a threat as well to them. However, they go on to show the truth with courage and dedication. They are always curious and adventurous which enables the viewers to wake up with a new piece of information each day.

The editing step which comes into play due to the series of information which is set up for media communication. Each and every reporter is required to have some exquisite qualities. They are as follows:

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1. **Nose for news:** The reporter should have the knack of gathering news or picking on news irrespective of where he or she is. Having a nose for the news is a vital skill for a professional reporter. An efficient reporter must hold good news hunting potential. They should be refining content and be very cautious when they learn something many people find weird and special. A matter which may look tiny at the start, can actually be a big scandal if the reporter is diligent enough to find out the internal story and the real causes behind a particular situation. Good news writers or reporters should have the required intelligence and quality to broadcast the good news.
2. **Curiosity, alertness, and impartiality:** Curiosity should be the bible for a news reporter. Reporter who is curious can always make sure he delivers more than what the viewers expect. Always remember, readers are fond of reading content which displays intricate details. Readers are very alert about all possible news stories, sources and even latest news sense. They travel quickly to the location where significant news may be accessible. On one hand, readers appreciate details, on the other hand, the readers can become very critical about the information presented in the news story.
3. **Courageous and Intelligent:** A reporter shall be intelligent, brave and must hold the quality of being courageous. The writers being more courageous will make them smart to accept criticism and learn from it. The truth should be written but not at the cost of ethics of journalism. Intelligence is also the most important quality a reporter could have.
Similarly, courage is necessary to stand corrected, the courage to take criticism, the courage to grow with the experiences, courage to accept what you don't understand.
4. **Language expertise:** Communication should be the field of expertise for a reporter. A reporter must hold expertise in communication skills so that he can convey ideas in correct and effective language.
The writer should have the ability to write in a manner which will be understood by the masses. A good reporter should report in such a way that the targeted audience can understand. Otherwise, his news will not make any sense.
5. **Handling media equipment:** A trained writer or news informer should have expertise in holding equipments in like dictaphone, digital movie camera, mobile phones, satellite equipments, microsoft programs like ppt, photoshop, excel sheets, word docs etc. which make the content gathering process far more easy and flexible. He must also hold knowledge of the English language as it is a common language for internet usage as well as basic communication skills.
6. **Faithful and Neutral:** The writer should always bear in mind that the report should be free from any kind of bias or partiality. The information presented to readers should be true, fair and reliable. The information

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should be very well verified and must be smooth in language enabling easy understanding of the readers.

7. **Knowledge of article format and presentation:** It is imperative for news reporters to follow a sound structure of writing news articles in a systematic manner. This will ensure the information is being passed on to people in a structural manner which will be simple and will also help in following format making it easy for writers and readers. Knowing how to structure and present information is also an added advantage and creates higher value of the content.
8. **Patience:** We all are aware of the famous quote “Patience is virtue”. Every good news writer must have bountiful patience in order to complete a difficult task positively. The reporter should be patient because at times, the incident or the information related to the incident might make the writer wait before he completes his article. The skill of making a perfect report is generated with a lot of intelligence combined with patience and labor.

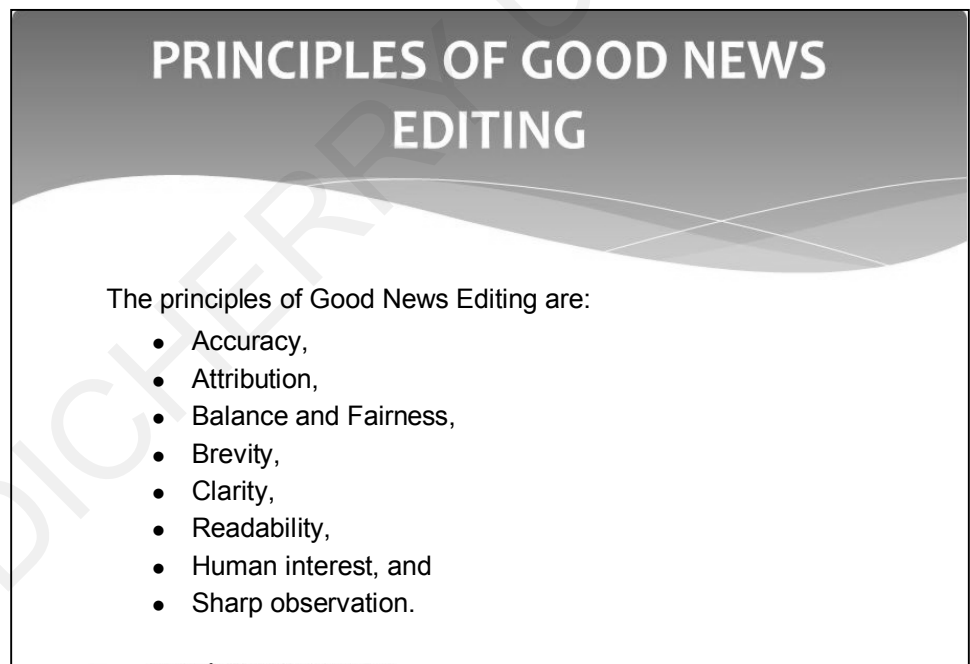


Fig. 1.6: Principles of News Editing

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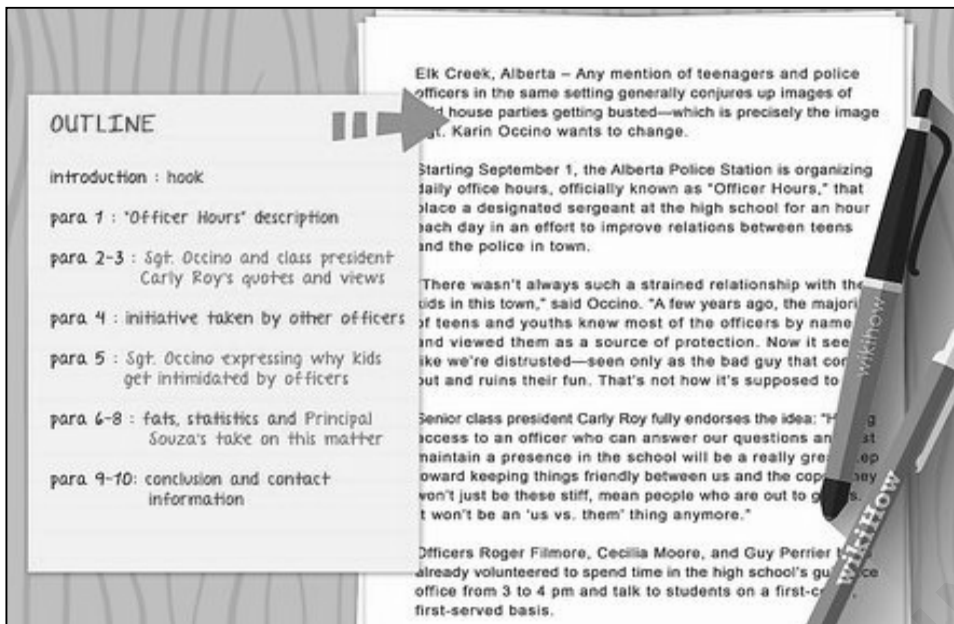


Fig. 1.7: Methods of critical evaluation

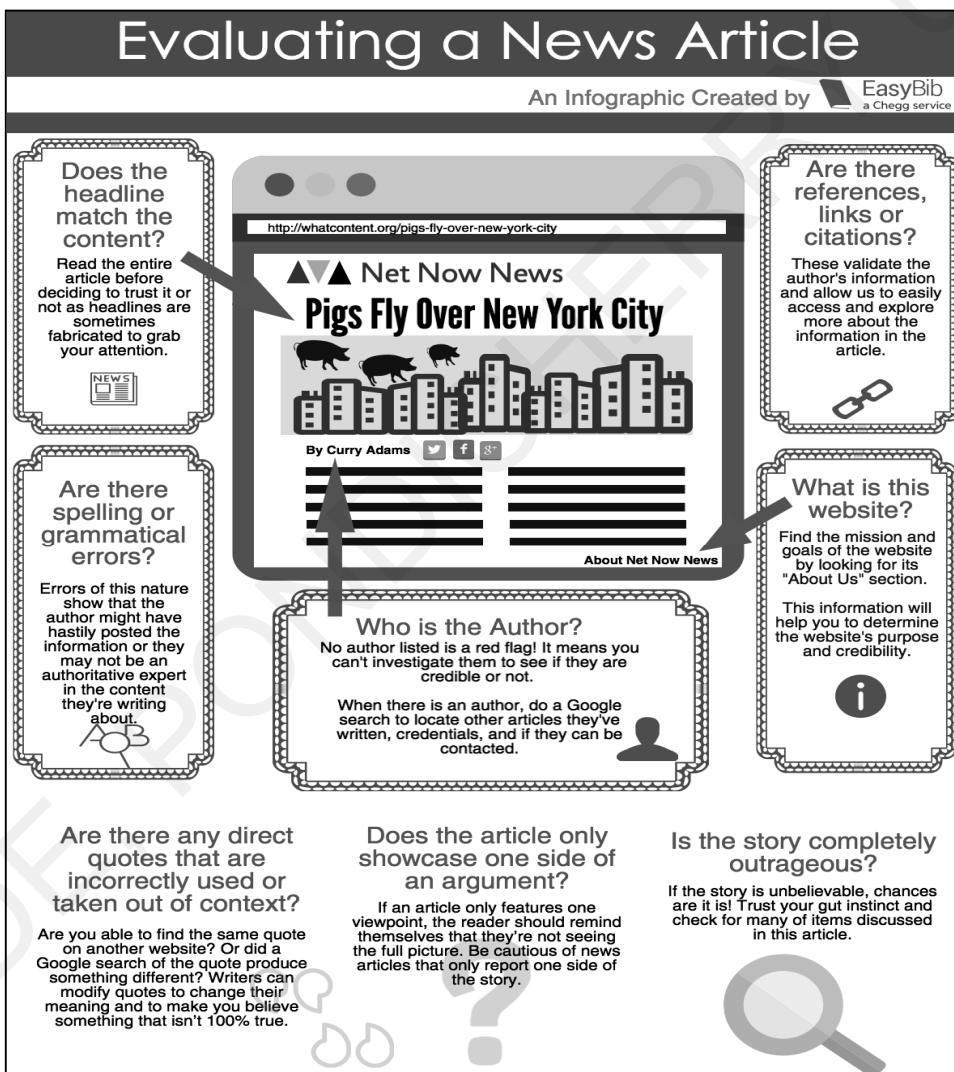


Fig. 1.8: Evaluation of news article

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1.11 PRINCIPLES TO BE FOLLOWED BY THE REPORTERS

(A) Roles, Functions and Qualities of Reporter

A reporter is a media person who researches information and writes in detail about it. A reporter basically is a journalist who finds and presents information in the mass media. Reporters may write and even narrate the piece of information to the masses. News Writers collect their information in a variety of ways including tips, press releases and witness events. They perform research through interviews, public records, and one to one interview. They reach places sometimes, which are not easily accessible, only for the information which is to be shared with the masses. The task of gathering data is a big part of the job, sometimes called “reporting” as distinct from the production part of the job. Reporters must fulfill their duties with prime sincerity and honesty. Reporters are often in the midst of real action. They face the best as well as the worst situations while collecting data. They usually meet with the most powerful leaders or the most famous celebrities. They face danger and death with courage and dedication. They are always curious and adventurous which enables the viewers to wake up with a new piece of information each day. The process of editing comes into operation, through a series of steps produces a package of information ready for media communication.

Each and every reporter is required to have some exquisite qualities. The are as follows:

1. **Nose for news:** The reporter should have the knack of gathering news or picking on news irrespective of where he or she is. Having a nose for the news is the most important quality for a hardworking reporter. An efficient reporter must hold good news hunting potential. They must be careful to find out what is strange and unique to many people. A matter which may look tiny at the start, can actually be big scandal news if a good reporter really tries to dig out the roots. Good reporters should have the ability to broadcast the good news.
2. **Curiosity, alertness, and impartiality:** Curiosity should be the bible for a news reporter. Reporter who is curious can always make sure he delivers more than what the viewers expect. They enjoy reading and appreciate the details. They are often alert to all possible news, news sources and news sense. They are quick to reach the destination, where important news can be available. They are equally critical to inspect and evaluate all related sides of the news story.
3. **Intelligence and Courage:** A reporter shall be intelligent, brave and courageous. Courage helps to develop a skin to catch the inevitable criticism. The truth should be written but not at the cost of ethics of journalism. Intelligence is also the most important quality a reporter could have. Similarly, courage is necessary to stand corrected, the

courage to take criticism, the courage to grow with the experiences, courage to accept what you don't understand.

4. **Language expertise:** Communication should be the field of expertise for a reporter. A reporter should have the ability to communicate ideas in correct and effective language. They should be able to write in a manner which will be understood by the masses. A good reporter should report in such a way that the targeted audience can understand. Otherwise, his news will not make any sense.
5. **Handling media equipment:** The Professional reporters must know how to operate Dictaphone, digital movie camera, mobile and satellite phones, essential computer programming like the word, excel, power-point, page maker, photoshop, Dreamweaver etc. He must have knowledge of English/Nepali typing skills, knowledge to operate email and the internet etc.
6. **Faithfulness and Neutrality:** The Report must be free from biased information. The information provided in the report must be reliable and valid. False, invalid and biased information is supposed to hamper the decision.
7. **Knowledge of Structure and Presentation:** How to write down all relevant and necessary information maintaining a proper structure should be known to a good reporter. He must know how to present the facts and information in a simple but effective way. So, Knowledge of structure and presentation are necessary qualities to be possessed by a reporter.
8. **Patience:** Making a good and perfect report is a complicated task. It may need time and labor. A good reporter should have such patience for completing the task properly and timely.

(B) Some Principles for Reporters to Follow:

1. **Courageous and Confident:** A news reporter or news writer must possess the quality of being capable to handle different situations with ease and confidence. There should be a quality of being courageous as well as often there may be days when the writer will have to write content on controversial topics involving people with power. The reporter should be brave enough to face the backlash of the write up. Sometimes it's not easy. You end up almost becoming friends with your sources over time, and then one day you may be forced to write something negative about someone who thought they were your friend. That's just the nature of the business. Also, sometimes you have to get mean with people who try to stonewall you and hide the truth.
2. **Skepticism:** A journalist or a news writer is considered to be a professional individual when he or she holds the ability to read between the lines of any incident. The role of the journalist is to ask questions, dig into the core of the matter and also find out all possible sides and angles

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of one story. Skepticism is a quality which should be inborn in the journalists.

3. **Credible:** News writers should have an attitude, where the audience considers them credible and reliable. Journalists should have an attitude of positive interaction as many people look up to them as individuals who will pass information to the higher authorities. The reporters have to deal with people from different backgrounds and experiences. They should have the ability to positively induce the people to share information about the crisis they are facing. This will happen only when the journalist is credible and trustworthy. When dealing with sensitive information, journalists must take care to not reveal the details which can pose a threat.
4. **Good Communication Skills:** News Writer or news reporter must compulsorily have serene communication skills for the only reason that it is required to speak properly, understand and comprehend outer communication in a positive manner. The relationship between people and news reporters can be formed only if communication is taken care of well. The Journalist must acknowledge and respect the right to information for all people. He is also responsible for communicating important happenings all around the world in a very subtle manner. Hence, communication skills are a prerequisite for all sorts of journalists.
5. **News Sense:** This is one of the most understood and basic qualities of people from journalism backgrounds. News sense is an undermining quality for a reporter as without knowing how to go about the perfect choice of news. It is also important for journalists to identify which news is news worthy or worthy of a headline. Having the right news sense can enable journalists to tap on the right kind of information and present news which is worthy to the readers. Journalists should be able to segregate information and analyze which part of the news is worthy of the share. The journalist should try to never miss information.
6. **Clarity:** The reporter should be very clear in thoughts and in words. He should be clear about the information which he possesses and how the information will be sent to people. The journalist should even have clarity in speech and in writing as it will help the readers to understand the article very smoothly without any confusion about the written expression. The article should hold words and sentences which are very clear to understand and do not have hidden meanings.
7. **Alertness:** A news reporter should be alert in all his dealings. The reporter's alertness can often bring about breaking news information and that can help make people aware. The reporter should be alert on locations, should also be alert with news sources, should be alert to see if any further information can be found from the resources. A news reporter is not professional if he lacks alertness. This is one of the

foremost qualities, as often a lot gets unfolded when reporters are alert and conscious.

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8. **Punctuality:** This is a good habit and is always very rewarding. The journalist might miss out on important information if he reaches the location late. The punctuality of a journalist is very rewarding as he can't get misinformed or misguided. A professional journalist always respects his own time and knows how he can get more information by being on time.
9. **Good General Knowledge:** Having a very good knowledge on current affairs is one of the key requirements of being a true news writer and journalist. The individual should be well versed on various issues which affect the country and the place. They should extract and obtain information from various online and offline sources, this will only make their news writing more proficient and knowledgeable.
10. **Cultivation of Accuracy:** Accuracy is a quality which should be checked by people before the news report is provided to masses. Each and every detail should be cross verified before publishing the information in the newspaper. The news reporter should be meticulous and it is necessary to look into details and carefully check that only the right information should be passed ahead.
11. **Responsibility and Fairness:** It is important to take responsibility and be non judgemental about the information which is being passed on to the people. Journalists should take full charge of the information which they are presenting to the masses. In any situation, if the journalist's information turns out to be untrue or not refined, he should accept his fault and immediately seek an apology.
12. **Motivated and Enthusiastic:** Motivation is a driving force for the journalist as it helps to keep people abreast of the latest information which can only be achieved if people are motivated enough, only then they will take initiative of moving forward to bring new and interesting stories to the audience.
13. **Highly Competitive:** The journalism industry is a field with a lot of competition. More and more people are trying it but very few can actually get across it. The industry requires action oriented people to make a change or to make an impact on the audience. The journalists need to be alert, smart, cautious and even hardworking. These traits can make them successful in the field of journalism. They need to hold a dynamic personality along with being highly passionate about finding and sharing news.
14. **Hard Working:** The news writer should never be tired. He should be forever determined to tasks, he should be willing to put his best foot forward irrespective of the situation, he should be available to gather information, refine the information and broadcast the information. The ability to keep working till the task is complete is one of the primary

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boons a journalist should have. He should be prepared to work limitlessly. He should have the ability to fulfill deadlines and meet all press requirements timely.

- 15. Ability to Ask Right Questions:** The news reporter should have the sound ability to ask right questions which will lead him to right conclusions of any happening or event. The reporter should have the ability to analyze the situation and ask the right questions for it. Sometimes, the questions could be bold or even uncomfortable, even then the reporter should have the courage and good communication skills to ask questions and retrieve information on those grounds.
- 16. Maintain a Code of Conduct:** The basic code of conduct should be maintained by a media professional for successful journalism. The moral values and ethical codes must be maintained in order to determine the decency of the professional work life. The information should be retrieved for situations but should not be done by hurting or ill behavior towards the criminal or victim. The basic ethics should not be challenged by the reporters when trying to obtain information.
- 17. Eyes For Indicating News Story:** The dutiful reporter should be motivated enough to produce news stories. He should not wait till he is informed to do something by his subordinates or by his superiors. The eyes and ears of the journalists should always be open to new stories, breaking news and even new information. They should constantly be on a hunt for data which they can refine and later publish.

Check Your Progress

1. Explain the task of a journalist.
2. What is the primary duty of a journalist?
3. Explain the meaning of news.
4. Which kind of topics get covered in the news?
5. What elements are involved in news making?
6. What makes news news?
7. What are the elements of news?
8. Why is it important to be true for a journalist?
9. What are the steps in writing effective news article
10. What are the tips in writing editorials?
11. Mention 5 qualities which are required for being a good news article editor.
12. Why is it said that the reporter should have an eye for indicating news stories?

1.12 ANSWERS TO 'CHECK YOUR PROGRESS'

1. The major task of a journalist is to engage the audience in the news which is the main purpose of journalism. The journalist has to work with a lot of discipline and verification. Journalistic activity such as clicking a picture of a scene which is newsworthy can be considered as a

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journalistic product. Not just clicking a picture, but also making sure that the image is provided with proper verified details is also a task which must be done alongside. The journalist ensures that each and every news or recent happenings, whether important or not, reaches people at the right time with the right information. The readers should always be kept on priority and no negligence with information sharing should take place for them. The readers expect newspapers to be error free and justified. Thus, it becomes an esteemed responsibility for the journalists to provide raw data with zero filtrations and manipulations.

2. The primary duty of the journalist is to make formalities for the information, for it going ahead is 100% valuable and true as the information will act as a basis for several decisions.
3. Journalism is the process of cumulating, creating, generating and visually presenting a set of information which directly and indirectly impacts people, places and situations. Communication and journalism are two different concepts and run differently in different countries and different societies.

Journalism is more about essential information which keeps the citizens updated about the changing circumstances, situations and characters. The news has variations which may be engaging, entertaining and empowering. The process of journalism is very information based and usually helps people, societies and governments to make decisions about lives and communities.

4. Topics commonly covered in news are war, government, politics, health, environment, economy, business, fashion, entertainment, etc. In the 14th century, the more information gathered and presented together is known as “news”. People inquisitively waited for the news to arrive in that era and since then, the newspapers have gained momentum. As the word suggests, news presents new information. News actually shows the happenings of the world which affect everyone globally. News is an ongoing process, where unusual and not ordinary reality is covered.
5. The following factors to be considered which are considered elements or determinants of news:
 - **Timing:** A new and current story that happened today is newsworthy, not the last month’s story. People would like to receive the latest updates and so old news is removed. Anything which occurred last week is not interesting. Prominence: Companies that are well-known in the market, famous personalities, celebrities, etc are newsworthy. Famous people will get more coverage. If Trump breaks his arm, it's big news, but in any case you injure your arm, it will not be covered in the news.
 - **Human interest:** Most people are very emotional, so news which stirs up emotional responses of sadness, happiness, excitement, etc.,

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should be covered. They do create a botheration for a crowd of people and it does hold relevance as to where in the world the story takes place. We like stories that are different where someone has handled a life crisis, as we can identify with those people.

- **Significance:** A story carries value when it will affect a large group of people as compared to a small group of people. Example – A train accident which killed hundreds of people.
 - **Proximity:** Local stories will be of more interest to people rather than covering other countries, states or regions. We care about the things that happen close to our home where we can see some similarity.
 - **Conflict and controversy:** Most people like controversy, violence or an argument. It highlights problems or differences within the community. Stories on topics like castes, businesses, wars, human rights, nature or outer space are based on conflict. Relevance: People would like to make good decisions, so they get attracted to such news. For example: if you are interested in cooking then the relevant thing will be recipes. An unemployed person would like to seek a job through business news.
 - **Bizarreness:** A very common example is dog-bites-man v/s man-bites-dogs. Dog-bites-man is not news but man-bites-dog is more bizarre. If something is different, not seen before or sensational or even odd, it would be newsworthy.
 - **Policy:** The owner of the newspaper decides about the policy of news. He decides the types of news that will be published in his newspaper. Therefore, policy effects in determining the news. Example – pro-labor or anti-labor, pro- government or anti-government.
 - **Suspense:** Suspense is important for news. Example: conflict of government and its opposition results in what. News agenda is also an important factor that needs to be considered. Competition between stories whether it will be covered or not is also important. Example- If cases of Covid-19 increase then all the news will cover that as it is very important, so your newsworthy story will not be covered on that day. It will be dropped and will be covered some other day, but if that news is time-sensitive then it will be dropped permanently.
6. A story carries value when it will affect a large group of people as compared to a small group of people. Example – A train accident which killed hundreds of people. The news is news because of the information which is presented.
7. The few elements of journalism are as follows:
- **Being True:** Being a journalist means being truthful. Journalists are obliged to be honest and truthful in their dealings as they are sharing information to a big group of people. Hence, manipulating

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reality isn't worthy. Should provide a forum for public criticism The news should share information which is accessible to the masses, the information must provide a 360 degree view of the situation, so that the viewers can measure and analyze the pro's as well as the cons, in order to have a fruitful discussion with students.

- **Bias Free:** This is one of the most common and yet unavoidable challenges, a journalist or a news channel needs to be alert about his viewpoints and must understand the audience are concerned with information and not with the viewpoints of the journalists. The content should not be supporting any particular element, but rather should state the information in a neutral manner.

- **Should provide a forum for public criticism:**

The news should share information which is accessible to the masses, the information must provide a 360 degree view of the situation, so that the viewers can weigh the pros and cons, in order to have a fruitful discussion with students.

8. Being a journalist means being truthful. Journalists are obliged to be honest and truthful in their dealings as they are sharing information to a big group of people. Hence, manipulating reality isn't worthy. Should provide a forum for public criticism The news should share information which is accessible to the masses, the information must provide a 360 degree view of the situation, so that the viewers can measure and analyze the pro's as well as the cons, in order to have a fruitful discussion with students.

9. The 5 steps to successfully write an effective news article

Step 1: Research and Planning: It is completely drawn out of information which is factual. So it is necessary to do thorough study and proper investigation on the topic selected so that you get ideas for your writing. The Sequence is research, plan and then research again. This is very similar to the inverted pyramid. Inverted pyramid is an upside down pyramid which covers all aspects mentioned below.

- (a) **Research a general topic:** You need to gather different information and perspectives about that topic. The perspective with which you agree and which interest you the most and you find the evidence to use that.
- (b) **Narrow your focus and plan:** Every writer first has a planning stage where he thinks about a few pointers. What type of article? Who is your audience? Why are you writing? What is the structure? – Chronological, logical, etc.
- (c) **Research evidence:** Statistics, case studies, quotes from experts, critics, interviews, etc.

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Step 2: Header/Title: They have eye-catching headers. It should have an emotive language and is addressed to the readers. Keep headlines short. Tell readers what your content is In About. Ask a question. Give an imperative.

Step 3: Introduction: As your headline hooks the reader, similarly the introduction should do the same. “They set the scene and draw interest from the audience”. The introduction should be short and brief. It should not be any longer than 15% of the whole article. You can make an interesting statement as an opening line to attract the reader’s attention. Introduce the topic and purpose briefly. There should be a connection between you and the reader. Provide background information about your topic.

Step 4: Body: It is the main part to write all the juicy information. “This is where the story unfolds and you share your opinions”.

(a) **Show do not tell:** The student needs to describe and show instead of telling what is happening. It will lead to more connection with the audience and they will be more engaged and interested to read. Write vivid descriptions and imagery. Use literary techniques. Do not state emotions.

(b) **Be creative:** Use literary techniques which will engage your audience and help you to achieve your purpose.

(c) **Support your opinions:** It is not just a story but an article, so you need strong evidence to prove what you are trying to tell the audience. The types of evidence are statistics, case studies, quotes, etc.

Step 5: Conclusion: Now we are at the last step of curating the feature article. This stage is important as it summarizes your ideas and now the reader is ready to take action. Useful Writing Tips for News

(a) **Be conversational:** It should be very professional. But as it is related to human interest stories, so not too overly formal. First-person narratives will be little authoritative but still conversational.

(b) **Do not be afraid of opinions:** You are not presenting hard-hitting facts like a news story but on a persuasive side and throwing rhetorical questions. You would like to write a feature that you would want to read if you were the reader and not the writer. What would be your thoughts on the other side of the print media? Keeping these points in mind, respect the opinions of others on your write up.

(c) **Remember you are still a reporter:** It is necessary to add all sorts of information such as facts, statistics and comments on the output produced by you as a writer. It will add authority

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and background to your story. You need to do extensive research. You can present opinions of the people whom you interviewed and add jargon as well in order to bring about true and fair value to the facts. People who are involved in the scene, their words will make your story look more personal and real, eliciting an emotional response in the reader.

- (d) **Paint a picture:** To develop a strong bond with the audience, make use of creative imagery that will draw on the reader's imagination. Describe the setting when you interview the person. Small detailing needs to be done like a pink sky when describing a major event. This will hold the reader with you till the end.

An editorial should focus on the topic, strong opinions presented and the audience. It is necessary to understand why a reader will care about your topic and will have a different opinion.

If you start understanding from both points of view your editorial will be interesting to many audiences. Below are the following tips which can make your editorial convincing and relevant:

Be decisive: A writer needs to be firm with the topic you have chosen. In any case, the content is of the opposing view. You need to explain why it is incorrect and why the readers must agree with you.

You need to convince the readers about ideas by showing confidence.

Offer new ideas: When you are researching, try to find out points on your topic which no one has discussed yet. Though people might have an opinion, if you get something new to your discussion it will display your efforts to have put careful thought into your piece.

Provide solutions: When you highlight an issue, try to give possible solutions. You should make sure you are not sounding like you are nagging or complaining to the readers who would understand that there is a value attached to your write up and would like to take positive actions themselves.

Focus on your interests: If you choose a topic which you are passionate about, then you will look into the issue, take efforts to study about it, make your writing really interesting and relevant.

10. The editing step which comes into play due to the series of information which is set up for media communication. Each and every reporter is required to have some exquisite qualities. They are as follows:

- (i) **Nose for news:** The reporter should have the knack of gathering news or picking on news irrespective of where he or she is. Having a nose for the news is an important quality for a hardworking reporter. An efficient reporter must hold good news hunting potential. They should be refining content and be very cautious

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when they find out what is strange and unique to many people. A matter which may look tiny at the start, can actually be a big scandal if the reporter is diligent enough to find out the internal story and the real causes behind a particular situation. Good news writers or reporters should have the required intelligence and quality to broadcast the good news.

(ii) Curiosity, alertness, and impartiality: Curiosity should be the bible for a news reporter. Reporter who is curious can always make sure he delivers more than what the viewers expect. Always remember, readers are fond of reading content which displays intricate details. Readers are very alert about all possible news stories, sources and even latest news sense. They are quick to reach the destination, where important news can be available. On one hand, readers appreciate details, on the other hand, the readers can become very critical about the information presented in the news story.

(iii) Courageous and Intelligent: A reporter shall be intelligent, brave and must hold the quality of being courageous. The writers being more courageous will make them smart to accept criticism and learn from it. The truth should be written but not at the cost of ethics of journalism. Intelligence is also the most important quality a reporter could have.

Similarly, courage is necessary to stand corrected, the courage to take criticism, the courage to grow with the experiences, courage to accept what you don't understand.

(iv) Language expertise: Communication should be the field of expertise for a reporter. A reporter must hold expertise in communication skills so that he can convey ideas in correct and effective language.

The writer should have the ability to write in a manner which will be understood by the masses. A good reporter should report in such a way that the targeted audience can understand. Otherwise, his news will not make any sense.

(v) Handling media equipment: A trained writer or news informer should have expertise in holding equipments in like dictaphone, digital movie camera, mobile phones, satellite equipments, microsoft programs like ppt, photoshop, excel sheets, word docs etc which make the content gathering process far more easy and flexible. He must also hold knowledge of the English language as it is a common language for internet usage as well as basic communication skills.

The dutiful reporter should be motivated enough to produce news stories. He should not wait till he is informed to do something by his subordinates or by his superiors. The eyes and ears of the journalists should always be

open to new stories, breaking news and even new information. They should constantly be on a hunt for data which they can refine and later publish.

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11. Each and every reporter is required to have some exquisite qualities. They are as follows:

- (i) **Nose for news:** The reporter should have the knack of gathering news or picking on news irrespective of where he or she is. Having a nose for the news is the most important quality for a hardworking reporter. An efficient reporter must hold good news hunting potential. They must be careful to find out what is strange and unique to many people. A matter which may look tiny at the start, can actually be big scandal news if a good reporter really tries to dig out the roots. Good reporters should have the ability to broadcast the good news.
- (ii) **Curiosity, alertness, and impartiality:** Curiosity should be the bible for a news reporter. Reporter who is curious can always make sure he delivers more than what the viewers expect. They enjoy reading and appreciate the details. They are often alert to all possible news, news sources and news sense. They are quick to reach the destination, where important news can be available. They are equally critical to inspect and evaluate all related sides of the news story.
- (iii) **Intelligence and Courage:** A reporter shall be intelligent, brave and courageous. Courage helps to develop a skin to catch the inevitable criticism. The truth should be written but not at the cost of ethics of journalism. Intelligence is also the most important quality a reporter could have. Similarly, courage is necessary to stand corrected, the courage to take criticism, the courage to grow with the experiences, courage to accept what you don't understand.
- (iv) **Language expertise:** Communication should be the field of expertise for a reporter. A reporter should have the ability to communicate ideas in correct and effective language. They should be able to write in a manner which will be understood by the masses. A good reporter should report in such a way that the targeted audience can understand. Otherwise, his news will not make any sense.
- (v) **Handling media equipment:** The Professional reporters must know how to operate Dictaphone, digital movie camera, mobile and satellite phones, essential computer programming like the word, excel, power-point, page maker, photoshop, Dreamweaver etc. He must have knowledge of English/Nepali typing skills, knowledge to operate email and the internet etc.

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(vi) **Faithfulness and Neutrality:** The Report must be free from biased information. The information provided in the report must be reliable and valid. False, invalid and biased information is supposed to hamper the decision.

12. The dutiful reporter should be motivated enough to produce news stories. He should not wait till he is informed to do something by his subordinates or by his superiors. The eyes and ears of the journalists should always be open to new stories, breaking news and even new information. They should constantly be on a hunt for data which they can refine and later publish.

1.13 SUMMARY

- The journalist should always display true and fair information.
- The reporting should be done only after proper writing and editing of the content.
- The writers or media professionals should be trained with proper media equipment and use of the internet in order to match with changing pace.
- The news reporter should possess proper knowledge and expertise in language command as it works as a prerequisite for journalists.
- Planning - Organization - Writing - Editing – Revising. As soon as you are clear with what you are planning to write and its basic components, you can start with writing an editorial.

1.14 KEY TERMS

- **News:** a source of information about recent happenings.
- **Journalist:** a professional individual who searches about recent happenings, pens it down into an article and shares it with readers.
- **News writing:** a technique to pen down information as a part of sharing updates for readers.
- **News Editing:** The skill to only add required information and crop out any unnecessary information from the article.

1.15 SELF-ASSESSMENT QUESTIONS AND EXERCISES

1. Which qualities are required for being an efficient reporter?
2. How to develop a good editorial?
3. Make an editorial and an article on the recent happenings in your country.
4. Read an article and evaluate which steps they have used for developing the article.

1.16 REFERENCES

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2. <https://writing.umn.edu/isw/assets/pdf/publications/Irving%20Fang.pdf>
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4. <https://ia800307.us.archive.org/8/items/IntroductionToMassCommunicationMCM101Handouts/Reporting%20and%20Sub-Editing%20-%20MCM311%20Handouts.pdf>
5. https://www.researchgate.net/publication/350630947_Different_forms_of_Journalistic_Writing

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Unit II Gathering News

Learning Objectives:

By the end of this unit, the learners would be able to:

- Know how to research for information.
- Understand the art of gathering information.
- Understand the evaluation of news sources.
- Do cross verification of news sources.
- Know the types of research.
- Understand how to conduct interviews.
- Know how to research background information.

Structure:

- 2.1 Introduction
- 2.2 Digging for Information and Initiating News Gathering
- 2.3 Finding and Using News Sources
- 2.4 Evaluating News Sources
- 2.5 Verification and Cross-verification
- 2.6 Using the Internet as a Reporting Tool
- 2.7 Focusing on Primary Research
- 2.8 Interviews as a Primary Source (Doing Research, Setting Up and Conducting the Interview)
- 2.9 Building and Using Background Information
- 2.10 Answers to 'Check Your Progress'
- 2.11 Summary
- 2.12 Key Terms
- 2.13 Self-Assessment Questions and Exercises
- 2.14 References

2.1 INTRODUCTION

News is basically a series of information about various events, issues and people. News raises information about events, issues which are of public importance. The word "news" is actually referred to as stories by news representatives. Reporters often first try to categorize news as a matter of

importance or newsworthy. They first try to understand if the story holds any news value. The reporters have to understand the sources of news and value of news. After knowing the value of news, it is imperative to know that the primary task for making newspapers or journalism successful is to gather information for presenting news everyday.

The news is crucial because it informs people and update about several changes. The news is like a spokesperson who informs all happenings of the world while they are sitting securely in their houses. Journalism is a host of possibilities and information from across the globe for people to be more prepared about different circumstances which affect the world directly or indirectly.

There are a few elements of news which sum up the entire news value. They are as follows:

1. **Question the news and its source:** It is mandatory for reporters to understand the source of information, analyze it and even make sure that the news is verified before it gets published in the newspaper. The reporter should check if this piece of information is related to the current situation or not. He should also check if the story is well known, is it something of public interest etc. After he has verified this information, only then he should decide if this is newsworthy or not and if it should be published or not.
2. **Timeliness:** Reporters should be aware of situations where the content received by them is of current situation or not. They should also be aware if the information shared is true or not. Often it happens, that past news floats back and an entire article is created on the basis of some information of the past. This only happens when there is lack of research. Thus, knowledge of news and the time of news is very important.
3. **Proximity of the news:** The position of the news is everything when determining its proximity. The location of the news is the need for story creation as a lot of it depends on where the incident takes place. If the location is a public space or government space it is important to inform people about the location of the news. Therefore, in some news, location of the news determines the news worthiness.
4. **News and its prominence:** The news can be determined as newsworthy only if people are known about the situation, people involved in the case. The news can only have momentum if people are aware about the situation or at least known with the people involved. However, there are cases where the people may not be known yet the news story becomes a breaking news because of the crime involved, location and other factors.
5. **Consequence:** Another factor in determining the worthiness of the news is the impact that it can have on the audience and their decision making. The after effects of the news can make people choose and rather debate about their decisions depending on the news which is circulating in the

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country. If the story would not have been of national importance, the news worthiness would not be very high.

Maximum times, people care about a specific story, only if they find it relatable or something they know of personality. While gathering news, it is very important to look at all factors, not only sensationalism. The information should be gathered keeping in mind all perspectives and also determining the interest, reactions and emotions of the people. While gathering news, the news reporter should be able to identify between two types of news, hard news and soft news.

Hard news is basically a kind of news which negatively impacts a large crowd of people or affects their living, thought process or even their next steps. Hard news is something which affects a large group of people and can be devastating as well. This news is immediately posted to people so that awareness at the right time could be provided. This kind of news is also known as straight news.

Soft news is another and the unimportant part of the news which may or may not impact people, their lives, their thoughts or even their decisions. The soft news is usually not very formal but may be related to current affairs. The soft news is usually entertainment news or informative news which may not affect the livelihood or the choices that people make.

However, both kinds of news comes in the form of sources and information from different kinds of influences. The news can be determined as hard or soft news on the basis of reliability, proof, sensitivity and impact factor of the story. Anything with a high impact factor can be referred to as hard news and with low impact factor can be soft news. Moreover, the news cannot be published if the news is not verified, double checked and supported with ready documents.

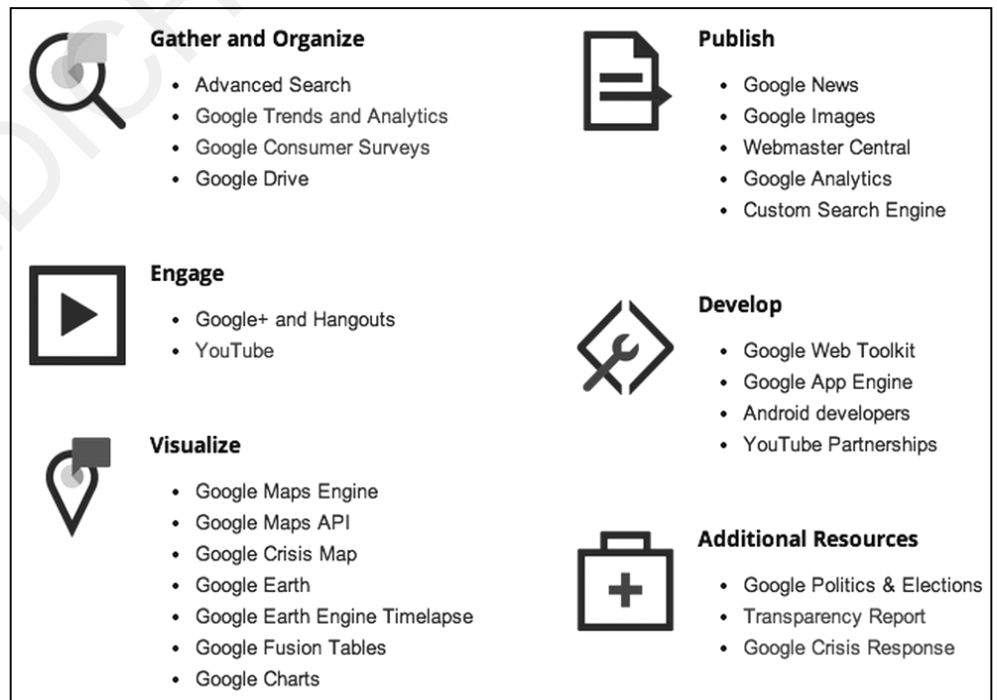


Fig. 2.1: The image of data processing for news

2.2 DIGGING FOR INFORMATION AND INITIATING NEWS GATHERING

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We all will agree that news gathering is not a very easy process as looking out in depth for information is a herculean task. It requires a lot of alert thinking and processing to understand the sources, to be able to link two altogether different data, to be able to get down at the crux of the matter. The information searching, verification and presentation of data cannot happen overnight. This needs to be very meticulously planned and then executed. A resource collection for a story may even take upto a year, making it a very deep intense research news story. Therefore, it is important to collect sources of information from primary sources as well as secondary sources.

Primary Sources: These sources are usually first hand resources which are freshly obtained from the individual from different ways like interviews, questionnaires, structured observations, books, articles, original documents, official reports etc. Most of the time, the primary data obtained from the sources are reliable, trustworthy and even verified. The fear of taking up old news does not exist in this case, the reason is the entire research is ventured by the news reporter. The news reporter may research directly or indirectly. He may have connections with police stations, people present in the situation, detectives and local people.

Secondary Sources: These sources are second hand resources and are not directly found out by the news reporter. The sources of secondary information could be reference books, journals, research papers, citations, websites, articles, informed topics, information from word to mouth. Secondary sources of information can be used to expand the search or to increase information in a news story. Secondary source of information can be used as a supporting tool but not as a foolproof reliable theory for information or a source of data collection.

Anonymous sources: In some situations, journalists cite their sources as anonymous if they have obtained their information from a secretive source or organizations. This could be inside information, which must be double checked, verified and only then the information should be processed. Anonymous sources are generally not preferred in the field of journalism as the reliability of the information may not be secure or even relevant causing unnecessary rumors or twists in the story. This can divert the attention of the news writer from the actual matter of content.

With any kind of resources, it is very important to be cautious. This is because any information can be published which may be actually found on the internet, magazines etc. which may not be very useful or may not be very reliable. Sometimes, the internet also hosts some information which may not be very true or not updated. Filtering the available resource is also very important before it reaches the audience. Sometimes, information not verified can lead to disturbing incidents for people and for the news agency.

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Fig. 2.2: Image of various online sources of information for journalists

2.3 FINDING AND USING NEWS SOURCES

Information for the newspaper has to be extensively searched by using various sources. The value of the information arises only when the information has been obtained from reliable means like interviews, questionnaires etc. Interviews are basically methods of asking questions about a certain topic till all the queries are not solved. The questions must be intriguing in nature. The most common way of gathering information is through asking questions. The resources are usually the local people, or the people who were present at the time the incident occurred. The news reporter must take the interview in such a manner that the story gets an angle. The story can make all the difference if the questions asked can be answered making the information newsworthy. Localizing the news is a very common approach and reporters can get information from local people, or local sources. Many stories or incidents occur which cannot be written or well produced if the interaction with local people does not take place. The talk with people or evidence is important to make sure that all information is in all different versions and then critically analyze if the information is supporting or not. Often these interviews are recorded so that evidence can be created and can be used for future reference as well. The interview questions must be prepared after rigorous research, study and analysis. The questions must be prepared and in a manner that are constructive and cover most part of the information. Try to mock answer the questions prepared, see if the answers are possible with a lot of thinking and analysis. Few things to be kept in mind while interviewing candidates:

- Always introduce yourself formally to the source
- Explain your reason for interview
- Inform the interviewer the reasons for conducting this interview
- Always request for an interview

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- Always ask the interviewee if they can spend some time to answer questions
- Seek permission before lining up interviews
- If the respondent refuses, be gracious enough to respect his choice and move on.
- If you are conducting on spot interviews, please make sure that the interviewee has given consent for the same.
- Avoid online or telephonic interviews as it doesn't allow you to read the facial expression of the interviewee.
- Whenever an interview is scheduled make sure that the time and place are pre informed and prepared so that there are no last minute changes or confusion for interviewee as his uncomfortness will not give you positive information about your research.
- Schedule the interview when you as an interviewer are not in a rush, this is because the more time you invest into the interview, the more you will learn the truth.
- Proof read your interview questions before interview begins.
- Ask questions which include the basic 5W's of formal and informal interview.
- Try to cover few questions which include every point.
- Avoid repetition of question as this can bring the interviewee off the streamline.
- Ask some friendly questions to start with viz how was your day? Are you excited about your upcoming release?
- Ask questions which involve a lot of thinking.
- Make sure your questions for the interview are written somewhere, so that you do not forget or miss out on important points.
- Always thank the interviewee for sparing his time
- Do not change the order of questions, make sure each question is connected with the previous and the after.
- As an interviewer, put up a facade that you are listening and matching at par with their thoughts.
- Keep a positive body language like having a focus on speaker, nod your head, smile and show agreement
- Beware of suggesting answers to the interviewee, as in this process you may miss out on information from their end.
- After the information has been obtained, make sure that the interview ends on a positive note, once again thank the interviewee and save the recording.

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- Recording can be used again and again to complete the news article or to find out more information by matching other sources with the recording.
- Inform your source, that you may contact them again if there is a doubt or query.

2.4 EVALUATING NEWS SOURCES

Obtaining information about the news is one thing but evaluation or the proper study of this news is another aspect. Many feel that the information supply is enough to build a news article, however, it is the opposite, the evaluated information holds a superior place. The news can be old, rumored, manipulated and even made up which will never provide a good hold for article writing. The news sources are extensive but checking each and every information before publishing is a primary step. Most of the news sources are false, filtering from this information remains a task for many reporters before they could draft the final news story. There are certain qualities which a news source or information should have which can help in propagating it into a news article. There can be a proper share of fair news coverage if these qualities are taken care of. These are the qualities which are often in the checklist of experts for evaluation of content.

- The verification of information to see if the source is correct and trustworthy. There are various processes that news reporters should go forward for and that will help them to get accuracy from the information. Several websites and link help in checking the accuracy of the information.
- Transparency is the second most important key factor when it comes to opinion on content, citations, conflicts of interest and also provides links to various sources from where the information is obtained.
- Always get information verified from people who are expertise in the said field. The people who are experts are actually educated and know the deep core of ethical journalism.
- The pure news sources can be people who are activists, hold missions, actively involved in society upliftment, the people who do not fear government and who are willing to take risks for a better tomorrow. They are considered as pure sources of information.
- Avoid any kind of bias when you receive information, often people who are biased are not able to evaluate the paper correctly, promoting wrong information reaching the public. Bias is all about how an individual personally views things, it should not be dictated to and by the public.
- Evaluation of information is highly important as if the news article is thoroughly checked for accuracy, sources, methods and transparency, the chances of the news article getting into controversy is very slim.
- There are various fact checkers websites and experts who can be hired for getting information double checked only for safety and security reasons

before drafting the news article. In spite of all these articulations, there are often situations where the error does take place. The error when pointed out by readers, affects the standing of the goodwill of the firm.

- Always remember to process information in a manner where you keep yourself in the place of the reader. Does the information create a doubt? Does the information make a misleading impression? Upon reading the newspaper, the reader displays trust in the information provided by the journalist. In order to respect that trust, evaluation is a mandatory process.

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2.5 VERIFICATION AND CROSS-VERIFICATION

The discipline of verification holds a very strong place in the field of journalism. Journalists need to verify that the information presented to them is a truth and a fact. The chances of information being a fact should be higher as that will be only leading on forward to the news articles. There are various ways of working for finding out the true facts and unlocking the truth behind situations. They need to adopt scientific methods to analyze and reveal the real side of the picture they are working upon. Under the concept of Discipline of Verification, there are three primary core concepts, they are

- Transparency
- Humility
- Originality

1. **Transparency:** This is one of the most important qualities of a news writer. The news writer should be transparent in his approach towards the audience. When he presents a news article, it should be clear to people from which sources the news reporter has taken his content. This will allow readers to make a choice if they wish to choose which content they would like to believe in. It is very necessary to be clear with the content delivery, as the news writer should clearly mention the source of information he is aware about and unaware about. Talking to the audience very clearly will leave an even better and a lasting impression. Being transparent makes the audience feel more respected and also gives them a feeling of equal treatment from the newspaper end. Being transparent will also give journalists the option to be open against errors and deception. The best information usually comes from the journalist who is open in accepting and understanding the information from different sources. One thing to remember, even while being transparent, never reveal the name of the source of information as that can make people feel biased on a certain topic. The journalist should be adept in diplomatically presenting the material, which causes no friction and also makes people feel involved in the situation. There should also be transparency in showing what were the reasons the conclusion was drawn.
2. **Humility:** Humility is a quality which requires journalists or news reporters to have an open mind about the information presented by them

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or even by information which is provided by the audience. It is best to avoid any form of arrogance and treat every conversation with the audience or fellow journalists, as a learning experience. Many journalists have a tendency to believe that their knowledge is supreme and usually show passive aggressiveness towards people who try to share their bit of information. News writers should always remember that content has to be created and it should not simply be writing around the content. The quality of being modest, honest and humble should always be with a journalist, only then he can understand the needs of the audience and connect with them for various reasons. Knowing exactly how much you know and assuming what you know are two very important and very different concepts. Knowledge can only be gained through sheer humility and a positive attitude. Too much assumption can make unrealistic news stories.

3. **Originality:** One of the biggest challenges in the journalism industry is the lack of originality, it is very rare to see people working hard for their content. Taking up other people’s content is also very unethical and leaves a bad impression on readers. It is completely fine to take some time out of your day to research content and maybe it won't be done very quickly, but it is important to keep it original. Usually copied content has more errors and no evidence which leads to failure from the news writer's end. Being original has its own set of rewards which in turn only fine tune the news writers skills and abilities. In today’s dual based world, it is important to be original as that will gain more likeness for being raw and true.

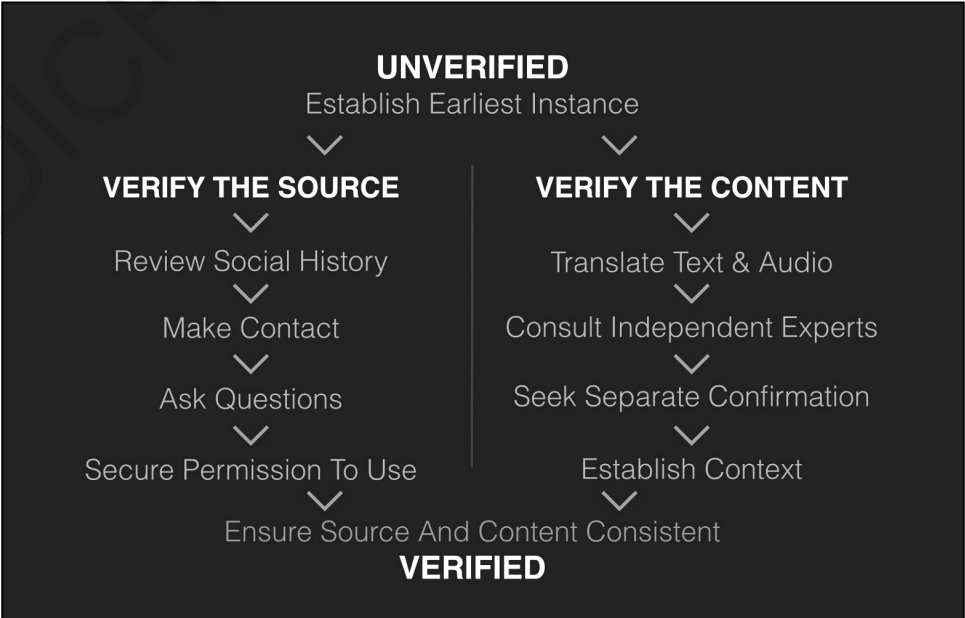


Fig. 2.4: Image of a table indicating verification process of source and content

2.6 USING THE INTERNET AS A REPORTING TOOL

Internet usage and journalism has been very cooperative over the years. From the past 10 years, there have been various e-innovations in the tools of reporting making it a far easier process to share information very easily. There has been much rise of digitalisation on the media front making the traditional modes of information a thing of the past. The newspapers are now having electronic versions making it really easy and handy for a large number of audiences who are well equipped with technology.

Even for news reporters, the content refining, researching, verification and publishing has come on the tip of the fingers. There are applications and technologies in each sector which makes it very easy and quick for journalists to have a far more fruitful approach in terms of content and publishing of the same. These changes in the news media sector have been rapid and have indeed made a very constructive impact on the media people and their audiences. The technological adoption has even made communication amongst the industry men far more professional, social, well thought and with evidence, which makes the chances of errors very less.

Today there are various publishing platforms, which makes it very easy for the common man to voice out his opinions, thereby making the work of media more complex. In the traditional times, the only source of information was NEWS. However, the audience today has access to various sources of information which makes the news gathering part a very difficult task. The news writer missing out on any important information, can really face dire consequences on the internet as its an open place for all. Therefore, being more fair, thoughtful and just with the content has become the need of the hour.

The mainstream media is highly rubbed with the role of technology and its boom. There are various reasons why the internet has become the next big tool for the news reporters. However, every information obtained on the internet can never be trusted completely for the simple reason that verification in any age of development seems to be the need of the hour. Most parts of the world, as far as the media industry is concerned, has adopted technology for various purposes. Some parts of the globe use the internet for the purpose of vocabulary, some for sentence structure, some for plagiarism check, some for fact checking and some for publishing tools. The usage of the internet for reporting purposes is very high. For grammar, there are various applications and websites like Grammarly which allows people to check if content is grammatically correct. There are websites that detect copied content like plagiarism.com, which motivates the news writers to make sure the content is not copied and 100% original.

The internet has also proved to be a very strong platform for freelance journalists who get to publish their stories in free publishing sites. The Internet has reduced the dependency of the journalists from the studio to the comfort of the house. The system of storytelling has become a thing of the past, but instead journalists today make sure that the content has more than just the story but with

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enough research they give out information which people want to come back to. It does not take long for posts to get viral on the internet today, making the work of media far more profitable as far as monetary factors like the TRP are concerned. The Internet has become the biggest news gathering tools or news reporters due to the array of information which is presented. The boundaries of searching for information have become very narrow, thanks to technology. The biggest benefit of internet journalism is the ease of dissemination of the information, which used to be a challenge for traditional journalists. Today most people are on the internet, making the distribution of news as fast as a wildfire.

Although there are many advantages of the internet acting as a reporting tool, there are many experts who have criticized this change. Most experts believe that the internet has made the news writers lazy which has led to loss of professionalism. The pressure of gathering information has made people very limited in their thinking abilities. Most news writers today have lost the knack of thinking like a journalist due to very high dependencies on the internet. Experts fear that the quality of journalism will decline if the habit of the internet prevails. The reports which are published after the interference of the internet is a rushed quality with no research making it an unethical practice to share such a thing with the audience.

This move is definitely a great change for new and younger generations, as they will have instilled the qualities of reading news without being forced to read the newspapers. Although the internet has taken a major chunk of journalism under its wing, there still remains an enormous amount of change which is still required to make journalism completely a digital sector. This can simply be put up as the convergence of the internet over all forms of traditional media. In order to meet the increasing demands of journalism brands from its writers, the internet is the best source to fulfil this job requirement in order to sustain in the industry.



Fig. 2.5: Image of tools for digital journalism

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ONLINE JOURNALISM

- ▶ Digital journalism also known as online journalism is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast.
- ▶ The primary product of journalism, which is news and features on current affairs, is presented solely or in combination as text, audio, video and some interactive forms, and disseminated through digital media platforms.

Fig. 2.6: Image depicting online journalism

2.7 FOCUSING ON PRIMARY RESEARCH

Primary research is basically a research which has taken place directly by the researcher. The information obtained has been raw and personally taken care of by the news reporter. The primary research holds more importance as it has been true, fair and in every means recent. The accuracy of the information is a very big positive factor in primary research. This is also a reason, a lot of stress has been given to the primary research by the media sector. The data obtained from primary sources is first hand and has a higher valuation. When primary data is clubbed with secondary data, the analysis of the information becomes easier. Primary information can be obtained from sources like case studies, diaries, manuscripts, interviews, legal documents, speeches, audio recordings etc.

The focus on primary sources is natural as the news should be true and fair. Primary research has several advantages. They are as follows:

- **Better accuracy:** The chances of errors is very less in primary data as the researcher has obtained information from his own hard work and abilities. The information has been refined, found and then applied on the information.
- **Control on the information:** Upon doing the research, the information can be controlled, the writer can choose which information he should use for publication. The information can be shared upon the discretion of the writer.
- **Owner of the research:** The news writer who undertakes the effort to do primary research before writing the news article is the owner of the research. The content would and cannot be copied in any manner. He will be held responsible for the information provided by him. He can always list citations, references to justify his research.
- **Up to date information:** Primary research usually has content which is up to date as the researcher is 100% involved in the research so the

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chances of stale information is very less. Secondary research involves information which can be obtained from the internet, or via sources. The date and time of such information remains unknown not knowing how current the data is.

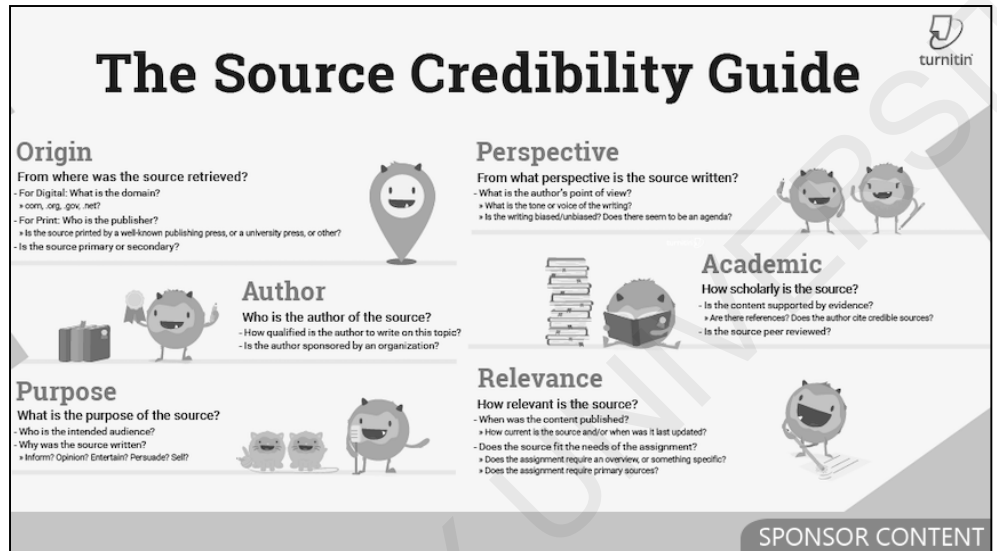


Fig. 2.7: Image of source credibility guide

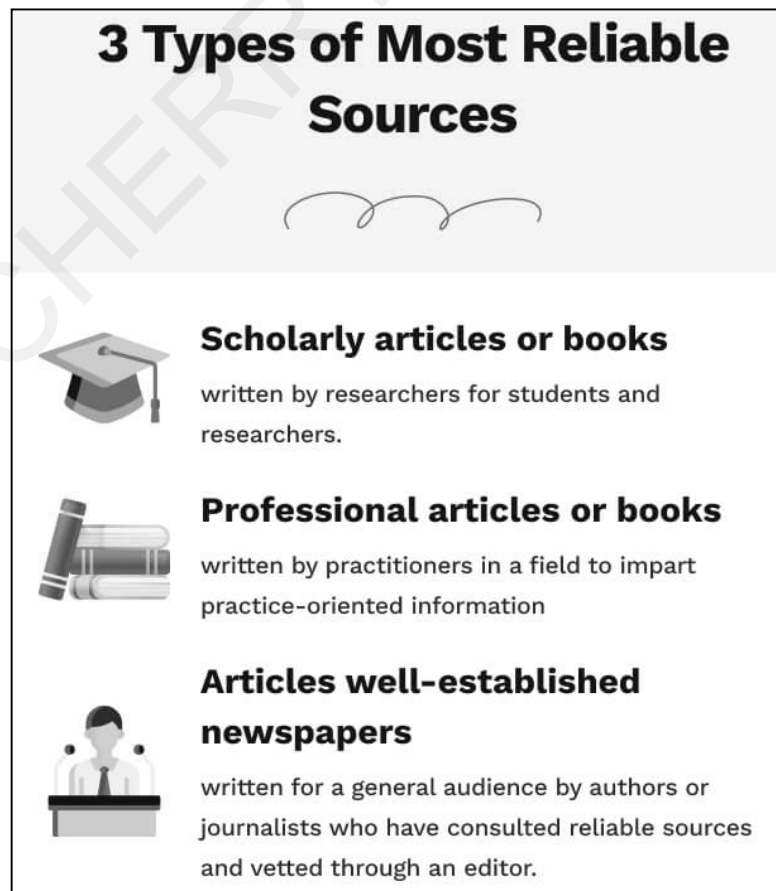


Fig. 2.8: Image of 3 most reliable sources of information

2.8 INTERVIEWS AS A PRIMARY SOURCE (DOING RESEARCH, SETTING UP AND CONDUCTING THE INTERVIEW)

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Interviews are known to be a primary method of gathering information for several reasons. Interviews as mentioned earlier is a way to know more about a situation by interacting with the person or persons who are involved in the situation. Interviews allow us to understand perspectives and even sometimes helps us to know the core of the situation. The conversation which includes questions and a lot of thoughtful answers can only make the information more element based. Interview acts as a source of primary data as the questions are asked out of which further information is delivered. The data gathered from interviews is raw and current. If the news reporter chooses to interview an individual, he is actually gathering data to develop content for his news article. Thus, every information obtained in the interview makes it to the news article written in the correct manner by the news writer. There are few things that can be kept in mind when considering the interviews to be the primary sources, they are as follows:

- Always remember to research well before you prepare your interview questions.
- Make sure the questions are not repetitive in nature.
- Make sure the questions are well structured so that you can obtain the information you want.
- Always remember to create a setting for the interview before it begins.
- Make sure you have taken permission, consent and willingness of the interviewee before setting up the interview.
- Mention the reasons for interview to the interviewee.
- Ask questions which are co related with each other.
- Make sure that the interviewee is comfortable at the time of the interview.
- If the data provided by the interviewee is uncomfortable, feel free to ask questions and understand the perspective of the interviewee.
- Be open to new information and understand the reasons behind the statements.
- Make sure that the questions, environment and body language of the interviewee is positive.
- Often the interviews are recorded, kindly inform the interviewee about the recording and also obtain his consent in writing to avoid allegations in the future.
- Do not miss out on important questions which can bring a new angle to the news story.

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Fig. 2.9: Image of primary research methods

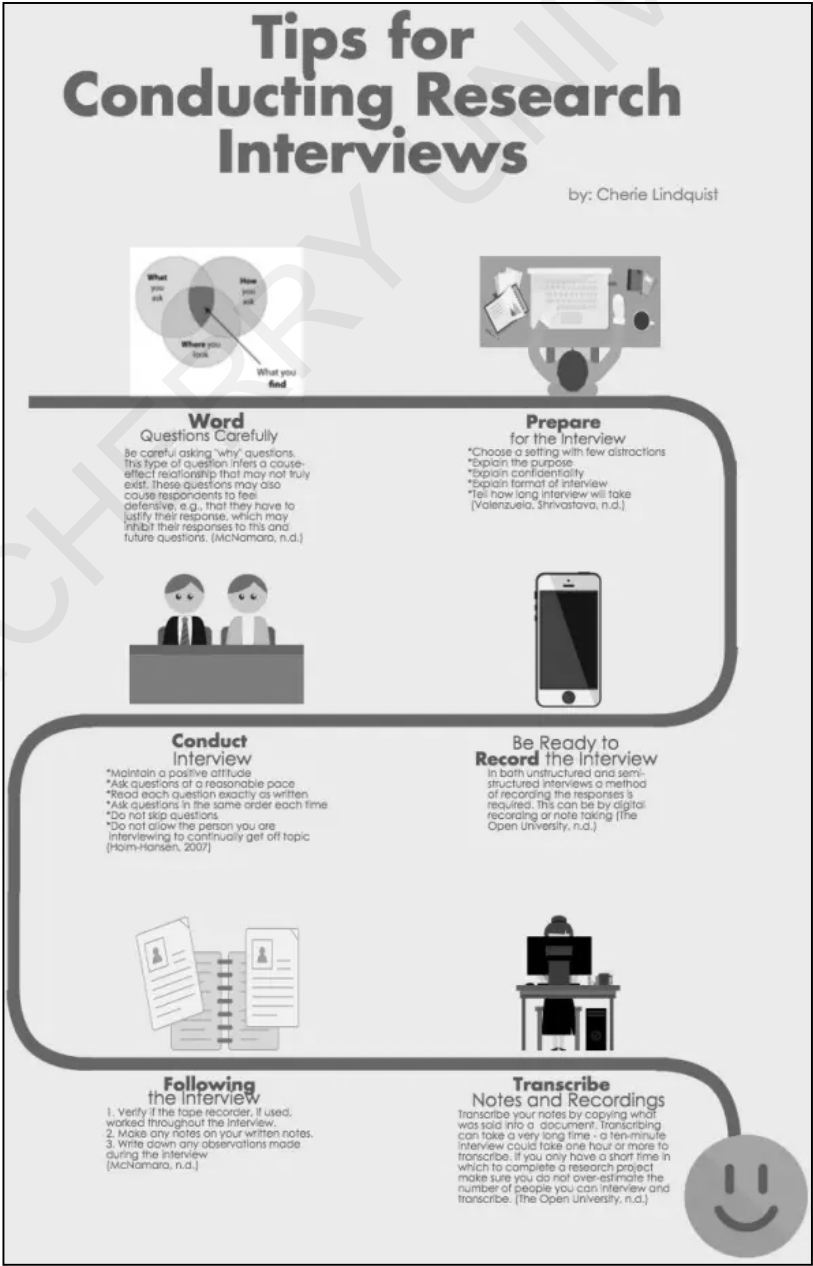


Fig. 2.10: Image of interview process

2.9 BUILDING AND USING BACKGROUND INFORMATION

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Background information is that information which is the basis of understanding about the event or incident for the news reporter. Background information is information which is not to be included in the news article, but without which understanding of the situation would not be possible. There are some phases to keep in mind when gathering and playing with the background information. There are 3 phases viz reporting phase, black box phase, editor phase and writing phase.

- 1. Reporting Phase:** In this phase, knowing the background helps in gathering data and getting familiar with the situation. The reporting phase is all about gathering information, searching for data, asking more questions, and understanding the background of the story to be able to relate the incident. This also involves conducting interviews and sorting the information in the right manner which will have some matching element between background and the data.
- 2. Black Box Phase:** In the black box phase, the questions should be raised by the news reporter like what is the information about? What is the relevance of the information? What does this information mean? Is this information the background or the main content? Does this information support any evidence? Such questions help in analyzing the content which supports building a background as well as the content.
- 3. Editor Phase:** After the information is gathered, arranged and analyzed, the editing part remains primary. The editor has to check which information should be considered as a background element or major content element. The editor phase involves a lot of verification, checking, cross questioning and even discussions. This phase makes the data well segregated and more refined.
- 4. Writing Phase:** This phase is the final phase, after editing, it is time for writing and finalizing the refined content. In this phase, the content needs to be divided as two parts viz background information and article content. The background information only allows us to have a perspective on the situation and should not be included in the article. The writing phase cannot be complete after knowing the background of the situation. Hence, the content can be finalized only if the background of the topic is clear. The use of background information is primary for being able to complete a proper news article.

Background information: The value of a good overview is not matched. A good overview provides clarity, development and a perspective for a situation. Background information defines the necessary keywords which makes the content creation far more easy as the clarity of the situation becomes clear with a good background. Although background information does not get included in the content, it is an unavoidable aspect of news writing.

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Some ways to build background information is as follows:

- Research enough
- Know the situation from different sources
- Use secondary and primary sources for background building
- Understand the essence of the situations
- Include people's opinion while building background information

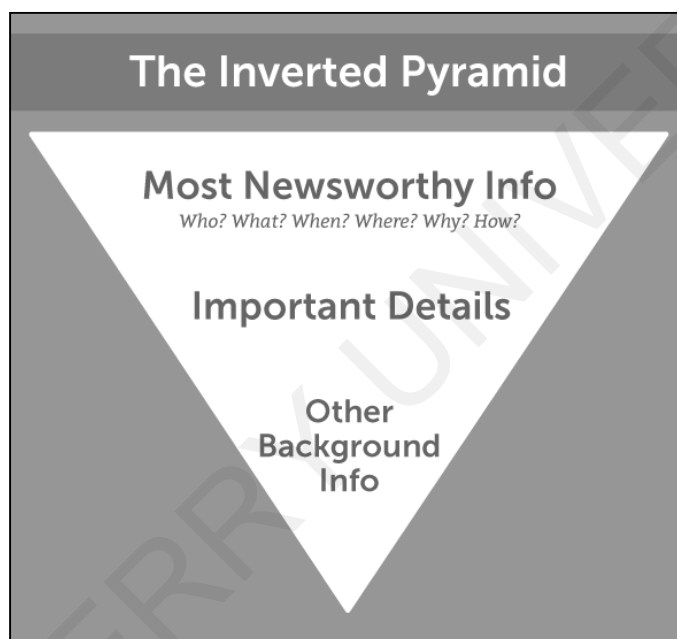


Fig. 2.11: The Image of an inverted pyramid for news writing

Check Your Progress

1. Explain the elements of news.
2. Explain Soft News
3. Explain Primary sources of information
4. Explain Secondary sources of information
5. What things should be kept in mind during an interview?
6. Why is localizing information important?
7. State the importance of transparency
8. Why should evaluation of information should be considered?
9. Importance of originality in news gathering.
10. Importance of humility
11. How has the internet evolved in online journalism?
12. How is digital journalism a change in mass media?
13. What measures should be taken for conducting interviews?
14. Explain editorial phase
15. Explain writing phase
16. Explain reporting phase

2.10 ANSWERS TO 'CHECK YOUR PROGRESS'

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1. There are a few elements of news which sum up the entire news value. They are as follows:
 - (i) **Question the news and its source:** It is mandatory for reporters to understand the source of information, analyze it and even make sure that the news is verified before it gets published in the newspaper. The reporter should check if this piece of information is related to the current situation or not. He should also check if the story is well known, is it something of public interest etc. After he has verified this information, only then he should decide if this is newsworthy or not and if it should be published or not.
 - (ii) **Timeliness:** Reporters should be aware of situations where the content received by them is of current situation or not. They should also be aware if the information shared is true or not. Often it happens, that past news floats back and an entire article is created on the basis of some information of the past. This only happens when there is lack of research. Thus, knowledge of news and the time of news is very important.
 - (iii) **Proximity of the news:** The position of the news is everything when determining its proximity. The location of the news is the need for story creation as a lot of it depends on where the incident takes place. If the location is a public space or government space it is important to inform people about the location of the news. Therefore, in some news, location of the news determines the news worthiness.
 - (iv) **News and its prominence:** The news can be determined as newsworthy only if people are known about the situation, people involved in the case. The news can only have momentum if people are aware about the situation or at least known with the people involved. However, there are cases where the people may not be known yet the news story becomes a breaking news because of the crime involved, location and other factors.
 - (v) **Consequence:** Another factor in determining the worthiness of the news is the impact that it can have on the audience and their decision making. The after effects of the news can make people choose and rather debate about their decisions depending on the news which is circulating in the country. If the story would not have been of national importance, the news worthiness would not be very high.
2. Soft news is another and the unimportant part of the news which may or may not impact people, their lives, their thoughts or even their decisions. The soft news is usually not very formal but may be related to current

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affairs. The soft news is usually entertainment news or informative news which may not affect the livelihood or the choices that people make.

3. **Primary Sources:** These sources are usually first hand resources which are freshly obtained from the individual from different ways like interviews, questionnaires, structured observations, books, articles, original documents, official reports etc. Most of the time, the primary data obtained from the sources are reliable, trustworthy and even verified. The fear of taking up old news does not exist in this case, the reason is the entire research is ventured by the news reporter. The news reporter may research directly or indirectly. He may have connections with police stations, people present in the situation, detectives and local people.
4. **Secondary Sources:** These sources are second hand resources and are not directly found out by the news reporter. The sources of secondary information could be reference books, journals, research papers, citations, websites, articles, informed topics, information from word to mouth. Secondary sources of information can be used to expand the search or to increase information in a news story. Secondary source of information can be used as a supporting tool but not as a foolproof reliable instrument for information or a source of data collection.
5. Few things to be kept in mind while interviewing candidates:
 - Always introduce yourself formally to the source
 - Explain your reason for interview
 - Inform the interviewer the reasons for conducting this interview
 - Always request for an interview
 - Always ask the interviewee if they can spend some time to answer questions
 - Seek permission before lining up interviews
 - If the respondent refuses, be gracious enough to respect his choice and move on.
 - If you are conducting on spot interviews, pls make sure that the interviewee has given consent for the same.
 - Avoid online or telephonic interviews as it doesn't allow you to read the facial expression of the interviewee.
 - Whenever an interview is scheduled make sure that the time and place are pre-informed and prepared so that there are no last minute changes or confusion for the interviewee as his uncomfortable experience will not give you positive information about your research.
 - Schedule the interview when you as an interviewer are not in a rush, this is because the more time you invest into the interview, the more you will learn the truth.

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- Proof read your interview questions before interview begins
 - Ask questions which include the basic 5 W's of formal and informal interview.
 - Try to cover few questions which include every point
 - Avoid repetition of question as this can bring the interviewee off the streamline
 - Ask some friendly questions to start with viz how was your day? Are you excited about your upcoming release?
 - Ask questions which involve a lot of thinking.
 - Make sure your questions for the interview are written somewhere, so that you do not forget or miss out on important points.
6. Localizing the news is a very common approach and reporters can get information for local people, or local sources. Many stories or incidents occur which cannot be written or well produced if the interaction with local people does not take place. The talk with people or evidence is important to make sure that all information is in all different versions and then critically analyze if the information is supporting or not.
 7. Transparency is the second most important key factor when it comes to opinion on content, citations, conflicts of interest and also provides links to various sources from where the information is obtained.
 8. Evaluation of information is highly important as if the news article is thoroughly checked for accuracy, sources, methods and transparency, the chances of the news article getting into controversy is very slim.
 9. **Originality:** One of the biggest challenges in the journalism industry is the lack of originality, it is very rare to see people working hard for their content. Taking up other people's content is also very unethical and leaves a bad impression on readers. It is completely fine to take some time out of your day to research content and maybe it won't be done very quickly, but it is important to keep it original. Usually copied content has more errors and no evidence which leads to failure from the news writer's end. Being original has its own set of rewards which in turn only fine tune the news writers skills and abilities.
 10. **Humility:** Humility is a quality which requires journalists or news reporters to have an open mind about the information presented by them or even by information which is provided by the audience. It is best to avoid any form of arrogance and treat every conversation with the audience or fellow journalists, as a learning experience. Many journalists have a tendency to believe that their knowledge is supreme and usually show passive aggressiveness towards people who try to share their bit of information. News writers should always remember that content has to be created and it should not simply be writing around the content. The quality of being modest, honest and humble should always be with a journalist, only then he can understand the needs of the audience and

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connect with them for various reasons. Knowing exactly how much you know and assuming what you know are two very important and very different concepts. Knowledge can only be gained through sheer humility and a positive attitude. Too much assumption can make unrealistic news stories.

11. The internet has also proved to be a very strong platform for freelance journalists who get to publish their stories in free publishing sites. The Internet has reduced the dependency of the journalists from the studio to the comfort of the house. The system of storytelling has become a thing of the past, but instead journalists today make sure that the content has more than just the story but with enough research they give out information which people want to come back to. It does not take long for posts to get viral on the internet today, making the work of media far more profitable as far as monetary factors like the TRP are concerned. The Internet has become the biggest news gathering tools or news reporters due to the array of information which is presented. The boundaries of searching for information have become very narrow, thanks to technology. The biggest benefit of internet journalism is the ease of dissemination of the information, which used to be a challenge for traditional journalists. Today most people are on the internet, making the distribution of news as fast as a wildfire.
12. This move is definitely a great change for new and younger generations, as they will have instilled the qualities of reading news without being forced to read the newspapers. Although the internet has taken a major chunk of journalism under its wing, there still remains an enormous amount of change which is still required to make journalism completely a digital sector. This can simply be put up as the convergence of the internet over all forms of traditional media. In order to meet the increasing demands of journalism brands from its writers, the internet is the best source to fulfill this job requirement in order to sustain in the industry.
13. Here are few things that can be kept in mind when considering the interviews to be a primary sources, they are as follows:
 - Always remember to research well before you prepare your interview questions.
 - Make sure the questions are not repetitive in nature
 - Make sure the questions are well structured so that you can obtain the information you want.
 - Always remember to create a setting for interview before it begins
 - Make sure you have taken permission, consent and willingness of the interviewee before setting up the interview.
 - Mention the reasons for interview to the interviewee.

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- Ask questions which are co-related with each other.
 - Make sure that the interviewee is comfortable at the time of the interview
 - If the data provided by the interviewee is uncomfortable, feel free to ask questions and understand the perspective of the interviewee.
14. **Editor Phase:** After the information is gathered, arranged and analyzed, the editing part remains primary. The editor has to check which information should be considered as a background element or major content element. The editor phase involves a lot of verification, checking, cross questioning and even discussions. This phase makes the data well segregated and more refined.
 15. **Writing Phase:** This phase is the final phase, after editing, it is time for writing and finalizing the refined content. In this phase, the content needs to be divided as two parts viz background information and article content. The background information only allows us to have a perspective on the situation and should not be included in the article. The writing phase cannot be complete after knowing the background of the situation. Hence, the content can be finalized only if the background of the topic is clear. The use of background information is primary for being able to complete a proper news article.
 16. **Reporting Phase:** In this phase, knowing the background helps in gathering data and getting familiar with the situation. The reporting phase is all about gathering information, searching for data, asking more questions, and understanding the background of the story to be able to relate the incident. This also involves conducting interviews and sorting the information in the right manner which will have some matching element between background and the data.

2.11 SUMMARY

- News gathering is an important aspect which allows news to come up with articles
- News data should be edited before it's posted on the internet.
- There are various sources of gathering information viz primary source, secondary sources and anonymous sources.

2.12 KEY TERMS

- **Journalism:** a mode for passing information from one source to masses
- **Writing:** a way to express information in the written form
- **Valuation:** to critically analyze the information which was given to people

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2.13 SELF-ASSESSMENT QUESTIONS AND EXERCISES

1. Explain the various sources of obtaining information
2. Explain the methods of reporting and preparing information
3. How to build background information
4. Explain the steps involved in preparing interview questions

2.14 REFERENCES

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Unit III Reporting Strategies

Learning Objectives:

By the end of this unit, the learners would be able to:

- Understand the different types of reporting.
- Know about beat reporting.
- Know the types of important beats.
- Understand the specifications of reporting.
- Know about the various sources of information.
- Understand various types of headlines and interviews.

Structure:

- 3.1 Introduction
- 3.2 Reporting Strategies
- 3.3 Covering the Community on a Day-to-day Basis and the Importance of Understanding the Community
- 3.4 Writing Stories Based on Information Obtained from Various Community Sources and Use of Quotes
- 3.5 Answers to 'Check Your Progress'
- 3.6 Summary
- 3.7 Key Terms
- 3.8 Self-Assessment Questions and Exercises
- 3.9 References

3.1 INTRODUCTION

After going through previous units of journalism, it is natural to understand that reporting is the mandatory requirement for journalism whether it is print media or digital media. The report is basically a piece of data which is presented with all possible information and presented to people. Reporters and reporting are the lungs and liver of any news media. This is one such talent which cannot be replaced by machines. Reporters, with their skills, are required to play a major role even if the technology reaches its epitome. There is no replacement for this talent. Hence, it is very important to understand Reporting, its meaning, value, structure and types. Media also relies largely on beat reporting. Beat reporting is another concept which is also very essential in news media.

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3.2 REPORTING STRATEGIES

Reporting strategy basically means a series of information which has to be concentrated together, made to work together so that the information holds relevant meaning to the readers. Reporting is also gathering information and presenting it in a manner which appears like a series of information that is written for simple understanding and for conveying a message. This task requires a proper skill set of being a reader, researcher, detective and even a source identifier. The person assigned to this task should be very alert and must have an eye for detail. There are various types of reporting, some of which are as follows:

- Objective Reporting:** This style of reporting is all about simple facts which are presented in just the manner of how it happened. There are very few editing requirements in this kind of reporting. Most of the time, it is a raw presentation of facts and information purely set out to let the readers know about the activities happening around the vicinity, community, country etc. This reporting does not include any kind of opinions, thoughts or expressions from the writer. This type of reporting should be done very diplomatically, showing both sides of a situation to the readers. This report should be done only after very extensive research. Both sides must be presented equally to create balance in the objective report. The facts should be well presented to generate a peaceful outcome from the readers. The information should be very accurate and well presented for the simple reason that the readers should not feel deceived. Objective reports usually expect responses or opinions from readers other than journalists. Report writers must absolutely refrain from giving any opinion in the articles. The sources of information can be presented, and references can be given in the objective reporting. It is also possible that sometimes, the news information keeps on getting updated, and new articles with new information following a similar pattern can be shared.
- Interpretative Reporting:** This report should combine facts with understanding and interpretation. The reporter should be able to read, analyze and interpret the information critically before writing about it. The information should be verified and cross-checked by all sources. The report should also have background information so that the readers can relate to the piece of information which is given in the article. It becomes essential to ensure that the information is well-researched and presented with proper reasoning behind the statements made in the article. There may be new information which keeps springing up from time to time. Hence, understanding the information and elucidating it well is the responsibility of the news reporter. In this kind, a very slight wave of personal opinion can be permitted but should not have direct visibility.
- Investigative Reporting:** The term “Investigation” in itself means to seek truth and story before publishing it. In this kind of reporting, direct information cannot be trusted, and therefore inner research needs to be

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conducted to discover the full truth of the matter. Here the news reporter should obtain some updated information from the detectives or people who can secretly provide information. This reporting is long-term and requires intensive research; Only then a true investigative report can be prepared after gathering all factual information. This kind of report is only prepared during a major event involving a political leader, celebrity, or even a national crisis. There are two stages in this kind of report creation. The first stage is the preliminary stage, where the already presented information is verified, and the second stage is verification and investigation. Only after both these stages are duly met the investigative report can be created. In cases like scams, where a large amount of public money is invested, the reporter needs to do further research, which should be supported with strong evidence. The reporter needs to get to the root of the matter, investigate, cross-verify and only then proceed with publishing the report. While preparing this kind of report, special care has to be taken for the safety and security of news report writers. The investigations are often done anonymously. This kind of journalism can unfold long-term lies, scams, hidden controversies, bribery, etc. Modern journalism is very powerful due to the development of technology and various ways of finding information and recording it. Modern journalism can catch scams with just a few clicks. Reporters can clearly display the scams on TV as breaking news and do not need to wait 24 hours to share information on print media like the daily newspapers. This kind of fear created by the journalists is essential as it keeps crime developers at bay as they will know that they can get highlighted any day. The report can be presented with raw truth as well as supported with evidence. However, the raw report should not have a lack of ethics in describing the incident, after-effects etc. While preparing investigative reports to obtain data, the news reporters are required to visit refugee camps, terrorist centres, war places, jungles, big and small brothels and sometimes even secretly enter illegal areas where news of smugglers' presence is detected. The information from these places is a piece of content for news articles.

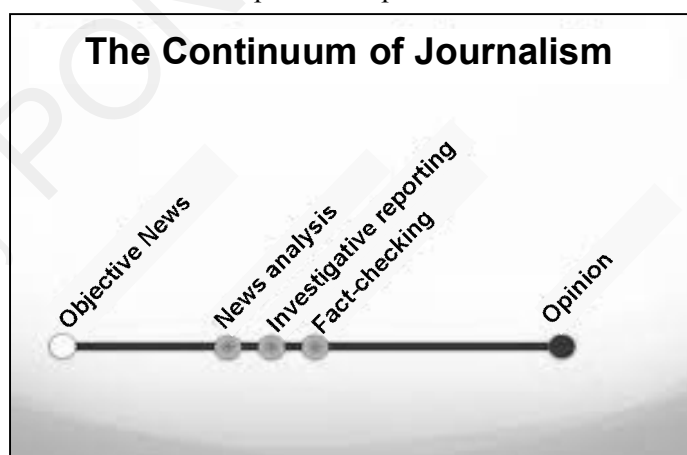


Fig. 3.1: The continuum of journalism

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Beat Reporting

Beat reporting is one of the most popular forms of reporting. Beat reporting is basically a special kind of reporting which is extensively based on specializations or certain kinds of operations in which the reporter holds expertise. It is impossible for any reporter to constantly have 360-degree knowledge of all topics. The news reporter can recognise his calibre and choice of interest and accordingly work on content which surrounds that particular topic. The reporter in the beat reporting has to keep proper track of all the happenings, evidence, developments and new changes in the topic. He should keep a note of all things, verify the information, and only then add it to the data. In any case, if he misses out on any relevant information, he shall be considered less determined or less credible to work on the specific topic. The classification of news writers into sections of beats is very essential in making sure there is a variety of information from all arenas of interest, keeping the newspaper pattern in view. Readers like to have an overview of all kinds of news which may include hard news, soft news, classifieds, economics, hygiene, education, literature, culture, entertainment, environment, humour, breaking news and much more. News reporters holding expertise in various kinds of subjects must fill up the various columns which are dedicated to a certain category of a news story. This effort of various news reporters keeps the audience interested in reading the paper. In bigger newspaper firms which are nationally recognised, there is classification of beats like local, regional, national and international news. The selected areas of the newspaper should be specially taken care of by news reporters after the classification of beat reporting. A few things newspaper reporters should specifically remember about beat reporting, are as follows:

- Always learn how to specialize in your own beat.
- Make sure the sources are reliable, and the trust has been maintained both ways.
- Always keep an eye out for new changes in the cases you are dealing with.
- Always look for more information than what is presented in front of you.
- Always have a vision and foresight about the future happenings of the case study.

WHAT IS A BEAT?

- ▶ Simply, a beat is an area or topic of news that is routinely covered or checked by the same reporter.
- ▶ Beats vary from news organization to news organization, depending on the publication's mission and audience.
- ▶ Daily newspaper beats include business, education, environment, police, courts, health care and government.
- ▶ School media beats include clubs, academics, administration and activities.
- ▶ In any media, sports beats are divided by sport.

Fig. 3.2: Image of the meaning of newspaper beats

Some variations of beats are as follows:

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- **Crime and Police Beats:** This section is the most common in every form of society. Newspapers and news channels are required to cover all kinds of crimes to keep the readers updated and alert about happenings around them. This is possible when news reporters have strong contacts with crime investigators, police stations, crime detection branches and much more. The news reporters should also have a lot of contacts and permissions from the various types of courts, rights from the family court to the supreme court. Having access to these places will provide a lot of first-hand information about various cases and helps to bring about access to various folds of the same situation. News reporters must have very positive and reliable connections at places where law and matters are discussed. As a news reporter, he should have complete knowledge of all recent developments, irrespective of whether he or she is handling the case or not. News reporters usually have access to the files which are maintained in police stations, allowing them to filter and extract which information he or she likes. The reporters should be able to distinguish between facts and rumours. However, while having access to all this, they should not get involved in any unethical practice, which can create problems for them or their news channel or the connected news agency.
- **Cultural Beats:** The existence of society is largely based on culture. Culture creates society; it is developed after a deep understanding of everyone's mindset and values. Media directly or indirectly creates an impact by transferring information through media channels. The news reporters assigned to this task have to keep a tab on every celebration, belief and tradition followed on specific days. News reporters should showcase the beauty of culture by being present in the moment, recording and witnessing the occasion to write an expressive and elaborative report on it. Media should also report if there are individuals who are disrespecting other people's values or disobeying the law of government and disturbing the peace of the common man. Media, in such cases, must promote acceptance of each other's culture and aim at making the world a global family. Media should also provide some articles on how certain things are celebrated or given importance in the foreign culture. Articles promoting shared values, traditions and even knowledge exchange about each culture play a huge role in cultural beats. News reporters under this section can also describe the in-depth ideas of the folk songs, folk dances, movies of specific regions, fashion, food and preferences in general. The lifestyle of all cultures can be put across to have access to more knowledge and cultural exchange. Individuals who are interested in such topics and have good connections who can open up new avenues of cultural learning and growth should definitely be a part of this beat for newspapers or the journalism sector.

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- **Political Beats:** This section of the newspaper is the most important, crucial and appeals to a large number of readers. This section specifically speaks about the various changes in the political situation globally. In this section, news reporters cannot only mention the developments in the political situations of their home country but also must primarily retrieve information about other countries and share it amongst readers. This section cannot be missed, as knowing the global situation allows people and governments to make informed decisions about business, trade, investments, foreign exchange and travel. Political situations hold high importance in almost all countries. Usually, for this category, a senior news reporter is assigned who is an expert in twisting words in a manner which keeps himself and agencies apart from controversies. This particular beat can only be handled by an individual who is experienced in this field and can identify true news from fake news. Often it happens that political news is sometimes fueled with rumours. Hence it's the reporter's responsibility to make sure the information is true and reliable. An experienced journalist with sound knowledge of past and present politics is always better positioned to handle this kind of beat and the associated news.
- **Business Beats:** This is an important section of the newspaper; at times, for this section, there is a small set of papers inserted separately just to discuss business and economics. This section will largely speak about trade, finance, amalgamations, stock markets, financial markets, commerce and finance etc. Business beats bring about economic awareness, which results in people showing inquisitiveness for news. This information should be completely correct and should also be verified and discussed with non-objectionable proof stating how the news is true and fair. Due to the free market and free economy, business access is much higher. The media is also responsible for the information which is passed on to the readers. The news media has to make sure that the information is updated and real-time. A news reader must hold good connections in the government, political and corporate sectors.
- **Sports Beats:** Newspapers provide sections for all kinds of topics bearing in mind that all readers have different preferences and interests. Newspapers accumulate all of these and bring together a piece of information which helps generate a larger reading audience. This section works effectively in giving sports updates from all over the globe. Every kind of sport is involved in this, and appropriate details of each event have to be covered by the sports enthusiast news reporters for the sporty audience. The news reporter handling this section should have enough contacts to know about all recent happenings and should be able to present this information in the newspaper. Every newspaper should have a dedicated 2 to 4 pages of the sports section, where readers expect maximum coverage of all sports happenings with all reliable and accurate information.

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- **Education Beats:** Many newspapers have created a subsection for the category of education. This section can be handled in all terms like universities, colleges, schools and other education-related information. An effective educational reporter will make sure he covers the most important activities from several educational institutions. This section will also cover all important changes or innovations in government policies related to education and children's future. This section can also cover ideas for upgrading teachers, researchers, innovators and students. This section also covers ideas related to student counselling, career counselling and a lot more. A lot of articles can be written on improving the education quality, culture and ideologies. The writer of this section is required to be very upbeat about the changes in education and should have a stronghold with leaders in educational excellency. This section should be done by reporters who are interested in the field of education and take updates from various institutions for the same.
- **Scientific Beats:** This section is strictly dedicated to the research, improvements, developments, innovations and inventions in the field of science and technology. This section speaks about the theories, schools of thought and developments which have taken place in terms of science. This section reporter has to be very careful in handling which invention has been done by whom. Moreover, he or she must have contacts with laboratories and scientific meeting centres and must have access to scientific journals, research papers and conferences, which will give him or her updates which can be shared by newspaper readers. Since this subject is necessary, it is imperative to culture and development, the news keeps us upbeat about the benefits of new developments and inventions to the common man. This section also includes topics related to astronomy, which becomes a source of knowledge for various people who are interested in the astronomical field. The reporter of this section should know various scientific terms and must have an educational background in science to be able to co-relate. Such a reporter will be able to explain information in a simple way to the layman's audience. Most of the news obtained in this field may be technical; it is the art of writing it down in understandable language for the readers. This beat has to be handled very carefully as all updates are on this beat, and the related information should be very carefully threaded. There could be developments or even failures, and both kinds of news should be circulated to people with their possible consequences. Scientific beats also include news about medical experiments, artificial intelligence, robotics, diseases etc.
- **Food Beats:** This section works on the updates which are given on topics related to food and cooking. Various recipes are shared here from all over the world. The various cuisines and techniques to cook them are also shared, making the food beats a very interesting and much-loved column

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The above are the various kinds of beats which are required to complete a newspaper. These are some kinds of reporting that the journalist must know and adhere to to ensure the proper reporting strategy. These strategies are very useful in creating good quality and non-compromising reports for journalists. The media has started understanding the need to record these issues and has now begun to segregate and provide clarity on each sub-topic.

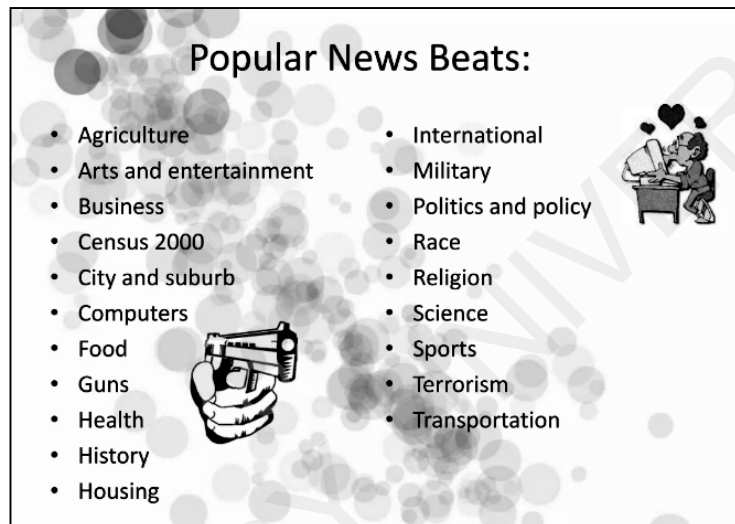


Fig. 3.3: The types of beats

In the field of journalism, simply writing the report is not enough; there is an equal weightage for taking note of a meeting, speech or press conference which in any way will impact the common man. This type of reporting may or may not be useful for people, but it is important for people to be informed about the same. There are majorly two phases under this category; one is event-setting, and the second is speech content. The reporter should specifically make certain pointers and prepare the report accordingly. The two aspects of reporting are explained as follows:

Phase 1: Event Setting

As a journalist, it is important to keep on record every conversation which takes place during the meeting. The meeting details are often recorded by the secretary which is known as the minutes of the meeting. At any moment, if the journalist feels that the meeting is becoming very boring or slow for the audience, he should try to make it interesting and lively, so that people's attention is not diverted and the focus stays strong. In a few types of meetings, the reporters can also involve the audience to participate in discussions which helps to keep the focus glued. This action often occurs if the journalist feels the situation demands a specific action. The journalist must also make some small notes of the audience composition so the next action can be strategically taken. Journalists should always remember the names and alignment of the important people who will be occupying the chair during the meeting. This will help in organizing the content very well as it will be easier to write content based on comments from different individuals and who said what. In any case, you may forget the name of the person who said

something, therefore it is advisable to keep some note of that individual (blue shirt, spectacles, third row etc.). Such kinds of notes help in keeping track of the commenter during the meeting or interview. During meetings and interviews, another noteworthy thing to be taken into consideration is the estimated size of the crowd. Reporting the size of the crowd remains to be the major point of consideration, as this information also forms a part of the news article. The very specific reason why a crowd should be estimated is to know how many people were actually interested in the event or if they were interested in it because of the speaker. In any common scenario, the police will also inform the reporters about the estimated number of people attending the event, but covering it LIVE for the reporter is also very helpful. Totally depending on the information from any sources, holds a slim chance of bias, which will negatively affect the audience. Not just the number of people the reporter should also observe if more people are reacting towards the event or meeting in a certain manner, as that can also become news. The journalist should have a good speed of noting down important information received from the meeting; he/she should then filter the information as to which piece of information is newsworthy. Minor details can be avoided, and only specific information can be added to the news article. Minor details presented hold a high possibility of the audience losing interest in the content. Sometimes, the reporters are also given the speech in advance, which helps them to prepare news articles based on the order of information presented in the speech. If the speech is not provided, the reporter should make pointers which will help him or her to curate an article for the ease of understanding of the audience. The article should have a strong storyline making the content informative. The readers should feel that their time has been invested in reading the article. As a writer, there should be a practice to inform balanced facts of pros and cons so that the audience does not feel that the news writer is biased. Reporters can also use recording tools during meetings and events after obtaining prior permission for the same; this source helps provide true and fair information. The next important aspect will be news writing. The news reporter should always bear in mind that writing a story and writing a news report are two completely different aspects. A few points to remember while writing news are as follows:

- Never start with a quote for your article. However, they can be used in the body of the article.
- The news article should always be balanced; it should not sound like the reporter only supports one side of the story or is biased towards any specific individual.
- Always cross-check floating rumours before adding them to the newspaper article. Speaking wrong in your article about any known personality can cause major repercussions to the writer and the news agency.
- The writer can also touch on topics which were ignored by the speaker, raising questions in the mind of the audience. This should be done very diplomatically.

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- Always remember the names and titles of the speakers, the main pointers of the speech said by the speakers, the location and time of the meeting, audience size and reactions.

However, the work of the news reporters does not end here; the reporters are requested to follow up correctly on all meetings to know if the work has been completed or fulfilled. The report of actions after the meetings can also become a news article. Some meetings have work which will be done after a long period. These reports are also added to the newspapers. Often, reporters find out about the views of the opposition team as well to know the true angle of a story.

There are two kinds of meetings which are special, for which the news reporter has to take special care in preparing the reports.

1. Conferences and Conventions

There are several conferences which are held for political reasons, professional reasons or even some associations for professionals like doctors, teachers, scientists etc. These kinds of meetings often last for more than 1 day. The reporters must note all details from day 1 to the last day of the conference. Reporters can have a critical eye on every aspect of the conference, allowing them to have a chance to get a lot of information to cover for the news report. If the conference lasts for 3 days, the reporter should have at least 3 reports ready to present to the readers. The reports should have details like topics, size of the audience, number of participants, topics of organization, judges and people on the chair. The speech should be carefully observed, and necessary pointers should be noted down as it will help in preparing a full-fledged report. The conference and conventions will provide a huge insight into the background of the conference, the personality profiles of the people joining in and the reactions of the audience. Reporters should also make sure that the press release, timings, handouts and other details are properly mentioned in the news article.

2. Meetings with Demonstrations

These kinds of meetings involve a large number of people who work together to resolve a single issue. These meetings are usually held in the form of groups, parades, long rallies and marches. This is often done on political agendas. This meeting involves sharing information in the form of speeches which are directed towards a big crowd. The details of such meetings are very important as it involves a large crowd. The news reporter has to record the time of this meeting, the number of days it goes on, the organizer and participants' details, the media associated with the event, the number of listeners and the purpose of these meetings. A lot of background information can also be obtained from the sources that the news reporters can use, like informers, the common man and sometimes even the police. Often marches turn into riots; journalists should try to obtain significant information from the leaders of the riots, leading persons of the same etc. There can be cases where in journalists might get arrested, injured and affected in the bargain of obtaining news; special care must be taken in such situations.

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The writers, while preparing the report, must be there at the event right from the beginning. The reporter should arrive earlier than the event and prepare the equipment which can be used for reporting, recording and preserving information required for information input in the news report.

Phase 2: Speech Content

This part of the report is basically summarizing the information which is available from all the sources and methods above. The speech content before the broadcast must be verified and then presented before the viewers. The content should be well-framed, well curated and rightly developed. The content will make a significant impact on the audience and also make the news very worthy.

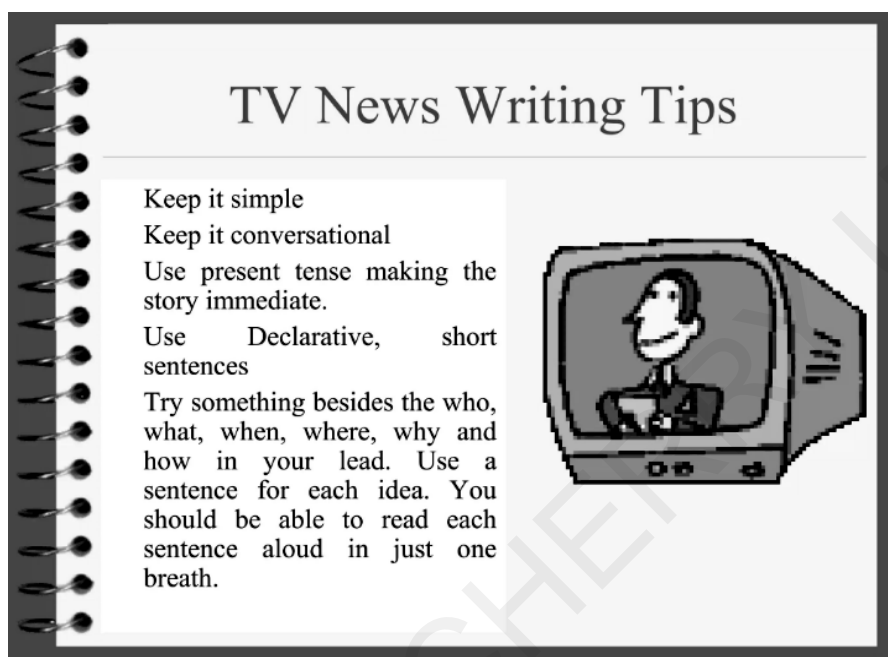


Fig. 3.4: A few tips for news writing

3.3 COVERING THE COMMUNITY ON A DAY-TO-DAY BASIS AND THE IMPORTANCE OF UNDERSTANDING THE COMMUNITY

Community journalism is a broad concept which involves passing information to a large number of people through mass media tools like social media, cable, television, print media and radio channels. This kind of journalism covers day-to-day information which may or may not affect people in their daily lives. However, community journalism should work actively and in depth and detail for news coverage. Community journalism works essentially in passing information to a large crowd at the same time. This type of news majorly passes information about current affairs, global issues, sports, entertainment etc., to the masses. This journalism is very helpful in passing information on a large scale. This kind of journalism holds high importance in passing information to the common man at any cost. Since this is a daily job, news reporters have to be constantly on a hunt for

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new information which should be shared with the community as a whole. As citizens are being fully aware of the issues in the community, it gives rise to a lot of knowledge exchange and encourages responsibility among the citizens. Community journalism teaches journalists to ensure that they are constantly looking out for news related to community development, community growth and information related to society. Community journalism also gives voice to the people from the community, where the questions, queries, and suggestions of the common man are addressed. This can be a very important way to bring about information to the government through the newspaper via the common man. Community journalism also makes sure that it helps to build positive community enforcement between people and media. Community Journalism also provides an open platform for generous donors to bring about funding and development in society. Community journalism also acts as a vigilant squad for society. Community Journalism often converts daily events into daily news. This kind of journalism is the need of the hour as it establishes a positive connection between the community and people.

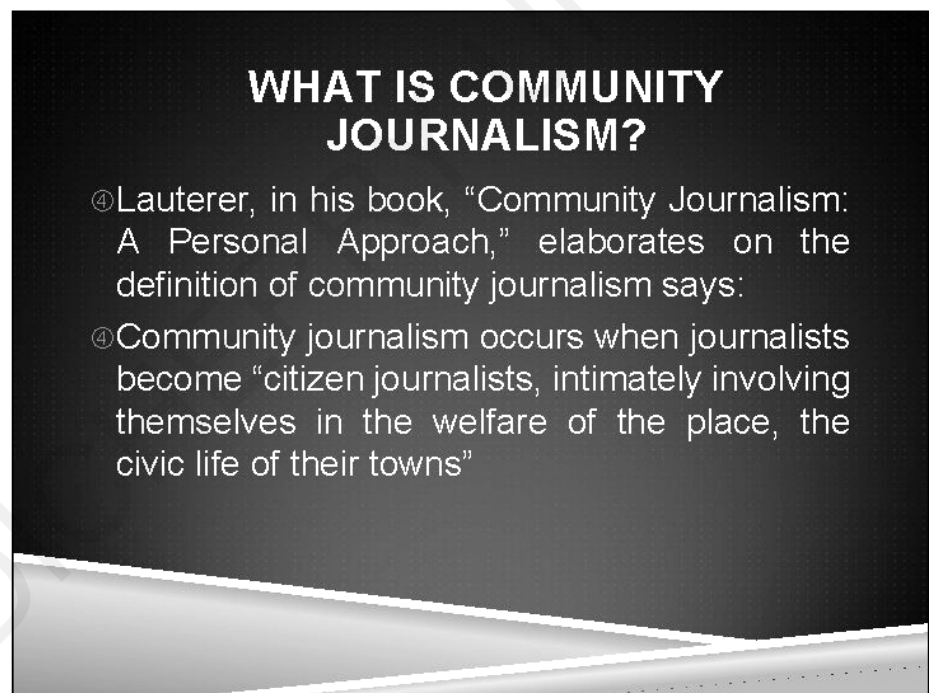


Fig. 3.5: The meaning of community journalism

3.4 WRITING STORIES BASED ON INFORMATION OBTAINED FROM VARIOUS COMMUNITY SOURCES AND USE OF QUOTES

Writing for news is a very important aspect of journalism, and there are certain steps which should be implemented when writing content. The information presented should come after long research with valid proof. There are various ways how journalists can obtain ideas and contacts for their data gathering. They can obtain data from people, watchers, personal contacts and public sources. They can also have access to agencies which are co-related to government bodies, making

access to fresh news a very easy process. A true journalist will be able to find an angle from any information by focusing on small details. A few sources of obtaining information are as follows:

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- (a) **News Agencies:** These organisations collect, collaborate and create information from various sources about different parts of the country and of the world. The press provides information about small as well as big happenings in the world. With the advent of the digital revolution, information is also shared on the website, which makes it very easy to obtain information from different websites. The reporter need not go to different locations; instead, he can access different websites. Various articles are provided that the news reporter can use as his e- resources. Every piece of information should be cross-verified. In any case, there are some real-life examples which should be posted in the article; the necessary permissions should be gathered. Names of people, organizations and even centres can be taken in the article only if there is valid and unarguable proof.
- (b) **Media Houses:** Journalists, by default, should be reading, writing, listening or rather subscribing to quick sources of information, like newspapers, magazines, radio channels, podcasts, and social media like Facebook, Instagram, Twitter, blogs and vlogs. These are the various sources which will be helpful for news reporters to get work done. The information can be researched to touch more elements and angles of one story. Finding sources at the tip of the fingertip can help improve the content, as the news writer saves time in research. Social media today is a great source of information as it helps develop content in various ways. Social Media is more like local media, which provides a host of information for the writer.
- (c) **Press Release:** One of the best ways to gain information is via attending press releases. The news reporters must attend all sorts of press releases and conferences to obtain small, big, important and less important news for content curation. Press releases are actually organized to make sure that the information or recent happenings are described to people to bring clarity about the happenings of the firm. The news reporter must ask for proof or supporting documents to validate the truth of the press conference. Only after complete verification should the reporter prepare news articles on the same.
- (d) **Events:** There are various types of gatherings which can act as a resource for reporters to develop the content. There are many options for news reporters to attend and obtain information; news reporters can attend workshops, web summits, trade fairs and a lot more. The mass media sector usually hosts big events, which are very important for reporters to get an update on recent happenings, which will support in creating news articles.

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- (e) **Interviews:** A lot of the information can also be found in the interviews that news reporters are assigned to take. In an interview, it is important to ensure that there is enough preparation so that the information can be obtained and shared with the audience. Some tips for preparing for interviews are as follows:
- The information goals from the interview should be acquired, which means the questions should be framed in a manner which allows the people to give answers fitting the news reporter's information basket.
 - The intentions behind asking the questions should be clarified.
 - The background check should be done on the speakers.
 - The preparation of the interviewee's information should be sound and accurate; questions should be prepared based on the background information of the individual appearing for the interview.
 - A person should be arranged who records the meeting and provides precise details for report preparation.
- (f) **Conferences which speak about ratings and statistics:** These conferences are also a huge source of information as they get an insight into the national statistics agencies, research companies, academic organizations, viewers' statistics etc. which gives a very clear picture of the situation. These kinds of conferences provide first-hand information about the current situation and allow the creation of various news reports. Hence, it is mandatory for news reporters to attend these conferences and obtain maximum information.
- (g) **Social media:** Another emerging source of information for journalists is social media. This sector is widely spread and very handy to the maximum audience. All the latest news and happenings are often primarily shared on social media. Besides this, the journalists can also be updated about recent trends and the latest happenings. Social media is a host for information which sometimes even passes below the nose of the news reporters. 73% of the information in daily media is obtained through social media. Twitter, Facebook and Quora are basically sources of news and information which journalists can use for the preparation of reports. Reporters can also use social media for research.
- (i) **Contacts:** Individual contacts are also very important in information gathering. A news reporter is expected to create a network of contacts and ensure information for respective people. The network could also be of freelance journalists who gather information for freelance channels over the internet. These contacts can be beneficial in getting perspectives of a particular situation or person. Taking the help of well-informed citizens can also be a great advantage for news reporters as it helps in making sure the accuracy of the information received. If a journalist wishes, he/she can obtain information from anything available around him/her. News reporters simply need to have an eye for the same.

There are various kinds of articles, and they are as follows:

1. **News Articles or Daily Articles:** Daily news articles are basically a set of clubbed information of happenings around the world, country, state and city. There are various kinds of newspapers which comprise daily news articles. Some kinds of newspapers, like daily newspapers, weekly newspapers, monthly newspapers etc., have varied information depending on the frequency of the newspaper. Weekly newspapers will have more content than the daily newspaper has to cover most information almost every day.
2. **Editorials:** This is also a different kind of writing up, which is often found in the first few pages of the newspaper. The content is actually curated by junior editors and journalists, however, they are verified, cross-checked and analyzed thoroughly by the senior editors and chief editor. The editors share their opinion on the issue's content and even set a conclusion for the articles placed.
3. **Feature Articles:** Feature articles usually are urgent stories which should go up in the newspapers as soon as they occur. These are sometimes even breaking news stories. These kinds of articles are usually time-sensitive and time-bound. This needs to be reported as soon as the news arrives. This type of article is usually started with quotes and does not appear as “hard news” when it is written and printed in newspapers.

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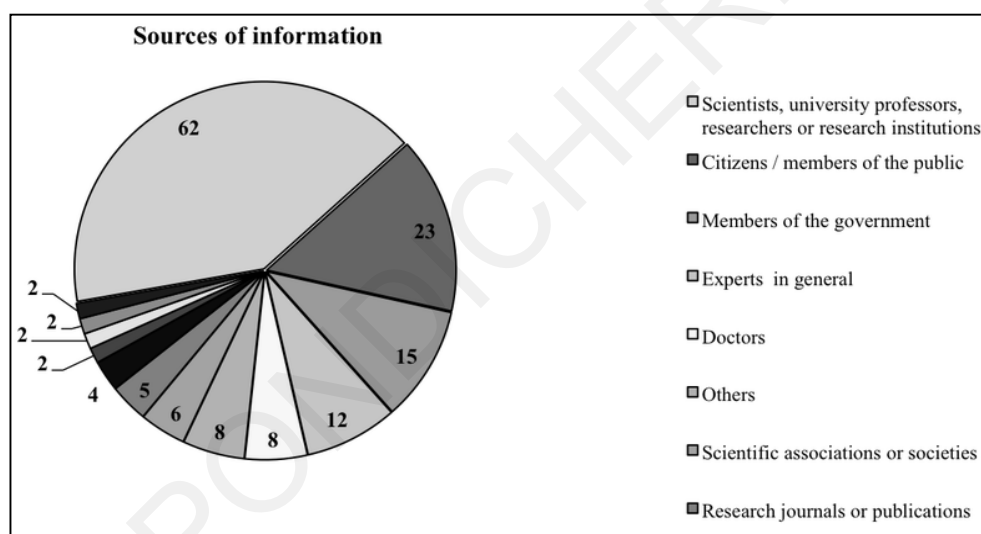


Fig. 3.6: The different sources of information which news can obtain their data from (the source may be mentioned.)

The newsworthiness of a news article or a newspaper depends largely on the quality of content and availability of information. The news is worthy when the information is passed on to the audience at the right time. The news should be provided within 24 hours of the incident which took place in the vicinity. The proximity of the location and the news is also a very important factor. If the location is not in place of the news, the impact will be higher. For instance, natural disasters, criminal activities or some sort of success should also be recorded on

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time. Recording details on time is also a major factor in developing the content and deciding if the impact will be made. A good journalist should also be able to retrieve some local opinions on the matter and share them with the audience. A few questions which should be answered by journalists by themselves while conducting the research on topics are as follows:

- Does this news relate to the place?
- Does this news seem important to the audience?
- Which perspectives are there in this news or incident?

The news will also be considered impactful if the people are outraged or overwhelmed by the outcome. The news should also have some kind of effect on the audience. The impact factor created by the news on the audience is the true way to determine the effectiveness of the news article. The news can also become newsworthy if the person involved in the news is a famous individual or a celebrity. Sometimes, if the person involved is well known, it even becomes a sensation. Hence there are various reasons which contribute in making the newsworthy enough for readers and writers. News writing is basically a collaboration of a lot of information which is put together in one single article. This information has to be verified; sources must be found, and proofs should be ready and only then added to the article. Creating the article from all sources is not a very easy task and hence requires a lot of preparation. The below image is an example of how various sources of information are put together in one article.

Fit for a dip? How to check swimming water quality?

Most of the natural bathing spots in our country are safe to swim in, shows the recently published report of the European Environment Agency (EEA).

Around 95 per cent of the coastal and freshwater bathing areas conform to the EU standards, ranking the country among the top five on the continent.

Considerable progress in water quality has been made in the last twenty years, EEA notes. “Around twenty percent more bathing spots are appropriate for swimming compared to the year 1990,” says the report.

Look it up for yourself

The EEA created an interactive map with information on water cleanliness. The data is detailed, and it includes smaller water spots as well, but it is limited since the results are updated only once per year.

National Institute for Nature, on the other hand, has more up-to-date information. They measure water quality every month (during summer every week) – the information is accessible on their website – but it comes with some restrictions. The institute only controls the twenty most popular sites in the country, which is a minority of bathing areas.

Locals know best

If you want to avoid the crowds and visit under-the-radar places that the Institute for Nature does not cover, see the websites of local municipalities and towns.

Locals themselves are also a great source of information; they just might suggest a wonderful and safe dip in the nearby stream or pond.

To be completely on the safe side, however, one can use special water-quality instruments. The cheapest cost is 30 euros on Amazon.

The only way a writer can develop safe content and deliver quickly is by stop being a perfectionist. A little bit of pushing words or even a little bit of grammar development can be excused while writing an article which is curated after a lot of information processing. Writers usually correct themselves in every sentence and every word, which makes it very difficult and critical to complete content. The publishing of articles can only be sped up when critical evaluation stops. One very important thing news writers should focus on is the headlines; making the right choice of words for the headlines means everything. The headlines should give out maximum information to the readers. This should also make sure that the headlines are crafted very carefully. The best words should be kept aside for the headlines. The headlines should have certain qualities; they are as follows:

- Short but crisp headlines,
- Powerful choice of words,
- Should have limited numbers,
- Accurate information should be passed in an active voice, and
- Avoid repeating the same words in headlines.

Another aspect to take into account after the headlines is the lead. The lead paragraph serves as the story's introduction. The article's opening sentence should grab the reader's attention and ensure that the reader gets glued to the information which is presented in the article. The tone of the article should always be informative and not suggestive. Writers should refrain from using very high-end language in the first paragraph and make simple use of language so that the reader gets accustomed to the article and is encouraged to read further. The language plays a primary role in the headline formation and in the lead paragraph. Below are a few examples which display good headlines and leads.

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Lucy Kennedy is latest celebrity victim of scam weight-loss ads on Facebook



Lucy Kennedy photographed at the Gibson Hotel. Picture Credit: Frank McGrath



Melanie Finn

November 26 2019 2:30 AM

TV presenter Lucy Kennedy has been targeted by a weight-loss scam which saw her image being doctored and false quotes attributed to her.

Fig. 3.7: Image of the creative headline

The long read

'What you hear about Chinese people in France feeling scared – it's true'

People of Chinese descent have long faced prejudice and violence in France. But today a new generation is staking out its rightful place in society. By [Tash Aw](#)

Fig. 3.8: Image of a headline creation

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Fig. 3.9: Image of how to start the article after the headline creation

After the headlines and the leads, the article must concentrate on the remaining part of the article. The sentences can be kept very simple and yet appropriate. Article writing does not mean that the information should be presented in very fancy language. The paragraph can be done in an appealing manner, preferred and also very suitable for readers from different educational backgrounds and vocabulary skills. The paragraph should not be very long, and the same point should not be stretched time and again. The content should be very well curated, and even then, if the paragraph is small but accurate it works. There is never a set rule that the article should have a certain number of words, sentences or paragraphs. The set-in rule is not applicable in article writing. Paragraphs allow the writer to create information which is connected to one and the other. The lead and the paragraphs are usually connected. There is a set rhythm, which keeps the reader attentive to the article till the end. Paragraphs can also be split into various sections, one paragraph can be used for an introduction, while the other paragraph can be used for the body and maybe another for a conclusion. There are various ways a writer can choose to play with paragraphs and make possible changes to them. Sentences and words in any paragraph can be very short and sweet. The content should simply have clarity and provide insight into the real matter at hand. The information should not be manipulated in any way, as there are many kinds of audiences and some may be more aware of the situation. Always remember that the readers are not here to point out errors of the news writers or editors, but they are quick to notice an error, which could be spelling, terms, dates or even the tone of writing. Therefore, writing short but crisp is always a safer bet. Apart from this, news writers should also be smart in replacing the old-fashioned and redundant choices in words. Small replacements can really help change the tone of the articles

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and make them very impressive and error-free. Some replacements which can be easily done are as follows:

1. "That" with "which"
2. "Period of 10 days" with "ten days"
3. "Collaborate together" with "Collaborate/collaboration"
4. "Past history" with "history" and much more.
5. "has the ability" use "can"
6. "similar to" use "like"
7. "with the exception of" use "except"
8. "in the course of" use "during"
9. "make an effort" use "try"
10. "prior to" use "before"
11. "has the ability" use "can"
12. "in some cases" use "sometimes"
13. "in the event of" use "if"

The news writer should also try to avoid using unnecessary introductory phrases, for instance, the "This article goes on to explain" or "The attempt of this article is" or "To my way of thought process" etc. are unnecessary statements which only stretch the content in an unpleasant manner. Sentences which are long still have relevance, but they should not be filled with unnecessary quotes or fillers. Long sentences should be full sentences which are informative and an eye opener. The long sentences should be crafted very carefully and should hold high relevance. Always remember to begin the sentences in the paragraphs with known words, as it gives a settled and simple approach to the readers. When the readers do not feel challenged or confused while browsing the article, this encourages them to read further and understand the concept deeper. The articles should be written in an active voice. Passive sentences usually don't interest the reader very much. The descriptive verbs also make the sentence more interesting and amusing. Avoid starting sentences with dates and years; the format for the same has already been placed. Abstract nouns should be avoided, and a clear structure of words should be used to obtain satisfying results. Some examples of sentence structure are outlined below:

- (a) This business has pledged to bring about changes in the logistics industry.
- (b) This business has pledged to transform the logistics industry.
- (c) He was employed to help the company expand into international markets.
- (d) He was employed to expand the company's market share abroad.

Important One Word Substitution

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Who is against the religion	Heretic
Who eats human flesh	Cannibal
Who lives at the same time	Contemporary
Who is more than a hundred years old	Centenarian
Who is given to pleasure of the flesh	Epicure
Who lives on others	Parasite
WHO IS A HABITUAL DRUNKED	SOTTOOPER
WHO SETTLES IN ANOTHER COUNTRY	IMMIGRANT
WHO KNOWS MANY LANGUAGES	POLYGOT
WHO DEALS IN CATTLE	DROVER
WHO CUTS PRECIOUS STONES	LAPIDIST (LAPIDARY)
WHO CURES EYE DISEASE	OCULIST
WHO SELLS SWEETS AND PASTRIES	CONFECTIONER
WHO LOADS AND UNLOADS SHIPS	STEVEDORE
WHO RETIRES FROM SOCIETY TO LIVE A SOLITARY	RECLUSE
WHO PRETENDS TO BE WHAT HE IS NOT	HYPOCRITE
PROFESSIONAL RIDER IN HORSE RACE	JOCKEY
NUMBER OF SHEEPS	FLOCK

Fig. 3.10: Image of word substitution

One Word Substitution English

One Word Substitution		
1.A medicine that destroys bacteria. Ans. Antibiotics.	●	8.A person who leaves the country to settle in another. Ans. Emigrant.
2.A person who loves book. Ans. Bibliophile.	●	9.A person who has female qualities. Ans. Effeminate.
3.The life history of a person written by another . Ans. Biography.	●	10.A long poem based on a noble qualities. Ans. Epic.
4.A man who eats human flesh. Ans. Cannibal.	●	11.A person filled with excessive religious sentiments. Ans. Fanatic.
5.An animal that eat flesh of other animals. Ans. Carnivore	●	12 A group of stars in the sky. Ans. Galaxy.
6.A ruler with absolute powers. Ans. Despot.	●	13 . The killing of human beings. Ans. Homicide.
7.A thing that is fit to be eaten. Ans. Edible.	●	14. The killing of a particular race. Ans. Genocide.
	●	15 . A post for which no salary is paid. Ans. Honorary.

Fig. 3.11: Image of word substitution

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Check Your Progress

1. What are the three different types of reporting?
2. Define the following:
 - (a) Objective Reporting
 - (b) Interpretative Reporting
 - (c) Investigative Reporting
3. What is a beat?
4. What is the reason behind assigning different beats to different reporters?
5. Name any 5 reporting beats
6. What are the basic qualities of a reporter?
7. Mention the qualities of a headline
8. Mention 5 grammar replacements

3.5 ANSWERS TO 'CHECK YOUR PROGRESS'

1. There are three main types of reporting viz objective reporting, informative reporting, and investigative reporting.
2. Objective Reporting: This style of reporting is all about simple facts which are presented in just the manner of how it happened. There are very few editing requirements in this kind of reporting. Most of the time, it is a raw presentation of facts and information purely set out to let the readers know about the activities happening around the vicinity, community, country etc. This reporting does not include any kind of opinions, thoughts or expressions from the writer.

Interpretative Reporting: This report should combine facts with understanding and interpretation. The reporter should be able to read, analyze and interpret the information critically before writing about it. The information should be verified and cross-checked by all sources. The report should also have relevant background information so that the readers can relate to the piece of information which is given in the article.

Investigative Reporting: The term "Investigation" in itself means to seek truth and story before publishing it. In this kind of reporting, direct information cannot be trusted, and therefore inner research needs to be conducted to discover the full truth of the matter. Here the news reporter should obtain some updated information from the detectives or people who can secretly provide information.

3. Beat reporting is one of the most popular forms of reporting. Beat reporting is basically a special kind of reporting which is more based on specializations or certain kinds of operations in which the reporter holds expertise.

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4. It is impossible for any reporter to constantly have 360-degree knowledge of all topics. The news reporter can recognise his calibre and choice of interest and accordingly work on content which surrounds that particular topic. The reporter in the beat reporting has to keep proper track of all the happenings, evidence, developments and new changes in the topic. He should keep a note of all things, verify the information, and only then add it to the data. In any case, if he misses out on any relevant information, he shall be considered less determined or less credible to work on the specific topic. The classification of news writers into sections of beats is very essential in making sure there is a variety of information from all varieties of interests keeping the newspaper pattern in view
5. The few reporting beats are educational beats, food beats, crime beats, economic beats and political beats.
6. The selected areas of the newspaper should be specially taken care of by news reporters after the classification of beat reporting. A few things newspaper reporters should specifically remember about beat reporting are as follows:
 - Always learn how to specialize in your own beat.
 - Make sure the sources are reliable and trust has been maintained both ways.
 - Always keep an eye out for new changes in the case you are dealing with.
 - Always look for more information than what is presented in front of you.
 - Always have a vision and foresight about the future happenings of the case study.
7. The headlines should have certain qualities. They are as follows:
 - Short but crisp headlines
 - Powerful choice of words
 - Should have limited numbers.
 - Accurate information should be passed in an active voice.
 - Avoid repeating the same words in headlines.
8. (i) "That" with "which"
 (ii) "Period of 10 days" with "ten days"
 (iii) "Collaborate together" with "Collaborate/collaboration"
 (iv) "Past history" with "history" & much more.
 (v) "has the ability" use "can"

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3.6 SUMMARY

- There are three types of reporting viz objective, investigative interpretative
- Beats are different kinds of subsections in a newspaper known as beats like criminal beats, educational beats, technological beats etc.
- There are close to 10 qualities a reporter must have in his field of journalism.

3.7 KEY TERMS

- **Journalism:** the term for arranging news and providing to people
- **News Writing:** The ability to write and present information to the people about the happenings around the locality.
- **Beats:** Sections in newspapers which are on different topics.
- **grammar:** a set of rules which are placed for making the language glued.
- **hard news:** a set of breaking news which can directly or indirectly affect the readers.
- **Soft news:** This is a set of news which is more lighthearted and relaxed as compared to hard news.

3.8 SELF-ASSESSMENT QUESTIONS AND EXERCISES

1. Explain three types of beats in detail.
2. Explain the sources from which news obtains information.
3. Explain community journalism

Activity

1. Look for the unbiased articles on the front page of the newspaper today. Make a note of each one's topic.
2. Similar to this, list all of the interpretive reports that were published in the newspaper and their subjects. Now try to rewrite each of them as fact-based, unbiased news pieces.
3. Check the newspaper every day for a week to discover the investigative reports. How many have you located?
4. Visit a nearby newspaper's office to speak with a senior reporter. Find out from him what type of beat division his newspaper employs. Find out the criteria used to assign the different reporters' beats as well.
5. Analyze your own qualities and justify which beat you can handle as a reporter.
6. Collect from the newspaper articles related to any 3 kinds of beat reporting.
7. Attend an online conference on Reporting a meeting, speech, special event, and press conference story.

3.9 REFERENCES

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2. <http://keralamediaacademy.org/wp-content/uploads/2015/02/Handbook-of-Journalism-Studies.pdf>
3. <http://osou.ac.in/eresources/Different%20types%20of%20media%20and%20reporting.pdf>

Reporting Strategies

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Unit IV Writing and Editing News

Learning Objectives:

By the end of this unit, the learners would be able to:

- Help media students acquaint themselves with the powerful field of Journalism.

Structure:

- 4.1 Introduction
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4.1 INTRODUCTION

What is journalism?

The process of acquiring, analysing, producing, and presenting news and information is known as journalism. Moreover, it is a byproduct of these actions. Several distinguishable traits and behaviours make journalism distinct from other pursuits and outcomes. These characteristics not only set journalism apart from other types of communication, but they also help democratic societies depend on it. History demonstrates that a society tends to have more news and information the more democratic it is.

Who is a journalist?

A journalist is a person who has received training in the collection and dissemination of information in the form of writing, audio, or photographs. Journalism refers to the primary act or process carried out by a journalist. Depending on the type of journalism, such as broadcast, print, advertisers, or public relations professionals, the term journalist may refer to a variety of people depending on their involvement in the process. Reporters, correspondents, citizen journalists, editors, columnists, editorial writers, and visual journalists, such as

photojournalists, are all included in this (journalists who use the medium of photography).

A few Points understanding Writing and Editing news Structure are explained in detail below

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The term "inverted pyramid" in journalism describes a story structure where the most crucial details—or what might even be deemed the conclusion—are delivered first. A story begins with the who, what, when, where, and why, then moves on to supporting elements and background information. This writing style differs from academic writing, for instance, where the key findings may be summarised in the abstract, but the conclusion is usually presented at the end of the article after the content has focused on the details.

The term "inverted pyramid" refers to the image of a story's basic facts at the top, followed by progressively more specific information, like a triangle balanced on one corner.

This writing style supports all reader types and gets to the point swiftly. Even those who merely have the time or want to read a single paragraph or even a single sentence will be able to understand the general plot of the novel. The inverted pyramid also aids editors when they need to shorten a piece to fit a magazine since it makes it simple to trim the article at almost any point if the importance of the paragraphs decreases as you move through it.

Benefits of the Inverted-Pyramid Style for Web Writing

Any size of screen is ideal for the inverted pyramid on the web. Users don't read carefully online, as is well known. They are not very patient with information that doesn't interest them. Users only scroll when they believe the information they need or want will be on that page. All of these facets of user behaviour are addressed by the inverted pyramid design.

Using the inverted pyramid style can:

- **Improve comprehension:** Users can immediately develop a mental model and a broad grasp of the content, which makes it simpler for them to comprehend the following specifics.
- **Decrease interaction cost:** Without spending a lot of time reading, users may understand the page's essential purpose.
- **Encourage scrolling:** By involving the audience in the main idea and enticing them into the details that follow, this structure can promote scrolling.
- **Structure content logically:** Setting the stage for what follows by providing general information up front. When material is organised to entice the user down the page, elements like anchor or jump links may become superfluous.
- **Support readers who skim:** Wherever on the page, readers can stop reading and still get the primary idea.

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4.2 HOW TO WRITE IN THE INVERTED PYRAMID STYLE?

1. **Identify your key points:** What information is the most important thing you want your viewers to understand, even if they only read one line or paragraph on the page? What sums up everything in the material that follows?
2. **Rank secondary information:** Prioritize the information that is most likely to be of interest to the widest audience before moving down the list to the smaller, more specific elements. Describe the tale specifics and supporting facts.
3. **Write well and concisely:** Only strong material can benefit readers from the structure. Take out the extraneous details. Go right to the point. Utilize wording that is clear. Employ bulleted lists and concise paragraphs.
4. **Frontload all elements of the content with important information:** The title should describe the main idea. Start the narrative with the key idea. Every header or subsection ought to be illustrative. Every paragraph's opening phrase ought to be the most significant. Each sentence should begin with information-carrying words that set the tone for the remainder of the text.
5. **Consider adding a summary or list of highlights:** Other sites go a step above and provide a summary (as this article does) or a bulleted list of important points to further underline the main takeaways of the content.

The most critical details are placed in the lead paragraph of the story using the inverted pyramid structure, and the other details are arranged in the subsequent paragraphs in order of importance.

Conclusion

The inverted-pyramid format corresponds to how content is read on websites. When writing company or world news, B2B service descriptions, e-commerce product descriptions, or other online content, this approach efficiently engages and informs readers.

The importance of language in journalism

The primary responsibility of a journalist is to inform the public about events taking on in their community, their nation, and the rest of the globe. As the majority of readers or listeners won't be as familiar with the language as you are, you must make it simpler for them.

Characteristics of journalistic language are as follows:

- Simplicity and Brevity.
- Precision.
- Objectivity and Factual.

- Fairness and Balance.
- Inverted Pyramid.

It is exciting to study the language of journalism since it provides a challenging perspective on its complexities and influence in each journalistic discipline. This kind of language aids in our comprehension of how journalists construct their stories or reports, mould points of view, present anticipated news, and distinguish media language from other languages we come across. Journalism's fundamental practices—investigating, speaking with sources, and fact-checking—are disseminated to media consumers to educate and persuade. It's also to reinforce public opinions, utilising influencing strategies.

By carefully choosing their words and sentences, journalists might also include secret messages in their reporting. Self-censorship in utilising words is commonly undertaken by journalists creating a provocative and uncomfortable scenario for themselves. To prevent threats against them and their publications, this entails using various sentence constructions. So, having a wide vocabulary will make stories and broadcasts more engaging and help journalists better explain their surroundings. Employing words correctly might bring a shade of meaning and understanding to the journalistic lexical level they want to accomplish.

All kinds of publicists have the essential responsibility to learn and practise their language as specialists with all linguistic nuances required in their career, regardless of whether the journalistic purpose is writing for newspapers, magazines, or new media.

“Journalistic language” refers to how journalists (also called reporters) convey their stories to the public—the way they report on the Who, What, Where, When, Why, and How of each story. Today’s journalists sometimes use a colloquial (or conversational) style rather than the more formal style used in the past. They also use certain slang and idioms—every profession has its own special language, and journalism is no exception. For example, headlines often leave out words to save space: “President Plans Meeting With Putin” or “16 Die in Hurricane.”

The study of journalism language has grown significantly. Scholars from a wide range of academic disciplines, including linguistics, discourse studies, media studies, sociology, and others, have been drawn to the form, purpose, and politics of the language of journalism. It goes without saying that such work has created in-depth and frequently perceptive readings of the products of journalism as well as sophisticated and intricate analytical tools to explain the format and substance of the news. Even so, these approaches frequently revealed more about the analyst's beliefs and analytical techniques than they did about the language of journalism itself, i.e., the specific dialectical relationships between journalists and the text genres they produce, these texts and their readers, and journalism (as a trade, profession, and constellation of institutions) and the larger social formation. Naturally, journalism generates texts, and texts may be analysed using the same linguistic classifications, techniques, and ideas that can be applied to any other sort of literature. A large body of research has been produced as a result of this

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observation, along with the more widespread and frequently discussed "linguistic turn" in social scientific inquiry, which suggests that newspaper texts can be studied similarly to magazine texts, political speeches, dinner-table conversations, and a variety of other discourse genres. Such a strategy is notably misguided. Each genre of text or speech is the result of a confluence of discursive techniques that, to a greater or lesser extent, distinguish it from other genres. Aside from the distinctions between journalism and other genres that can be made through a first-level analysis of newspaper texts (such as the distinct narrative sequencing feature of hard news reporting), journalism serves specific social functions, was developed by men and women using particular production techniques in particular institutional settings, and is characterised by specific relationships between other political, judicial, and economic power agencies; i. Journalistic texts are "the output of distinct professional practises and approaches, which could be and can be extremely different with quite different results," as Fair Clough (1995: 204) puts it. These professional activities, however, are frequently obscured by linguistic logocentrism, a flaw that is not unique to discourse analysis, in which analysts are unduly focused with the details of "the text" rather than with the physical circumstances that bind and locate journalism. The examination of "meanings" now needs to take into consideration historiography of the context of creation, the methods and tools of replication and reception, and techniques of storage and memory. To put it another way, texts generate their publics; publics generate their texts. Discourses do, in fact, have their own "natural history"—a temporal and socio-cultural grounding that generates meaning and social implications in ways that cannot be explained solely by textual features. Because journalistic discourses are inherently socially situated, their analysis requires more than a simple glossary of text-linguistic terms. This point wasn't lost on Fowler, in contrast to how his work has frequently been read and used. In fact, he explicitly argued that these settings, as well as the values and practises that arise from and support them, should be a factor in our analysis because discourse occurs in social settings (of production and consumption) and the construction of discourse "relates systematically and predictably to [these] contextual circumstances" (Fowler, 1991: 36). Several areas of journalism language research continue to be the least developed. Specifically referring to the collection of techniques known as Critical Discourse Analysis.

With regard to Critical Discourse Analysis in particular, the group of methodologies that are supported by academics even go so far as to claim that, despite the fact that the critical interpretation and interrogation of discourse can only be provided by knowledgeable, experienced, and critical participants in the relevant field, CDA has ignored or disregarded this principle in favour of a perspective that emphasises in-depth historical, theoretical, and practical knowledge of the relevant spheres. This is unquestionably a salient argument at this moment in the study of journalism language. This special issue is based on the idea that we, in the various fields of study interested in the language of journalism, need to develop a type of materialism that should replace the current idealism but that should avoid slipping into too rigid interpretations of Marxism as economism that limited the applicability of some Marxian analysis published in the 1960s and

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1970s, notes that some earlier Marxian work "tended to ignore the potential power of disinformation." Instead, an ethnographic eye for the actual historical actors, their interests, allegiances, practises, and where they originate in relation to the discourses they produce should guide our materialist approach. Discourse itself is seen as a crucial symbolic resource on which people project their interests, around which they construct alliances, on and through which they exercise power. Focusing on journalistic discourse specifically claims that existing research has not examined news texts as "the output of a discourse process [...]. A process- or practice-oriented approach would provide new insights into the integrated investigation of news practise, news values, and audience involvement". In the introductory piece of this book, written by Anabela Carvalho, these worries—along with others—about the situation of CDA at the moment are expressed in the clearest and most detailed manner. The main topic of Carvalho's work is CDA, a method for analysing mediated language use that has gained popularity recently and currently rules the field. She contends that despite the objectives the CDA has set for itself, including "looking beyond texts and taking into account institutional and sociocultural contexts, a research programme that encompasses all the moments in the "life" of a particular news text, as well as the broader picture of the media discourse produced on a given topic, is still lacking. Carvalho focuses on three areas of CDA in particular that haven't been sufficiently studied yet: first, longitudinal studies and diachronic analysis that look at how a certain tale, subject, or issue is reported through time. Second, it is important to pay closer attention to the discursive tactics used by sources and other social actors outside the newsroom in their quests for access to the news pages, as well as the degree to which each (relevant) social actor's discursive tactics are replicated, contested, or excluded by journalists. While the discursive interventions of journalists on certain topics have been thoroughly studied (e.g., Blackledge, 2005, on immigration and citizenship; Richardson, 2004, on Islam and Muslims), the interventions of sources have so far eluded rigorous examination. Third, CDA should focus more on the effects of mediated discourse on certain fields of activity (such as the political field) and, consequently, how these fields affect the practises and output of journalism. Following this narrative, Carvalho offers a framework for analysis and a method for operationalizing it in order to begin filling in some of the gaps in the CDA oeuvre. Her method, which begins by analysing the text as a unit of analysis and then broadens this to examine the larger context in an effort to draw out the dialectical relationships between text and context, provides an incredibly helpful account of the practise of doing CDA and should be of interest to both novice and seasoned CDA practitioners. In fact, some of the topics she described as being neglected are covered in other pieces in this issue. The papers that follow make a contribution to the discussions even though they shouldn't be seen as actively attempting to fill up these gaps in mediated discourse analysis. For instance, Martin's piece on the "discursive revolution in labour journalism in the second half of the twentieth century" examines how the New York Times, Washington Post, and Toronto Star, three prestigious newspapers in Canada and the United States, have reported on strikes over time. The article's objective is to show how a newspaper's target

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reading demographic, in particular their class, can have a significant impact on the language of news reporting. Martin describes the historical "change in the target market of U.S. and Canadian newspapers from a broad readership of the working and middle class to a niche, "upscale" audience of the upper middle class" in more depth. Second, the article critically examines how the sampled newspapers cover strikes involving the transportation industry (involving, for example, rail, bus, and airline workers) and "how the framing of those strikes dramatically switched from a pre-1970s orientation of worker struggles to a post-1970s orientation of high consumer inconvenience."

He closes by making the case that the consumer-oriented approach to news hurts the labour movement and the working class in two ways. Secondly, by excluding members of the working class from news coverage, targeting affluent consumers worsens class disparity. Consumer-centered speech has important political repercussions and is "an manifestation of a fundamentally fragmenting individualism," according to the second argument. Newspapers started focusing on individuals formed into flimsy collectives only during instances of "spontaneous fascination" instead of news reports that speak to labor's long-standing collective drive for economic and social justice. Such changes in editorial content in newspapers also attest to the encroaching influence of market research profiling and the debasing consequences that such worries have on the potential of journalism to consider their readers as citizens and thereby serve whole communities. Machin and Niblock also look at the problem of class, the growing significance of wealthy readers, and the consequences this has on the branding and identity of a British newspaper in a later essay in the issue. Explicitly "addressing one of the key criticisms of CDA, that it fails to include the role of production factors in explaining textual choices", their article "looks at these changes in the context of the re-branding of one newspaper". Using a local newspaper, the (Liverpool) Daily Post, as a case study, Machin and Niblock investigate the aesthetic differences between the pre-and post-rebranding editions of the newspaper, and question "what types of discourses, ideas and values these connote". Few academic writing, they note, has acknowledged, much less examined, the "careful attention to visual design that has swept through press organisations over the past decade" – the few notable exceptions proving the rule. They address the grammar of visual design in their paper in an effort to close this gap. Drawing on the theory that language serves three communicative functions—to convey ideas, attitudes, and textual coherence—the multimodal approach expands the analysis to take into account the communicative potential of visual elements of texts. That example, the multimodal analysis investigates the ways that elements such as colours, typography and layout "may produce moods and attitudes, transmit ideas, create flow across the composition, in the same manner, that there are linguistic strategies for doing the same in texts" Machin and Niblock argue that the visual styles used as part of the rebrand should not be seen simply as "aesthetic or individual choices made by the text producers," but rather as "part of the social practise of commercialising the regional press and of targeting market groups to increase profits." They support their analysis of the newspaper with an interview with the commissioned designer.

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These two complementing essays by Martin, Machin, and Niblock each analyse how capitalism, and the need for profit in particular, motivates newspapers to alter their discourses—both linguistic and visual—in order to appeal to their target readers who are wealthy. Both pieces show how newspaper marketing still divides readers into market segments based on class and money, the two most obvious forms of social stratification despite the growing usage of "psychographic" traits. Zabaleta et al. remind us that for many journalists, deciding which language to employ and how much it is feasible to cover in that language comes before deciding how to portray a story or which reader demographic to try to appeal to. They examine the perceptions of these journalists about "their own language's development and issues when applied to journalism, their knowledge of the minority tongue and its use in the workplace" by focusing on the journalists who work in the media of ten European minority linguistic communities (Basque, Catalan, Galician, Corsican, Breton, Frisian, Irish, Welsh, Scottish-Gaelic, and Sámi). In a fascinating and significant addition to the scant literature on minority language journalism currently in existence, it is revealed: "less than two-thirds (62.6%) of the European minority language journalists surveyed believe their language is sufficiently developed for journalism". Some of the perceived deficiencies appear to result from conflicts among the sampled journalists over whether their point of reference should be the standard form of the minority language or should instead aim to reflect people's speech and dialects, echoing debates of mainstream broadcasting (and conservative 'proper English' campaigns in particular). The sampled journalists cite drafting and following newsroom stylebooks as a frequently used discursive tactic, but these can have a double-edged effect: while they help standardise linguistic and presentational styles, they also (possibly unavoidably) introduce some "journalese" and learned or standardised forms of wording. Given how they might "contribute to the modernisation and standardisation of the minority language" through the linguistic interventions of minority language journalists, manifested in "varied techniques," such stylistic and lexical practises merit particular attention from journalists as well as academics (newsroom discussions, in-house linguists, stylebooks, etc.) add an additional language-recovery role to journalism, but also create tension for the audience who may not fully understand the new or renewed lexicon" are the two articles that apply the APPRAISAL model to their close readings of the sampled texts in two publications. Objectivity, authorial neutrality, and the use (or restraint) of attitudinal language are highlighted in the first study, which Thomson et al. conducted to analyse the form and substance of hard news reporting across languages and cultures. The comparison of news reporting discourse across the variety of journalistic cultures around the world has, as the authors point out, sadly received relatively little academic attention. As we continue to be unsure of the extent to which various languages and cultures have created distinct journalistic styles and structures, this ignorance is concerning in and of itself. Yet given the potential for global forces to work to harmonise journalistic methods internationally, it is even more problematic.

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The language used in News Reporting

Short sentences and formal language are preferred over writing that is descriptive or narrative. Third person, past tense, with a possible future tense change in the last paragraph.

4.3 RELATION OF JOURNALISM AND PUBLIC RELATIONS

Public relations and journalism are sometimes seen as sharing qualities and pursuing similar objectives. Many businesses hire journalists to work in public relations because they feel journalists are familiar with the field and vice versa.

It is usual for journalists to switch careers from journalism to public relations, both in India and abroad. Whilst it does exist, finding the opposite is less typical. These employment changes show how similarly we view the two professions and, thus, the idea that switching to either one might not be such a drastic move. Although there is a working relationship between news journalists and public relations specialists that is typically mutually beneficial, their areas of expertise, job responsibilities, and objectives are not the same. According to some, the primary distinction between a public relations specialist and a journalist is the audience that each profession serves. Public relations professionals are supposed to work for clients or organisations, whereas journalists are recognised to serve the general public.

Similarities

- 1. Communicate with the public:** Professionals in PR and journalism interact with the public all the time. They communicate with their audiences and tell stories; this is what keeps the organisations going. This brings up the following similarities.
- 2. Build trust:** Building credibility and trust with the audience is crucial for professionals in the media and PR industries to succeed. By reporting and disseminating truthful and accurate news, journalists foster trust, which helps their organisations become known as reliable sources. PR specialists create trust in addition to credibility to educate and persuade target audiences to support an organisation or product.
- 3. Relay information in an easily understandable way:** If the tale is clear and simple, individuals are more likely to stay engaged when they read articles, listen to stories, or scroll through social media. Big phrases or perplexing pictures discourage audiences because they don't have the time to consider what is being presented in depth.
- 4. Tell stories:** The fact that both journalism and PR tell stories may be their most intriguing similarity. A professional's motivation for working in the field is their love for the work they do; it is what they find enjoyable. An accomplishment in finding and conveying a strong tale is that it makes both types of professionals feel invested in their work and

engages the reader or viewer, both of which are crucial for building and retaining audiences.

Differences

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1. **Roles in a company:** Employees at news organisations typically perform one task; for instance, reporters report, editors edit, and so on. The public is the one and only master of news organisations. On the other hand, PR experts can simultaneously serve many masters and a number of clients. However, this might change depending on the circumstance. For example, a professional at a television news station may have multiple roles, including anchor, reporter, and editor.
2. **The targeted or acquired audiences:** PR experts focus on particular audiences in order to spread a message and increase support for a company, a product, or an idea. The public is interested in the news that journalists report, thus they do not need to particularly target any audiences. On the other hand, journalism has an acquired audience.
3. **Freedom of expression or creativity:** Due to their ongoing need for new material and willingness to accept pitches, journalists frequently have more leeway to tell the tales they desire. But, in the PR industry, specialists work for a client; as a result, they must adapt ideas and tales to the brand and communicate in a way that will pique the interest of the intended audience.
4. **Objective vs Subjective:** The biggest distinction between the two fields may be that journalism must constantly maintain objectivity whereas public relations typically include subjectivity. Because PR convinces the audience to support a client's brand or product, it is subjective. But since journalism is reporting the facts and must be reported on whether the journalist agrees or not (save on the opinion pages), it must remain objective. Even though it has grown more frequent in recent years to take a slight stance on issues, objectivity is particularly important in broadcast and print journalism.

Conclusion

Public relations and journalism each play very different roles. Nonetheless, due to their respective jobs, they cross paths and interact in various ways on some platforms. This may help each other grasp the other's roles, but it does not always imply that they are fully conversant with one another's tasks. These are not both 8-to-5 occupations. Both involve a substantial amount of writing and ad hoc work. Both positions need a commitment to ongoing study and information gathering. Both occupations use communication, but in distinctly unique and interesting ways. The only way for journalists to understand what public relations is all about and vice versa is via learning and experience.

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4.4 PRINCIPLES OF ETHICAL JOURNALISM

Principles of ethics and best practises that apply to journalists are included in journalistic ethics and standards. The "code of ethics" for journalists and the "canons of journalism" are two names for this subgroup of media ethics. In remarks made by individual print, broadcast, and internet news organisations as well as professional journalistic societies, the fundamental codes and canons are frequently mentioned.

The principles of truthfulness, accuracy, objectivity, impartiality, fairness, and public accountability, as these apply to the gathering of newsworthy information and its subsequent dissemination to the public, are among the common elements shared by most codes, even though different codes from different countries may have some differences.

The following are the five core values of journalism:

- 1. Truth and Accuracy:** While journalists cannot always guarantee the "truth," getting the facts right is the fundamental tenet of the profession. Always aim for accuracy, provide all the pertinent information you have, and make sure it has been verified. When information cannot be verified, we should make that clear.
- 2. Independence:** Journalists must be unbiased voices; we cannot openly or informally represent the special political, corporate, or cultural interests. Any political allegiances, financial relationships, or other personal information that could create a conflict of interest should be disclosed to our editors or the audience.
- 3. Fairness and Impartiality:** Most stories feature a minimum of two viewpoints. While it's not required to include all perspectives in every piece, tales should be fair and provide background information. In the face of brutality or inhumanity, for instance, objectivity is not always feasible and may not always be desirable, but unbiased reporting fosters trust and confidence.
- 4. Humanity:** Journalists ought to act responsibly. Even when the content we post or broadcast may be offensive, we still need to consider how our words and images affect other people's lives.
- 5. Accountability:** The capacity to hold oneself accountable is a surefire indicator of professionalism and ethical journalism. When we make mistakes, we must admit them and express regret in an honest, not cynical, manner. We pay attention to what our audience has to say. We may not alter the opinions or writings of readers, but we will always offer compensation when we are wrong.

How do you Correct an Error in a Publication?

It is best to alert the journal to the error because it may be deceptive. You can send a letter to the journal describing the mistake, the correction, and the potential

effects on your paper. The journal will then either add a remark, comment, or erratum or update the online version.

How do you Write a News Correction?

1. The article title.
2. The full names of each author as they are listed in the article.
3. The full journal name.
4. The article's year, volume, issue, page numbers, and DOI have all been updated.
5. The exact location of the mistake (e.g., page number, column, line, table, figure, appendix)
6. A precise paraphrase of the error, or, in the event of lengthy errors or errors in tables or figures, an exact quotation of the error
7. A brief, understandable correction or, in the event that a table or figure contains an error, a new version of the table or figure.

After authorised, the author's information is used to construct the correction notice using the journal's official template. This correction notice is often sent online and in print with a DOI. In order for readers to find the correction notice when they access the article or the database record for the article, the correction notice is also annexed to the record for the article in research databases. A revised version of the story is frequently published online as well and identified as being accurate on the first page.

Citing a Corrected Article

It is not necessary to mention that an article has been rectified in the in-text citation or reference list item if you are citing one that has been updated. Write a standard reference list entry for the work and be sure to not repeat any of the original's mistakes. When readers access the cited work, they will see the correction.

What is a Common Way of Handling Corrections to an Article on a Website?

The most common is a dedicated email and/or phone number for readers to contact if they notice something wrong. The other common form of receiving corrections from readers is through an online form.

Write Good Corrections

It's crucial to be clear while writing corrections. Individuals need to comprehend both the original error and the accurate information.

Corrections that attempt to downplay or obscure the error risk being unclear or useless. Also, it increases the harm. A well-done correction aims to be clear and contains the following components:

- It is designated as a correction. In the press, the word "correction" has been used for a very long time. The general population is aware of what it

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signifies. Thus, identify the correction as a correction if you are fixing a factual error. It is not a "Note," a "Update," etc.

- It is of comparable calibre to other stuff. The same care must be taken in writing and editing corrections as with other content. This prevents the dreaded correction-to-a-correction from needing to be made.
- The initial mistake has been corrected. If at all possible, address the factual error in the content in addition to posting the correction to the offending piece of text. By doing this, the cognitive dissonance that results from someone reading inaccurate information and then seeing a correction that conflicts with what they just read is removed.
- Both the error and the accurate information. A proper correction clarifies what was inaccurate and what the true information is, as was already mentioned.

Some factors to think about include:

- A regretful statement. It can be serious to express sorrow and accountability by adding "we regret the error" or "apologies" to specific corrections where someone may have been offended or injured.
- Where appropriate, convey the story's tone. A genuinely funny mistake that was made in a humorous piece of content might invite a fun correction. For instance, The Economist incorrectly said that employees at Bloomberg Businessweek are not permitted to have social drinks at work. This led to the following correction: "Correction: An previous version of this article said that Bloomberg Businessweek journalists would face punishment for drinking spritzers at work. That is untrue. Sorry. We must have been intoxicated while working. But be aware that being hilarious can be challenging and dangerous. Make sure to use a cheerful tone only when necessary. Never add insult to injury with a tone-deaf adjustment.
- Tell us when the correction was completed. When making a correction, news organisations frequently include the date or even a time stamp to indicate when the content was amended.
- Give praise to the individual who caught the mistake. This is a fantastic way to use a correction as a chance to engage the community. As was mentioned earlier, repairs made today may include a link to a comment that identified the issue or a gratitude to a particular error spotter on Twitter or anywhere else. This shows your organisation appreciates reporting of errors and thanks people for their participation.

Check Your Progress

1. What is journalism?
2. What are the characteristics of journalistic language?
3. The correction notice should include what?
4. What are the Core Principles of Journalism?

4.5 ANSWERS TO 'CHECK YOUR PROGRESS'

1. The practise of journalism involves acquiring, analysing, producing, and presenting news and information.
2. Simplicity and Brevity.
3. The article title.
4. Truth and Accuracy

4.6 SUMMARY

One of the most fundamental differences between journalism and other forms of writing is how journalists gather the data they use in their articles. Journalists gather information using a range of reporting tactics, such as conducting interviews with informants, poring over official records, reading archival materials, and attending events in person.

4.7 KEY TERMS

- News story
- News structure
- Inverted pyramid structure

4.8 SELF-ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. Who is a journalist?

Long Answer Questions

1. What are the benefits of the Inverted-Pyramid Style for Web Writing?
2. How to write in the Inverted Pyramid Style?
3. What are the languages used in news reporting?
4. What is a common way of handling corrections to an article on a website?
5. What is the relationship between Journalism and Public Relations?
6. What are the principles of Ethical Journalism?

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Unit V **The Importance of Writing Strategies and Storytelling**

Learning Objectives:

By the end of this unit, the learners would be able to:

- Give them a gist of how Journalism influences public opinion and creates awareness among public.

Structure:

- 5.1 Journalistic Writing Styles
- 5.2 Narrative Writing
- 5.3 Relationship between Storytelling and Writing
- 5.4 What is 'Slow Journalism'?
- 5.5 Answers to 'Check Your Progress'
- 5.6 Summary
- 5.7 Key Terms
- 5.8 Self-Assessment Questions and Exercises
- 5.9 References

5.1 JOURNALISTIC WRITING STYLES

Introduction

What is the importance of written storytelling?

Tales aid in understanding other people. Whether or not we personally know the person, hearing their narrative still makes us feel something. In order to build social skills and make friends, it is crucial to learn how to relate to others and empathise with them.

Writing is regarded as one of the most significant forms of communication that allows people to express their thoughts and learn what others are thinking. Since it represents the pinnacle of human thought, it is regarded as the pride of the human mind. Culture has been preserved and passed down from generation to generation through writing. Writing also allowed humans to keep track of their environment, how it shaped their lives, and how it affected society as a whole. Communication, both spoken and written, is essential for interpersonal interaction. Humans need to be able to write in order to understand the thoughts and feelings of others. In order to ensure that students have the necessary writing skills to succeed

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in their studies, effective writing has become a vital tool for teachers and educators. According to a study, writing success is not just determined by the writer's cognitive abilities. It is possible for storytelling to use the emotive and cognitive components of learning as a skill and to provide a pedagogical alternative for the improvement of a variety of language skills. Students love spending time together, hearing one another's opinions, getting prompt responses, and writing about subjects that interest them during storytelling. The objectives of teaching various writing compositions derive from their significance since they offer interactions with valuable opportunities to communicate. It is a means of communicating ideas while using a variety of linguistic devices and expressions. Also, teaching students various forms of writing using these prospective writing styles may offer students a priceless chance to enhance their communication abilities. Narrative writing has been empirically studied in various situations and has shown a strategic relationship with other language abilities. It is one of the writing genres that language teachers may utilise.

Few points to understand the importance of writing strategies are explained in detail below.

5.2 NARRATIVE WRITING

Writing a story with certain components that work together to pique the interest and excitement of the author and readers is referred to as narrative writing. It gives the author or reader the impression that they are a part of the story or that they can confirm that you can somehow directly relate to it.

The definition of narrative writing is defined as creating a document using a specific framework to depict events from the writer's point of view based on how other people reacted to them. This kind of writing addresses the emotions of readers or listeners while presenting a tale in a unique, technical, and thrilling way. It is relevant in plays, short tales, personal essays, and novels.

Giving students the chance to express themselves in a personal way is the goal of narrative writing. It is distinguished by a creative approach that enables them to change the way they write. It demonstrates the student's knowledge of literary works including poems, essays, and stories as well as their capacity to create a cogent output that represents their emotions and how those feelings could affect others. The use of linguistic and literary forms appropriate for the desired subjects and congruent with the target audience could also be aided by narrative writing. By asking students questions about the story's events, its chronology, their expectations, and the moral of the tale, teachers can assist students in learning this sort of writing.

The goal of narrative writing is to tell a story that is either based on real-life occurrences or made up ones.

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Hence, the following are the three essential components of narrative stories:

1. **Introduction:** the author's ability to outline the subject and direct the reader's attention to the many aspects of the story.
2. **Body:** the behavioural cues that weave the events into the climax and storyline in order to eventually determine the story's lesson.
3. **Conclusion:** the solution to the story's dilemma and a line that indicates a reasonable conclusion.

A significant portion of children's literature is comprised of stories. Whether they are read or heard, young readers frequently like and enjoy them. It is the proper medium for expressing principles and uplifting concepts.

In different cultures, a story's underlying idea and its significance are different. Stories are described as a "series of events that have been ascending to a culmination and then finish by the solution following the slow decline of occurrences" in Western cultures, for instance. Children's perception of stories is described as being a mental representation of the story structure, or an outline of the fundamental story elements and their organisation, in African cultures the story is constituted by a balanced number of events that are linked by a common general idea driven by multiple characters, with each character having their own story. Contrarily, Arabs view the narrative as a collection of "interrelated events that circle around a primary character and lists action to adjust to that situation". Some people also contend that stories are works of art and a collection of connected incidents that centre on the main idea and feature a number of storylines and a resolution.

Based on the foregoing context, story writing (also known as narrative writing) is seen in this study as a literary craft that focuses on portraying a sequence of logical actions taken by one or more characters in order to make a particular point. The use of stories in teaching and daily life is widely recognised as an important genre. Writing a narrative has specific linguistic criteria, much like other genres and literary works do (i.e., grammatical structures and language usage). In order to create stories based on these traits, writers of stories should be aware of these prerequisites. When well-written, these literary works give writers the chance to express themselves in a variety of quirky ways and make a difference in people's lives. listed several techniques for composing stories, including:

1. The capacity to create a compelling beginning that will capture the reader's attention and connect to the core theme of the story. Students can select the story's opening and the description of a certain action, setting, person, or intriguing narrative.
2. The capacity to give the story's characters active roles. This talent is evident when selecting characters who are appropriate for the story's subject and defining each character's role to fit the narrative and represent its main notion.

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3. The capacity to arrange events in a way that takes into account their temporal order and interrelationship. This ability transfers into the chronological telling of the story's events utilising the proper connection techniques.
4. The capacity to create a setting that is appropriate for the story's development. This ability is clear when the setting of the story is established and when the use of time to advance the plot is made.
5. The capacity to pose a question in regard to the plot's theme. Creating an issue that needs a solution and is based on the problem's fundamental structure is the focus of this talent.
6. The capacity to draw a conclusion that is fitting given the story's development. This ability manifests in offering solutions to the persuasive issue and related situations.
7. The capacity to tell a whole tale through images.
8. The capacity to employ interesting verbal terms and words in writing. The proper use of lexical constructions, phrases, and narrative dialogue is the focus of this talent.
9. The morphology, grammar, spelling, and coherence mechanisms in the story make effective use of linguistic conventions.
10. Punctuation used in writing effectively that is guided by the narrative's meaning.

5.3 RELATIONSHIP BETWEEN STORYTELLING AND WRITING

Since the narrative technique uses several stages of literacy development, it can be used to improve writing. Together with grammar and vocabulary, the four fundamental language acquisition abilities are also generally improved. As an example, the Self-Regulated Strategy Development (SRSD), a teaching strategy that strengthens independent learning by enabling students to monitor, assess, and rewrite their writing, may be used to instructively support one of the writing processes. The SRSD's focus on the planning phase at the expense of revising is one of its main drawbacks, though. Good teaching methods are crucial because they help students develop their writing skills. Although we have steadily increased our understanding of the nature of writing, educators and researchers are continuously seeking for methods to enhance their lesson plans, especially for students who have never written a story before. A person tells a narrative from memory to a different individual or group of people, as indicated. Through interaction between the two, the teller functions as a transmitter and the listener(s) as a receiver of thoughts and ideas. Young children hear stories and other narratives, and then they draught, share, or alter those stories and other narratives into their writing. In this regard, it has been discovered that storytelling encourages imagination, enhances language usage and writing styles among students, as well as the interaction between students and between students and teachers, while also promoting listening skills and listening

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comprehension. Also, it has been shown that storytelling is particularly beneficial in helping students develop their writing and listening skills. outlined a number of advantages of teaching through the art of storytelling, including sharing personal experiences, boosting vocabulary and language abilities, stimulating creativity, improving understanding, and promoting constant discussion of ideas and views. revealed that storytelling promoted student cooperation and helped students feel more self-assured about their writing abilities. Also, research was done to determine how reading and telling stories affect young children between the ages of 3 and 4 in complimentary and corresponding ways. They discovered that storytelling helped kids with speaking, overall comprehension, and tale element recognition.

In reading and writing classes, storytelling is a significant component as well. suggested that oral storytelling is helpful for boosting students' self-confidence and reading skills, and that it increases students' reading comprehension. Stories are a type of creative writing, thus students should be encouraged to practise it extensively and pedagogically. said that narrative aids pupils in their creative writing and raises the calibre of their works. cited research showing that using stories in the classroom helped students become more motivated to learn and develop critical thinking skills. According to studies, using stories in the classroom can help kids learn language better, develop their imagination, improve their vocabulary and listening comprehension, solidify their understanding of the material, remember the story, and develop critical thinking.

Another way to encourage children to use language is through storytelling. claimed that using stories to teach young children linguistic skills is a good idea. Using the oral culture of children can make reading and writing meaningful and engaging. The Arabic language proficiency of students could be enhanced by the use of the storytelling technique in areas like classroom interaction, comprehension, fluency, vocabulary, sequencing, and creative writing. It might also initiate creative thinking. When students are interested in a story, mental imagery and the related thought process come to mind.

Introduction

If we talk in the context of print media, the content that various channels of print media like newspapers, magazines etc. carry can be segregated mainly into four journalistic styles of writing. These styles are as follows

1. News Reports
2. Feature Articles
3. Column Writing
4. Editorials

1. **News Reports:** It's easy to write a report if you have a knack for news. A report is a verified account of an event that just took place or is now happening. If you report on the topic properly and write in a clear, succinct, and active manner, writing a news report is simple. As one

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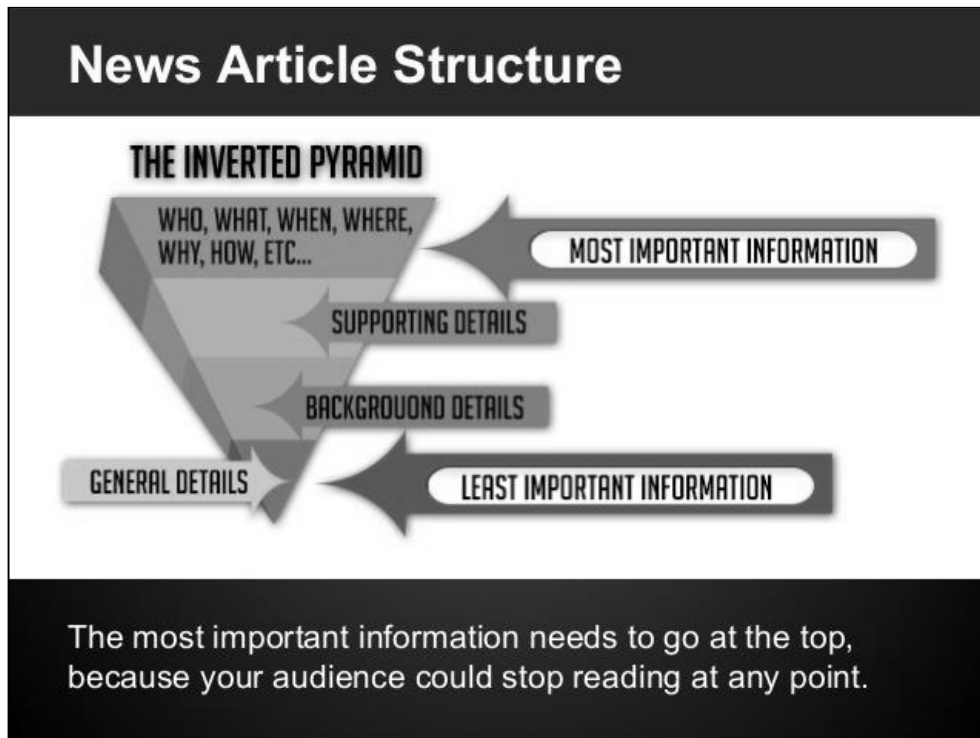
writes about an event or anything that happened, one should answer the 5 W's and H questions. Keep in mind that a news report's main goal is to give readers accurate information about the story. You should acquire as much facts as you can before writing your report. Newspapers often contain news reports, and their goal is to keep readers up to date on events in their community. There is a specific format for news reports that you must adhere to. This building is frequently referred to as an inverted pyramid. It appears as follows:

Journalists and other writers employ the metaphor of the inverted pyramid to show how information should be prioritised and organised in language (e.g., a news report). It is a widely used technique for crafting news articles and may be applied to a variety of publications, including blogs, editorial columns, and marketing fact sheets. It is a means to convey the fundamentals of a subject in the first few phrases.

The upside-down or inverted pyramid can be visualised as a triangle pointing downward. The article's widest portion at the top symbolises the writer's intention to convey the most substantial, interesting, and important information, demonstrating that this kind of material should come first. The article's tapering lower portion demonstrates that other information should come next in decreasing order of importance.



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Inverted pyramid style, which presents information in descending order of significance, is typically used to structure news reports. This enables the audience to swiftly read the most important information so they may choose whether to continue reading the story or not. Using the inverted pyramid structure makes it simpler, from an editing standpoint, to cut a story from the bottom, if necessary. The inverted pyramid design, which was developed more than a century ago, is still the essential guideline for crafting news broadcasts.

Two factors make this format valuable. First off, even if they don't know all the specifics, readers may stop reading the story at any moment and still understand it. Second, it guides readers through the story's specifics by the conclusion.

Because it is simpler to exclude information for space or other reasons later in the story, this technique also results in information that is less essential to the reader's comprehension. Cutting from the bottom is the term used for this. A story may conclude with a "kicker"—a conclusion, maybe a call to action—which occurs after the pyramid, as opposed to waning off.

Anatomy of a News Report:

- (i) News Reports begin with a catchy HEADLINE.
- (ii) The LEAD PARAGRAPH gives the reader the most crucial information about the plot as quickly as feasible. The LEAD PARAGRAPH is frequently the sole section of the narrative that readers read. Use the 5Ws rule:
 - WHO (is involved)
 - WHAT (took place)
 - WHEN (did it take place)

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- WHERE (did it take place)
- WHY (did it happen)
- HOW (did it happen) – only if there is room, include this.

- (iii) The BODY of the News Report includes more information and more specifics regarding the WHY and HOW of the story.
- (iv) The TAIL/KICKER contains the less significant information that is frequently left out of newspapers by the editor when there is not enough room for it.

Some tips to write a news report are as follows:

- Every news story in your news report should be simple enough for a 12-year-old to understand.
- Strive to be objective; present both sides of the argument, and avoid interfering with the "facts" by interjecting your own bias.
- A news report can be distinguished from an opinion piece by the fact-based approach it takes. Using trustworthy resources and double-checking your data are crucial.
- Short, direct sentences should be used. You should use this as a chance to practise modifying your vocabulary, grammar, and punctuation to improve effects and clarify meaning.

2. Feature Articles

What is a feature article?

An article that provides additional depth on current events, individuals, or concerns is known as a feature article. These papers, which are written by a professional or a journalist, offer background information on a noteworthy subject as well as the writer's personal viewpoint or experience.

Information of human interest is provided in feature articles. Feature articles are typically the non-straight news, editorial, or advertising stories that appear in newspapers and magazines. Also, they make an effort to emotionally engage the reader due to their personal interest. The inverted pyramid structure of the "hard" news item is absent from the feature article. Features also do not lose their relevance as soon as "hard" news items. Even a year after it was published, a strong feature story is frequently still entertaining to read. It is more comparable to fiction because it tells a tale. An article about the Prime Minister might, for instance, discuss what is going on in Cabinet or the bills that are being debated in the Diet. On the other hand, a feature article can examine the prime minister's hobbies or recount a significant event from his youth that had a profound impact on him.

Where appropriate, feature pieces may employ a combination of first, second, or third person. First person (I, me, mine, we, us, our) can be utilised to build rapport with the reader, develop a connection with the

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deceased person, and perhaps provide context for anecdotes. When the speaker is giving the deceased's personal history or a summary of their life, the third person is employed.

Writing and Organizing a Feature Article:

- Choose the feature article category that you want to write for. then decide which feeling you want to evoke in your audience.
- Choose the organisation strategy that will work best for your story: chronological order or order of importance.
- Choose your story's introduction strategy. Start your story with a line that grabs readers' attention and compels them to keep reading.
- Use narrative writing strategies to enhance the human appeal in your content.
- Write your article's conclusion similarly to how you would a short fiction. Be sure to put together all the loose ends.

Make a headline that will grab the attention of your readers.

Language and Grammar:

- Depending on the subject, language usage might be formal or informal. The essay has a personal tone because to the use of informal, colloquial (slang), and first-person narration.
- Generally uses the present tense.
- Uses sentences of various lengths.
- Contractions (didn't, it's, that's, we'll) are permitted.
- Appropriate jargon gives the facts and viewpoints expressed more credibility.
- To keep the reader interested, provide tales or historical context.
- The author's opinions are supported by facts or other proof.
- Exaggeration and generalisation are tools employed to heighten comedy in articles.
- To engage the reader, employ rhetorical questions.
- To elicit a personal response from the reader, emotive language is employed.
- The reader's imagination can be stimulated by the use of figurative language (e.g., imagery, simile, description).
- Straightforward quotes help to humanise the subject.

Structure and Organization

Introduction

- **Headline:** To determine the feature's primary focus; attention-grabbing.
- **Subheading:** Gives a perspective or aspect.

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- **By-line:** To identify the journalist or specialist who wrote the report.
- **Hook:** An engaging opening line that "hooks" readers and establishes a point of view by a direct assertion, anecdote, or hypothetical query.
- **Introductory paragraph:** This section elaborates on the hook and sets the tone and main points of the article.

Body

- **Paragraph 2:** the first major point. An explanation of the impact this individual or situation has had on society. This ought to be the author's own account of the events.
- **Paragraph 3 onwards:** further important points are supplied to go deeper into the issue and to explain noteworthy incidents or accomplishments about the subject or individual. These paragraphs contain information, proof, quotes, provocative questions for the reader, and personal viewpoints.
- To support the author's explanation and interpretation of the person, topic, or events, photographs, tables, diagrams, and graphs are frequently used in conjunction with the text in feature stories. Highlighted text can be used to draw attention to particular quotes or occurrences.

Conclusion:

The final sentence should make a strong impression by:

- Educating the reader of the article's central concept
- Advising on a suitable line of action
- Encouraging a shift in perspective or behaviour

Common types of Feature Articles:

- **The Human Interest Feature**

A human-interest segment ties a topic that is now trending in society with a fascinating aspect of the everyday lives of regular people. For instance, a feature piece on email can demonstrate how e-mail is altering interpersonal interactions both at work and at home.

- **The Personality Feature**

A human-interest trait could evolve into a personality trait that examines a person's life in greater detail. The individual may be well-known or almost unknown, but he or she will have accomplished something that is noteworthy. For instance, wheelchair athlete Rick Hansen traversed the equivalent of the globe to raise money for spinal cord injury research. Several publications with personality features have discussed his life. A personality trait may be tragic or motivate us due to the subject's courage.

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- **The How-To Feature**

The how-to section explains how to create or do something. For instance, how to efficiently organise your desk or how to quickly clean your home.

- **The Past Events Feature**

The historical events section examines them, but it does so from a human interest perspective. For instance, a feature article on the 1964 Tokyo Olympics might focus on how one person's life was touched by the games rather than just the economic or political aspects of the tale.

- **The News Feature**

The news segment begins with a current news story and then looks at how it impacts the lives of regular people. Think about how the staff at a small business would manage it if the boss had perished in an aircraft crash.

Feature Article Checklist:

- Is my research thorough and reliable?
- Does my introduction pique the readers' interest?
- Is my entire essay engaging?
- How is my article structured? Is it reasonable?
- Have I employed different sentence structures and lengths?
- Have I used transitions to enhance the coherence and flow?
- Have I utilised new, potent language?
- Have I eliminated all the extra words?
- Do I have a good story to tell?

The following are some key distinctions between a feature and a news report:

- A feature is comparable to a news story in that it presents information to the reader in an engaging manner and is designed for quick reading. But by enhancing those facts through study, research, and interviews, it goes beyond the facts themselves.
- The purpose of a news report is to inform the reader, but a feature also instructs, guides, or entertains in addition to informing.
- The news story delivers the facts as they are; the feature dramatises and enhances them by providing specific material that will capture the reader's attention and imagination.

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- The feature writer describes not only what he sees but also the causes or backdrop of the narrative, as opposed to the reporter who merely reports what he observes.
- While there are no strict deadlines for creating features, news reports are hastily written.
- Typically, features develop from news while news develops from everyday events.

3. Column Writing: A column is a recurring piece or article in a newspaper, magazine or other publication, where a writer expresses their own opinion in few columns allotted to them by the newspaper organization. Columns are written by columnists.

A column is a regular piece or an article in a newspaper, magazine or any publication. Sometimes it is published daily or it appears weekly. This piece of writing contains the writer's opinion or point of view. A spot is allocated to the writer in the editorial page and often it is also named 'Opinion' where his or her write-up containing his or her opinions or views on a particular topic or subject appears. The person who writes the column is called 'columnist'. The column endows the writer with an opportunity to give his or her opinion freely. There is no restriction involved in column writing whatever the observation, experience and knowledge the writer has about the specific topic or subject, the same can be conveyed in the column. Even the liking and disliking too often are witnessed in the columns.

It is published with a byline (columnist's name), column's title and the columnist's picture. Besides it is also seen that the column has another title in addition to column's usual one, which changes with every new column by the writer and it is called the topic or story's title. The person who writes the column is always equipped with handsome amount of experience and highly skilled. A column showcases the in-depth knowledge of the subject the writer possesses. In order to extract the information about the topic a columnist is going to write a column on, he or she uses his contacts in the field or community. A column is a voice or a viewpoint of a columnist not the newspaper and it is generally written using first person singular or third person singular. It speaks about the hot issues in society or politics or even displays the experiences of the writer about a specific subject. The reader is free to agree or disagree with the opinions of the columnist.

A column plays a very significant role in journalism. If we say the print media heavily relies on the columns, it will be a correct statement in many ways. Since the columnists are highly experienced, skilled, knowledgeable and have good sources, their opinions are respected and register the impacts on the minds of the readers. So, when a celebrated columnist associates with a newspaper or publication, the circulation is bound to increase.

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By exploiting their sources, columnists can provide readers with many facts that traditional journalism or news reports cannot. As news must present the facts, they are unable to delve deeply in the way that a columnist may using the influence of his or her viewpoint. The reader frequently sees hidden truths in the columns, but sometimes they turn out to be incorrect. Nonetheless, this occurs because sources are involved in providing the information. Another option is for a columnist to base their view on their experience, which can also go awry. Nonetheless, it is a must for the game of composing columns.

Everything can be made or broken by the columnists. Most of the time, their observations are accurate, and the information they receive from their sources discloses the hidden truths. Because of their extensive expertise, experience, and constant access to a wealth of information, they are typically compensated well. Their role has surpassed that of the print media in today's era of digital media, and they are now frequently seen hosting talk shows, giving interviews on news channels, and maintaining their own blogs. They play a huge significance in society as well as in journalism.

Eight types of columns are as follows,

- (i) **The Description Column:** Excellent descriptions are essential to good writing. If we cannot see what the author sees, hear what he hears, taste what he tastes, smell what he smells, and touch what he touches, how can we understand what the author is saying in any piece of writing?

When writing, be as specific as possible. Avoid using generalisations when you...

dislike or love divorce or ...

the gravity of having someone to answer to or ...

constraints that disease imposes or ...

the dread of obeying an inexperienced sergeant.

You either adored or despised the way your ex-spouse seemed during arguments,

when you tickled your infant's tummy,

the manner in which an army commander issued commands,

the way mossy boulders in your parents' backyard pond feel.

When writing a description, you must use imagery from all five senses. Instead of using words to merely convey your mood, use sensory details that illustrate what you are conveying.

The fundamental building blocks of your writing are specific, situation-specific details. They provide you with the fuel you need

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to develop a path through your material, gain momentum, find resolution, and make discoveries.

- (ii) **The Narration Column:** Sometimes things that happen to you seem like they belong in a book or a movie, and you'll want to record the narrative in a way that would make people laugh or feel something. You should create a narration column at this time. An argument is made in a narration column by using chronological order of occurrences. Like any column style, it paints a picture with sensory elements from a good description. These two components—chronological arrangement and sensory information—let you create personal narration columns that investigate significant moments by conjuring up those moments and connecting what you learnt from them.

So how do you determine when to begin and end the narration?

Even though it is narration's fundamental component, telling a compelling tale involves more than just sequencing events in a linear fashion.

You've probably heard kids talk about their days. This occurred first, then that, this, and so on.

Where is the narrative in the story?

The purpose of the narrative must be clear, and this is naturally where the author found inspiration. Where you begin, where you conclude, and how much time you spend with stories of in-between events are all determined by the journey towards that insight.

Include your research topic in your inquiry if you have one. For example, "When in THIS EVENT did I gain or lose a person, an opportunity, or anything else?"

You could recall going through a divorce and losing your house or a friend.

You might have experienced getting lost while bicycling across the state.

Finding and losing go together. Usually, when one thing is lost, another is discovered, and typically, when one thing is found, another is lost.

Either the finding or the losing can be the starting point. Losing, on the other hand, tends to be associated with the most memories and emotions, and those emotions support your writing.

- (iii) **The How-To column:** Everyone is familiar with the how-to. How to bake a cake, how to construct a house, how to purchase a puppy, and how to find love. You may be wondering why we would publish these things in a personal column.

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A how-to article differs from a how-to personal column in the following ways: Because you want others to understand the process you are writing about, when you write a personal column, you describe how something is done or manufactured.

You want them to comprehend not only how something is made or done, but also how it has impacted your life. They should understand that performing or producing it might have an impact on their lives.

Each type of instructive writing, whether it be personal or not, requires attention to...

- (a) The actions you're describing in the process
- (b) The required order of the steps to be taken
- (c) The specific vocabulary you'll need to succeed
- (d) The equipment needed to complete the method
- (e) The range of options for methods
- (f) The indicators indicating a desired result has been attained.

Its organisational structure is comparable to a narration column since it has sequence that closely resembles chronology. It includes description because the five senses must be evoked while describing both things and process steps.

Also, any how-to personal column must be clear about what you are GENUINELY telling your readers while simultaneously demonstrating for them how a specific task is completed.

Some of the most thought-provoking how-to articles walk us through a process that we truly wish we didn't know how to execute step by step:

how to fall in love with the wrong person,
how we can waste our hard-earned money,
how to harm the environment,
how to leave your spouse,
how to be friends with practically nobody.

We can use writing to prevent someone we care about from making the same mistakes we did. Sometimes we provide instructions for making something because we believe that someday people will wish to make it for themselves. Sometimes we create how-to guides for people who have had an impact on our lives to show them how much they mean to us and to express our gratitude. Also, we write in order to fully comprehend our own experiences.

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- (iv) **The Compare/Contrast column:** Humans use comparison and contrast to make decisions regarding jobs, purchases, vacations, and other options. We look at parallels and divergences.

We make comparisons between something unknown and something we are already familiar with.

We can discover more about ourselves by using comparison and contrast. For instance, by contrasting the attractiveness to a fast car with having a celebrity in the area, a person may discover more about their interest to fast cars.

By comparing the accessibility, temperature, and depth of the pool and the ocean, you can discover more about why you prefer swimming in the pool to the ocean and why the pool makes you feel safer.

We also use compare/contrast columns to help us learn more about ourselves.

Here are two activities to aid in C/C column development:

- (a) describing what never was in order to learn about what is: You might find yourself writing about how unsatisfying the relationship was if you said, "My ex guy was like a McDonalds" — the same old menu, the pre-spread ketchup-mustard mix that appeases without taking a stand, the showy packaging over the small meal. Nothing about the relationship resembled the one you desired.
 - (b) Earlier and later – Consider before and after photos of a person's residence being transformed. Imagine yourself now as a house that is being renovated and updated over time.
- (v) **The Classification and Division column:** When you need to organise information in an original fashion, utilise this column.

Consider how comics will remark, "There are three sorts of humans," before going on to describe each category and provide instances.

We all recognise different kinds of places, circumstances, items, and events, as well as various kinds of individuals and their behaviours. We share our unique perspective by categorising them into distinct groups.

It's crucial to categorise and divide your subject into groups based on a characteristic that they all share.

If you don't have at least three groups, comparison and contrast are what you're dealing with.

Your ability to evoke and clarify the categories and their differences when writing can help you advance your column. These talents include description, narration, how-to writing, and C/C.

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It's best to always hunt for new categories to explore or fresh perspectives on existing ones. By focusing on a particular aspect of supermarket patronage, such as the kinds of cart pushers or the manner in which customers accept food samples from Sam's demo tables, one might create an original take on the issue.

- (vi) **The Cause-and-Effect column:** Write about choices you've made and experiences that have altered your life

You might ponder "Why" after something unfortunate occurs to you. It is normal.

We overlook the wisdom of looking further down the road to see the impacts of decisions and actions because we are so accustomed to utilising hindsight to identify causes in the aim of applying knowledge to future situations.

Sometimes there is no apparent "why" behind a circumstance in your life. It is simply there. Finding out "what" has changed in you as a result of dealing with or going through that circumstance is crucial.

"What choices or actions—mine or those of others—have altered my life, and what are those effects?"

You might recall when your parents decided to move or when they attended summer camp. You can reflect on the choice you made not to ask for a promotion at work or the departure of your best buddy. Perhaps you can recall a time when you fell for a con.

Perhaps your parents' relocation compelled you to mingle and improve your social skills. Perhaps your time at summer camp was the worst experience of your life, and you vowed to never subject your children to such an ordeal. Yet, if camp was fantastic, perhaps you made the decision to work as a counsellor.

Again, for self-discovery, cause-and-effect technique is useful in personal columns. Most of us think we are trapped and unable to alter our behaviour, circumstances, or emotions because of some specific event that occurred. WRONG. You can see how change can happen if you use cause and effect reasoning to personal columns.

Remember to write with specifics in mind. Take a detour to get to your point. Writing frequently works best when the topics are ones you have little passion for.

Writing about the repercussions of skipping your high school's homecoming dance might be simpler for you than writing about how meeting your spouse altered your life. You may get more information from writing about how you met him because you skipped the dance than you think.

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But, there are instances when you must confront a topic head-on because, unless you do, you might be unable to write about anything else.

- (vii) **The Definition column:** Understanding your roles in writing In a definition column, the author investigates a topic by outlining the characteristics that set it apart from other topics.

Division and classification are necessary for definition because, in order to define something, we must determine the classification to which it belongs and how it differs from other classifications (i.e., C/C). Writers can frequently characterise a topic by enumerating the attributes it lacks. This is a means of demonstrating the limitations and particularity of the issue being discussed.

Typically, authors provide examples to further explain their concepts. In the end, cause and effect and how-to articles can also aid in the creation of an extended definition column.

For instance, defining anything can include its functionality.

When the author examines what transpires as a result of having or becoming something, the cause-and-effect method aids in defining.

By demonstrating the training required to become a bus driver, one may define what a "bus driver" is. The impact of a daughter's behaviour on her parents can be included in the definition of what it means to be a daughter.

The impacts of parenting, whether positive or negative, on children's life can be included in the definition of what it means to be a parent.

How diabetics view their nutrition can be a part of what it means to have diabetes.

- (viii) **The Argument and Persuasion column:** There are instances when we want to influence people to act or think differently. Persuasive writing can be found in op-ed and letters to the editor sections of newspapers and magazines.

How can one write convincing arguments? How do you persuade someone to listen to what you have to say and possibly alter their mind?

- Make a statement.
- Provide at least three arguments in favour of it.
- Compose your sentences in a peak-to-peak order.
- Give the opposition's argument some time.
- Instead than depending on emotionally charged words that only tell the reader what to think, use illustrations and specifics to persuade them.

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The following are the main distinctions between a column and a feature:

- While features always have a different theme, columns typically have the same content printed under that topic.
- Columns are printed in a set location, whereas features do not (with the exception of magazines).
- Columns often have a word count of 500 to 1000, while features typically have a word count of 500 to 3000.
- Features are more colourful than columns.
- When compared to features, columns often just carry one photograph.
- Whereas a feature includes several, a column only has one headline or highlight.
- Although features are written objectively rather than subjectively, columns may be written in the first person.

4. **Editorials:** An editorial is a piece of writing that expresses the newspaper's viewpoint on a subject. It represents the majority decision of the editorial board, the newspaper's governing body made up of editors and business executives. Typically, it is not signed. Similar to a lawyer, editorial writers develop an argument and attempt to persuade readers to share their viewpoint. Editorials are written with the intention of influencing public opinion, encouraging critical thought, and occasionally motivating readers to take action. An editorial is essentially a news story with a point of view.

Editorials have:

- Like other news pieces, this one has an introduction, body, and conclusion.
- A thorough justification of the problem, especially for complicated problems
- A relevant news angle.
- Opinions that precisely contradict the identical concerns the writer raises from the contrary perspective.
- The writer's opinions were presented in a professional manner. Excellent editorials avoid name-calling and other childish forms of persuasion, and they focus on issues rather than individuals.

Different approaches to the issue or problem under attack. Everyone can complain about a problem, but a good editorial should use constructive criticism and offer suggestions to actively improve the situation.

a strong and succinct conclusion that sums up the writer's viewpoint. Add some punch to it.

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Four Types of Editorials Will:

- **Explain or interpret:** These editorials are frequently used by editors to defend how the newspaper handled a delicate or contentious topic. Newspapers at the school may detail new regulations or a specific initiative by the students, such as a food drive.
- **Criticize:** While offering remedies to the highlighted problems, these editorials constructively critique behaviours, choices, or circumstances. The immediate goal is to make readers aware of the issue, not the remedy.
- **Persuade:** Persuasive editorials want the reader to see the solution, not the issue, right away. Readers will be prompted to take a particular, constructive action as early as the first paragraph. Political endorsements are effective illustrations of persuasion editorials.
- **Praise:** These editorials applaud individuals and groups for a job well done. These do not occur as frequently as the other three.

Writing an Editorial:

- Choose a significant subject that would be of interest to readers and has a current news slant.
- Gather facts and information, incorporate unbiased reporting, and conduct research.
- Briefly express your viewpoint in the form of a thesis statement.
- Describe the scenario objectively, like a reporter would, and explain why it is significant.
- Provide the opposing argument with supporting quotes and data first.
- Dispute (reject) the other viewpoint and support your position with facts, examples, figures, and quotes. Take the arguments of the other side apart.
- Give in to the opposition's argument; they must have some valid points that you can accept to appear reasonable.
- Reiterate important words or phrases to help readers remember them.
- Provide a workable answer to the issue that goes beyond the realm of ordinary knowledge. Promote thoughtful reflection and proactive action.
- Finish it off with a punch that reiterates your introductory statement (thesis statement).
- Make sure you stick to 500 words and avoid using the pronoun "I."

A Sample Structure:

- (i) Lead with an Objective. An explanation of the controversy or issue. Add the H as well as the five Ws. (Congressmen want to decrease

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funding for public television in an effort to balance the budget. Hearings were conducted).

- Draw information and quotations from the pertinent sources.
- It may be necessary to conduct more research.

(ii) First, Present Your Opposition.

You, the author, disagree with these points of view. Name the individuals that directly oppose you. (Only the wealthy watch public television, according to Republicans, who feel that these cuts are necessary. Other cable stations can choose them).

- To express their thoughts in an unbiased manner, use quotes and facts.
- Clearly state the opposition's perspective. In arguing against a feeble argument, you gain nothing.

(iii) Directly Refute the Beliefs of the Opposition.

Your article can start with a transition. Public television, according to Republicans, is a "sandbox for the rich." The majority of viewers of public television, according to statistics, earn less than \$40,000.)

- Add additional data and quotes from others who agree with your position.
- Give in to a strong objection that will help you come across as logical and well-informed (economic times are bad, and we can reduce some support for the arts; nevertheless,...).

(iv) Offer Other Unique Justifications or Analogies.

Provide grounds for your position in descending order of strength. (Removing funding from public television is depriving kids of an education.)

- Use a literary or cultural allusion to increase your perceived credibility and intelligence. (We should return to Caesar what is rightfully his.)

(v) Finish up with a Punch.

Provide solutions to the issue or urge the reader to do their research. (To discover methods to cut costs, Congress should focus on areas where there are actual wastes, possibly in entitlements and defence. We are all harmed when public television is raided.)

- An effective quotation is one that comes from a reliable source.
- A rhetorical question, such as "If the government doesn't safeguard the interests of children, who will?" might serve as an effective conclusion.

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The following are some key distinctions between an editorial and a feature:

- Editorials are daily writings that are placed in a particular location of the newspaper and contain opinions, commentary, and analysis. A feature neither has a set location nor is it printed every day.
- Newspaper editorial is subject to editorial policy, but feature is not.
- In contrast to features, editorials typically don't have author names.

Pictures are included in features but not in editorial.

5.4 WHAT IS 'SLOW JOURNALISM'?

Today's newsrooms are under pressure to deliver stories at an ever-increasingly rapid pace, which frequently prevents reporters from going beyond surface-level research. Twenty years ago, media experts had already issued a warning that working quickly could lead to journalists "reverting to tired themes and observations—interpretive clichés." This influence has intensified in the world of digital media we live in today.

"Today we are addicted to speed, to cramming more and more into every minute. Every moment of the day feels like a race against the clock, a dash to a finish line that we never seem to reach."

But if you want to grasp the complex world we live in, there is another path you may take: "slow journalism."

Slow journalism is about taking the time to report the news with careful attention and greater detail, challenging the idea that faster is better.

The concepts at risk in this type of reporting are not as straightforward as the fast-slow dichotomy might imply, it is crucial to remember. Working more quickly is only one aspect of the mechanics of digitization, globalisation, and speed; similarly, slow journalism is more than simply slowing down everything again.

According to Geoffrey Craig of Auckland University of Technology, the metaphor of "acceleration" is an oversimplification of the social trends we are witnessing in our contemporary, global, digital environment.

"The picture is less of any simple acceleration in the pace of life or the experiences of spatial 'collapse' than of a far more complex restructuring in the nature and experience of time and space," Craig writes.

In effect, in the revolution of 21st-century media, time is simultaneously speeding up and reducing speed. The world is simultaneously expanding and contracting.

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The world is now at our fingertips thanks to digital media, which also enables us to communicate with characters and storytellers on the other side of the globe. But they also broaden our internal timelines and maps by connecting us with distant individuals and locations that we might not have otherwise known existed. The finest slow journalism addresses the intricate relationship between speed and slowness that is developing in our fast-paced, modern society, rather than merely the bogeyman of toxic speed.

Nevertheless, before we do that, what is slow journalism, exactly?

There is no easy agreement. It has also been referred to as a meme, a movement, and a hypothesis. The definition of slow journalism is constantly being developed as a new area of journalism philosophy. Yet, Erik Neveu, a specialist at the French National Center for Scientific Research, outlines several general traits of this in-depth and careful method of news gathering:

1. **Literal slowness:** A slow journalist takes their "time to gather and process data, to obtain and check facts."
2. **Investigation:** In serious reporting, a slow journalist "collects and produces news, not of recycling or commenting on it."
3. **Selectiveness:** A sluggish journalist eliminates the unimportant and calls for journalism to be "selective, explanatory."
4. **Length and narrative quality:** Slow writing "suggests narrative, and frequently longer-form writing" to give readers craft and depth.
5. **Fairness:** Transparency is promoted through slow journalism.
6. **Commensality:** Slow journalism benefits the public.
7. **Participation:** Slow journalism "turns its audiences into partners," inviting readers to react to and participate in the news's creation.
8. **The telling of untold stories:** Slow Journalism emphasises the "deep," "untold," and "backstage," illuminating "an almost anthropological, grassroots picture of society."

What meaning should we give to this list? Does an article have to fit all of these criteria in order to be considered slow journalism? Surely not.

Even if community building and participation are frequently unattainable and long-form investigative journalism typically necessitates a level of guarded study and even secrecy, it still seems to fall within the sluggish category. In a similar vein, while celebrity biographies like Gay Talese's "Frank Sinatra gets a cold" scarcely constitute untold tales, they do meet many of the other criteria for slowness. We need a technique to more precisely locate the term's meaning in order to provide slow journalism descriptive strength. But how?

Two scholars offer promising suggestions.

Megan Le Masurier, a media professor at the University of Sydney, published the first significant academic effort to define slow journalism. She contends that

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slow journalism shouldn't be characterised by any particular traits, but rather by "a critical orientation to the effects of speed on the practice of journalism."

Although slow journalism has existed for centuries, the term is just now becoming more popular, according to Le Masurier. What's new is the wider backdrop of a globalised world where "quick" media are having difficulty handling complex issues. On his part, Neveu contends that slow journalism should be viewed as a "ideal type": a concept that questions reality rather than merely describing it.

So, it would be more appropriate to consider different levels of "slowness" in a story rather than categorising news reports as slow journalism or not. A narrative is slow in the sense that it actively addresses those aspects of journalism that run the risk of being forgotten in our world, which is becoming more and more complicated, distracted, and media-saturated.

Stories satisfying the first five criteria of slow journalism listed above have been common for decades: Investigative Journalism, Literary Journalism, New Journalism, and New New Journalism are only a few of the banners they have flown.

Today, publications like *Delayed Gratification*, *Aeon*, *XXI*, *Narratively* and *De Correspondent* identify themselves as destinations for slow journalism in the sense captured by those five criteria. The latter three criteria-fulfilling stories are less frequent, but a raft of current publication and projects (including the *Out of Eden walk*) are testing out participatory, community-led journalism and co-creative media. Regardless of which criteria are emphasized, the key is that slow journalism is not endorsing some backward, Luddite ideal of slowness—rather it promotes the innovative use of both fast and slow.

Let's return to the notion that effective slow journalism must address the complicated junction of speed and slowness at the core of the current global, digital environment, not just the simplistic issue of acceleration in modern media. What does this mean in practice?

Importantly, it implies that slow journalism isn't nostalgic—that it isn't a flimsy attempt to return to a more innocent era before the Internet and social media "ruined everything." It's important to understand that new media also present exciting chances to communicate with readers in ways that have never been conceivable, even while the ever-growing dominance of digital (and particularly social) media has contributed to an arms race attitude of faster-is-better.

The ability of digital media to transform long-form journalism, which can be challenging and (literally) slow to read, into something instantly accessible and engrossing is demonstrated by articles like *The Guardian's* report on the effects of a 2013 bushfire in Tasmania and John Branch's famous account of the 2012 avalanche at Tunnel Creek for the *New York Times*. Paul Salopek's *Milestones* might be seen in a similar light.

More than extolling the status of simple technologies (conversation over Twitter, walking over jet travel), slow journalism is about effectively utilising both

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quick and slow technologies. In the sometimes superficial haze of reporting in our global, digital age, slow journalism looks for a combination of methodologies that produces excellence: deep, complicated, ethical, high quality, and able to persuade a community of readers that a story is worth their time and attention.

The need to promptly disseminate information, such as news concerning financial markets or natural calamities, will always exist. This type of news cannot be generated at a slower rate, nor does slow journalism attempt to do so. A critical theory called slow journalism urges journalists working in all media and at all scales to be aware of how the industry is evolving. Journalists occasionally need a reminder that when speed is permitted to take precedence, analysis, context, and complexity suffer. Slow journalism provides a structure for a more wholesome balance. It proves that we can combine the greatest aspects of both worlds. We just need to pause and think every now and then.

In order to absorb news at a slower but more in-depth pace, there has been a movement over the past decade or so in favour of slow journalism. (If it is indeed "news" at that time, maybe "external information" would be preferable.) It is published by outlets like Delayed Gratification ("we take the time to do things right...we pick up the pieces after the dust has cleared") and Tortoise ("slower, wiser news...calm, clear journalism you can trust") as well as those that claim to be "unbreaking news." And one of its attractions has been that slow journalism might appeal to those who have otherwise stopped reading the news — individuals who have given up on it after reading an endless stream of headlines.

That theory is examined in a new paper in *Journalism Practice* by Kim Andersen, an assistant professor at the University of Southern Denmark. (An academic establishment that we last discussed 10 years ago in relation to the "Gutenberg Parenthesis.") Andersen wants to see if those who are fed up with the news might actually find slow journalism more appealing.

One of the main issues now affecting journalism is news weariness, and slow news can be considered as a potential remedy. Slow news outlets provide an alternative to today's media environment's glut of quick news by releasing fewer items and offering news curation.

We don't yet understand the causes and effects of slow news consumption, though. Who will utilise this kind of journalism, and if they will, how will it impact their news fatigue? This study offers a longitudinal field experiment with two survey waves and tracking information on the respondents' use of a free membership to a Danish sluggish news outlet in order to investigate these concerns.

According to the findings, sluggish news is more likely to draw viewers who are already interested in the news, and their news fatigue may be slightly exacerbated by consumption. The study thus shows how the slow journalism movement's noble goals are difficult to realise.

To put it another way, if I may extend a little: Individuals that enjoy news consumption...enjoy news consumption. There is no necessary conflict between

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reading a lengthy New Yorker article and skimming the top-of-the-hour news headlines, or between a 10-hour documentary series and Twitter headline scrolling. Slow journalism and other niche formats are more likely to serve as supplements to people who already consume a steady stream of news than as a lifeline for those who may otherwise tune out.

Slow news has been proposed as a means of (re)engaging people who are ignoring the news media as a result of news weariness. This journalistic style tries to aid readers feeling overburdened by the limitless amount of information accessible in today's news environment by delivering the news slowly with a few longer, in-depth stories and news overviews. This study looked at whether the slow journalism movement could actually achieve its lofty goals.

Although this is only one example study, the findings indicate that delayed news is more likely to draw viewers who already consume a lot of news and are not experiencing news weariness. In other words, people who stand to gain the least by slow news are most likely to be interested in it. This study provides factual support for a possibility that has previously been identified as a potential barrier to the slow journalism movement.

The findings also indicated that people grow weary of news faster when they consume slow news.

Consequently, delayed news ultimately has the opposite impact of what the slow media movement wants, at least in the instance of Zetland. These results highlight the necessity for the slow journalism movement to carefully consider how slowly it should go in practise...

The fact that people are not regulating their general news use appropriately is another reason why they experience more news fatigue while reading slow news. According to the findings, people in the treatment group generally did not utilise less news than people in the control group. In other words, rather than replacing their current news intake, the slow news media complimented it. As a result, they had to deal with the slow news media on top of everything else in their everyday lives...

This information is crucial for the slow journalism movement in particular as well as the news media sector as a whole, which is looking for ways to combat the growing information overload and news weariness that eventually result in news avoidance. As this study has demonstrated, delayed news may not be as effective as one might hope in (re)engaging news avoiders because it tends to draw in viewers who are already interested in the news and, to a certain extent, exacerbates their sense of news fatigue. This conclusion does not imply that journalism of this kind is irrelevant. Yet, slow journalism has the ability to produce in-depth, high-quality stories that are valuable to both the audience and society as a whole.

Even as the demand to be quick and first intensifies due to social media's nanosecond news cycle, more and more journalists are catching up with slowing down and advocating a new style of "slow journalism" that takes its time to tell

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stories. The founding father and benefactor of the political blogosphere, Andrew Sullivan, made his retirement announcement in January of last year. With daily missives that examined the news in real time, Sullivan had lived up to the moniker of his Daily Dish for almost 15 years. He gave an explanation for his choice to stop in one of his final posts: "I am saturated with digital life and I want to return to the actual world again. Instead of immediately blogging about a concept, I like to let it slowly develop. I want to write lengthy essays that will allow me to more fully and quietly address the numerous questions that have been put to me."

Jill Abramson, a former executive editor of the New York Times, revealed in November that she is working with Steven Brill on a new media start-up that will pay writers up to \$100,000 each to write stories that are longer than articles but shorter than books. Producers Sarah Koenig and Julie Snyder of "This American Life" spent a year re-investigating the case of a 1999 murder in Baltimore County. They then created "Serial," the most well-known podcast of all time, by spreading out the case across 12 hour-long episodes. The show's gradual development over time, with each episode frequently complicated or even contradicting the one before it, contributed to its allure.

Slow journalists consider the form to be more than just a reimagining of long-form narrative nonfiction; they measure reporting time in months or years rather than days. Similar to the "slow food" movement, from which it takes its name, slow journalism emphasises openness and transparency, disclosing its sources and production processes to viewers and encouraging participation in the end result. Also, it serves as a supplement and a corrective to breaking news, where speculation frequently takes the place of reporting due to the pressure of constantly looming deadlines. "We are at an age of overload; we have too much information coming to us too fast," says Megan Le Masurier, a media and communications lecturer at the University of Sydney who produced a scholarly article on the issue of Journalism Practice. "If you tune into the news on a daily basis, you get the updates, but you lose sight of why things are happening."

The phrase "slow journalism" initially appeared in a February 2007 piece by Susan Greenberg, a senior lecturer in English and creative writing at the University of Roehampton, in the British politics and culture magazine Prospect. She argued that journalism that was fueled by creativity, voice, and care was progressively turning into a "luxury" commodity in contrast to daily news. She explains, "What I mean is the luxury of taking time. 'It takes time to discover things, it takes time to figure things out, it takes time to do something new, and it takes time to communicate it in a way that does justice to it.'" She adapted the phrase "slow food"—a global movement that got its start in the 1980s with demonstrations against McDonald's in Europe—to describe the phenomenon. Slow food advocates favour locally sourced, ethically produced food that is prepared, served, and consumed slowly so that the flavours of the ingredients can be appreciated.

Even while slow journalism has a lot of established concepts, the concept has recently gained new relevance. In particular, the emphasis on immersive reporting is a characteristic shared with story journalism. In order for Ted Conover to create

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"Newjack," he must spend months working as a prison guard in Sing Sing. For "Random Family," Adrian Nicole LeBlanc can spend over ten years living with a family in the Bronx, and Katherine Boo can spend more than three years living in a slum in Bombay for "Behind the Beautiful Forevers." Then there is Robert Caro, who has spent more than 30 years writing about President Lyndon B. Johnson. He has released four volumes and will soon write a fifth that will cover the majority of his presidency.

Delayed Gratification, a UK-based "Slow Journalism Magazine," was established in 2011 as a result of Rob Orchard and Marcus Webb's desire to add additional context and analysis to the news. The editor of the magazine, Orchard, claims that journalists are always scrambling to keep up with breaking news on social media and Twitter. "We wanted to create a safe haven where journalists have ample time to respond to news events and try to identify stories that hadn't been found in the first knee-jerk reaction," said the company.

Each issue of this highly stylized print magazine, which is published every three months, revisits the news from the previous three months, sifting through the headlines to find the key topics and reporting them in greater depth and context. The Soma mining tragedy in Turkey, which claimed more than 300 lives and temporarily dominated news in May 2014, was covered in a recent edition. It was a terrible catastrophe that received extensive coverage, claims Orchard. The agenda moved on as usual after all the press organisations dispatched their teams, who stayed for a few days. But the tale was far from over. Orchard claims that when the town was in the news, officials consoled families in their grief and pledged to support survivors financially and change the mining business. But, all of the pledges had fallen through three months later. The next narrative described a community that was inconsolable with shock and rage and was attempting to pull itself together. Orchard claims that "when you go back to events after the smoke has cleared, what you frequently find is a whole different story."

Orchard views the magazine as enhancing rather than competing with "fast" news. We are all news junkies, just like everyone else, he claims. "We are all constantly checking our phones. What the magazine addresses is a desire for something a bit more considered and nourishing."

Check Your Progress

1. What is the importance of written storytelling?
2. What are the three main elements of narrative stories?
3. What is 'Slow Journalism'?
4. The 'inverted pyramid' is a metaphor used by journalists and other writers to illustrate what?

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5.5 ANSWERS TO 'CHECK YOUR PROGRESS'

1. Stories help us understand others.
2. Introduction, Body, Conclusion.
3. A news subculture called slow journalism was created as a result of dissatisfaction with the standard of journalism in the major media.
4. To know how information should be prioritized and structured in prose.

5.6 SUMMARY

By giving us the chance to try out alternative behaviours that can have different results, stories also assist us in finding solutions to issues. This is especially valid if someone else is contributing to the story's co-creation. Storytelling is important because it helps you to engage with your customers more effectively.

5.7 KEY TERMS

- News Features
- Narratives
- Long form journalism
- Slow journalism

5.8 SELF-ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. What is the difference between feature and a news report?
2. What is Feature Article Checklist?

Long Answer Questions

1. What is Narrative Writing?
2. What is Editorial?
3. What is Column Writing?
4. How to write an Editorial?
5. What is the relationship between Storytelling and Writing?
6. What are the types of columns? Explain in detail.

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