

**M. A. JOURNALISM AND MASS
COMMUNICATION**

I - YEAR

REPORTING & EDITING

M. A. JOURNALISM AND MASS COMMUNICATION

SECOND-YEAR PROGRAM REPORTING & EDITING

1. TIME

CONTENT

Unit	Title	Page Number
I	Journalism	7-24
II	Concept of Beat	25-46
III	Headlines	47-70
IV	Editing	71-90

2. TIME

NOTES

NOTES

MA - JMC - I YEAR

REPORTING & EDITING

UNIT - I

Concept of Journalism - Citizen Journalism - Embedded Journalism - String Journalism - Structure of a News Report - Intro: Types & Structure

UNIT - II

Concept and Kinds of Beat - In depth Reporting - Crime Reporting - Accidents & disasters Reporting - Legislature & Court Reporting - Follow up story - City Reporter - Special Correspondent - Foreign Correspondent - Stringer

UNIT - III

Headlines: Functions and Types - Headlining the news story - Headlining reporters news story or Interview - Headlining correspondent News story - Editing of an article, a feature - Intro purposes & Types - Interview: definition - Types of Interview - Preparation of an Interview - Press conferences

UNIT - IV

Principles of Editing - Elements of Editing - Precautionary measures and Golden rules of Editing - Structure and Organization of an Editorial Department - Role of News Editor, Chief Sub Editor - Qualities of Good Sub Editor - Online Editing - News agencies: Indian and Foreign News agencies

GENERAL INTRODUCTION

REPORTING & EDITING

A report or account is any informational work (usually of writing, speech, television, or film) made with the specific intention of relaying information or recounting certain events in a widely presentable form.

Written reports are documents which present focused, salient content to a specific audience. Reports are often used to display the result of an experiment, investigation, or inquiry. The audience may be public or private, an individual or the public in general. Reports are used in government, business, education, science, and other fields.

Additional elements often used to persuade readers include: headings to indicate topics, to more complex formats including charts, tables, figures, pictures, tables of contents, abstracts, and nouns summaries, appendices, footnotes, hyperlinks, and references.

Some examples of reports are: scientific reports, recommendation reports, white papers, annual reports, auditor's reports, workplace reports, census reports, trip reports, progress reports, investigative reports, budget reports, policy reports, demographic reports, credit reports, appraisal reports, inspection reports, military reports, bound reports, etc.

Reports are very important in all their various forms along with the usual evidences like in a crimes scene people usually leave behind evidences. They fill a vast array of critical needs for many of society's important organizations. Police reports are extremely important to society for a number of reasons. They help to prosecute criminals while also helping the innocent become free. Reports are a very useful method for keeping track of important information. The information contained in reports can be used to make very important decisions that affect our lives daily.

The most important job of newspapers and newsmen are to collect news from all possible sources process it and give it to the public or society. Newspapers collect news through various sources such as fulltime and part-time reporters and correspondents. Large scale or big newspapers maintain their own national and international correspondents.

10/10/10

MEMORANDUM

TO: [Name]

FROM: [Name]

SUBJECT: [Subject]

1. [Text]

2. [Text]

3. [Text]

4. [Text]

UNIT - I
JOURNALISM

NOTES

A super stringer is a long-term freelance journalist. He or she is usually a contract worker for one or more news organizations. Traditionally, stringers freelance for a period of time and then become employed full-time by a news organization, but with the collapse of the traditional newspaper advertising model and the emergence of the Internet, many stringers are becoming super stringers.

5. Who is called as super stringer in Journalism?

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.....

1.6. Structure of a News Report

Each and every news story can be divided into three parts:

- ◆ Starting or beginning of the story,
- ◆ Centre part of the story and the finishing or end of the story.
- ◆ The beginning must be designed to grasp the attention of the reader to the news. It must show some assurance to the reader to give interesting and reliable information. The central part of the story is its detailed form. It should fulfill the assurance with more details. And the end of the story should be short and satisfying.

The entire news story has its own structure and importance. It may vary according to the media like Print media, Television and Radio. Some of the important methods to structure a news story are as follows:

Chronological Pattern

In Lewis Carol's "Alice in wonderland" gives answer to the question - How to structure a news story or article? "Begin at the beginning..... and go on till you come to the end; then stop". This is the prominent advice to all journalists too. It can be called Chronological method of telling a story. In this method, the story is presented in the order in which it occurred. Most of the editors and reporters prefer news articles in their chronological order, because they use to take few numbers of words and therefore less space. They also take short time and also are trimmed to suit the space allotted to it. Further, the busy reader will find the chronological method of organized stories easy to understand.

According to James M. Neal and Suzanne S. Brown, Chronological method of a story has two parts - Lead and Body. The lead gives the point and the body supports it with solid, factual and also concrete information.

Inverted Pyramid Style

In this method of narrating a news story, most of the prominent and important information about the news story is place at the beginning of the article itself. It then turns into less and less important details. Inverted Pyramid Method has two advantages. *Firstly*, it gives all the vital information or gist of the news story to the readers, who are in hurry in the beginning itself. Then the reader can finish the story, according to their time. *Secondly*, it helps the editor to cut short the story very easily. In any other method of structuring the news story, rewriting would have been necessary. But in this particular method of structuring the news story, there is no need for any rewriting.

In Inverted Pyramid method, the news story itself is broken in to several small paragraphs. This gives a lot of relief to the eyes of the reader. The first paragraph contains almost all the needed things to understand the news item. The speciality of this kind of presentation the reader has not lost any important thing about the news story. From the point of view of the editor also this method is helpful one. He can edit or even cut any paragraph or sentence without harming the story, because the first paragraph itself contains all the salient features of the story. Thus this method is very popular to structure the news story with many newspapers.

But in some cases, the Inverted Pyramid Method will not be helpful one. If when the story is about some physical activities like a sports events or a police chase, this method becomes ineffective. In such stories

several paragraphs like summary go in to the narrative followed by "play-by-play" account. No editor can cut the tail of such stories without harming it.

Anecdote Method

Another important method of structuring the news story is Anecdote Method. By narrating the story with help of anecdote, that is, a true story about some happening. It is very interesting method to present action is to tell the story with an anecdote. It visualizes the story and grabs the attention of the reader.

Structure of News Story in Electronic Media

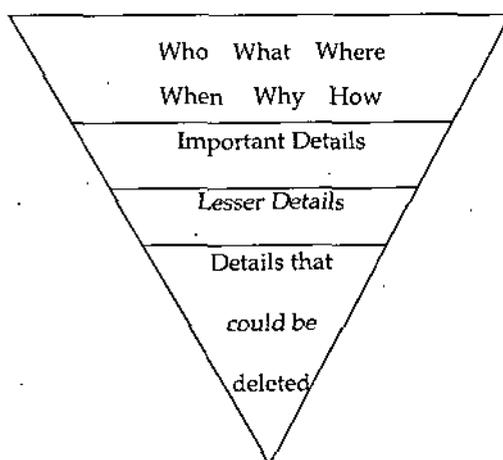
In Electronic Media, there are some important aspects should be followed unlike the print media. The language and style of the news bulletin are important in electronic medium to structure a news bulletin. The language should convey the thrill, excitement, the urgency and pathos of given happening.

While structuring a bulletin on the basis of reports gathered, the news writer examines the following elements:

- ◆ Story Point
- ◆ Pictures
- ◆ Narration, referred to as voice-over or bites (the scene of action dubbed in the voice of the reporter)
- ◆ Handout materials such as Press releases
- ◆ Sound
- ◆ Time allotted

Unlike the print story, a TV news writer must follow a straight line giving his story a special order.

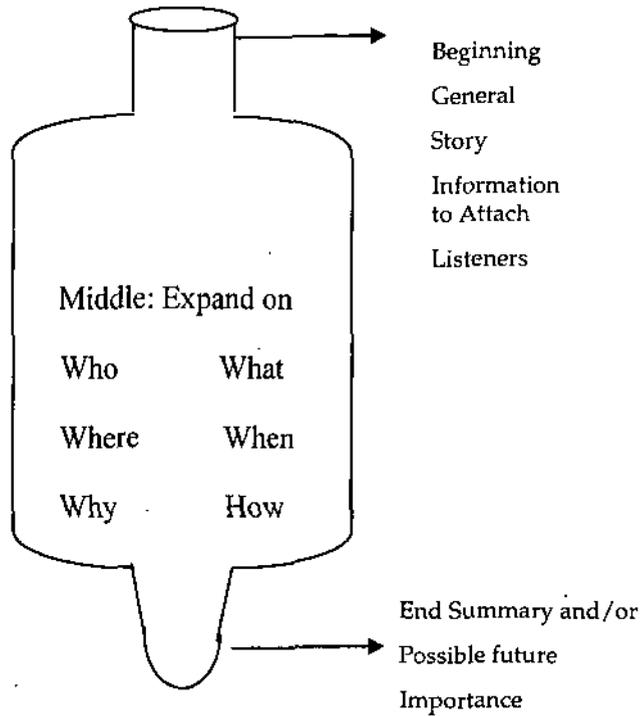
The Inverted Pyramid Style of Print media is to cover maximum information in the first sentence itself, but it is not suited to the electronic medium. The sentences of broadcasting media are much shorter. We will understand these aspects clearly through the following diagrams reconstructed on Hagerman's Theory.



PRINT MEDIA

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We can

V

H - How did it happen

A - Amplify the intro

T - Tie up loose ends

BROADCAST MEDIA

1.7. Intro: Types and Structure

The intro is the most important part of any news story. It should be direct, simple and attention-grabbing. It should contain the most important elements of the story - but not the whole story. The details can be told later. It should arouse the interest of the reader or listener, and be short. Normally it should be one sentence of not more than 20 words for print media, and fewer for radio and television.

The perfect intro

- ◆ The intro should be based on the most newsworthy aspect of the story.
- ◆ The intro should be kept short, uncluttered and relevant to the main story. It should be simple grammatically.
- ◆ The intro should make the reader want to read the rest of the story.
- ◆ The intro should be appropriate in style to the story.

Structure of Intro

Newsworthy

To write an intro, we must first decide what makes the story news. There may be several things which are newsworthy in the story. If so, we have to decide which is the most newsworthy. This will be in the intro.

In this way, our readers or listeners will be provided with the most important information straight away. Even if they stop reading or listening after the first one or two sentences, they will still have an accurate idea of what the story is about.

One simple way to do this is to imagine ourselves arriving back at our office and being asked by the chief of staff: "What happened?" Our quick answer to that question, in very few words, should be the basis of our intro.

With some years of experience, we will find that we can recognise the most newsworthy aspect of a story almost without thinking. While we are still learning, though, it is useful to have a step-by-step technique to use.

Short and simple

Our intro should normally be no longer than 20 words. There is no minimum length. An intro of 10 or 12 words can be very effective. Usually, an intro will be one sentence. However, two short sentences are better than one long, crowded and confused sentence.

The words we use should be short and simple, and the grammar should be clear and simple. We should not try to give too much detail in the intro. The six main questions which journalists try to answer - **Who? What? Where? When? Why? and How?** - will all need to be answered in our news story, but they should not all be answered in our intro. Try to remember these questions as The Five Ws and How.

For each of those six key questions, we will need to ask whether this detail makes the story news. For example, who was drowned? A woman called Rani. Suppose it had been somebody else - would the story have been stronger, weaker or the same? Only if this detail makes the story stronger should it be in the intro.

The golden rule for intro-writing is **KISS (Keep It Short and Simple.)**

Attract the reader

The intro is the most important part of the news story, because it determines whether the rest of the story will be read. If the intro is dull the reader will not want to read on. If it is too complicated the reader will give up. Our time and effort in gathering information and writing the story will all be wasted unless we write a good intro.

Appropriate style

Not all possible intros are appropriate. It would be wrong to write a humorous intro for a story about a tragedy. Serious news stories call for serious intros.

For example, if a man was eaten by the pet crocodile he had reared from an egg, it might seem amusing to use the saying about "biting the hand that feeds you", but it would cause great hurt to the man's family and friends for no good reason (apart from trying to show how clever you are).

Simple steps in writing the intro

Later, we will look in detail at how we gather information for a news story. For the moment, we will concentrate on how we write our news story based on that information.

We will have in front of us a notebook or a tape with a record of one or more interviews which we have conducted. We may also have information from other sources, such as handouts. Wherever our information comes from, our approach must be the same.

NOTES

NOTES

Key points

Before we write anything, we have to decide what is the most newsworthy aspect of the story? To do this, let us remind ourselves of the main criteria for news:

- ◆ Is it new?
- ◆ Is it unusual?
- ◆ Is it interesting or significant?
- ◆ Is it about people?

Any fact or opinion which meets some or all of these criteria is what we call a **key point**. All the key points belong in the news story, but only the most newsworthy belong in the intro. It is our job to decide which.

Go through our notes, go through the handouts and, on a piece of paper, list all the key points.

Now go through the list of key points, ranking them in order of newsworthiness, according to the criteria we have just mentioned. The key point which best meets the criteria will be number one on our list.

News angle

In most events journalists report on, there will be several ways of looking at the facts. A weatherman may take a detached scientific view of Cyclone Victor, an insurance assessor will focus on damage to buildings, a Solomon Islander will be interested in knowing about the dead and injured. They all look at the same event from a different angle. Journalists are trained to look at events from a certain angle - we call it the news angle.

The news angle is that aspect of a story which we choose to highlight and develop. We do not do this by guesswork, but by using the four criteria for news which helped us to select our key points. The news angle is really nothing more than the most newsworthy of all our key points. Intro writing (and around it shaping the lead paragraphs) is a vital skill.

The intro is the shop window of the story. A journalist may be a whizz at research, great at shorthand, have a very keen brain and be a great general writer. But if he or she can't produce good intros their stories will probably not capture much of an audience.

In general intros should be short and written in active voice, be couched in simple, easy to understand language, be appropriate to the tone of the story, normally encapsulate or indicate the key point or issue of the story, and start to answer basic questions, who, what, where, when, why and how.

Intros and the lead paragraphs should provide balance, attributions, substantiation and expansion as necessary.

What intro should do

Intro :

- ◆ **Focuses the mind of the writer on the central news element (s) of the story**, the reasons for writing it and set the structure.
- ◆ **Sets the tone and character of the story** . . . is it serious or humorous, is it a trend or fad story, an informative piece, an entertaining report, an issue story or a human interest or a personality piece.
- ◆ **Captures the reader's attention**. We must grab the reader, viewer or listener's attention with our intro - if not the story probably won't be read or viewed and we have wasted our time and the firm's money.
- ◆ **Sells the story to the internal gatekeepers** - we may well have to sell our scoop to the chief reporter, news editor, editor . . . to get it in a prime position and even to get it published.

The intro angle

The intro usually contains the "angle" of the story which involves the most interesting, unusual, entertaining, important or relevant point, issue or facts. Variations are however increasingly common and some stories build drama and tension to the main point, issue or facts of the story. In effect a "buried" intro.

The traditional intro begins the process of answering those basic questions of who, what, where, why, when, how and the process of providing background and context, balance, attribution.

Not everything can or should be squeezed into the intro. Those processes can be completed in the lead pars or at appropriate points further into the story.

Some types of intro

News writing follows a basic formula. The first element of news writing is, of course to deliver the news. Most people have heard of the 5W's even if they have news taken a journalism class. Let's discuss some types of intro.

The introduction to a news article is called the 'Lede' and is usually in the first paragraph as in an essay. The 'lede' is a deliberate misspelling of lead to prevent confusion in the days when printing was done with lead type.

- ◆ The summary lede or 'hard news' lede delivers the 5 W's and an H in the 1st paragraph, getting to the most important or compelling information immediately. Straight lead (or Summary lead) A good lead incorporates the inverted pyramid style with the most important facts first. It tells readers what they want to know in a creative manner. If the reader only read the lead, he or she would have a solid grasp of the story. The above accident report can be written in a straight lead. Journalists often resort to summary leads pressed for time.

Example: A California mother is recovering from second- and third-degree burns after colored rocks her family collected from beach unexpectedly caught fire while in her pocket.

- ◆ An analysis lede introduces a story where the basic facts are already known and where readers are looking for explanation.

Example: The suspension of US sanctions in Myanmar in response to political reforms gives a green light to US firms looking for business opportunities.

- ◆ A blind lede is a summary lede that leaves out particularly confusing details.

Example: World leaders say they are committed to soothing financial markets to prevent an economic calamity.

- ◆ A narrative lede sets the scene for the article by introducing the main players.

Example: Eight California high-schoolers with the same last name pull off a witty stunt.

- ◆ A scene-setter lede introduces the article by highlighting a key location in the story.

Example: A broken-down cargo ship drifts towards the fringes of Australia's Great Barrier Reef amid fears of major damage to the World Heritage-listed site.

- ◆ **Descriptive lead**

A descriptive lead describes how an event happened rather than simply telling what the event is about.

- ◆ **Question lead**

Many editors dislike question lead on the basis that people read newspapers to get answers, and not to be asked questions. But if the question is provocative, it may be used as a lead.

- ◆ **Personal lead**

It involves the use of the first person singular in the lead. Normally such a use is discouraged except for a columnist or such privileged writers.

NOTES

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◆ 'You' lead (or Direct Address lead)

The 'You' lead is intended to make a personal appeal to the reader involved in a complicated situation. The second-person approach reaches out to involve the reader and capture his/her attention.

◆ Delayed lead (or suspended interest lead)

A situation can be exploited in an interesting way so that an ordinary item stands out. The reporter delves in several paragraphs to find out what had happened. The reader must get the story by reading to the end of the story.

Selecting the angle

Journalists have many sources of information. They are almost limitless for industrious journalists using ingenuity and imagination. What they use in a story is largely a matter of selection within the normal journalistic rules.

First, warning about intros that signal a "beat-up" story. The story does not justify the introduction, the intro has been overcooked and there are likely to be claims of sensationalism. Readers are not stupid and they see through them pretty quickly. If they catch at it too often they will lose trust in us and our outfit.

But at the same time it is also just as much a journalistic sin to undercook, down play a story, or sell it short. Capture the real drama, the conflict, the passion, the quirkiness, the bizarre etc if it is in fact there and obvious to us.

Ask yourself: Is this intro an accurate representation of what the story is about and what follows?

One of the jobs of gatekeepers in responsible newsrooms - Chief Reporters, News Editors etc - is to look objectively at stories and to ensure that the intros are justified.

Intros should be appropriate : Stories can be funny or serious. But to poke fun at someone in a serious situation, laugh at tragedy or take a humorous aside and promote it into something overly serious and we will make ourselves and the paper look silly and antagonize contacts, readers etc.

Think of our audience : What among all that material you collected or reviewed would the average audience member be most interested in? Consider an average reader or relative or friend and ask what they would be interested in. This can be a key to the intro. More broadly what audience are we aiming at? Is it a story which young people or pensioners will be interested in?

Follow the domestic rules : Each news media platform and outlet is going to have its own particular approach to intros. Some outlets absolutely ban quote intros. Some will not accept the name of an organization or person first. Others will not accept swear words in the intro for emphasis and so on. There are rules of taste, decency to be observed. We need to know these rules. Innovate by all means but check our novel intro out with the news gatekeepers or it will likely not make it through to publication anyway.

Part 4

- ◆ **Level of news coverage :** These can determine the flavour of intros. The big outlet, seeking to cover the region, the nation, the world, is going to be looking at broader type intros than say an area community writing about local people and issues.
- ◆ **Localisation (Proximity) :** The closer the event, person or issue is to the audience geographically the more important is the local angle.
- ◆ **Area character :** The character of the city, town or region of publication may be important in determining what the intro may be. Does your media outlet circulation area embrace a university zone, a rural area, a port city, a cultural precinct etc?
- ◆ **Conventions :** There are traditional approaches to intros, discussed in this paper, but variations are becoming increasingly common. However news outlets will often have conventions and rules

regarding intros that need to be observed. For instance some outlets frown on quote intros. There is also generally very little room for over-clever intros on court stories.

- ◆ **Timing** : Often determines what the intro will be. Many stories will be first reports and would likely be straightforward. But some may be follow ups or developing stories in which case we will want to have the most up to date material in the introduction. The day of a plane crash the intro will be concerned with the crash and the death toll; the day after, victim identification, body recovery, family grief and cause are likely to be the foci. Two days after the crash the recriminations, cause, and possibly means of ensuring the same thing does not happen again, become the key elements.

Also important is when the story to be published or broadcast. If it is after our competitors we will have to move on from the obvious to other angles. Will our angle and story be overtaken by events by the time it is published?

Looking for Intros

- ◆ **Outcomes** : of meetings, sports event, court cases etc.
- ◆ **What people say** : Summarizing their view or comments, all thieves should have their hands cut off under judicial supervision, and a clergyman told a law reform organization today. His exact quotes on which this paraphrased intro is based should be included in the text.
- ◆ **Taking over comments (conversion)** : i.e. Freda Smith believed she was going to die at the hands of an armed bank robber. And further down place the substantiating quote from which the intro stemmed: "I thought I was going to die," she told the Bugle. Quotes can also be used as an intro but are not generally favoured.
- ◆ **Overall picture of a multi-faceted situation** : A five year battle over an old apartment block ended today with a judge's decision that building should be torn down because it is in a dangerous state.

In particular:

- ◆ **Conflict** : Focus on the crucial point or an aspect of rows, issues, disputes, disorder etc
- ◆ **Drama/ suspense** : A climber trapped in an ice cave in the Alps with a broken leg and no food cannot be rescued until the weather clears and a helicopter can fly in to him.
- ◆ **Revelation** : Revealing some startling previously unknown detail. Former Commissioner of Police John Smith admitted in a book published today that he lied to a court 30 years ago to wrap up an undercover drug operation.
- ◆ **Interesting** : What element of the story will capture the most readers?
- ◆ **Unusual** : Two women escaped with bruises and grazes after being attacked by their enraged pet cow Daisy after the animal was bitten by a bee.
- ◆ **Important** : Significance for readers. City home owners will be hit with a 15 per cent rate rise this year.
- ◆ **Latest development** : Civil war could break out over the long-simmering foreshore row, protest leaders warned today.
- ◆ **The future** : What is going to happen next over this or that? Daisy the cow which attacked two elderly South Brighton women may have to be put down.
- ◆ **The biggest** : A \$250 million apartment block is to be built ...
- ◆ **People angle** : Three people died today when a train hit a four wheel drive utility ... More than 200 people died in a series of bomb blasts hit the rail system in what is believed to be a terrorist attack.

NOTES

- ◆ **Human angle :** A hermit cat-lover who died in a house fire this week has left millions of dollars to the SPCA. Mary Smith will die if she cannot get a new drug which has yet to come on the NZ market.
- ◆ **Personality :** John Smith who runs a billion dollar industry works on the shop floor one day a week. Sergeant John Ford is a modest hero.....

Intro Tips

- ◆ **Don't commit intro suicide.** By writing negative stories. For instance: "The Prime Minister reiterated today. . . "There have been no new developments in the case of . . ." Why bother writing anything at all? There has got to be some new angle in there somewhere. Just look for it.
- ◆ **Keep the intro as simple and as concise as possible.** Do not try to pack too much in the intro. Remember that we can deal with the other questions and aspects we have had to miss out in the other lead paragraphs or even later in the story.

Part 6

- ◆ **Strive for a balanced intro where there is conflict :** But if the story does not lend itself to immediate balancing make sure that the other side is prominently displayed ie next paragraph after intro or the lead section.
- ◆ **Avoid jargon, bad taste and language :** Use simple, active, even punchy, language which summarises the story or angle. But jargon is for the lazy. Bad taste and language reflects poorly on news outlets. It will be remembered by audiences longer than the outlets' best story and can damage its credibility.
- ◆ **Talk intros through :** If we have trouble working out what the intro should be because we have a lot of material or the issue is complex try talking it to ourselves, writing that down and then formalising it as necessary. Imagine that we are describing to a relative or friend what the situation is or what happened. In conversation we tend to focus on the central issues and get across what we are thinking as directly as possible.
- ◆ **Which comes first? :** Most intros are written first and then the story flows from that. That is the most efficient way to do it. But sometimes we might find we know what we will need to go into the story but have not worked out the intro yet. We may find it easier to write the intro last. That is most likely to be the case with a developing story but could also be the case with a complex story. However if we are going to do that remember the deadline requirements of us news media organization.

Check your Progress

6. What is Intro? How it should be?

.....

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1.8. Summary

Modern journalism, however, began in the latter years of the 18th century with each venture serving, as it does in many countries to this day, as the proponent and voice of a political party or social group. Even in the 19th century journalists, despite their increased liberties in England and the United States, were largely controlled by political parties. The importance of journalism in modern society has been testified to by the establishment of schools of journalism at most of the world's leading universities.

Each and Every news story can be divided in to three parts: Starting or beginning of the story, Centre part of the story and the finishing or end of the story. The beginning must be designed to grasp the attention of the reader to the news. It must show some assurance to the reader to give interesting and reliable information. The central part of the story is its detailed form. It should fulfill the assurance with more details. And the end of the story should be short and satisfying.

The intro is the most important part of any news story. It should be direct, simple and attention-grabbing. It should contain the most important elements of the story - but not the whole story. The details can be told later. It should arouse the interest of the reader or listener, and be short. Normally it should be one sentence of not more than 20 words for print media, and fewer for radio and television.

NOTES:

1.9. Key Words

1. **Collaborative journalism** : Collaborative journalism is also a separate concept and is the practice of professional and non-professional journalists working together.
2. **Citizen Journalism** : Citizen journalism is a specific form of both citizen media and user generated content.
3. **Anecdote method** : By narrating the news story with help of anecdote, that is, a true story about some happening.
4. **Inverted Pyramid Style** : The Inverted Pyramid Style of Print media is to cover maximum information in the first sentence itself
5. **Intro** : The intro is the most important part of any news story. It should be direct, simple and attention-grabbing.

1.10. Answers to Check Your Progress

1. Journalism is the activity or product of journalists or others engaged in the preparation of written, visual, or audio material intended for dissemination through public media with reference to factual, ongoing events of public concern.
2. The concept of community journalism is at the centre of new developments in journalism. In this new paradigm, journalists are able to engage citizens and the experts/elites in the proposition and generation of content.
3. Courtney C. Radsch defines citizen journalism "as an alternative and activist form of newsgathering and reporting that functions outside mainstream media institutions, often as a response to shortcomings in the professional journalistic field, that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism.
4. The other name for Embedded Journalism is Military or War Journalism.
5. A super stringer is a long-term freelance journalist. He or she is usually a contract worker for one or more news organizations. Traditionally, stringers freelance for a period of time and then become employed full-time by a news organization, but with the collapse of the traditional newspaper advertising model and the emergence of the Internet, many stringers are becoming super stringers.
6. The intro is the most important part of any news story. It should be direct, simple and attention-grabbing. It should contain the most important elements of the story - but not the whole story. The details can be told later. It should arouse the interest of the reader or listener, and be short. Normally it should be one sentence of not more than 20 words for print media, and fewer for radio and television.

1.11. Terminal Questions

1. Describe the concept of journalism.
2. Discuss the features of Citizen Journalism.
3. Explain the characteristics of embedded journalism.
4. Examine the importance of String journalism.

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5. Explain the structure of a news report.
6. Explain the structure and types of Intros.

1.12. Further Readings

- | | |
|--------------------------------|---------------------------|
| 1. Mass communication in India | - Keval J.Kumar |
| 2. Professional journalism | - Patanjuly sethi |
| 3. Basic journalism | - Rengasamy parthasarathi |

UNIT - II
CONCEPT OF BEAT

Unit - II : Concept of Beat

STRUCTURE

- 2.0. Learning Objectives
- 2.1. Introduction
- 2.2. Concept and Kinds of Beat
- 2.3. In Depth Reporting
- 2.4. Crime Reporting
- 2.5. Accidents & Disasters Reporting
- 2.6. Legislature & Court Reporting
- 2.7. Follow up Story
- 2.8. City Reporter
- 2.9. Special Correspondent
- 2.10. Foreign Correspondent
- 2.11. Stringer
- 2.13. Summary
- 2.14. Key Words
- 2.15. Answers to Check Your Progress
- 2.16. Terminal Questions
- 2.17. Further Readings

2.0. Learning Objectives

After reading this unit, students will be able to :

- ◆ Describe the concept and kinds of beat
- ◆ Explain the aspect of In depth reporting
- ◆ Discuss the features of Crime reporting
- ◆ Examine the style and importance of accidents and disasters reporting
- ◆ Explain the salient features of legislature and court reporting
- ◆ Describe the follow up story
- ◆ Discuss the role and duties of City reporter, Special correspondent, Foreign correspondent and Stringer.

2.1. Introduction

Journalism is concerned with collection and dissemination of news through the print media as well as the electronic media. Journalism has a long and well-established tradition in India. The Indian press has always been vigilant towards safeguarding the democratic values in the country and fearless in reporting even at times like emergency when attempts were made to thwart its freedom.

The information revolution has made the job of a journalist more challenging. Simple reporting of events is no more sufficient. There is now more specialization and professionalism in news reporting. Communication media as such, has become more accessible and caters to various groups of readers with diverse tastes. An ordinary newspaper today has exclusive sections devoted to topics like fashion, films, culture, education etc.

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Journalists work in diverse areas, such as politics, finance and economics, culture and sports for newspapers and periodicals besides radio and television networks carry their stories and reports. They do not just inform but analyze an issue or a news item or an incident and influence people's opinion on them. They wield an enormous influence on the society and therefore journalism is also referred to as the Fourth Estate.

2.2. Concept and Kinds of Beat

Beat reporting also known as specialized reporting, is a genre of journalism that can be described as the craft of indept reporting on a particulars issue and sectors over time.

Reporters are expected to develop and cultivate sources, especially if they regularly cover a specific topic, known as a "beat". Beat reporters must, however, be cautious of becoming too close to their sources. Reporters often, but not always, give greater leeway to sources with little experience. For example, sometimes a person will say they don't want to talk, and then proceed to talk; if that person is not a public figure, reporters are less likely to use that information. Journalists are also encouraged to be skeptical without being cynical. As a rule of thumb, but especially when reporting on controversy, reporters are expected to use multiple sources.

Beat reporting, also known as specialized reporting, is a genre of journalism that can be described as the craft of in-depth reporting on a particular issue, sector, organization or institution over time. Beat reporters build up a base of knowledge on and gain familiarity with the topic, allowing them to provide insight and commentary in addition to reporting straight facts. This distinguishes them from other journalists who might cover similar stories from time to time.

Beat reporting takes courage, discipline and judgment, knowing which story has to be written today and which can be put off. It requires teamwork with an editor and other reporters. Working quickly: getting to sources and obtaining information and then writing on deadline stories that give the news and why it matters.

Some reporters take a limited view of their beat. The city hall reporter haunts the corridors of power but rarely visits the neighborhoods where the decisions take effect. The police reporter shoots the bull with the desk sergeant but spends little time talking with victims or suspects. Beat reporters get comfortable with their sources, the jargon and the process, forgetting who they're working for.

The best beat reporters are well-organized determined, with a clear sense of mission and a wide range of sources. They are constantly reading about the beat and striving to learn new things. They are well-versed in the language, issues and events that matter. They are judged by the breadth of their knowledge and their success at communicating the important stories on their beats.

Probably the hardest part of being a beat reporter is staying on top of things and dealing with sources you have to return to every day even if we've written a story they don't like. Unlike other journalists, beat reporters every day face the challenge of encountering sources who may not be pleased with their reporting. That experience, although sometimes painful, helps instill the quality of persistence that defines good reporters.

Beat reporting, as it is commonly known is usually fairly specific to one genre e.g; politics, education or a sport. Depending on the size of a news organization or publication, beat reporting can involve covering various topics, including your specified field of reporting. In some cases beat reporting requires more of us. For example, say we were a specialized reporter tasked with covering the House of Commons, what do we do when the house goes on break? We don't sit back in my recliner and twiddle my thumbs, we cover a politician's riding or perhaps we cover how politics affects education or the military, it all depends on how many other journalists we have to work with and what our editor wants us to cover.

Beat reporting is all about covering our field, which includes meeting people, developing professional connections with persons in our field of interest and getting recognized by the people we are covering. Although beat reporters are usually students or masters of a certain field of interest, being a generalist is

strongly urged by beat reporters themselves. Keeping our options open is never a bad idea, just ask a specialized reporter ourselves. Perhaps covering politics could lead to covering something else or it could even lead to an entirely different job within journalism.

Beat reporters can work in online, radio, print and television, or all four. Technology is hugely important to beat reporting, something seemingly unimportant and meaningless to some folks, e.g; Twitter, Facebook can be a tool that helps you thrive and make new connections.

“Innovation Journalism” is the intuitive name for journalism covering innovation. It is valid as a concept, but there is no such journalistic discipline or community today. Therefore, a programme has been designed to develop the concept and test the possibilities for Innovation Journalism as a journalistic discipline, a new reporting “beat”.

Many important companies develop and sell innovation-based products today. In order to discuss the future of such a company, it is very important to assess their innovation. How strong is their R&D?

How strong is their Innovation Management?

Will they be able to earn money on their innovations? These questions call for investigation and analysis of the links between technology trends, R&D policies, immaterial property rights, investments, technical standards, industrial production processes, marketing of new technologies, business models, politics, and more. If reporters are to offer a well-founded opinion about whether or not a society or company is heading towards growth, they need a thorough understanding of both technology and business matters. A piece of good technology with bad business management is a guaranteed failure. A piece of bad technology with talented business management may create false expectations, where many investors inevitably will lose their money.

Decisions by lawmakers can strengthen or weaken various crucial parts of the innovation system that transforms an idea into a revenue-generating product. Thus, innovation journalists need to understand the markets and become well informed about the leading interests, their relations to each other, and their agendas. This is the basis of the argument that innovation journalists may have a niche and an arena for a new professional community that could also become a new school of journalism.

If the concept is viable, it might better equip reporters to contribute with dialogue and criticism that inspires companies and lawmakers towards sustainable growth, and scrutiny that inspires the public and investors to raise well founded questions.

Types of Beat

Beat reporting is the craft of reporting on an issue or particular sector, organization or institution over time. Beat reporters build up a base of knowledge on and gain familiarity with the sector, allowing them to provide insight and commentary in addition to reporting straight facts. This distinguishes them from other journalists who might cover similar stories from time to time. A news beat is an institutional or issue area that generates enough news and reader interest to make it worthwhile for a newspaper to assign a reporter to cover it on a regular basis. Traditional beats are government agencies, such as the police department, courts, schools, and city hall. Certain issue areas such as health, business, and environment are also regular beats on most newspapers. Beats could also be imagined quite differently. For example, if they chose to do it, newspapers could assign reporters to explore and write regularly about, say, childhood, work, ethics, psychology, or any other area or fields that might help readers understand the world they live in. What makes a beat a good beat for both writer and reader is variation in levels of analysis. That is, a good beat has stories that can be told with lots of concrete detail but also with broad themes that speak to abstract issues and ideas. Beats are places (literally or figuratively) where ideas flourish as well as where events happen. A good beat reporter always operates at both the micro level and the macro level of analysis. To paraphrase the old 1960s slogan, you have to think globally, report locally.

Health Reporting

Health reporter usually informs the public about major epidemics, diseases and their cures, new medical discoveries, medical irregularities, etc. they are either specialized in their field of medical or take the

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movie cameras are sometimes maintained by newspapers to obtain TV films for supply to the TV Organizations on specific charges.

Political reporting

Political reporters in a democracy have one central mission: to provide citizens with the information they need to make an informed choice between the candidates for elective office. To do that, journalists need to examine the candidates' backgrounds and qualifications, their positions on the key issues, and what the candidates are saying in campaign appearances and advertising. Reporters who cover politics look at the candidates' supporters, too, since their interests can often shed light on what a politician will do if elected.

A political reporter should have intelligence, instinctive perception of ground realities, good judgment of people and a strong historic sense. Since politics is the main focus of newspapers, too many new entrances would like to be political reporters hoping that it would be a ladder to the coveted office of the editor.

But the fact remains that there is a dearth of good political reporting in India who have the skills to report insight, and do reporting that captures in flesh and blood of the players in the political field. A skilled political reporter is able to expose then asked ambitions of political leaders and the hypocrisy of political parties.

Politics is the game for power, a game for supremacy and ironically this game is played in the name of the people for evoking national greatness. The majority of politicians in India have acquired office because they were misfits everywhere else and are driven by a desire to make up for their past failures and frustrations.

Thus, the sad thing about Indian democracy is that it is these politicians who guide the destiny of some 900 million people. Bereft of ideas, intelligence and character, they exploit caste, religion and language to stay in power and the country slip from crisis to crisis.

Therefore, it is the duty of the political reporter to never glorify a minister or a politician but truthfully present their achievements and failures. Programmes of political parties should be critically evaluated and the flaws commented upon, so that the people are not carried away by their patriotic portrayal. The performance of government needs constant review and herein is the wisdom and maturity of the political reporter set on a national spectacle.

A lot of things are happening behind the scene in politics. Diplomacy, lobbying, image-building and hatching conspiracies are only few of them. Nothing much is visible to the outside world but the tip of an iceberg. The real challenge of political reporting is in unmasking these happenings in the political world. Connections and inside sources are the strengths of a politics reporter. Party conferences, campaigns and rallies and press conferences are normal reporting events. But to add news value to these the reporter should have 'inside' information or exclusive stories. The best selling newspapers in any country are those with a strong political bureau satisfying the political curiosity of the readers.

Inadequate political coverage usually judged by the quality of reporting, brings down the circulation of a newspaper. The honest and well-meaning politician deserves the support of the reporter and the people's support. One of the basic duties of political reporting is to bring to national focus such deserving leaders and to warn the nation against criminals in political garment.

The political reporter must have a sound knowledge of history and the ability to see the chain of events before it happened and the wisdom to translate the thoughts into memorable words.

Culture reporting

The term "The Culture Beat" refers to the way a newspaper will assign reporters to cover various sites where news originates city hall, the police reports, sports, entertainment, local, etc.

Culture reporting is characterized by its punchy style, rough language, and ostensible disregard for conventional journalistic writing forms and customs. The reporter attempts to present a multi-disciplinary perspective on a particular story, drawing from popular culture, sports, and political, philosophical

and literary sources. It is styled eclectic or untraditional. Culture reporting remains a feature of popular magazines. It has a good deal of entertainment value.

Culture reporting also focuses on the personal lives of people, primarily celebrities, including movie and stage actors, musical artists, models and photographers, other notable people in the entertainment industry, as well as people who seek attention, such as politicians, and people thrust into the attention of the public, such as people who do something newsworthy.

Culture reporting today is the province of newspaper gossip columnists and gossip magazines and has become the focus of national tabloid newspapers like the *National Enquirer*, magazines like *People* and *Us Weekly*, syndicated television shows like *Entertainment Tonight*, *Inside Edition*, *The Insider*, *Access Hollywood*, and *Extra*, cable networks like *E!*, and numerous other television productions.

It differs from feature writing in that it focuses on people who are either already famous or are especially attractive, and in that it often covers celebrities obsessively, to the point of these journalists behaving unethically in order to provide coverage. Paparazzi, photographers who would follow celebrities incessantly to obtain potentially embarrassing photographs, have come to characterize celebrity journalism. It is the most common kind of reporting where reporters are placed at the most strategic news-breaking points like hospitals, courtrooms, police headquarters, airports, railway stations, universities, government and corporate offices and health and recreation centers. Unlike editorial writing, the culture reporting is impersonal.

A culture reporter should essentially be an honest storyteller, who should rise above his prejudices and subjectivity. He should be fair and impartial and present in all aspects of the story. Complete objectivity may be required as the primary job of a reporter in any beat is to tell the truth.

Civil Administration Reporting

The government establishes the civil administration and the area concerned are the local, municipal, social and national levels of the society. Civil administration reporting will thus carry news stories relating to all these sections of a country. Civil administration of a country exercise certain authority normally in the function of the local government; or hostile territory. It exercises executive, legislative, and judicial authority. Civil administration reporters thus have to work with civil authorities and civilian populations in the area of operations.

Civil administration reporters are the specialists who can quickly and systematically identify critical requirements needed by local citizens in bad situations. They can also locate civil resources to support help operations, help support national assistance activities. The reporters report on the plan to establish and maintain liaison or dialogue with civilians and private organizations.

The civil administration reporters provide a prime source of nation-building skills. Their prime focus of reporting is in the fields of public administration, public safety, public health, legal systems, labor management, public welfare, public finance, public education, civil defense, public works and utilities, public communications, public transportation, logistics, food and agricultural services, economics, property control, cultural affairs, civil information, and managing dislocated persons.

One of the main components of civil administration is the police who are appointed with the duties to keep a check on the society. Reporting police news is difficult and potentially dangerous. But if reporters and editors are properly prepared and sufficiently cautious, mistakes will be held to a minimum. Police news tells us about ourselves, and how we handle police news tells us something about our journalistic ability. Ideally, police news is used to inform the public, not to aid directly in conviction. Keeping this perspective is important in handling police news effectively.

Police reporters need to know exactly how crimes are defined in the community they cover. In the United States, for example, a "burglary" and a "robbery" are not the same thing. Burglary involves breaking into a building to commit a crime. Robbery is stealing money or property by force. Developing a glossary of essential terms can prevent embarrassing mistakes. A police press release may provide the basic facts about a crime, but good reporters dig deeper. They go to the scene to look for details and to talk with neighbors or eyewitnesses, whenever possible.

The coverage of civil disorder imposed major responsibilities on the reporters. On the one hand, they must expose themselves to danger if necessary to determine the magnitude of any street incident. But whatever they do, they must always be conscious that careless reporting or the provocative appearance

NOTES

Governments

These range from local councils to national parliaments and foreign governments. Sometimes politicians and public servants are actually corrupt and should be exposed and removed from office. But often they hide a decision because they know the public may not like it. They might keep a deal they have made with a foreign timber company secret because it will harm the environment or destroy people's homes. Often politicians and public servants spend so long in office that they forget that the public has the right to know what is happening. If the public elects people to office and gives those taxes and other forms of wealth to administer, the public has the right to know what they are doing. The electors should also know so that they can decide how to vote at the next election.

Companies

Some companies break the law and should be exposed. But companies usually like to keep activities secret for other reasons. Perhaps they have made a mistake or lost money. Perhaps they do not want competitors to steal their secrets or they do not want people to oppose a development they are planning. However, even private companies have some responsibility towards the public. Companies are part of each society. They usually make some use of natural resources, take money from customers and shareholders, and provide jobs for people and use services provided by all taxpayers. Where their activities affect the rest of the community, the community has a right to know what they are doing.

Criminals

Although governments and companies can be corrupt, criminals make their living at it. They act like leeches on the community, so your readers and listeners have the right to know about them. Fighting crime is, of course, mainly the job of the police and legal system. But sometimes they do not have enough resources to do their jobs properly. Sometimes the law itself limits their powers. Also, the police and judiciary can sometimes be corrupt themselves. So journalists - like every law-abiding citizen - have the duty to expose wrongdoing.

There are, of course, all sorts of other individuals and organisations who like to hide things which affect the public. A charity may try to hide the fact that it is not doing a good job with money it has been given. A football club might be secretly negotiating to move its ground against the wishes of its fans. A man might be selling coloured water as a cure for every illness. All these things need to be exposed so that the public can make up its mind whether to support them or not.

Some basic principles

News value

Most newspapers, radio and television stations get a lot of requests from people to "investigate" some alleged wrongdoing. In many cases these are silly matters, lies or hoaxes. But we should spend some time on each tip-off, to decide whether or not it will make a story.

We should judge all topics for investigative reporting on the criteria for what makes news. Is it new, unusual, interesting, significant and about people? Sometimes, the story might only affect one person and be so trivial that it is not worth following up. Remember we have limited time and resources, so we cannot follow every story idea. Use our news judgment.

Keep our eyes and ears open

Always be on the lookout for possible stories. Sometimes people will come to us with tip-offs, but often we must discover the stories ourselves. Story ideas can come from what we read or overhear or even a sudden thought while we are brushing our teeth. Good investigative reporters do not let any possible story clues escape. They write them down because they might come in useful later.

Listen to casual conversations and rumour, on the bus, in the street or in a club. Careless words give the first clues to something wrong, but never write a story based only on talk we have overheard or on rumour.

Get the facts

Because investigative reporting means digging up hidden facts, our job will not be as easy as reporting court or a public meeting. People will try to hide things from us. We must gather as many relevant facts as we can, from as many people as possible. Our facts must be accurate, so always check them.

And do not expect dramatic results. Real life journalism is seldom like the stories we see in films. Most investigations need many hours of work gathering lots and lots of small details. We and our editor must realise this. If we are not given enough time, we may not be able to do any successful investigative reporting.

Fit the facts together

As we gather the facts, fit them together to make sure that they make sense. Investigative reporting is often like doing a jigsaw. At the beginning we have a jumble of pieces. Only slowly will they emerge as a picture. Unlike a jigsaw puzzle, we will not have all the pieces at the beginning. We have to recognise which pieces are missing then go and find them.

Check the facts

Remember we are trying to find information which some people want to keep secret. They will not help us in our investigation, so we cannot check our facts with them. They will probably oppose us and look for mistakes in everything we write or broadcast. If we make a mistake, they will probably take us to court. We must always check our facts. Take a tip from the most famous example of investigative reporting, the so-called Watergate Affair. The Washington Post reporters Bob Woodward and Carl Bernstein investigated a crime which eventually led to the downfall of US President Richard Nixon. They knew their enemies would be waiting for them to make a mistake, so they made it a rule that they would never use any fact unless it was confirmed by two sources. This is a good rule to try to follow.

However, remember that many people we might interview about corruption could be corrupt themselves. Criminals lie, so be suspicious of what we are told - and check their words with someone else, preferably someone we trust.

Evidence

In addition to gathering facts, we should also gather evidence to support those facts. This is especially important in case we are taken to court for defamation as a result of our investigation. Courts will only accept facts which can be proved. If someone tells us something on the record, we can show the court our notes, but it would also be useful to get a signed statutory declaration from them. This is a kind of legal statement given under oath. Original documents will usually be accepted as evidence, but photocopies may not, unless they are supported by evidence from the owner of the original, who may not choose to help us.

Confidential sources

When investigating corruption or abuse, we will meet people who will only give us information if we promise never to reveal their identity. This is very common in criminal matters, where people are scared of pay-back.

We can agree to these conditions but remember; sometime in the future a judge examining the same matter in court may order us to reveal the name of such a confidential source of information. We will be breaking the law if we refuse to name our source, and could go to jail for contempt.

If we promise to protect a confidential source, we must do so until the source himself or herself releases us from that promise. So if we are not prepared to go to jail to protect a source, do not promise in the first place.

Threats

People may threaten us to try to stop our work. This could be a threat of physical harm or a threat by a company to stop advertising with our newspaper or station. It could even be a vague threat to "do something" to us. Most threats are never carried out. The people making them realize that harming we will only make their situation worse.

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Size of the community

Crimes are usually viewed as more important by smaller communities. If we are a journalist on a big city newspaper, an ordinary car theft may not be newsworthy at all. If we are a journalist in a small community, a car theft may be the biggest news of the week. Everybody may know the owner - they may all know the car. It is a sad fact that quite horrible crimes do not make the news in a big city because they are so common and because the chances are small of readers or listeners knowing the victims or caring about them.

Identity of the victim or criminal

Crimes become more newsworthy if they involve people who are themselves newsworthy. An ordinary person attacked on the street may not be big news, but if that person is a local chief, that will be very newsworthy. A fraud case becomes more important when it involves a leading politician. A robbery becomes bigger news when police reveal that the robber was an escaped prisoner with convictions for murder and rape. It is generally true that a crime becomes more newsworthy if there is a strong chance of it happening again - usually because the criminal is known and likely to strike again.

Check your Progress

- 4. What is meant by Crime reporting?

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2.5. Accidents and Disasters Reporting

There are tremendous public interests in crime stories and no newspaper can afford to ignore them without damage to circulation and credibility. Crime is a part of life and it is newspaper's duty to inform the readers of what crimes are going on in their city, state or country. However, crime reporting should not aim at satisfying morbid curiosity or sensation mongering. Although crime reporting is usually assigned to one of the junior reporters in a newspaper, it is a highly responsible and specialized job. The reporter should not only have the ability to sift the grain from the chaff, and the truth from lies, he should also have good contacts in the police and other departments of the administration as well as working knowledge of the penal codes and law on libel and other relevant matters. Besides, he must observe a code of honour. He should be as objective and as humanly as possible so as to avoid resorting to sensationalism or cheap gimmicks to catch the attention of the readers or the viewers. He should not suppress news of public interest. Nor should he seek to settle personal scores with police officers or lawyers or judges. And he must be careful that in the course of his work, he does not unnecessarily invade a citizen's privacy. There has been much criticism of press reporting of crime and not all of it is baseless. Some reporters have been found guilty of unethical standards, thus causing much pain and sorrow to their victims or their families and friends. Crime Reporters try to glorify the activities of criminals or sometimes make heroes of them. This practice should be discouraged as much as a resort to sensationalism. The crime reporter must never violate standards of decency and good news taste. There are several types of crime news-murders, fires, accidents, robberies, burglaries, fraud, blackmail, kidnapping, rape, etc.

Fires

The reporter must get his facts correct about the essential elements of a fire story the number of persons killed or injured, the extent of damage to property, the loss of valuables, etc. he must also find out if the fire brigade responded in time or was guilty of delaying the fire-operations through sheer lethargy or incompetence or lack of water supply. He should question eyewitnesses about any acts of bravery or cowardice. All these are essential ingredients of a fire story. The lead in a fire story would normally suggest itself. If, for instance, lives have been lost, it needs highlighting in the lead. If possible, the reporter must list the names of the dead and the injured.

Homicides

In cases of a major murder, the reporter should rush to the scene as soon as possible after receiving a tip and gather all the relevant facts. In nine cases out of ten, crime reporters, say, in Delhi depend on police information about murders and there is a time lapse before they can begin their investigations. This often hampers their search for the truth. The reporter must, in any case, exercise great care in how he handles the story. Otherwise, he runs the risk of causing offence. In reporting dowry deaths or alleged dowry deaths, the reporter must refrain from leveling uncorroborated statements by one party or the other. He must therefore get his facts correct by talking to the investigation police officer, the girl's in laws and her parents, and, if possible, with the neighbors.

Accidents

Most accidents are reported on the basis of police bulletins or information supplied by police spokesmen'. However, wherever possible the crime reporter must rush to the scene of a major accident to give authenticity to his story.

Arrests

It is a serious matter to report that a person has been placed under arrest. When such a report is made, the exact charge against the arrested person could be given and it should be documented by either a record or attribution to a responsible official. If such documentation cannot be obtained, the reporter has better to check the facts. The person in question may not have been under arrest at all. In many states an arrest is not formally accomplished until a prisoner is booked. The news, in any case, must be handled with care.

Accusations

It is commonly written that someone is being sought for robbery, suspected of arson or tried for murder. This is journalistic shorthand, which has gained acceptance through usage, but it is neither precise nor correct. Persons are sought in connection with a robbery, unless a charge has actually been made, in which case they are charged with robbery. Persons under suspicion are not necessarily going to be charged with a crime and it is generally not privileged matter to indicate that suspicion is attached to any individual by name. Where the police suspect someone, but lack proof, that person may be held as material witness- that is far different from being accused of as a criminal. Therefore, cases of suspicion are not usually given too extensive and detailed news treatment if no privileged material is available for use. The practice of reporting that a defendant is being 'tried for murder', while widely used, is obviously prejudicial and could be more accurately, if less drama stated, as 'being tried as a charge of murder'.

Confessions

The use of the word 'confession' to describe statements made by a person to the police or the prosecuting authorities is dangerous when it is not a matter of public record. The fact that a police chief or a prosecutor has claimed to have a confession, except in open court, may be used only at the risk of the news organization. Most press-bar voluntary agreements forbid the use of confessions until they are admitted in open court. The records are full of supposed confessions that backfired later for a variety of reasons and of persons who admitted crimes they could not possibly have committed. Unless and until it is established in fact that a person has confessed, approved procedure for reporters is to use such terms as 'statement', 'admission', 'description' or 'explanation'. They convey the shade of meaning that is warranted by circumstances and do not subject the news organization to unnecessary risks.

There are a few fundamental precautions which a crime reporter must take account of:

- ◆ The first is that the police and prosecutors rarely will give them information on a silver platter. That means a tremendous amount of interviewing and research must be done in a very short time so that a coherent story may be written.

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medical and technical terminology. We have areas of expertise ranging from Workers' Compensation to patent litigation.

Reports containing the events, incidents, accidents, disasters, political happenings, functions, orientation programmes, conducted by the celebrities in around the city, which were telecasted or printed in a newspaper or TV channels are called City reporting.

In a newspaper, the local correspondent is an important connection with the area where it is published. He knows the environment intimately. He is an expert in the happenings of that locality and the newspaper gives much importance to his views. There is no regular routine for him and sometimes he may work on some important or special assignments.

Check your Progress

5. Write a note on City reporters.

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2.9. Special Correspondent

'Special Correspondent' means a person whose duties regularly include reporting and interpreting all news of Parliamentary, political and general importance as an accredited correspondent or, other-wise at the head-quarters of the Central Government or at a foreign centre or who regularly performs similar functions in more than one State or at any other place where he is assigned as such.

Special Correspondent of a newspaper is an important source of news. The duty of special correspondent is to get news items for the newspaper and to make it clear and meaningful to the reader. Once James Gordon Bennett described a special correspondent should be "half diplomat and half detective".

The special correspondent is well known better to the reader than the editor of a newspaper, because, it is his name that appears as a by-line under the lead story on the front page. However, the life of a special correspondent is not an easy one. He has to come up through the hard path, by reporting the police and courts etc. he has to deal with lot of people, who are of different and various backgrounds, tastes and he has to adjust the likes and dislikes of these various groups is itself a difficult task for anybody.

Moreover, a special correspondent must bear in his mind that news is not what the minister or anybody tells him. He must look at the emerging situation and it is his duty to reveal the reader the meaning of facts. The special and needed qualities of the special correspondent are as follows:

- ◆ Vast and varied contacts with official sources
- ◆ Ability to keep their confidence
- ◆ A flexibility of mind for research
- ◆ The ability to encourage others to speak
- ◆ The ability to acquaint with different types of people
- ◆ Physical stamina and mental courage
- ◆ Creativity and a simple, sparking style.

2.10. Foreign Correspondent

A correspondent or on-the-scene reporter is a journalist or commentator, magazines or more general speaking, an agent who contributes reports to a newspaper, or radio or television news, or another type of company, from a remote, often distant, location. A foreign correspondent is stationed in a foreign country. The term correspondent refers to the original practice of filing news reports via postal letter. The largest networks of correspondents belong to ARD (Germany) and BBC (UK).

A correspondent generally includes some of his/her own perspective on the news. For example, a correspondent is expected to provide considerable context to the events being chronicled. A reporter, on the other hand, offers largely fact-based reporting.

In Britain the term 'correspondent' usually refers to someone with a specific specialist area, such as health correspondent. A 'reporter' is usually someone without such expertise who is allocated stories by the news desk on any story in the news.

2.11. Stringer

Stringers are correspondents who are not employed by the newspapers on a full-time basis. Their pay depends on the quantity of published copy they produce. Stringers include students, managers, housewives, teachers or employees working in some departments. Stringers may 'string' or work for more than one newspaper.

2.12. Summary

Journalists work in diverse areas, such as politics, finance and economics, culture and sports for newspapers and periodicals besides radio and television networks carry their stories and reports. They do not just inform but analyze an issue or a news item or an incident and influence people's opinion on them. They wield an enormous influence on the society and therefore journalism is also referred to as the Fourth Estate.

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Special Correspondent of a newspaper is an important source of news. The duty of special correspondent is to get news items for the newspaper and to make it clear and meaningful to the reader. Once James Gordon Bennett described a special correspondent should be "half diplomat and half detective".

2.13. Key Words

1. **Health Reporter** : Health reporter usually informs the public about major epidemics, diseases and their cures, new medical discoveries, medical irregularities, etc.
2. **Political Reporter** : Political reporters have to provide citizens with the information they need to make an informed choice between the candidates for elective office.
3. **The Culture Beat** : "The Culture Beat" refers to the way a newspaper will assign reporters to cover various sites where news originates-city hall, the police reports, sports, entertainment, local, etc.
4. **Education Reporter** : The education reporter focus on the education systems as these can be used to promote doctrines or ideals as well as knowledge, and this can lead to abuse of the system.
5. **Investigative Journalism** : Investigative journalism is finding, reporting and presenting news which other people try to hide.

2.14. Answers to Check Your Progress

1. Reporters are expected to develop and cultivate sources, especially if they regularly cover a specific topic, known as a "beat".
2. Beat reporting, also known as specialized reporting, is a genre of journalism that can be described as the craft of in-depth reporting on a particular issue, sector, organization or institution over time.
3. The great British newspaper publisher Lord Northcliffe once said: "News is what somebody somewhere wants to suppress; all the rest is advertising."

NOTES

4. Crime reporting teaches some of the essential techniques of journalism. We learn how to dig for a story, how to follow leads, how to interview people to extract information and how to write crisp, clear, interesting stories under pressure of a deadline.
5. City Reporters has a professional, experienced staff of reporters with access to a statewide and nationwide network of reporters to ensure that our deposition or convention is easily staffed with the most competent reporters.

2.15. Terminal Questions

1. Explain the concept and kinds of beat.
2. Describe the aspect of in depth reporting or Investigative reporting.
3. Discuss the features of Crime reporting.
4. Examine the style and importance of accidents & disasters reporting.
5. Explain the salient features of legislature & court reporting.
6. Describe the follow up story.
7. Discuss the role and duties of City reporter, Special correspondent, Foreign correspondent and Stringer.

2.16. Further Readings

1. Mass communication in India - Keval J.Kumar
2. Professional journalism - Patanjuly sethi
3. Basic journalism - Rengasamy parthasarathi

UNIT - III
HEADLINES

Unit - III : Headlines

STRUCTURE

- 3.0. Learning Objectives
- 3.1. Introduction
- 3.2. Headlines: Functions and Types
- 3.3. Headlining The News Story
- 3.4. Headlining Reporters News Story or Interview
- 3.5. Headlining Correspondent News Story
- 3.6. Editing of an Article, a Feature
- 3.7. Intro Purposes & Types
- 3.8. Interview: Definition
- 3.9. Types of Interview
- 3.10. Preparation of an Interview
- 3.11. Press Conferences
- 3.12. Summary
- 3.13. Key Words
- 3.14. Answers to Check Your Progress
- 3.15. Terminal Questions
- 3.16. Further Readings

3.0. Learning Objectives

After reading this unit students will be able to :

- ◆ Describe the functions and types of Headlines
- ◆ How to headlining the news story
- ◆ How to headlining reporters news story or interview
- ◆ How to headlining correspondent news story
- ◆ Discuss the method to edit an article and a feature
- ◆ Explain the purposes and types of Intos in newspaper
- ◆ *Describe the characteristics of Interview*
- ◆ Explain the types of interview
- ◆ How do we prepare for an interview
- ◆ Discuss the nuances and features of Press conferences

3.1. Introduction

The headline is the text at the top of a newspaper article, indicating the nature of the article below it. The large type front page headline did not come into use until the late 19th century when increased competition between newspapers led to the use of attention-getting headlines. It is sometimes termed a news head, a deliberate misspelling that dates from production flow during hot type days, to notify the com-

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Check your Progress

2. Why the headline should be appropriate to the news story?

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.....

3.4. Headlining Reporters News Story or Interview

A headline is a reader’s first impression of our story, whether it’s a newspaper article, a blog entry, a press release or a newsletter column. Good headlines tell the whole story in a captivating way, often in fewer than six or seven words. Experienced writers will tell us that the headline is often the hardest part of the story to write. That’s why newspapers once hired writers just to create headlines. Captivating headlines can be written by following a few consistent steps.

Stay Active and in the Present

Headlines should speak in an active voice and focus on simplicity — the right noun and a strong verb. Keep active headlines in the present tense. Even if the event is in the recent past, write our headline in the present tense. A good example is the simple “House Explodes in Smithtown.” A less captivating headline in the past tense might have read, “A House Exploded in Smithtown.” The active voice gives the headline life and draws the reader in.

Tell the Whole Story in our Headline

But we do want our headline to tell our readers up front what they’re going to get. If our story is about a man who finds T-rex bones in his backyard, our headline shouldn’t be “Man Makes Shocking Discovery.” It should be “Man Discovers Dinosaur Bones in His Backyard.” A headline like that will make the reader want to know what kind of dinosaur, how the man found the bones, and what he’s going to do with the discovery.

Ask a Question

Asking a question in a title is frowned upon in professional headline writing circles, but it is a technique that can work well for bloggers and others writing for an online audience. More and more, people are searching for content by asking a question in the search box, such as “best place to eat in Akron?” We can capitalize on this by writing a headline that asks the same question: “Where’s the Best Place to Eat in Akron?” Just make sure we answer the question in our story.

Use Alliteration

Good headlines tend to have a sing-song quality to them, and using alliteration can give a headline a little verve. Use sparingly, but for feature stories, sports stories and humor pieces, alliteration is useful tool. “Bears Beat Bucks in Big Rally,” for example, captures the excitement and fun of a sports event. “President Ponders Paris Policy” is an attention-getting short headline that captures a less serious news story. For hard news, however, avoid alliteration and stick to active voice and present tense.

Check your Progress

3. how the headline of a reporter’s news story should be?

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3.5. Headlining Correspondent News Story

Writing a great headline is a must if the correspondent want to capture reader’s interest. The headline is more important now than it ever has been. The following points help you to form headlines :

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- ◆ Choosing a limited number of words to convey the main point of an article is the key challenge when considering how to write a newspaper headline. Because newspaper headlines are limited by the space available on the printed page, word choice and clarity are crucial. Typography applications, such as font style and size, are also main components of newspaper headline writing.
- ◆ People love to read stories about topics they're interested in. Some trends endure longer than others, whilst some are short lived - but if the correspondent writing about a hot topic, he/she should be sure to drop in those keywords to what his/her reader's appetite.
- ◆ **Use superlatives** : The use of a superlative is a good way to get clicks on our headline. In fact, it's probably the BEST way.
- ◆ **Summarise it all in one sentence** : Our best shot might be to blurt out everything in a few short words. This sort of headline works great for science or technology findings - give away the result of the article in one short sentence and we might just pique the reader's interest enough to click through and read the whole article.
- ◆ **Pose a question (or an opinion dressed as a question)** : In some circumstances, we may not want to give away the conclusion of a given article - indeed, the article may be of a speculative nature in itself. In this case a leading question can make a great headline.

Contentious or opinion pieces can be written with leading questions, preparing the reader for a discursive essay - indeed, the lead-in question itself can be loaded or controversial.
- ◆ **Use lists to gain interests** : However, used subtly, and with new, interesting content, the list or run-down can be a great no-brainer for both the content and the headline.

The one thing that can make or break a newspaper article is the headline. A good newspaper headline is concise, informative and, at times, entertaining. When we write a newspaper headline, our goal is to hook the reader into reading the article. Writing a headline for our article is easy, if we follow these steps.

- ◆ Reread our article; identify the underlying theme.
- ◆ Express the theme in an active voice using as few words as possible. Active verbs lend immediacy to a story. If a reader sees a headline written in a passive voice, he or she might glance right over it.
- ◆ Keep our headline in present tense.
- ◆ Keep it simple. A headline is a short, direct sentence without extra adjectives or adverbs.
- ◆ Provide enough information in the headline to give the casual reader an impression of the entire story.

Check your Progress

4. What are the main components of headlines?

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3.6. Editing of an Article, a Feature

Editing a newspaper article is a very important job that requires a keen eye for detail and a strong command of how words and phrases should be properly used. Among the things to look for when editing a newspaper article is correct usage of grammar, proper spelling and ensuring that the sentences and paragraphs flow well, and aren't disjointed or confusing to the reader. Anyone editing an article should also be mindful of possible factual errors. Editing entails fast and accurate fact checking.

Run the article through a spell check program, if possible, to check the article for spelling errors. If there's no spell check available, use a dictionary to look up questionable words. Incorrect spellings can occur in all types of words, from ones with tricky spellings, like daiquiri, to simple ones like cemetery.

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The Opaque Method

The Opaque method is usually preferred to present human interest and feature stories. The writer assures to reveal facts before he instantly tells it. He may use an anecdote, questions, narrative, illustrations or some other techniques. Most often the writer holds the outcome until the end sentence.

Types of Intros

There are many ways of writing leads. Everyone, who reads newspapers, knows about the different ways of presenting stories. Here, there are some of the important ways of presenting leads.

Simple Intro

Simple intro involves a single event. It is normally much favoured by news editors for its clarity. This type of lead contains all the important items of a news article.

Complex Intro

Complex intro involves more than one incident. It is normally used when similar events are merged together in one story. It is normally long and sometimes confusing.

Historical Intro

This kind of intro usually draws some character or even in history or literature and in relation to an event or person in the news. It can be otherwise called as Literary or Allusion Lead.

Question Intro

This intro mostly fits with unusual or routine stories that need an unusual or informal tone as well as with those that deal with matters of universal interest.

Direct Address Intro

Through this intro, the writer can speak directly to the reader on an interesting subject or on one with a universal appeal.

Direct Quotation

When the intro is using a direct quotation it should be short and eye-catching.

Indirect Quotation

Instead of using the speaker's actual words, the reporter can say what the speaker said in his own words. Credit must be given to the speaker in the lead. Compared to direct quotation method more information can be given in the method of intro.

Staccato Intro

It is the intro, consists of short clipped words. Phrases and sentences were sometimes separated by dots or dashes. It is usually not in order and should not be used if the facts of the story do not justify it.

Descriptive Intro

This kind of intro tries to paint a word as a picture of an interesting person, place or thing. And it helps to create a mood for the story. It is also known as situation or picture lead.

Miscellaneous freak Intro

The miscellaneous freak intro has a novel approach in sentence structure and presentation, in order to catch the reader's attention.

3.8. Interview: Definition

An interview is a conversation between two or more people where questions are asked by the interviewer to elicit facts or statements from the interviewee. Although interviews are a standard part of journalism and media reporting, the focus of this piece is on how interviews can be used as a tool for psychological research.

There are two ways an interview can be written up. One is as a regular news story (either straight or narrative). The other is in a "Question and Answer" ("Q & A") format.

News story style

Choose a Title (HEADLINE)

- ◆ A good title should have something about the topic of the interview. It may also have a subtitle that includes the name of the person(s) being interviewed (magazine)
- ◆ Summary of the topic (newspaper)

Interviewer/author's name (BYLINE)

- ◆ Where (geographic locale) info is from (goes in ())

1st Sentence/Paragraph tells the topic under discussion and who is being interviewed.

- ◆ Write in paragraphs (story style)
- ◆ Use dialogue and identify the speaker(s) (exact quotations and who said them)
- ◆ Be to describe the people interviewed in a way that shows why he/she is a good source of information
- ◆ Don't use "I" unless it's in dialogue from a witness
- ◆ Titles should summarize the entire story generally; the article should add details, "filling out" the story
- ◆ Format should look similar to what follows:

"TITLE"

by our Name, our Employer

(CITY) - The article begins here. We only put in a city, or byline, if the story happened in one specific location/city; otherwise, the first paragraph is indented. If the story does happen in one place, there is no indentation; everything through the first paragraph begins at the margin.

When we start the second paragraph, we should indent it. Every paragraph that follows should also be indented.

Q & A style

1. The title usually includes the name of the subject being interviewed, often with a clever twist or an allusion to the main topic(s) the interview will cover.
2. The author usually gets a byline directly beneath the title.
3. The actual interview itself should start with a short introduction that explains to the reader who is being interviewed, when and where the interview is taking place (to provide context), and what the main topic(s) of the interview will be.
4. The rest of the interview looks very much like a transcript.
 - ◆ If the interviewer represents a specific group or magazine, his or her questions are usually prefaced with the name of the group or magazine instead of his or her name.

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NOTES

- ◆ Alternatively, the interviewer's words can be prefaced with his own name. This could be both first and last name, or just a last name.
 - ◆ The subject's name precedes her responses. As with the interviewer, this could be both first and last name, or just a last name.
 - ◆ Frequently, after the first question and answer, the identifiers are abbreviated to initials.
5. Sometimes, a question or answer may be preceded by a context clue that will help the audience understand that there is more meaning going on than just the words themselves. Sometimes called a "parenthetical", these notes are usually in brackets (sometimes parentheses); they usually appear right after the speaker's name, although they can go in the middle of a question or answer if that is where the notation belongs.
 6. The interview usually concludes with a question designed to provide an answer that gives closure to the overall interview.

3.9. Types of Interview

Face-to-face interviews - this is the most common method. One interviewer or two or a panel of interviewers will conduct the interview. The one-to-one method is the least preferred due to ethical issues around equality and transparency but is sometimes used for informal pre-screening interviews as part of a multi-stage recruitment process. Two person interviews ideally have an interviewer of each gender. Panel interviews generally contain a spread of gender and expertise and are often chaired by the person to whom we will report, should we get the job.

Group interviews - several candidates are present and will be asked questions in turn by two or more interviewers. A group discussion around a specific topic may be encouraged and we may be invited to put questions to the other candidates and/or to the panel.

Telephone interviews - telephone interviews are increasingly used by companies as part of the recruitment process, often at an early stage of selection, especially by overseas recruiters. Prepare in the same way that we would for a face-to-face interview. Make sure we choose a suitable time and date, in a place where we will be free to chat in a quiet place without any interruptions. Make sure our mobile is charged if we are using it. Remember to keep any necessary documents, like our CV and the job advert, to hand throughout the phone call.

Informational Interview

The objective of this interview is to ask for advice and learn more about a particular career field, employer or particular job. Interviewing experts in their field is one more way to become more occupationally literate. The knowledge that we gain here will make us a sharper and more informed. We will also make a contact and further develop our network.

Screening or Telephone Interview

A phone interview is a very cost effective way to screen candidates. These can last anywhere from 10 to 30 minutes. We should prepare for it like an open book exam. It is recommended that we have in front of us our resume, the job description, a list of references, some prepared answers to challenging questions and perhaps something about the company. The vast majority of communication is non-verbal. Because they can't see our body language, it is critically important to have positive and polished answers with energetic tone and inflection. Be sure to ask what the next step is.

Individual Interview

This is the most common type and often called a "personal interview." It is typically a one-on-one exchange at the organizations offices. In order to best prepare we will want to know the length of the interview which can usually range from 30 to 90 minutes. If the interview is 30 minutes we have to be concise and have a high impact with our answers. If it is 60 or 90 minutes we will want to go into much more depth and use specific examples to support our generalizations.

Small Group or Committee Interview

This is where we will be meeting with several decision-makers at once. This can be an intimidating experience if we are not prepared. It's an efficient way to interview candidates and allows for different interpretations or perceptions of the same answer. Be sure to make eye contact with everyone, no matter who asked the question. It's important to establish rapport with each member of the interview team. Try to find out the names and job titles of the participants.

The Second or On-Site Interview

After our first interview, we may be asked back again for a "second date." They like us enough that we made the first round of cuts, but they would like to know more about us before making their final decision. Second Interviews can last either a half or full-day so it is best to check again and get an agenda. We may be meeting with three to five individuals. This may include a representative from Human Resources, the department head, the office staff and the department head's supervisor. Be alert and enthusiastic at all times! The more we know about the structure of the process, the less anxious we are going to feel and the better we will perform. This is the last step before an offer is made.

Behavioral-Based Interview

The theory behind Critical Behavioral Interviewing (CBI) is that past performance in a similar situation is the best predictor of future performance. CBI probes much deeper than traditional interviewing techniques. We should prepare by thinking of specific examples that demonstrate our competence in core behaviors such as teamwork, problem-solving, communication, creativity, flexibility and organizational skills. We will want to tell our story and structure it by stating our answers in terms of the situation, the task, what action we took, and what was the result or outcome.

Task Oriented or Testing Interview

This is a problem-solving interview where we will be given some exercises to demonstrate our creative and analytical abilities. A company may ask us to take a short test to evaluate our technical knowledge and skills. Sometimes a presentation to a group is necessary to determine our communication skills. Try to relax as much as possible.

Stress Interview

During this rare type, the interviewer tries to bait us, to see how we will respond. The objective is to find our weaknesses and test how we hold up to pressure. Such tactics as weird silences, constant interruptions and challenging interrogation with antagonistic questions are designed to push our boundaries. The question we have to ask ourselves is: Do I want to work for a company that treats me this way even before the offer is made? Rethink the corporate culture.

3.10. Preparation of an Interview

An interview is a special kind of conversation. It is a conversation between a journalist and a person who has facts or opinions which are likely to be newsworthy.

News involves people. Whatever news story we are researching, there will be a person or some people who know what we need to know, or who have relevant opinions. They will usually be happy to tell us.

Our job is to find these people, and then ask them what we want to know. That is an interview. Usually, we will hear about news first and find the details later. We may see something happening; we may hear about it during a social conversation; we may receive a press release telling us about it; we may receive a tip-off from a well-placed friend.

However we first hear about the news, the next step is to find out all the details so that we can write the story. The easiest way to do this is to interview the right people.

NOTES

Notebook

The alternative is to make notes in a notebook. This can best be done by using shorthand, so that we note the speaker's exact words while he or she is speaking them. We can then use them as a quote later, if we wish.

The advantage of such notes is that we do not bother to take a note of stuff which is boring or irrelevant, and which we know you will not use. Notes are selective and save time later.

For newspaper journalists, this is the best method. However, we will need shorthand of at least 80 words per minute, and preferably 100 words per minute, if we are to use this method effectively. For court reporting, this is often the only method of recording which is allowed.

Combination

Journalists who do not have good shorthand, or who work in a language for which there is no good shorthand system, can use a combination of the previous two systems. We take a tape recorder to record the whole interview, but we also make notes in a notebook.

There is no need to write down the speaker's words - they will be on tape - but we can note when he says something interesting. By noting the number on the tape counter, we will be able to find quickly the bits we want when we return to the office.

So, you may write in our notebook:

- ◆ Rice project 026
- ◆ Good quote 041
- ◆ Cash figures 063
- ◆ Quote 074
- ◆ Copra drying 093
- ◆ Quote 124
- ◆ V. good quote 138

When we return to the office, we will be able to ignore most of the tape, and fast forward to the bits we want. Rewind the tape and reset the counter to zero. Now, when the tape counter shows 026, we will find the start of the discussion of the rice project; at 041 there is a good quote; and so on.

This has a very important advantage, that we can quote accurately what people say. This method is slower and more cumbersome than just using a notebook; but it is a very good compromise for journalists who do not have shorthand.

The interview formula

Every interview is different, depending on the person we are interviewing and what we are talking about. All the same, there is a formula which we can apply to every interview, which will help us to get the best out of it.

Preparation

Before any interview, we need to do some preparation. Talk to our colleagues and find out whatever they know about our interviewee and the background to the story. Get the cuttings out of the library and read what has been published before.

Check on the sort of story that is wanted - is it a hard news story, a background story, or a personality profile? Then make a list of the things which we need to know, so that we can ask the right questions.

Finally, make ourselves look neat and tidy. Whether we dress formally or informally depends upon who we are going to interview, but we should always look clean and we should never look scruffy.

Politeness

Nobody is obliged to be interviewed by a journalist, so be grateful and be polite. At the start of every interview, introduce ourselves in a clear confident voice.

Don't be in too much of a hurry to get down to business. Take a minute or two for appropriate small talk. We might ask about his health and his family and how he is settling into his job; this will indicate that we care about him as an individual and will help to establish a rapport. Don't overdo it, though. Remember that he may be a busy man and have better things to do than discuss his family with a total stranger!

It will be a matter for our judgment on each occasion how much of this small talk is appropriate.

Open questions

It may be that we know most of the details of a story, and only need two or three details from an interview. In that case we can get straight to the point. More usually, however, we will have only a sketchy idea of the story. In this case, the ideal first question is something like: "What actually happened?" or "Could we tell me about..?" This will give you the broad outlines of the story.

Avoid asking questions with a yes/no answer especially if we want a recorded interview for radio; it makes very dull listening to hear long questions from the journalist and one-word answers from the interviewee. Ask questions which invite details, not agreement or disagreement. Remember, we want to spend most of our time listening, not speaking.

Visualise

Once we have the broad outlines of the story, try to build up a picture in our mind of what happened. If there is any part of the picture which is not clear, ask for clarification. We will want to know **Who? What? Where? When? Why? and How?**

We must start with the most important areas of the story and gradually fill in the less important detail, because the interview might be brought to an end at any moment.

Don't forget to ask about the past and the future, too - what led up to the story, and what will happen as a result. Try not to interrupt.

Recap

To "recap" is short for "recapitulate". This means to go back over our notes before we let the interview end. Read them through, see if they make sense and check that no details we need are missing. Don't do all this in silence, though, or our interviewee will think we have finished. Keep talking, while most of our mind is on our notes. When we come across names, check the spelling; when there are figures, check that we have them right.

Finally, tell our interviewee what we understand the story to be. This will take time, as we tell back to the interviewee in an orderly form all that he has told us in bits and pieces. If we have got it wrong in any respect, we may be sure that he will stop you and put it right.

The final question

We are all human and fallible, so we may forget to ask something important in an interview. Or there may be something which we could not know about, which will make a good story.

For these reasons, when we have asked everything that we think we need to know, there is one more question to ask: "Is there anything else I should know?"

Before you go

We may find that we get back to our desk after an interview, start to write the story and then realise that we did not ask an important question. We then have to telephone our interviewee and put the question.

NOTES

Before we leave the interview, therefore, check that we have their phone number and check that they will be available on that phone number for the next hour or two, "in case there are any other questions". If the interviewee is about to go out, try to get a number where we can contact them - most places around town have phones.

Leave our business card, if we have one, or otherwise a written note of our name, company and phone number, so that the interviewee can phone we if a thought occurs to them after we have gone.

If we think the story needs a photograph, check whether the interviewee will be available to have a picture taken, and if so when would be convenient.

Finally, say "thank you", shake the interviewee's hand (or whatever is usual in our culture) and part as friends - we may well need another interview from the same person at some future date.

3.11. Press Conferences

A news conference or press conference is a media event in which newsmakers invite journalists to hear them speak and, most often, ask questions. A joint press conference instead is held between two or more talking sides.

In a news conference, one or more speakers may make a statement, which may be followed by questions from reporters. Sometimes only questioning occurs; sometimes there is a statement with no questions permitted.

A media event at which no statements are made, and no questions allowed, is called a photo opportunity. A government may wish to open their proceedings for the media to witness events, such as the passing of a piece of legislation from the government in parliament to the senate, via a media availability.

Television stations and networks especially value news conferences: because today's TV news programs air for hours at a time, or even continuously, assignment editors have a steady appetite for ever-larger quantities of footage.

News conferences are often held by politicians (such as the President of the United States); by sports teams; by celebrities or film studios; by commercial organizations to promote products; by attorneys to promote lawsuits; and by almost anyone who finds benefit in the free publicity afforded by media coverage. Some people, including many police chiefs, hold news conferences reluctantly in order to avoid dealing with reporters individually.

A news conference is often announced by sending an advisory or news release to assignment editors, preferably well in advance. Sometimes they are held spontaneously when several reporters gather around a newsmaker.

News conferences can be held just about anywhere, in settings as formal as the White House room set aside for the purpose to as informal as the street in front of a crime scene. Hotel conference rooms and courthouses are often used for news conferences.

A press conference is a tool designed to generate news - in particular, hard news that can advance the cause of our organization. Hard news is defined as a story in the print or electronic media which is timely, significant, prominent, and relevant.

Imagine a flock of media reporters coming to an event that we have organized. This can be exciting stuff, and an important opportunity for our organization. If we've never done it before, holding a press conference can be intimidating, even frightening. But the material in this section will guide us through the process, and we'll see that it's not all that hard.

Why should we hold a press conference?

Press releases, interviews, and informal media contacts are excellent ways of getting our message across. They are the bread and butter of our media relations, and often of our entire outreach effort. A press conference is an additional media technique, for special occasions, when we really want to make an impression. More specifically, why hold a press conference? Because:

NOTES

- ◆ We can give more information than in a press release.
- ◆ A press conference is interactive; we can answer questions from the press, and emphasize points we might not otherwise have a chance to make.
- ◆ We can announce an *important development*, and *explain its significant local and wider implications*.
- ◆ We can set the record straight if our group received negative publicity.
- ◆ We can often generate the kind of notice or publicity - a spot on the 6:00 TV news, for instance - that we'd otherwise have to pay a large amount for.
- ◆ When many media representatives are present, it makes our conference seem really newsworthy — the media presence itself adds to the importance.
- ◆ A successful media conference can not only generate news, but can also boost the morale of our own group — that is, our group can take pride in knowing that the press will really turn out to hear what we have to say.

When should we hold a press conference?

We and our organization could hold a press conference whenever there is an event our organization wants to inform the community about. However, in some cases, we will want to hold a press conference for fast breaking news. For example, if an education funding bill were introduced in the state legislature, we might want to convene a press conference that same morning to react to the bill's implications. This will leave little time for elaborate preparations—we should just phone the press at a few hours notice.

Remember, we don't want to hold a press conference too often. It is a special event, and should be treated as such. But here are some cases when a press conference might be a good idea:

- ◆ When the event *includes a prominent individual to whom the media should have access*.
- ◆ When we have significant announcements to make, such as a campaign start-up or a lobbying victory.
- ◆ When there is an emergency or crisis centered around our group or the issues it deals with.
- ◆ When a number of groups are participating in an action, and the show of support will emphasize that this action is news.
- ◆ When we want to react to a related event; for example, when a national report relevant to our issue is released.

How do we hold a press conference?

Before the press conference:

As we've discussed, we may have to schedule a press conference on short notice. If we do have lead time, however, our group will want to start planning at least a week or two before the press conference is to take place. The following steps should help us plan for our press conference:

1. Define the message.

Define the key message(s) that we and our group are trying to get out to the community. Our goal may be to introduce or shed more light on our issue, to announce a new program or event, to react to a news story or to a criticism of or attack on our effort, or to draw attention to an honor or award our effort has earned. Whatever the message, it should be summarized in clear 3-5 key points to the press. If a date, a time, an address or phone number, or other specific information is part of the message - if the purpose of the press conference is to announce an upcoming event, for example - make sure to give it more than once, and to have it displayed prominently in our press kit. Double- or triple-check any such information to make sure we have it right, both in speech and in print.

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2. Schedule the date and time.

We and our group will need to determine a date and time for the press conference, and make sure it doesn't conflict with other press events or media deadlines. One way to find this out is to check with the local media and the wire services, who will know if our press conference conflicts with another. Here are some other tips for scheduling our press conference:

- ◆ Tuesdays, Wednesdays and Thursdays are the best days for press conferences, as they are considered slower news days. Try to have our press conference on one of these days if at all possible.
- ◆ The best time to schedule our press conference is between 10:00 a.m. and 11:00 a.m, to ensure maximum coverage by the media. If we schedule it later, we risk missing the afternoon paper or evening news.
- ◆ Remember, we are competing with all the other news of the day; so don't be too worried if everyone doesn't show up.

3. Pick the site.

Make sure we pick a location for the press conference that has adequate parking and is not too far away for reporters to travel. Also, pick a site that provides visual interest and relationship to each topic—such as the state capitol building, city courthouse, or a local clinic or other site where the activities we're talking about are actually going on. Other considerations include picking a location relatively free from high levels of background noise (e.g., traffic, telephones, aircraft), and one which has adequate electrical outlets and extension cords for lighting, etc.

4. Select and train your participants.

At this stage of our planning process, we probably won't want to have just anyone from our group participate in the press conference. We will want our participants to be knowledgeable and articulate about the issue. They should be able to handle press questioning and scrutiny as well. People with high credibility, such as local politicians, the director of a local health promotion organization, or a physician may make effective spokespeople. Firsthand testimony from people from the community affected by the issue can be extremely powerful and convincing.

Here are a few tips for participants

- ◆ Be clear and concise - avoid using jargon, rhetoric, or inflammatory language, and stifle "ums" and "ahs." We want to draw attention to the issue, not distract the audience with our words.
- ◆ Assume the audience is intelligent - avoid sounding patronizing.
- ◆ Don't fiddle with or clutch anything — it's distracting and makes us appear nervous.
- ◆ Appearance counts - participants should be dressed neatly and appropriately for the occasion.
- ◆ Always tell the truth. If we don't know the answer to a question, say so. Don't exaggerate or give figures that aren't backed up by evidence, and don't state opinions as fact, or make charges that can't be proven.

In addition to the press conference participants, we will need to find a moderator who is experienced with the press and the issue. He or she will be in charge of convening the press conference by introducing the issue and participants. The moderator also answers questions or directs them to the appropriate participants.

If we and our group are new at this, we may want to attend at least one other press conference to get a feeling for what they are like. Even if we are very experienced in this area, it may be a good idea to conduct a dress rehearsal. Speakers should have scripts to memorize the 3-5 key points, and to make sure to speak no longer than 3-5 minutes each. A dress rehearsal is very helpful in training new participants, and a good time to try to anticipate tough or hostile questions. Have someone from our group play devil's advocate and see how participants respond.

For example, a suitable response to a tough or misguided question might be, "That's a good question, but it is not within the scope of this press conference. Our focus today is on..." If the question is legiti-

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mate but we don't know the answer to it, it's okay to call on someone else from our group who might know, or check out the answer and get back to that reporter later.

5. Contact the media.

The first step in contacting the media is to create a comprehensive mailing list of assignment editors at television stations, news directors at radio stations, and at major newspapers, and editors at weekly newspapers. We may even want to include the wire services (AP, UPI). Others we'll want to be sure to include on our list are reporters we have worked with before, contacts in the media we may have, and reporters who may have covered the issue in recent months.

If our organization has had occasion to work with the media before, we should have personal contacts with a number of media people. If we haven't made those contacts, this is a good time to start. The media aren't things - they're made up of human beings doing their jobs. If we can make human contact with those folks, and especially if we can make their jobs easier, they'll return the favor.

We will also want to have a press advisory prepared and mailed about one week ahead of time to inform the media about the press conference. A press advisory is similar to a press release, with the difference being that press advisories can be used for background information to our media contacts. The format is basically the same as that of a press release. For an example of a press advisory, see the Tools section.

6. Follow up with the media.

After we and our group have mailed the press advisories to the media, we will want to follow up our press advisory with phone contact to the major media outlets. Give our press advisory three days to arrive, then begin our telephone follow-ups with the people sent our press advisory to. Also, follow up a second time the morning of the press conference.

7. Develop a press kit.

A press kit is a folder of information to give reporters background information about our issue or program. Press kits are very useful, if our group can afford it. If a press kit is beyond our budget, a press advisory will do. Our press kit should contain the following:

- ◆ A list of press conference participants.
- ◆ A press release, which should state our group's position on the issue, highlights of the press conference, and a few quotes from participants (for more, see Preparing Press Releases).
- ◆ Background information about the issue (i.e., statistics, historical background, case histories, or reprints of news stories).
- ◆ A few black & white glossy photographs (action photos are most interesting).
- ◆ Short (less than a page) biographies of participants.
- ◆ Related news stories from prestigious national publications (e.g., New York Times, Wall Street Journal, etc.).

Putting the kit together:

The press release goes in the right side of the folder, and the other information goes in the left side of the folder.

8. Prepare the room

There are a number of things we can do to prepare the room we're holding the press conference in. Here are some tips:

- ◆ Check the location of electrical outlets for microphones and lights.
- ◆ Set up the room with a table long enough to seat all our spokespeople, with name cards.
- ◆ Provide enough seating in the room for reporters, and enough room for their supporting equipment (e.g., cameras, microphone).

NOTES

- ◆ Display visuals as a backdrop to our speaker's table: charts, posters, etc.
- ◆ Have a sign-in pad for attendance.
- ◆ Provide a podium for the moderator, perhaps with our organization's logo on it.
- ◆ Have coffee, tea, water, and any other refreshments set up.

At the Press Conference

When the big day finally arrives, there are a number of things we and our group can do to help our press conference run as smoothly as possible. We will go through these, step by step:

1. Welcome members of the press as they arrive.
2. Have members of the press sign in, with their affiliation, and give each of them a press kit.
3. Seat the press conference participants behind the table facing the seated reporters.
4. Check the sign in pad to see which media outlets are represented. We may also want to make personal contact with major media representatives before or after the press conference.
5. Start approximately on time — no later than 5 minutes after the scheduled time.
6. Tape records the event, for our own records, and for possible media use.
7. Have the moderator welcome the press, and introduce the issue and participants.
8. Each participant should present for no more than 3-5 minutes, making his/her 3-5 key points.
9. After all the presentations, the moderator should entertain any questions from the press, and direct questions to the appropriate participants.
10. After about 45 minutes, bring the formal conference to an end. Thank the participants for presenting, and the media for attending. In many cases, we may want to encourage the media to stay for further informal conversation with the participants.

After the Press Conference

To the extent that we can, make personal contact with representatives at least of the major media outlets represented. In a small town, this could mean one or two people; in a big city, there might be 20 or more. If we can have a short, pleasant conversation with these folks and make a good impression, they'll remember us when they need information or a story about our issue, and they'll respond when we contact them.

By looking through our attendance register, you should be able to determine which major media were not represented. Not everyone may arrive, as our conference may be preempted by some late breaking news story elsewhere. We may want to hand deliver a press release and press packet to these people, send a tape feed, or, try to schedule an interview with a reporter and one of the press conference participants.

3.12. Summary

A headline's purpose is to quickly and briefly draw attention to the story. It is generally written by a copy editor, but may also be written by the writer, the page layout designer, or other editors. The most important story on the front page above the fold may have a larger headline if the story is unusually important. A number of newspapers use humour, puns, alliteration or other word play devices in their headlines. Equally, the need to keep headlines brief occasionally leads to unintentional double meanings, if not double entendres.

An interview is a conversation between two or more people where questions are asked by the interviewer to elicit facts or statements from the interviewee. Although interviews are a standard part of journalism and media reporting, the focus of this piece is on how interviews can be used as a tool for psychological research.

News conferences are often held by politicians (such as the President of the United States); by sports teams; by celebrities or film studios; by commercial organizations to promote products; by attorneys to promote lawsuits; and by almost anyone who finds benefit in the free publicity afforded by media coverage. Some people, including many police chiefs, hold news conferences reluctantly in order to avoid dealing with reporters individually.

3.13. Key Words

1. **Headline** : The headline is the text at the top of a newspaper article, indicating the nature of the article below it.
2. **Feature Editor** : The features editor is responsible for producing an informative, interesting and accurate section on time.
3. **Intro** : The term "Intro" or "Lead" refers to the first paragraph of a news story.
4. **Interview** : An interview is a conversation between two or more people where questions are asked by the interviewer to elicit facts or statements from the interviewee.
5. **Press Conference** : Press conference is a media event in which newsmakers invite journalists to hear them speak and, most often, ask questions.

3.14. Answers to Check Your Progress

1. A headline's purpose is to quickly and briefly draw attention to the story. It is generally written by a copy editor, but may also be written by the writer, the page layout designer, or other editors.
2. A humorous headline may work with a lighthearted story, but it most definitely wouldn't be appropriate for an article about someone being murdered. Make the tone of the headline match the tone of the story.
3. A headline is a reader's first impression of our story, whether it's a newspaper article, a blog entry, a press release or a newsletter column. Good headlines tell the whole story in a captivating way, often in fewer than six or seven words. Experienced writers will tell us that the headline is often the hardest part of the story to write.
4. Typography applications, such as font style and size, are also main components of newspaper headline writing.
5. Editing a newspaper article is a very important job that requires a keen eye for detail and a strong command of how words and phrases should be properly used. Among the things to look for when editing a newspaper article is correct usage of grammar, proper spelling and ensuring that the sentences and paragraphs flow well, and aren't disjointed or confusing to the reader.

3.15. Terminal Questions

1. Describe the functions and types of Headlines.
2. How to headlining the news story.
3. How to headlining reporters news story or interview.
4. How to headlining correspondent news story.
5. Discuss the method to edit an article and a feature.
6. Explain the purposes and types of Intros in newspaper.
7. Describe the characteristics of Interview.
8. Explain the types of interview.
9. How do we prepare for an interview?
10. Discuss the nuances and features of Press conferences.

NOTES

3.16. Further Readings

1. Mass communication in India; Keval J.Kumar
2. Professional journalism; Patanjuly sethi
3. Basic journalism; Rengasamy parthasarathi

UNIT - IV

EDITING

NOTES

4.2. Principles of Editing

Principles of editing are certain rules that we should stick to when making a film, these rules are put there to help we create the best film we can with our storyline and characters. The principles are very important to follow and without them our film would be a pointless video without meaning and would not evoke emotion from the audience.

There are many different principles of editing and some are more important than others but if a film maker was to take all these principles into consideration then we shouldn't go wrong on the editing side.

- 1) Continuity
- 2) Make the edit invisible
- 3) There should be a motive for every edit
- 4) Always deliver a certain message
- 5) Bear audio in mind
- 6) Editing is creating
- 7) Don't overuse techniques or visual effects.

Seamless editing

Seamless editing is invisible or classical editing - a style of editing that aims to make the cuts 'invisible' to the audience.

Continuity editing

Continuity editing is editing in order to construct the illusion of continuity, e.g. by matching action between cuts.

Montage

Montage is the style of editing used by Russian Formalists.

Jump cutting

Jump cutting is deliberately not matching action so as to disrupt the illusion of continuity - used by the Russians.

Parallel editing

Parallel editing is intercutting between two or more scenes of action.

Crosscutting

Crosscutting same as parallel editing - used to cut between parallel actions.

Transitions

Transitions (e.g. cut, fade, dissolve, wipe) is used to manipulate time: transitions can be used to establish pace, create rhythm or signify the end of a scene or a change in time or space.

Splicing

Splicing is an analogue editing technique where two strips of film are joined together with tape or glue.

Pudovkin's techniques describe several ways editing can be used to enhance the viewer's understanding of a story, and they're all designed to create a specific reaction from the audience, something he calls relational editing.

Contrast

Cutting between two different scenarios to highlight the contrast between them. As an example, Pudovkin suggests moving from scenes of poverty to someone really rich to make the difference more apparent.

Parallelism

Here we can connect two seemingly unrelated scenes by cutting between them and focusing on parallel features. For example if we were shooting a documentary about fish stocks in the Atlantic, we could cut from a trawler being tossed about in the ocean to a family chomping down on some fish'n'chips - in both scenes drawing our attention to the fish: the object that connects them. It creates an association in the viewers' mind.

Symbolism

Again, more intercutting, we move from our main scene to something which creates a symbolic connection for the audience. Pudovkin (living in Soviet Russia) suggested cutting between shots of striking workers being shot by Tsarist police and scenes of cows being slaughtered: in the audience's mind, they associate the slaughter of the cattle with the slaughter of the workers.

Simultaneity

This is used lots in Hollywood today, cutting between two simultaneous events as a way of driving up the suspense. If we're making a film about a politician on election night, we might cut between shots of the vote being counted to shots of our main subject preparing to hear the result. This extending of time builds anticipation.

Leit motif

This 'reiteration of theme' involves repeating a shot or sequence at key moments as a sort of code. Think how Spielberg uses a 'point of view' shot in Jaws showing the shark looking up at swimmers. The first time he does it creates a visual code for "the shark's about to attack". Every time we see that underwater POV we know an attack is imminent. He has allowed us to participate in the decoding.

Check your Progress

1. Define splicing

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4.3. Elements of Editing

In a newspaper office, reporters are the ones who file stories. They may be given different assignments. These may be on politics, economics, parliament, the stock exchange, sports, courts or markets. The reporter's job is to write the story as quickly as possible with all the facts and figures. In their hurry, they may not be in a position to polish the language. So the first job of a sub editor is to see that the report is in good language and there are no mistakes. There can be spelling mistakes, mistakes in sentence construction, grammar and factual mistakes. If the sub editor finds a portion of the report ambiguous or incorrect or doubtful he has to cross check it with the reporter. The next job of the sub editor is to value add the report. If some background material has to be added, he has to collect it from the library and improve the story. For example, if a report is filed on a train accident killing ten people, the sub editor can improve the story by collecting information about other major train accidents that happened recently. Similarly if a report is filed on the spread of dengue fever in the city, the sub editor should take

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a backgrounder about the earlier outbreaks of such contagious diseases and the measures taken to check these.

The sub editor then has to find a good heading for the story. The heading should be sharp, attractive, and crisp and convey the spirit of the story. The heading should compel the reader to stop and read the whole story. While writing the heading, a sub editor should know the space available for the story, whether it is one column, two columns or three etc. The heading should fit within that column.

The type, or font, of the letters in each heading differs according to the length and width of the column. A sub editor should also know about the font sizes available. Each paper has its fonts and types. While writing the heading, it should fit into the mood of the story. A sarcastic heading for a hard story will look odd. Similarly a hardline heading will spoil the spirit of a humorous piece. The heading should also be suggestive. It should never be a full sentence.

The sub editor now has to see if there is a possibility for including photographs along with the news item. Pictures or graphs can improve the visual quality of a report. For example, if there is a report about the names of probable ministers in an impending cabinet reshuffle, readers would be expecting their pictures also along with the report. So the sub editor should get their pictures from the photo library. Similarly, if the report is about the change in income tax rates, the sub editor should think of a graph to go along with that. Newspaper production is one area where technological revolution has made sweeping changes. It is interesting to note that though the newspaper is printed on paper, most newspaper offices are becoming paperless places. Computers have replaced paper. Filing of stories, editing and photo editing are all done on a computer.

So it goes without saying that a reporter or editor in the present time should be familiar with the computer. Knowledge of computers is a basic requirement for a newspaper job. Nowadays cartoonists also prefer to draw on the computer. Graphs and charts can be created on a computer easily. Photographers use laptops for editing and filing photos. Editing on the computer has its advantages. Words and sentences can be corrected on the screen. There are a wide range of typefaces available. Pages can be set on the computer. The pages so set can directly go to the press. Regional languages have also developed their own keyboards. Picture editing also involves placing the picture in the correct position in the page. It is part of the page layout. Usually in the front page, only very important news pictures will find a place. Like in the case of news reports, pictures can also be classified into various categories, like, news pictures, human interest pictures, sports pictures etc. Most papers have picture editors who select the pictures to be published. But it is the news editor who finally decides on the number of pictures to be carried in each page.

Check your Progress

- 2. What are the advantages of using computer in editing?

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4.4. Precautionary Measures and Golden Rules of Editing

Copy editors can edit any kind of copy. They read through endless pages of newsletters, marketing materials, Web material, academic works, books, newspapers and magazines with a fine-toothed comb. They must address issues of language mechanics, grammar, spelling, punctuation, style and, just as importantly, fact checking. They also must identify problems and correct them for clarity and accuracy without reworking the author's original style or ideas to the point of inauthenticity.

Style

Vigilant copy editors do well by keeping themselves acquainted with the most commonly used style guides: MLA (Modern Language Association), AP (Associated Press) and the Chicago Manual of Style. The style manuals publish the most up-to-date information on commonly used (and confusing) words, their proper usage, as well as punctuation and information on the writing discipline. Usage manuals and dictionaries are also an important part of the editing repertoire. Copy editors also must be familiar

with the specific style guide of the publication for which they are working, which may cover local or in-house issues not included in a general style guide. The in-house style guide may also have rules that contradict traditional style guides, and the copy editor must get to know them well. A copy editor must be a master of her in-house style. Because the writers and authors whose work they edit may write for a spectrum of publications, they may confuse or apply a writing convention that's inconsistent with the publication for which the editor works.

Punctuation

Copy editors must tackle the most difficult punctuation issues to ensure clarity and convey the emotion intended by the writer through the text. The University of Capetown says the comma and apostrophe are the most confusing punctuation marks when writing and are often used incorrectly.

Spelling

The advent of the computer spell-check function has made this part of a copy editor's job somewhat easier. But the copy editor still must be vigilant, as not all words are included in computer dictionary. A computer spell-checker also won't catch if a correctly spelled word has been used in the wrong way (led vs. lead or rein vs. rain).

Grammar and Syntax

Copy editors must not only know the principles of grammar and syntax, but also how to convey them to the author in a tactful and professional manner. They must meet tone and sentence structure guidelines without affecting the author's message or their relationship.

Checking the Facts

Just as they must preserve a writer's integrity and style, the copy editor must also protect the integrity and reputation of the publication, which he helps do by double-checking the facts, statistics and quotes of an article to reduce the risk of embarrassing and potentially libelous mistakes. Fact-checking may include contacting the author's sources; making sure the writer cites the source of information and gives credit where it's due; and researching the facts online or from texts.

Brevity and Concise Writing

A piece of writing must convey important information clearly and concisely. The copy editor must weed out unnecessary words and make sure the piece is free of the journalist's opinions or flowery language, keeping the article as tight and factual as possible.

Check your Progress

3. Why do the punctuations are important to check while editing?

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4.5. Structure and Organization of an Editorial Department

The editorial board is a group of people, usually at a publication, who dictate the tone and direction the publication's editorial policy will take. At a newspaper, the editorial board usually consists of the editorial page editor, and editorial writers. Some newspapers include other personnel as well.

Editorial boards for magazines may include experts in the subject area that the magazine focuses on, and larger magazines may have several editorial boards grouped by subject. An executive editorial board may oversee these subject boards, and usually includes the executive editor and representatives from the subject focus boards. Book publishers may also make use of editorial boards, using subject experts to select manuscripts.

NOTES

Editorial boards meet on a regular basis to discuss the latest news and opinion trends and discuss what the newspaper should say on a range of issues. They will then decide who will write what editorials and for what day. When such an editorial appears in a newspaper, it is considered the institutional opinion of that newspaper.

At some newspapers, the editorial board will also review wire service and syndicated columns for inclusion on the editorial page or opinion page. Some newspapers, particularly small ones, do not have an editorial board, choosing instead to rely on the judgment of a single editorial page editor.

Book and magazine publishers will often use their editorial boards to review or select manuscripts or articles, and sometimes to check facts. The editorial board controls the endorsement process for the newspaper during campaigns. Candidates will come before the editorial board for a group interview which can last for several hours, depending on the office. During the meeting, the board asks the candidate a range of questions on various issues and uses the meeting as a way to judge which candidate to endorse.

Candidates may routinely meet with editorial board early in their campaigns in order to provide their opinions to the newspaper's decision makers. This is a way to steer media coverage their way and to influence the final endorsement.

Responsibilities of the Editorial Board:

- ◆ Coordinate the selection-and-approval process of the Editor-In-Chief for each mandate;
- ◆ Oversee compliance of the editors' duties and replace them if their tasks are not being adequately performed;
- ◆ Deliberate on RC&F editorial policy, including: changes in mission, scope and focus, target public, visual identity, editorial process and periodicity;
- ◆ Serve as ombudsmen through a designated spokesperson;
- ◆ Submit proposal of rules changing to the EAC council.

Editor-In-Chief

The Editor-In-Chief coordinates the editorial process, aiming to enhance the development of submissions to RC&F, authors and reviewers. The selection of the Editor-In-Chief should consider factors like: scientific leadership, community acknowledgement, activity history as manuscript reviewer and author, and project for the journal.

- ◆ The Editor-In-Chief works on a two-year mandate, with possible renewals.
- ◆ The Editor-In-Chief is not allowed to publish any papers, notes or communications in RC&F.

The Editor-In-Chief is responsible for:

- ◆ Coordinating the team involved in the journal, including Associate Editors, reviewers and staff;
- ◆ Desk reviewing submissions directly or by a Scientific Editorial Committee member;
- ◆ Recommending to include and/or replace Scientific Editorial Committee members;
- ◆ Selecting, assessing and replacing Ad-Hoc Consultants;
- ◆ Indicating reviewers for submitted manuscripts;
- ◆ Recommending changes in submitted contents, although this responsibility can occasionally be delegated to a Scientific Editorial Committee member or Associate Editor;
- ◆ Informing the corresponding authors about the editorial decision at the end of the assessment process.

The Editor-In-Chief should also aim to:

- ◆ Permanent improvement of the journal and editorial management processes;
- ◆ Enhance the speed of the editorial process;
- ◆ Maintain records of Ad-Hoc Consultants' performance assessments, especially regarding aspects related to the quality of opinions and deadlines for issuing opinions;
- ◆ Advice to authors about everything expected from them;
- ◆ Oversee compliance with deadlines for issuing opinions and releasing papers;
- ◆ Mediate the relationship between reviewers and authors;
- ◆ Designate guest editors (external to RC&F) to edit papers by members of the EAC council, RC&F Editorial Board and Scientific Editorial Committee submitted to the journal.

Associate Editors

The editorial structure into research areas demands specific knowledge and specialties. The following research areas are identified:

- ◆ Controllership and management accounting;
- ◆ Accounting for external users;;
- ◆ Markets: financial, credit and capital;
- ◆ Education and research in accounting, finance and actuarial sciences; and
- ◆ Actuarial sciences.

Therefore, the editorial structure includes five Associate Editors who may assist the Editor-In-Chief regarding the editorial process within each of these areas. The selection process of the associated editors should consider factors like: community acknowledgement and academic history as reviewers and authors within the designated research area.

The Associate Editors work on a two-year mandate, with possible renewals. If necessary and depending on the Editor-In-Chief's judgment, RC&F may include Associate Editors who are not linked with specific journal sections, due to the amount of manuscripts under revision and considering these editors' specialization areas.

The Editor-In-Chief indicates the body of Associate Editors for the approval of the Editorial Board. They work on a two-year mandate, independently of the Editor-In-Chief's mandate, with possible renewals. Their main duties include:

- ◆ Supporting the Editor-In-Chief in the identification and invitation of Ad-Hoc consultants for assessing manuscripts;
- ◆ Supporting the Editor-In-Chief in the assessment of objective aspects of the submission assessment process;
- ◆ Managing the manuscript reviewing process either in Portuguese, English, Spanish;
- ◆ Managing the adaptation process of the manuscripts to the journal standards;
- ◆ Managing the flow of manuscripts through the editorial process, assuring compliance with each phase deadline;
- ◆ Managing the journal editing processes.

Scientific Editorial Committee

The RC&F Scientific Editorial Committee is a multi-institutional board, including experts widely acknowledged in the Brazilian and/or international academic communities, distributed in terms of their

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The editorial department is responsible for pretty much everything that appears in your publication that isn't advertising. Its main goal is to report the news accurately and in a reader-friendly way.

The amount of news that appears in your newspaper usually has very little to do with what's newsworthy that day or week. Instead, it's typically based on a ratio of 60% advertising to 40% editorial.

Most newspapers simply add up all the advertising space that's been sold, determine what size newspaper would be needed just to accommodate the ads, and then determine how many pages editorial would need to supply to make up 40% of the newspaper. The editorial department then writes (or cuts) more copy to fit within that ratio.

Significantly less editorial than this and the publication will look too full of ads and start resembling a shopper publication. Any more editorial and there may not be enough advertising revenue to make a profit.

In fact, some in the business say this ratio of advertising to editorial is an easy way to determine how well your competition is doing. Over the years, the advertising and editorial departments have been very separate entities, each contributing different elements to the final product, but not spending a lot of time with each other. Much of this is based on the fact that advertisers often put pressure on advertising representatives in an effort to influence the editorial content.

For example, in the future we may encounter local businesses who, instead of purchasing advertising, or in addition to purchasing advertising, may ask us to make arrangements for an editorial story to run about their business. In fact, some advertisers, because of the money they spend with a particular newspaper, actually expect that a story about them be run with the paper from time to time.

Although our editorial department may actually be willing to run a story of newsworthiness on one of our advertisers, most won't write a story simply because the advertiser is spending a lot of money. In fact, our success as a salesperson hinges on the fact that our writers won't compromise the editorial integrity of the newspaper simply to make an advertiser happy. First and foremost, their job is to put out a quality product every day or week that people will read.

It's safe to assume that countless advertising salespeople have approached our editorial staff in the past to try to get a story in about one of their advertisers. So be extremely careful in both accepting anything from our advertisers related to the editorial side as well as approaching the editorial department about running a story on our advertisers.

When approached by an advertiser asking for help getting a story in our publication, explain to the advertiser that although their advertising revenue may pay the editorial staff's salaries, they have their own criteria regarding what is newsworthy. Don't give the advertiser any assurances that the story will get in, and certainly don't let them make the sale of the ad contingent upon a story being published. If we feel we have an advertiser with a newsworthy story about his business, ask our manager for guidance on how to introduce this to the editorial staff.

Check your Progress

- 4. Write a note on the editorial of Magazines.

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4.6. Role of News Editor, Chief Sub Editor

News Editor

Newspaper editors are responsible for determining the content we see in our newspaper on a daily or weekly basis. Editors evaluate what news may be occurring in their area of responsibility and ensure it is covered thoroughly. Editors typically need a four-year college degree in a field such as English or journalism and may start as reporters before moving into the editorial ranks.

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A newspaper editor decides what stories will be covered. For example, the sports editor may determine that a particular local high school game is of interest to readers and will dispatch a reporter to cover the event. The reporter is responsible for writing the story and submitting it for editorial approval.

Story Selection

A newspaper editor decides what stories will be covered. For example, the sports editor may determine that a particular local high school game is of interest to readers and will dispatch a reporter to cover the event. The reporter is responsible for writing the story and submitting it for editorial approval.

Layout

The editor will determine where each article will be placed in his / her section of the paper. Stories that the editor believes will have the most interest to readers will be placed on the front page of the section. The most important stories are placed on the top portion of the page, often referred to as "above the fold" since it is above where the paper is folded in half when delivered.

Photo Selection

The editor determines if photos should accompany articles and may assign a photographer to accompany a reporter to cover the story. The editor will review the finished photos to determine which ones will be included in the paper, where they will be placed and what size they will be.

Managerial Duties

Editors often perform managerial functions at a newspaper. A managing editor supervises the editorial work of all sections of the newspaper and typically has the final say in what is printed. Editors also supervise the reporters who work under them and may conduct performance reviews. Editors determine the work schedules of their reporters as well as which assignments reporters will cover.

Miscellaneous Duties

Editors may perform a variety of duties that aren't strictly editorial. Some editors assist in writing headlines for stories, while others known as copy editors review stories for factual and grammatical accuracy. Editors may also write stories on occasion or may write opinion articles known as op-ed pieces. Some editors write a regular column for their section of the paper.

Role of Deputy News Editor

- ◆ Analyze and capitalize various attributes and requirements of print and digital media to strengthen editor's position.
- ◆ Manage and produce news to present information with accuracy, flow, and within time frame. Design innovative and unique solutions to optimize routine news coverage.
- ◆ Monitor and use multimedia, nonlinear and alternative storytelling strategies to widen readership base.
- ◆ Manage and edit contents to cater to readers' requirement and provide detailed information for same.
- ◆ Work within creative environment to respond to various competing priorities.
- ◆ Prepare work schedule and deadlines and encourage team members to meet targets to facilitate timely publication.
- ◆ Design and implement coverage strategies to facilitate wide coverage of all sorts of issues and news.
- ◆ Provide training to news reporters on how to select news for existing readership and gain new readers.

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- ◆ Coordinate with colleagues in the newsroom and other departments to define priorities for same.
- ◆ Coordinate with internal and external customer service to obtain optimum workflow.
- ◆ Evaluate all new for authenticity and check with sources to ensure correctness of published article to avoid conflicts.
- ◆ Collaborate with reporters, editors and photojournalists and anchors to facilitate efficient news coverage to strengthen company's position in media market.
- ◆ Administer technology backup such as computer graphics, stingers, maps, and editor's software to make news presentation attractive for readers.
- ◆ Manage and edit daily news, special news stories and periodical items with help of video editing tools to facilitate video telecast.
- ◆ Monitor all feeds from news bureaus and other agencies for editing and further publication.
- ◆ Provide assignments to freelance photographers and prepare reports for current news trends new readers and sustain existing readers.

Chief Sub-editor

Sub-editors in charge of a variety of activities are usually not known outside. State editor, city editor, news editor, sundry editors and section editors structure the news items carefully. A Sub-editor is described as a creative artist and compared to the foundation stone just as the editor to the tower top. Sub-editors provide attraction and taste for their newspapers leading to public appreciation. The work of the sub-editor is undoubtedly the basis for a newspaper.

Copy editing also written as copy-editing or copyediting, and sometimes abbreviated to ce) is the work that an editor does to improve the formatting, style, and accuracy of text. Unlike general editing, copy editing might not involve changing the substance of the text. Copy refers to written or typewritten text for typesetting, printing, or publication. Copy editing is done before both typesetting and proofreading, the latter of which is the last step in the editorial cycle.

In the U.S. and Canada, an editor who does this work is called a copy editor. An organization's highest-ranking copy editor, or the supervising editor of a group of copy editors, may be known as the copy chief, copy desk chief, or news editor. In book publishing in the United Kingdom and other parts of the world that follow British nomenclature, the term copy editor is used, but in newspaper and magazine publishing, the term is sub-editor (or the unhyphenated subeditor), commonly shortened to sub. The senior sub-editor on a title is frequently called the chief sub-editor. As the "sub" prefix suggests, British copy editors typically have less authority than regular editors.

4.7. Qualities of Good Sub Editor

The qualities of the Sub-Editors are as followings

- ◆ Should be a very patient person.
- ◆ Should not be hot tempered.
- ◆ Must be hardworking.
- ◆ Should not be in a stress mood.
- ◆ Must always love his work.

Sub-editor is a person who corrects and checks articles in a newspaper before they are printed. A big newspaper or magazine would employ several types of editors. For example, there may be a news editor, a features editor, a sports editor, and possibly several sub editors. An executive editor is one at a senior position, and may thus oversee the work of other editors, who may deal with specific areas such

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as international news, local news, feature stories, or sports. However, he/she has the final word on which stories are published and the perspective taken on them. They also have to ensure that the editorial stance of the material is in keeping with that of the publication. In most organizations, the managing editor sees to the daily functioning of the news department, and news/feature/sports editors assign work and the copy/sub editors edit a reporter/writers material for accuracy, content, grammar, and style. Editor in chief responsibilities include hiring writers/reporters, and is usually the one heading the department.

An editor at a magazine or a features editor also oversees the layout and appearance of articles, which may include duties such as overseeing artwork, design, photography and sometimes attending photo-shoots. They may occasionally have to negotiate payments with freelance writers and network at industry events.

Work activities vary and can depend on the extent to which production and layout work falls within a sub-editor's shelf. They are responsible for ensuring that the tone, style and layout of final copy matches the publication's house style and suits the target market. The work involves processing all the copy before it is published to ensure that it is grammatically and factually correct and reads well. Sub-editors also lay out the story on the page, write headings and may be involved with overall page design.

A sub editor, thus, is responsible for giving the finishing touch to the to-be-published material. He turns the dry dull facts or information into interesting and readable one. He dresses the news and the information that it contains to make it sweet and attractive to the readers. He guards the newspaper world against the charges of libel, misrepresentation, silly grammatical and spelling errors and more. He ensures accountability, responsibility and professionalism in the organization and furnishes accurate and objective news. He is well educated, talented, skilled and creative. He does a little of writing himself although he knows all the techniques and methods of writing. He has great command over language and is very diplomatic.

Check your Progress

5. How do the Sub-editor should be?

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4.8. Online Editing

Online editing is a post-production linear video editing process that is performed in the final stage of a video production. It occurs after offline editing. For the most part online editing has been replaced by video editing software that operate on non-linear editing systems (NLE). High-End Postproduction companies still use with NLE the Offline-Online Editing workflow.

The term online originated in the telecommunication industry, meaning "Under the direct control of another device" (automation). Online editors such as the Sony BVE-9000 edit control unit used the RS-422 remote control 9-Pin Protocol to allow the computer-interface of edit controllers to control video tape recorders (VTR) via a series of commands. The protocol supports a variety of devices including one-inch reel-to-reel type C videotape as well as videocassette recorders (VCR) to Fast-Forward, Rewind and Play and Record based on SMPTE timecode. The controllers have the ability to interface with professional audio equipment like audio mixers with console automation.

The video quality first introduced with Avid's Media Composer in 1989 was incapable of producing broadcast quality images due to computer processing limitations. The term 'Online' changed from its original meaning to where the pictures are re-assembled at full or 'online' resolution. An edit decision list (EDL) or equivalent is used to carry over the cuts and dissolves created during the offline edit. This conform is checked against a video copy of the offline edit to verify that the edits are correct and frame-accurate. This workprint (cutting copy in the UK) also provides a reference for any digital video effects that need to be added.

After conforming the project, the online editor will add visual effects, lower third titles, and apply color correction. This process is typically supervised by the client(s). The editor will also ensure that the

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program meets the technical delivery broadcast safe specs of the broadcaster, ensuring proper video levels, aspect ratio, and blanking width.

Sometimes the online editor will package the show, putting together each version. Each version may have different requirements for the formatting (i.e. closed blacks), bumper music use of a commercial bumper, different closing credits, etc. Projects may be re-captured at the lowest level of Video compression possible - ideally with no compression at all.

Check your Progress

6. What is meant by Online editing?

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4.9. News Agencies: Indian and Foreign News Agencies

News agencies play a vital role in supplying news articles on a large scale. Just like newspaper, these agencies have also their own teams of reporters and correspondents in different areas all around the country and abroad. News agencies do not sell newspapers to news agencies collect the news articles edit them and transmit them to various newspapers. Some agencies provide a "news-picture service".

Many agencies do not give that much importance to agency news articles, because they themselves have their own staff reporter on the particular spots. In such cases agency news item will be used only for filling up the gaps or to check the truthfulness of the story. National newspapers with large reporting staff use least agency copies.

News agencies were developed originally in the 19th century as part of the expansion of news coverage made possible by the building of the railways and the introduction of the telegraphic service in 1840s. The first was the Havas agency, which began business in Paris in 1837.

Paul Julius Reuter was the pioneer in the field of news agency. When he started in 1851 in London, as a single man reporting service with single office boy as his assistant later took the pride of place as "Reuters" (News agency) in the world's greatest common wealth, which includes India.

The history of news agencies in India dates back to just a few decades from independence. Before, Indian independence, Reuter owned and started and "Associated Press of India (API)". After independence, API was then transferred to Indian ownership and named the virtually a monopoly. It faced no competition from the "United Press of India (UPI)" started by Mr. Sen Gupta, a Bengali portrait, who created and promoted it as a home organization and as an outlet for nationalistic activities. UPI was financially weak and was injured up in 1958. The "United news of India (UPI)" was started in 1961.

"The Hindustan Samacher" was India's first multilingual news agency, set up in 1948. It distributed news to more than 135 subscribers in 10 Indian languages before its merge with Samachar during the emergency functioning in 1967. It distributed news to 50 language papers, especially the small and medium papers, all India radio and state information agencies.

There are quite few news agencies in India but nowadays RTI and UNI are the most important among them, the news agencies have fine communication links, which connect hundreds of cities and thousands of towns in India, from where their news reporters gather or collect all kinds of news and supply to the head office. After some process has taken place, news is finally sent to subscribing newspapers through teleprinter / fax / computer network.

The big four international news agencies are Reuter (London), UPI and AP (America) and Agence France Presse (France). These four agencies provide worldwide newspaper circulation of more than 450 million per day and a world broadcast audience in excess of 1283 million. In India there are two main news agencies PTI and UNI. Both have language wings that are Univarta is of UNI and BHASHA is of PTI.

Speed, accuracy and brevity must be the cardinal and prominent virtues of news agencies. They must act with great responsibility as providers of news to almost all newspaper. News agencies must earn the good will of the newspapers, their direct customers, and the reading public, their indirect customers.

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

The major news agencies operating now in an age of information explosion are AP - Associated Press of America, Reuters, UPI - United Press International, AFP (Agency France Press), Tass (Russia), OPECNA - the news agency of the OPEC countries; the Non-Aligned News Agency Pool Inter press - the "third world" news agency, and Deterrin transnational news agency, founded by both developed and developing countries, and operated by all participating countries. The Pan African News Agency (PANA) serves the African Continent, and CANA the Caribbean region.

A UNESCO report on World Communications (1975) estimates that there are news agencies in 90 countries of the world while 40 countries do not have any agency at all. The report also reveals that the news agencies in 50 out of the 90 countries are directly under the control of the State, while the remaining 40 are owned and run jointly by newspapers and the media. Yet few of them are really autonomous, and free from government and commercial influences.

Indian News Agencies

The chief news agencies in India are PTI - Press Trust of India, UNI - United News of India, Hindustan Samachar and Samachar Bharati. They were brought under one banner during the emergency for the ostensible purpose of starting a national news agency directly under government sponsorship. With the lifting of the emergency. However, SAMACHAR - the label under which the four agencies were merged - broke into its separate constituents again. For all practical purposes SAMACHAR functioned under government control. The Janata regime saw it as 'a deliberate design to make the news agencies serve as a tool of the ruling party', and so restored that status quo ante from April 14, 1978.

K.C. Roy, an Indian journalist during the early years of this century, set up the first Indian news agency called the Press News Bureau (PNB). S. Sandanand established a nationalistic news agency in the 1930s, known as the Free Press of India (FPI), but could not afford to keep it going for more than a couple of years. In 1933, the United Press of India (UPI), rose out of FPI's ashes, and proved to be a great success. Until independence, Reuters (a British news agency), and UPI were the main sources of news for Indian newspapers.

By 1949, the Indian and Eastern Newspaper Society had started its own agency - The Press Trust of India (PTI), which purchased Reuters, while UPI still struggled on, providing little or no competition. In 1958, UPI died a slow death, leaving PTI alone in the field, with a vast country wide teleprinter network, and employing many journalists and stringers.

Before long, however, United News of India (UNI), a competitive news agency was set up by Dr. B.C. Roy, and sponsored by eight of the national dailies. Within a decade, it could match the services of PTI in the collection and distribution of news. It now has correspondents in over 200 Indian towns and cities, and collaborates with foreign news agencies. Besides, it has started a weekly Background Service, an Agriculture Service and an Economic News Service to meet the needs of subscribing newspapers and periodicals.

PTI too has expanded its services considerably, and has foreign correspondents in New York, Moscow, Kathmandu, Colombo, London and other world capitals. It employs over a thousand journalists and technical staff manning 82 offices in the country. It has modernized its news services.

Hindustan Samachar, India's first multilingual news agency, was founded by S.S. Apte, as long back as 1948. It sought "to educate the masses to participate in national development and to strive for national integration through the promotion of all Indian languages". It achieved these aims through the distribution of news among local newspapers, first through Devanagari telegrams, and later through Devanagari teleprinters. By 1975, it had spread its network throughout the length and breadth of the country, catering to its subscribers in as many as ten Indian languages.

Samachar Bharati began its operation in 1967 supported by the governments of Bihar, Gujarat, Rajasthan and Karnataka which held almost fifty per cent of its shares. Jayaprakash Narayanan was its first Chair-

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man. Like Hindustan Samachar, though on a much more modest scale, it disseminates news in Indian languages to the vernacular press.

With development loans made available by the Central Government, the news agencies have updated their technology of news reception and news distribution. Towards the end of 1978, UNI and PTI stepped into the age of satellite communication, discarding the outmoded radio-teletype system. They thus began to receive foreign and foreign correspondents' reports via satellite.

Another landmark in the modernization of our news agencies has been the use of computers for prompt and in depth analysis of the Lok Sabha and State Assembly elections since 1980. This was the first time that news agencies in any developing country had employed computers to cover national elections.

While the UNI and PTI have made a great impact in the distribution of national and international news in India, they have yet to tap the international news in India, they have yet to tap the interest of many foreign countries, especially of Asia, Africa and Latin America in Indian affairs. Despite the soaring costs of communications today, the efforts to show Indian news in other countries must be made in order to break the monopoly of Western news agencies in the current global information system.

Foreign News Agencies

In a newspaper that gives a great deal of coverage for foreign news, for that purpose foreign news agencies hold a place of prime importance. In the local press, foreign news is not considered very important and full-time foreign news agencies are rare.

Duties and Responsibilities of a Foreign Correspondent

- ◆ He must know the language of the country to which he is assigned.
- ◆ He may come under pressure to say pleasant things about the host country. Similarly, it is not wise to criticize the host unnecessarily. He has to keep this in his mind.
- ◆ A foreign correspondent must not give his own judgment on the affairs of the place he is working.
- ◆ He must always remember that different nations have different systems of administration.
- ◆ A foreign correspondent must never become impatient with the system of administration of the host nation.
- ◆ He has to bear in mind, that international conflicts cannot be resolved overnight.
- ◆ It is very risk for a correspondent to break the laws of host nation. He has to keep in mind about the laws of that nation.
- ◆ He must not depend too much on the embassy of his country. To pressure one's independence in a foreign country is not easy but a good foreign correspondent will find some means to pressure his independence.

Some Important Foreign News agencies

- ◆ Associated press of America - API (United State)
- ◆ Reuter (Britain)
- ◆ Agency France Press - AFP (France)
- ◆ TASS (Soviet union)
- ◆ United press international - UPI (United States)
- ◆ Kyodo news service (Japan)
- ◆ British broadcasting corporation - BBC (England)
- ◆ Deutsche press agentur - NCNA
- ◆ New China news agency - NCNA

- ◆ Arab news agency - ANA (Egypt)
- ◆ Iraq news agency - INA (Baghdad)
- ◆ Pakistan press international - PPI
- ◆ Polish agency press - PAP (Poland)

4.10. Summary

Principles of editing are certain rules that we should stick to when making a film, these rules are put there to help we create the best film we can with our storyline and characters. The principles are very important to follow and without them our film would be a pointless video without meaning and would not evoke emotion from the audience.

A sub editor, thus, is responsible for giving the finishing touch to the to-be-published material. He turns the dry dull facts or information into interesting and readable one. He dresses the news and the information that it contains to make it sweet and attractive to the readers. He guards the newspaper world against the charges of libel, misrepresentation, silly grammatical and spelling errors and more.

News agencies play a vital role in supplying news articles on a large scale. Just like newspaper, these agencies have also their own teams of reporters and correspondents in different areas all around the country and abroad. News agencies do not sell newspapers to news agencies collect the news articles edit them and transmit them to various newspapers. Some agencies provide a "news-picture service".

4.11. Key Words

1. **Seamless editing** : Seamless editing is invisible or classical editing - a style of editing that aims to make the cuts 'invisible' to the audience.
2. **Continuity editing** : Continuity editing is editing in order to construct the illusion of continuity, e.g. by matching action between cuts.
3. **Montage** : Montage is the style of editing used by Russian Formalists.
4. **Jump cutting** : Jump cutting is deliberately not matching action so as to disrupt the illusion of continuity - used by the Russians.
5. **Parallel editing** : Parallel editing is intercutting between two or more scenes of action.
6. **Crosscutting** : Crosscutting same as parallel editing - used to cut between parallel actions.

4.12. Answers to Check Your Progress

1. Splicing is an analogue editing technique where two strips of film are joined together with tape or glue.
2. Editing on the computer has its advantages. Words and sentences can be corrected on the screen. There are a wide range of typefaces available. Pages can be set on the computer. The pages so set can directly go to the press. Regional languages have also developed their own keyboards. Picture editing also involves placing the picture in the correct position in the page.
3. Copy editors must tackle the most difficult punctuation issues to ensure clarity and convey the emotion intended by the writer through the text. The University of Capetown says the comma and apostrophe are the most confusing punctuation marks when writing and are often used incorrectly.
4. Editorial boards for magazines may include experts in the subject area that the magazine focuses on, and larger magazines may have several editorial boards grouped by subject. An executive editorial board may oversee these subject boards, and usually includes the executive editor and representatives from the subject focus boards. Book publishers may also make use of editorial boards, using subject experts to select manuscripts.

NOTES

NOTES

5. Sub-editor is a person who corrects and checks articles in a newspaper before they are printed. A big newspaper or magazine would employ several types of editors. For example, there may be a news editor, a features editor, a sports editor, and possibly several sub editors.
6. Online editing is a post-production linear video editing process that is performed in the final stage of a video production. It occurs after offline editing. For the most part online editing has been replaced by video editing software that operate on non-linear editing systems (NLE).

4.13. Terminal Questions

1. Describe the principles of editing.
2. Explain the elements of editing.
3. Discuss the precautionary measures and golden rules of editing.
4. Examine the structure and organization of an editorial department.
5. Explain the role of news editor, chief sub editor.
6. Describe the qualities of good sub editor.
7. Write a short note on Online editing.
8. Enumerate the importance of News agencies.
9. Describe the features of Indian and foreign news agencies.

4.14. Further Readings

1. Mass communication in India; Keval J.Kumar
2. Professional journalism; Patanjuly sethi
3. Basic journalism; Rengasamy parthasarathi