**NEWS:**

Information not previously known that is delivered through the mass media and has some impact on the audience.

**(OR)**

Any incident which is true and about what people want to know and the journalist wants to tell is called news.

**TYPES OF NEWS**

News stories are basically divided into two types: hard news and soft news.

**Hard News:**

Hard news generally refers to up-to-the-minute news and events that are reported immediately, Examples of hard news stories include reports on crime, court cases, government announcements, house fires, awards ceremonies, plane crashes ,international events, etc. Politics, war, economics and crime used to be considered hard news. A hard news story takes a factual approach: What happened? Who was involved? Where and when did it happen? Why?

**Soft News:**

Soft news is background information or human-interest stories. Examples include, the release of a new study, a demonstration by street youth or the untimely death of a young person on the streets. Arts, entertainment and lifestyles are considered soft news. A soft news story tries instead to entertain or advise the reader.

**NEWS VALUES:**

The common features we have drawn out of different news definitions are the news values. These are the values which lend newsworthiness to a common incident, event, statement, or opinion. This is the first stage to evaluate an incident against the yardstick of the news values.

1. **Timeliness (Immediacy)**

"NOW" is more newsworthy than "THEN"

Timeliness, in the field of journalism, no matter print or electronic, means freshness.

News is about what is happening now. A saying goes, "old is gold". It is not true when it comes to a news story. What is old is not news in any way.

For instance, Pakistan has won the match. You have come to know about it and one of your friends rush forward to you filled with thrill and excitement and wishes you to get surprised. But, since you have already come across the victory of Pakistan in the match, how much ever you try, will not be able to come up to the situation with natural excitement and spontaneity in reflexive actions. It is, however, important to note, besides something that has happened just now, news is also about the first linking of something that had happened earlier but was not known to people.

That is why,

*"Radio news is what happened five minutes ago and its impact on what is going to happen in the next five minutes."-------------* ***(Richard Bestic)***

1. **Proximity (Nearness)**

"Local" is more newsworthy than "Foreign"

Proximity is nearness which means that an incident which is to be reported as news has taken place near the people. We, naturally, tend to take more interest in the news story that is about us, or our city, or our province, or our country. The closer the accident, the more the interest will be.

For instance, though *tsunami*was, more or less, equally devastating for humanity but earth quake took place in Pakistan's northern areas and Azad Kashmir had more impact on the lives and minds of Pakistani people.

Likewise the news of a train meeting an accident in Pakistan will be heard with far more attention and concern than news covering an accident of train anywhere in any other part of the world. The obvious rule hence is, "big problems for them are less important than small problems for us."

1. **Prominence & Eminence:**

It is agreed upon that names make news and the bigger the name, the larger the news. There is an aura of news around prominent persons.

* The inauguration of a beauty salon by a renowned actress is news.
* A statement issued by a social reformer about the pathetic condition of patients in government hospitals is news.
* Any cricketer’s affair is news.
* A prominent actor's wedding is news.
* Any political leader's visit to a *Kachchi Basti*is news.

1. **Conflict:**

Conflict means a kind of clash, quarrel, disagreement, discard or battle between persons, groups, societies or countries. It may be political, religious, ethnic or personal. Most conflicts are newsworthy to some extent or degree.

Important types of conflict are given below:

1. Physical Conflict
2. Social Conflicts
3. Economic Conflicts
4. Religious Conflicts
5. Conflict between politicians
6. Conflict between States
7. Conflict between Man and Nature
8. **Novelty:**

Novelty means something different, something against the general routine of people, something amazing, something incredible, something astonishing, something unusual. Anything, any action, any hobby, any incident, people would hardly prepare to believe in is something novel and hence carries the characteristic of novelty.

The birth of twins is, though not very common yet is normal and can be believed in easily. But the news of the birth of triplets (three children born at the same time to the same mother) or quadruplets (four children born at the same time to the same mother) is capable enough to surprise people

Similarly, a child getting birth with two heads or four legs will provide a reporter with good news. So, anything capable enough to surprise your faculty of accepting things comes under the head of NOVELTY.

Rightly said Charles Dana, a renowned journalist:

*"When a dog bites a man, that is not news, but when a man bites a dog, that is news."*

1. **Human Interest:**

Simply we turn to those news item, we find interest in. Listening to news pertaining to politics to some people is interesting but at the same time it may bore to a lot of other people. Some take interest in stories about showbiz but to some people sports news segment serves to make them turn their radio set on. Women are normally considered to go after fashion news. News stories regarding commerce and economy if bore a lot of people, it gathers the attention of more than many as well. What follows from all above lines under the head of human interest is; a balanced news bulletin ­ one that carries news items from all possible walks of life and caters for the tastes of maximum number of people. People with different mindsets normally wish to know about celebrities, dignitaries, showbiz activities, entertainment, politics and politicians; and those, the mercy of whose decisions and actions, our social, cultural, political and economic decisions and actions rest on.

1. **Consequence:**

Any event or statement of any important person in a society, capable enough to affect a larger number of people in future, carries newsworthiness and must be given space in news bulletin. If the impact of an event may directly affect readers, they will want to know about it. The incident, as a matter of fact, at the time of its taking place, may not be that important but in future may acquire a great deal of significance in terms of affecting people in one way or another. Likewise, under the head of CONSEQUENCE, there may be a statement of any personality who enjoys the authority and power of policy making in a state or society and he makes a policy statement that concerns with the coming days of people. For instance, if metrological office declares a dry weather for the whole year with nominal amount of rains, it means that drought in region may be expected in future.

1. **Miscellaneous News Values:**

There are certain news stories which though do not possess any of the news values mentioned above but still, find place in newspaper, radio, and TV bulletin. Such news stories, in any way, are news stories.

Migratory birds, flying from extreme cold regions to warm ones covering thousands and thousands of miles, make news. A dog saving his master from being robbed makes news.

Anniversaries of different people are covered as news. Birth and death anniversaries of Quaid-e- Azam

Muhammad Ali Jinnah and Allama Muhammad Iqbal are celebrated in reverence and respect therefore they will be included in news bulletins.

Special days are covered as news

Observance of 14th August as Independence Day

23rd March as Pakistan Day

6th September as Pakistan Air Force Day

7th September as Pakistan Defense Day

1st May as Labor Day

5th January as Kashmir Solidarity Day

Besides above stated special days, 14th February as Valentine's Day, aid's day, father's day, mother's day, etc. have also been started being observed in Pakistan and news stories covering these special days now become a part of the news bulletins.

**NEWS ELEMENT:**

News Elements are those features that convert an ordinary event or statement or opinion, into news.

Now we go into details of news elements. News must carry following elements to come up to the ideal standards of news.

Let us go into the details of each and every news element.

**1) Accuracy**

When we say `a news item must be accurate' we actually mean that whatever we are required to produce as news, or whatever we are being given in the name of news to believe in, it must be correct in every crumb of its details.

The names of people given in the news must be correct.

The names of the places given in the news must be accurate.

The ages of the people, if required to be given in the news, must be given with precision.

The days, dates and time of the incident or speech, or accident, being treated and reported as news, must be accurate.

Language must be correct in terms of pronunciation, vocabulary, structure, and grammar.

Statements of people must be accurate.

**2) Meaningful**

The news should be meaningful and must make any sense. It also implies that it must carry any one, or some of them, or all of the news values we have gone through.

**3) Interesting**

The news story, especially to be broadcast on radio or television, must be written and presented in such a way that the listener may not get bored. It is quite a difficult task to be managed when it comes to writing and presenting news bulletin since news is something that can never drift away from the principals of accuracy and objectivity. What we actually mean by making news bulletin interesting is the reading effect in the tone and style of the news caster and spoken language which is to be employed while writing the lines of any news item.

**4) Factual**

The news story must base on the incident or statement which has actually taken place. In this era of media, where the choice available to the listener is wide and universal, news on one channel can easily and instantly be verified on the other channels. The taking risk of putting on air something fabricated or concocted will definitely bring bad repute to the channel doing it. Hence the most important element to be cared for and taken into serious consideration while presenting news is its being factual and truthful.

1. **Objectivity**

Besides being accurate and factual, a news story needs to be to-the-point as well. Unnecessary details though may be a part of the incident should be brushed aside.

Another thing that is important to be considered while making the element of objectivity certain in a news story is that it must not be given personal touch or flavor. Even a slight impression of personal emotions or any kind of exaggeration may endanger the objectivity of the bulletin

1. **Conciseness**

When it is said, a news story must be concise, it means, it should not be unnecessarily lengthy. Where unnecessary details are to be avoided, unnecessary wording must also be pruned out. Verbosity always kills the purpose and this is brevity that is unanimously agreed upon to be the soul of wit. Wordy expressions and unnecessary repetition must be avoided. Instead of using “at that time” use “now”. Your duty is to inform people about an event; you are not supposed to make them understand a thick and problematic matter of psychology or the reasons why crimes are getting rampant in our society. These may well be the topics of an article or feature but cannot be touched upon in a news bulletin. One-word substitution saves the space and time, both.

1. **Clarity**

The main objective of news is to keep the listeners in picture of what is happening around them and in the world. And the purpose is achieved only if there is clarity.

Simplified vocabulary, easy-on-tongue order of the words, and correct and clear pronunciation are the key Factors, employing which, the goal of making news clear and understandable may well be achieved.

1. **Comprehensiveness**

If something is comprehensive it means that it is complete by all regards and aspects. A news item is considered comprehensive only when it answers the every possible question that may arise in the minds of listeners. As a general principal to make a news story comprehensive and complete ­ five Ws and one H are to be satisfied. They actually stand for: what, when, where, why, who and how.

What happened? When happened? Where happened? Why happened? Who did it? And How did it happen?

Sometimes in certain stories it also becomes necessary to answer another W, and that is who for.

For instance, in vicarious crimes (crimes which are performed by an agent on behalf of some other person or persons), it becomes necessary to give the person's name as well who the agent did a certain crime for

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First, to make a news item comprehensive, and then, the whole news bulletin, is a must. A news bulletin must also consist of all the possible news items of all those happenings which have taken place just prior to the moment the news bulletin goes on air.

Sometimes, however, it happens that an important news lands in newsroom immediate after the time the bulletin has started. In such case, an attempt must be made to pen down the story at the moment and be handed to the newscaster so that in this era of neck-to-neck competition the channel may not lag behind its competitors.

**9) Cohesiveness**

The last but not the least one is the element of cohesiveness. When we talk of an order, a kind of symmetry; a well-knit, well-planned, well-organized and even end-product, we actually talk of cohesiveness. A follow up story, i.e. the story should have the quality to further work on it.

**10) What**

In journalism, the “what” identifies an event and is often stated in the “lead (or lede),” the first paragraph of a news story. The “what” is the primary subject, the reason the information is being gathered and presented. Apart from journalism, it may be stated in a title and in a purpose statement. The “what” may need to be defined, a process that may comprise the remainder of a document. Example: What, specifically,…?

**11) Who**

A news story identifies who an event involves. The “who” may be part of the lede, and could be the reason the story is news worthy. In other contexts, the “who” identifies the persons or groups the “what” concerns. It might describe the audience of a document, or those who are affected by a policy, process or procedure. Example: Who benefits?

**12) When**

A key part of a news story is describing when an event happened. Answering the “when” indicates any time sensitivity related to the “what.” It may be part of an instruction regarding the proper point at which an action should be taken. Sometimes it may be part of an “If…then” scenario of conditional action. Example: When will it start/end?

**13) Where**

A news story reports the location at which an event took place. The “where” describes a geographical or physical location of importance to the “what” At times, the where may be less important than other factors. Example: Where are you?

**14) Why**

The “why” is usually the most neglected of the questions in the frame work. News stories often lack information from authoritative sources to explain the “why.” In other contexts, the “why” may be considered irrelevant, particularly when describing a policy or procedure decreed by an organizational authority. Efforts to ascertain and explain the “why” may help those affected be more accepting of any change the “what” requires. Example: Why does that happen?

**15) How**

For journalists, determining how an event took place may be nearly as challenging as explaining the “why,” although more effort is usually put to satisfying the question. When describing policies, processes or procedures, the how may be the most important part of the effort. A considerable appetite for understanding how to do something can be found across audiences. Sometimes effort focuses on the “what” when more work should be devoted to explaining the “how.” Example: How much?

**REPORTER:**

Reporter is the person who finds and/ or covers a news story for the news organization he/she is working for. Every news organization, whether print or electronic, has a systematic network of reporters who are deputed in different cities and places throughout the world. The bigger the organization, the vaster the network of reporters is.

**TYPES OF REPORTER:**

1. **Staff Reporter/Beat Reporter:**

The person who works in a particular area is called staff or beat reporter.

1. **Chief Reporter:**

The head of the reporting section is called chief reporter.

1. **Bureau Chief:**

Bureau chief is a person who is appointed at divisional level and he/she supervise the correspondents.

1. **Staffer:**

The reporter who is appointed in the capital of the country is called staffer.

1. **Correspondent:**

The person who is appointed in an area to send the news to the media organization s called correspondent.

1. **Liner:**

A person who is not full time journalist, he deals with something else but at the same time he sent stories once in a blue moon in the media organization. He belongs to ‘remote areas’.

1. **Foreign Correspondent:**

The reporter who is appointed outside the country/abroad is called foreign correspondent.

1. **Roving Correspondent:**

A senior journalist who is sent abroad for visit purposes but he/she also study the culture of respective country, make report on it and send it to media organization.

1. **Special Correspondent:**

Senior journalist who is assigned on special assignment by media organization is called special correspondent.

**PROFESSIONAL TRAITS OF REPORTERS**

**1. Impartially:**

Reporters are not opinion writers. As a matter of fact, it’s imperative that responsible reporters keep their own opinions out of their stories. They must not blindly support, favor or hate someone. They must be able to put aside their feelings and beliefs to record the actual events as they occur and to give each issue fair treatment. Reporters s’ first and foremost priority is always to cover the truth.

**2. Objectivity**

Objectivity may refer to fairness, disinterestedness, factuality, and nonpartisanship, Objectivity in journalism aims to help the audience make up their own mind about a story, providing the facts alone and then letting audiences interpret those on their own. To maintain objectivity in journalism, reporters should present the facts whether or not they like or agree with those facts. Objective reporting is meant to portray issues and events in a neutral and unbiased manner, regardless of the reporter’s opinion or personal beliefs. The reporter must report only the facts and not a personal attitude toward the facts.

**3. Neutral:**

“The state of not supporting or helping either side in a news story, conflict, disagreement but of speaking generally. Reporters in their professional capacities are expected to be neutral.

**4. Loyalty:**

A good reporter must be loyal. He must always keep in mind their job’s purpose as a reporter, to be the public’s watchdog. A reporter must always do his job for the good of the public’s interest.

Impartial

**5. Command Over Language**

Good reporter should learn to communicate idea in correct and effective language. They should write in simple, direct pose without using complicated sentences. A good reporter should report in such a way that the targeted audience can understand. Otherwise, his news will not make any sense. So, a reporter must have command over language.

**6. Active And Sharp Minded:**

A successful reporter is not idle or lethargic kind of person. Rather he is active and dynamic; always ready to take up assignment and go on with given tasks. He must have sharp mind and observation to observe every little aspect of the society. Never gets late. He should always on time to cover the story.

**7. Investigative:**

A good reporter must investigate and explore the event. He should uncover the facts that are kept secret by some people. He should note that facts, finds them out and brings them on the surface to show the listeners and readers the real picture of the story.

**8. Patience**

Making a good and perfect report is a complicated task. It may need time and labor. A good reporter should have such patience for completing the task properly and timely.

**9. Professional Ethics**

Reporters should follow the professional ethics during their duty. The best reporter is one who has strong ethical and moral codes of conduct that help them determine what information to write and what to leave out. Discipline is also one of the major ornaments of the reporters. They should not forget their goal of being the successful reporter. They must go anywhere at any time to collect important news. Therefore, self-discipline is very important to control and guide them to the right path of reporting.

**10. Analyzing Capacity:**

Data obtained from various sources are required to be analyzed through various tools such as statistical or mathematical tools and functions. Proper analyzing in proper way helps to draw findings and reach conclusion. A successful reporter must have analyzing capacity.

**11. Vast Knowledge**

One who is not updated can be anything on earth but can never be a reporter. Reporting requires a great deal of knowledge and information about ever changing scenario of the world. He should have basic knowledge about every field of the world. Lacking knowledge definitely leads a reporter to cut a sorry figure at occasions

**12. Clarity:**

A reporter should have clarity of mind and expression. A person who is confused himself cannot tell a story to others. Only clarity of mind is not enough unless it is accompanied by clarity of expression. Without clarity of expression clarity of mind has no meaning. So a reporter should work with clarity of mind and expression.

**13. Organized Personality:**

Most successful professionals share the characteristic of being organized, and reporters need this skill as well. Working on deadlines and dealing with lots of different people on many different subjects require self-imposed structure. Reporters must manage their time effectively and give attention to managing many details and lots of information. The simple ability to keep names, addresses, phone numbers, fax numbers and e-mail addresses in an accessible format is an important job skill. Finding the name of a contact and a phone number quickly could mean the difference between getting or losing a story.

**14. Courageous And Confident**

A good reporter should be courageous and confident. Without courage and confidence it is difficult for a person to be a good reporter. Timidity on the part of any reporter will get them nowhere. You need to be brave enough to write the truth, no matter what the consequences. Sometimes it’s not easy. You end up almost becoming friends with your sources over time, and then one day you may be forced to write something negative about someone who thought they were your friend. That’s just the nature of the business. Also, sometimes you have to get mean with people who try to stonewall you and hide the truth.

**15. Fact Finder:**

Once a reporter is caught plagiarizing or twisting the facts, no one will find him credible as a reporter. Reporter should not plagiarize or fudge the facts. Fact finding means being committed to uncovering the truth regardless of the difficulties involved and reporting it in a fair, respectful manner.