

**M.Sc.
MASS
COMMUNICATION**

Study Guide

**Code No. 5625
& 5626**

PRINT MEDIA

Part-I & Part-II



**Department of Mass Communication
Allama Iqbal Open University,
Islamabad**



7

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Department of Mass Communication
ALLAMA IQBAL OPEN UNIVERSITY,
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Course Code: 5625-5626

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INTRODUCTION

Print media are the oldest media of mass communication. They have a long record of matchless services to the humanity. In fact they have played a pivotal role in the socialisation and modernisation of man. We regard information, education, persuasion and entertainment as primary functions of media, but of course, they perform other functions as well. For instance, they, especially print media play a vital role in eliminating undesirable customs and practices prevailing in the society: they come to the rescue of individuals or sections of population when their rights are infringed, serve as a watchdog on government, strengthen inter-cultural ties, promote selling and buying of goods and services, etc. These services have rendered the print media so much a part and parcel of our daily life that we cannot do without it.

Despite a tough competition from the electronic media the print media continue thriving. Rather the modern developments in electronic media have proved as a catalyst for further improvement and modernisation of print media.

Recognising the importance of print media, a number of universities in the country offer degree courses in journalism. The Allama Iqbal Open University after its B.A. cluster programme in mass communication is now taking next step towards a comprehensive Master programme in this discipline. Print media has been included as a full credit course in this programme.

The purpose of producing this study guide is to orient the students towards 'print media' and to keep them on a proper track leading to an elaborated study. However, the students are required to fully acquaint themselves with the subject matter while studying the suggested books. The aim of producing this study guide is not only to familiarise the students with the theory and practice of print media but also to help them internalise the key principles and concepts of mass communication so that they could become effective and successful media practitioners.

Various sources pour thousands of millions of words into newsrooms and most of them are purposive too. Dozens of events occur daily and each demands media coverage, but the limited space has made it impossible for the print media to accommodate them all. Keeping in view this serious limitation the study guide throws light on various journalistic writing styles, skills and techniques that tell about how events could be covered, information gathered and shaped to catch attention of the readers.

The first two units in the guide take account of the nature, structure, style, sources and values of news, while the next two units tell about reporting skills and news coverage. Besides hard news newspapers have also soft news such as

features, columns, editorials, comments, reviews, etc. which in addition to being means of entertainment play a very vital role in formulating public opinion, and helping readers to understand various complex issues and situations. These areas have been discussed in units No. 5, 6 and 7 of this study guide. Unit No. 8 deals with interview. It will enable the students to have a better insight into the subject of interview, its various kinds and scope in today's journalism. You will also learn the techniques of conducting interview.

Editing is highly valued in journalism. It is not only essential for accommodation of more and more news but also for their best presentation. Various techniques of editing have been briefly discussed in the 9th and 10th units of the guide, while unit No. 11 deals with newspaper planning and designing.

Besides other contents print media also have good and attractive pictures which serve information and design purposes. The selection and processing of pictures for any medium especially print need some principles and techniques. This study guide in its unit "photo journalism" discusses all such skills, techniques and principles which really make a picture worth 10,000 words.

Units No. 13 and 14 are about magazine and news agency journalism. While the next unit tells about the organisational setup of newspaper.

To make the students more responsible media practitioners in future this guide discusses media laws and ethics in 16th and 17th units. The last unit covers the challenges and issues confronting the third world media.

Each unit of the guide is followed by self-assessment questions. The students would be required to attempt these questions in order to assess their knowledge of the given subject. At the end a list of suggested books is given which would help students in their comprehensive study.

I am thankful to all those who wrote or reviewed the units of this study guide. I am indebted especially to Prof. Syed Abdul Siraj, Incharge Department of Mass Communication, AIOU whose sincere guidance and cooperation made the production of this book a reality.

Wish you best luck.

(BAKHT RAWAN)
Course Coordinator

DETAILED CONTENTS
PART - I

		PAGE NO
UNIT NO. 1		
NEWS WRITING		
1.	Objectives	1
2.	Summary of the Major Topics	2
	2.1 What is News	2
	2.2 Definition of News	2
	2.3 Elements of News	2
	2.4 News Values	3
	2.5 Difference between Elements and Values of News	4
	2.6 Sources of News	5
	2.7 Reporting News	5
	2.8 Selecting News	6
	2.9 Hard News and Soft News	7
3	Self-Assessment Questions	8
4	Suggested Readings	9
 UNIT NO. 2		
CONSTRUCTION OF NEWS STORY		10
1	Objectives	11
2.	Summary of the Major Topics	12
	2.1 Structure of News Story	12
	2.2 Intro	12
	2.3 Body	12
	2.4 Style of News Story	13
3.	Key Terms	14
4.	Self-Assessment Questions	15
5.	Suggested Readings	16

UNIT NO. 3 & 4**REPORTING SKILLS****18**

1.	Objectives	19
2.	Summary of the Major Topics	20
	2.1 General Reporting	20
	2.1.1 Political Reporting	20
	2.1.2 Education and Research Reporting	80
	2.1.3 Environment Reporting	21
	2.1.4 Religious Reporting	21
	2.1.5 Speech Reporting	22
	2.1.6 Cultural Reporting	22
	2.1.7 Sports Reporting	22
	2.1.8 Parliament Reporting	23
	2.1.9 Court/Crime Reporting	23
	2.1.10 War Reporting	24
	2.2 Press Conference/Meetings	24
	2.3 Interpretative Reporting	24
	2.4 Investigative Reporting	25
	2.5 News Analysis	25
	2.6 News Comments	25
3.	Key Terms	26
4.	Self-Assessment Questions	27
5.	Suggested Readings	29

UNIT NO. 5**FEATURE WRITING****31**

1.	Objectives	32
2.	Summary of Major Topics	33
	2.1 Introduction	33
	2.2 Definition	34
	2.3 Characteristics of Feature Stories	35
	2.4 Ideas for Feature Writing	

2.5	Types of Feature	37
2.6	Writing Feature	38
3.	Activity	39
4.	Key Terms	41
5.	Self-Assessment Questions	43
6.	Suggested Readings	43

UNIT NO. 6**COLUMN WRITING 44**

1.	Objectives	45
2.	Summary of the Major Topics	46
2.1	Definition and Explanation	46
2.2	Characteristics of Column	46
2.3	Ideas for Column Writing	46
2.4	Types of Column	47
2.5	Writing Column	48
2.5.1	Structure	48
2.5.2	Style	49
3.	Key Terms	50
4.	Self-Assessment Questions	51
5.	Suggested Readings	51

UNIT NO. 7**EDITORIAL WRITING 52**

1.	Objectives	53
2.	Summary of the Major Topics	54
2.1	Definition of Editorial	54
2.2	Ideas for Editorial	54
2.3	Types of Editorial	56
2.4	Structure & Style	57
2.5	Editorial Page	58
3.	Key Terms	61

4.	Self-Assessment Questions	63
5.	Suggested Readings	63

UNIT NO. 8**INTERVIEW**

64

1.	Objectives	65
2.	Summary of the Major Topics	66
2.1	Definition of Interview	66
2.2	Types of Interview	66
2.3	Preparation for Interview	66
2.4	Techniques	67
2.5	Why to conduct interview	68
2.6	On and Off the Record	68
2.7	Interviewing Reluctant Sources	68
3.	Self-Assessment Questions	70
4.	Suggested Readings	70

UNIT NO. 9**EDITING - I**

71

1.	Objectives	72
2.	Summary of the Major Topics	73
2.1	Introduction to Newsroom	73
2.2	Newsroom Terms	73
2.3	Subbing: What, Why and How	74
2.4	Subbing Symbols	74
2.5	Qualifications of Sub-Editor	76
2.6	Functions of Sub-Editor	78
3.	Self-Assessment Questions	80
4.	Activity	80
5.	Suggested Readings	81

Part - II	82
UNIT NO. 10.	
EDITING - II	
1. Objectives	84
2. Summary of the Major Topics	84
2.1. Headline	84
2.2. Purposes of Headline	84
2.3. Kinds of Headline	85
2.4. Writing Headline	86
2.5. Caption	86
2.6. Kinds of Caption	86
2.7. Word Economy	87
2.8. Picture Editing	87
2.9. Proofreading	88
2.10. Kinds of Proofs	88
2.11. Duties of Proofreader	89
2.12. Proofreading Procedure	90
3. Self-Assessment Questions	
4. Suggested Readings	
 UNIT NO. 11	 91
NEWSPAPER DESIGN AND PRODUCTION	
1. Objectives	92
2. Summary of the Major Topics	93
2.1. Production Process	93
2.2. Page Planning and Visualisation	93
2.3. Typography/Composing	94
2.4. Art Editing (Page Making and New Trends)	94
2.5. Graphics and Design	94
2.6. Latest Techniques	96
3. Key Terms	97
4. Self-Assessment Questions	98
5. Suggested Readings	

UNIT NO.12

PHOTO JOURNALISM

99

1.	Objectives	100
2.	Summary of the Major Topics	101
	2.1 Role and Scope of Photo Journalism	101
	2.2 Principles of Photo Journalism	101
	2.3 Characteristics of Photo Journalism	102
	2.4 Kinds of Journalistic Photos	102
	2.5 Sources of Pictures	103
	2.6 Criteria of Good Pictures	106
	2.7 Picture Appeal	104
	2.8 Picture Editing	105
	2.9 Ethics of Photo Journalism	109
3.	Self-Assessment Questions	111
4.	Suggested Readings	111

UNIT NO. 13

MAGAZINE WRITING AND PRODUCTION

112

1.	Objectives	113
2.	Summary of the Major Topics	114
	2.1 Introduction to Magazine Journalism	114
	2.2 Writing for Magazine	114
	2.3 Kinds of Magazine	114
	2.4 Magazine Production	115
	2.5 Editorial Staff Functions	116
	2.6 Managerial Staff Functions	116
	2.7 Functions/Purposes of Magazine	117
	2.8 Supplement	117
3.	Key Terms	118
4.	Self-Assessment Questions	119
	Suggested Readings	120

UNIT NO. 14	121
NEWS AGENCY JOURNALISM	
1. Objectives	122
2. Summary of the Major Topics	123
2.1 History of News Agency Journalism	123
2.2 Introduction to Different News Agencies	123
2.3 Functioning of a News Agency	124
2.4 Syndicate Service	124
2.5 News Agency Reporter's job.	124
3. Key Terms	124
4. Self-Assessment Questions	125
5. Suggested Readings	126
	127
UNIT NO. 15	128
MEDIA LAWS.	
1. Objectives	129
2. Summary of the Major Topics	130
2.1 Brief History of Media Laws	130
2.2 PPO	131
2.3 RPPO	131
2.4 Defamation.	131
2.5 Contempt of Court	132
2.6 Libel/Slander	132
2.7 Copy Right Act.	132
3. Key Terms	133
4. Self-Assessment Questions	134
5. Suggested Readings	135
UNIT NO. 16	137
MEDIA ETHICS	
1. Objectives	138
2. Summary of the Major Topics	139
2.1 Definition of Ethics	139

XIII.

2.2	Freedom of Media	139
2.3	Responsibility of Media	139
2.4	Social Values and Media	139
2.5	Right to-Know	140
3.	Key Terms	140
4.	Self-Assessment Questions	140
5.	Suggested Readings	142

UNIT NO. 17

MEDIA MANAGEMENT 143

1.	Objectives	144
2.	Summary of the Major Topics	145
2.1	Print Media Ownership in Pakistan	145
2.2	Economics of Newspaper	145
2.3	Newspaper Personnel	146
2.4	Circulation	146
2.5	Administration	146
2.6	Advertising	146
2.7	National Press Institutions	147
3.	Key Terms	147
4.	Self-Assessment Questions	148
5.	Suggested Readings	148

UNIT NO. 18.

CHALLENGES AND PROSPECTS OF PRINT MEDIA 150

1.	Objectives	151
2.	Summary of the Major Topics	152
2.1	Problems of Journalism in Developing Countries	152
2.2	New Trends in Journalism.	152
2.3	New Information Order	152
2.4	Free Flow of Information	153
2.5	News Values of two Worlds	153
3.	Key Terms	153
4.	Self-Assessment Questions	154
5.	Suggested Readings	155

XIV

Part -I
UNIT NO. 1

NEWS WRITING

Written By: Prof Syed Abdul Siraj
Reviewed By: Prof. Abdul Sattar Abbasi

1. OBJECTIVES

After studying this unit, you should be able to:-

- 1. Define news.**
- 2. Explain news elements**
- 3. Identify news values**
- 4. Differentiate between elements and values of news**
- 5. Explain news sources**
- 6. Explain the process of news reporting and presentation**
- 7. Distinguish between soft and hard news**

2. SUMMARY OF THE MAJOR TOPICS

2.1 WHAT IS NEWS

Man can subsist without newspaper but no newspaper can subsist without news. News is the spinal cord of journalism. The basic assumption of journalism is the collection, presentation and interpretation of news which is meant to inform the people about new and novel.

2.2 DEFINITION OF NEWS

News has been defined differently by different experts. Some of the definitions are given below:

1. News is anything out of the ordinary
2. News is the unusual picture of life.
3. News is anything that people talk about; the more it excites the greater its value.
4. News comprises all current activities which are of general human interest and the best news is that which interests most of the readers.
5. Anything that enough people want to read is news provided it does not violate the canons of good taste and the law of libel.
6. News is like a hot cake coming straight from oven.
7. News is the report of an event that is fresh, unusual and which is interesting to a greater number of people.

From these definitions we are now clear to have understood the elements of news. Let's see what are these.

2.3 ELEMENTS OF NEWS

Accuracy

Facts given in the news story should be acceptable to the readers without any question. What accuracy actually means is that all statements, names, ages, dates, quotations, etc. must be accurate. Accuracy also means use of proper word, sentences and expressions at proper situations.

You will have problem of accuracy when you are not using proper words at the proper situation. Example: the words clash, smash and crash are used in the situation of damage but every word has its own diction and connotation that need to be considered. Space and time is another problem in achieving accuracy.

Balance

Balance in a news story means to present a story in such a way that it conveys the message of an event in a meaningful and interesting way and gives a factual impression of the report. These facts in the story should also be presented in such a way that they relate to one another like a chain.

Objectivity

News is the factual report of an event. What the reporter sees is supposed to report. Objectivity means to report the facts exactly the same way as they occurred. It goes against objectivity if the reporter adds something from his own imagination. Comment/suggestion or proposal is not the task of a news reporter. These are considered right in a column, editorial, etc. In these formats of journalistic writings the writer can provide in-depth and background information.

In simplest words objectivity means just to report the tip of the iceberg and leave the rest to analytical and in-depth reporting. It will not be an objective reporting if the reporter wants to angle, slant or shade the news.

Concise and Clear

There is a famous sentence about writing a news story : "Brevity and simplicity are the soul of journalism."

Journalism has got a special language - journalistic language - which is quite different from all other languages and particularly from the literature.

Journalistic language is simple, easy, concise and clear. Its basic aim is to convey the message in the simplest way to the masses because every person in the masses is not highly educated.

There is an approved writing style of achieving concision and brevity. Which is called "Inverted pyramid style of news". This news writing style has been explained in Unit No. 2 of this course.

2.4 NEWS VALUES

There are various factors that qualify an event to be a news story. Let's discuss these factors.

1. Timeliness/Freshness

Time factor plays an important role in the effectiveness of a news story. No body likes to read an outdated story, even if it is very important. News is just like a perishable commodity having a very short life.

We can accommodate a past time story in literature, drama, feature, etc., but it does not work in news. Journalism's famous slogan is that "Today news is today".

2. Proximity or Nearness

The importance of a news greatly depends on the place of its origin. Proximity in journalism does not only refer to geographical nearness but interest of nearness as well. For examples, Imran Khan's marriage took place in U.K. but the story is more interesting for the people of this part of the world.

An earthquake in China killing 200 people will be less important in our

newspapers than the story of earthquake killing 30 persons in Pakistan..

3. **Prominence**

Readers have interest in names of persons with whom they are familiar. The bigger the personality involved in the event, the greater its news value. Stories of film stars, players, politicians philosophers and poets etc., have greater news value.

4. **Magnitude**

The event relating to greater loss of life, damage or natural disaster creates interest for the readers. Example: A story of fire resulting in the death of one person will have less impact than the story of fire resulting in the death of 100 people.

5. **Conflict**

Every body takes interest in confrontation among people, nations and groups. The highest form of conflict is war and no war story fails to create interest for the readers.

6. **Oddity/Unusualness**

A dog bites a common man is not a news but if a man bites a dog it is a great news because it is unusual. The more the event is unusual the greater its value.

7. **Consequence**

The news story that affects some change in the life of people will have great value. For example, news about budget, rise in petrol price, electricity rates and increase in salary, etc. are read with great interest by people.

8. **Human Interest**

Human interest stories deal with usual events but usually these stories involve fellow feeling, emotion of brotherhood and humanness.

When a person reads about joy or sorrow of others he mentally associates himself with them.

Example: A story of a child rescued by a fireman as a seven-storey building caught fire has greater value than the story of the complete loss of the building.

2.5 **Difference Between Elements and Values of News.**

A report of an event may be written concisely, objectively and in a professionally sound style but even then it may not be news if it does not possess the news values. The basic difference between news values and elements is judged on the grounds that what qualities in an event are required for making a news story worthy for publication are the news values, and what qualifications a news story requires from the editors to qualify it for publication in the newspaper are the elements of a news story.

2.6 SOURCES OF NEWS

Everyday there is a long list of events to be covered by newspapers or news agencies. If the parliament is in session, its proceedings have to be covered. There may be important cases going on in the courts which may have to be covered. Then, there may be some government functions like an inauguration of a project or a meeting, etc. that need press coverage. Similarly, there may be some workers' demonstration, agitation or strike. Sometimes, there might be a communal riot, an accident or a natural calamity which are news worthy and need coverage in the press.

A journalist must have the quality of persistence in collecting his facts. However, the approach of a journalist should not be tough. The journalist has to collect and assemble his facts intelligently. A good journalist should try to collect as many facts as he can before he sets out on a story or to interview some person. He can dig many of these relevant facts from reference books or from past newspapers cuttings. These reference books and newspaper clippings will provide very useful information to a journalist regarding the preliminary facts of a subject. Many big newspapers have their own library containing the important reference books and also newspaper cuttings about important people and subjects filed in a systematic manner. There are so many reference books like Who's Who, year books, dictionaries, various World Gazetteers, encyclopaedias, guides, Guinness Book of the World Records, etc. which can prove very useful at the time of need.

Some journalists combine the deductive and the investigative methods. For investigative journalism a journalist first of all checks his reference books. He reads what has been written previously on the subject. Then he analyses the problem and starts investigating the true facts of the case. In fact, there are three kinds of writers of news. First of all, there is the reporter who writes what he sees. Secondly, there is the interpretative reporter who writes what he sees and what he construes to be its meaning. Thirdly, there is expert who writes what he construes to be the meaning of what he hasn't seen.

Besides, the above mentioned sources reporters have some specified, regular sources of information too with which they keep in touch. Some of them are: police headquarters, fire stations, civic organisations, hotels, party headquarters, corporation, shipping offices, airports, railway stations, business associations, etc.

2.7 REPORTING NEWS

Reporting the news is a very important function in the journalistic profession. In the modern age, the responsibilities of a journalist have increased manifold for informing the people about the day to day happenings. In the ever increasing pressure on the day to day life of man, his demands have also increased manifold. As a consequence of these, the responsibilities of the press have also increased.

Today, newspapers and magazines devote more and more space for

backgrounding the news. The total flow of news today has increased immensely. Dependence of people on the information supplied by the newspapers has increased.

Since a reporter's duty is to report, therefore he must carry his tools with him i.e., a notebook and at least two pens for writing. He should also keep a few coins for telephoning at the time of need and his press card to identify himself.

A reporter should try to know about every nook and corner of his town, its past history and future planning. He should also try to meet the important persons of his town like the clergy, political leaders, industrialists, teachers, doctors etc. Sometimes a reporter may have to cover many events in his town like a film show, an exhibition, a political meeting, a cricket match, an annual flower show etc. He should not hate to attend these meetings. On the other hand, he should always be on the look out for a good news. Sometimes, even a casual conversation may lead to some very good human story. In fact at such social events when people meet one another and exchange gossips, these gossips may yield some very good news for a reporter.

The reporter should try to possess a good knowledge of shorthand so that he can take down notes and report accurate stories. The importance of accuracy can well be realised, when we know that today's newspaper reader not only reads the newspaper but also listens to the radio and watches the TV. and that he will lose his faith in the newspaper as a media of information, if he reads inaccurate reports.

2.8 SELECTING NEWS

Now-a-day, editors are bombarded with a tremendous flow of news. The newspapers can hardly publish a very small part of the total news which they receive. A newspaper also gets copies from its own local reporters, correspondents and other sources. Then, the newspaper has also to give the local news to satisfy its city readership. Besides all this, there are foreign news services which supply foreign news. Still there are some photograph and picture services who supply photographs and pictures for the newspapers.

In this way, we see that selecting the important news of the day is a very difficult job for the news editor. Not only selection of news is important but giving proper emphasis to a news is equally important. The problem of judging a news is also complicated owing to many other considerations like fair-play, proper emphasis, the space problem and equal treatment.

Another important factor in the selection of news is its accuracy. Sometime, even overemphasis on some particular event can blow it out of all proportions. The facts should be stated in a highly balanced manner, so that the truth is not twisted by a little slant this way or that way.

Of course, the editors who have access to the news reports from various

sources are able to separate the grain from the chaff. An experienced editor can make final checks against such a twisting of the truth. Supposing an editor gets two contradictory reports from two separate news services, he must try to learn the truth and publish a balanced report.

In fact, he must try to learn the content of the original event to measure the facts of a copy.

An editor must trust a good reporter and should not make big changes in his copy on the basis of his own prejudices and without any valid reasons. Sometimes, a very good reporter can also be swayed by his prejudices and he may give only one side of the report. Whenever there are conflicting reports concerning an event, one-sided news given by only one source should not be played up. On the other hand, an objective story on the basis of all the conflicting news should be prepared and published accordingly, because if some unbalanced news is published, then the press will lose its credibility among customers by giving only one-sided news. It also amounts to misinforming the public by printing partially true stories.

2.9 HARD NEWS AND SOFT NEWS

Hard News is the actual report of what has happened in a simple, clear, and accurate manner. This type of news story never distorts, misrepresents or gives wrong facts. It draws no conclusions, makes no accusations, offers no opinions and does not indulge in any speculations. Hard news are facts and statistics. Soft news is explanatory and opinionated one. It tells about background; draws conclusions and also offers opinions. Columns, features, editorials and interpretative and investigative news all are soft news. If a fire breaks out in the city, its news is hard news, but if you go into details about what caused the fire it is soft news.

Soft news are usually published on inner pages of a newspaper but there are no hard and fast rules for their placement. Some news stories are the combination of both the hard and soft news.

3. SELF-ASSESSMENT QUESTIONS

1. **What is news? Explain with the help of various definitions.**
2. **Every event cannot be newsworthy. There are some values that qualify an event to be news worthy. Explain in detail various values of news with your own examples.**
3. **How could you differentiate news values from elements of news? Give examples.**
4. **How news are received in a news room and what are the sources where a journalist finds news for his paper?**
5. **What are hard and soft news? Give examples.**

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UNIT NO. 2

CONSTRUCTION OF STORY

Written By: Prof. Mohammad Aslam Pervez
Reviewed By: Prof Dr. Shafiq Jalandhri

1. OBJECTIVES

After studying this unit, you should be able to:-

- 1) Explain the newsfacts in a more informative and understandable way,**
- 2) Give a different structure to the news story according to its nature,**
- 3) Present maximum information in minimum words by constructing an ideal introduction**
- 4. Write a news story correct in all respects,**
- 5. Give an ideal tone and style to a news story.**

2. SUMMARY OF THE MAJOR TOPICS

2.1 STRUCTURE OF NEWS STORY

Information about an event must be put skilfully together as a single package in order to attract the attention of a reader and to facilitate him/her in reading the news item more easily besides urging the reader to read the whole news story. Think of the raw material for the story you have to pass on. First of all arrange the different facts/ingredients in your mind and then give them a precise shape.

When we refer to the structure of a news story, we simply mean, the method or the techniques of presenting and arranging different facts of an event in the news story. It is also known as the presentation techniques, which should be attractive, informative and understandable, so that the reader can easily receive maximum information within minimum possible words and time. There are many structures of a news story, in which facts are arranged sometimes according to their importance and sometimes to their happening i.e. chronological order. In some structures the important facts are explained in the first paragraph i.e. lead or introduction while in some others gist of the story is given in the beginning. For instance, inverted pyramid structure.

2.2 INTRO

How to start the news story? What should be given in the beginning, so that it can attract the reader, provide him/her the main significant facts in rather a summarized way, thereby totally absorbing him/her in the story. This sketchy introduction of the story in the first few lines is called intro or lead. Intro is defined as the introductory paragraph of a story, which sums up the most important points by answering the 5Ws and one H. The lead may consist of one sentence only. It is in itself a complete and compact statement of the principal facts and assists the readers to comprehend the spirit of the news at a glance. In simple words intro or lead is a compressed form of the most important facts to be placed in the first paragraph of the news story. There are some important guidelines for intro writing which the intro writer has to follow. Intro can be written in so many forms or types in keeping with the nature of event, statement or information.

The basic formula for newswriting is known as the five Ws and one H.

There are various kinds of lead or intro, however, each of these leads works for a certain kind of story. Some kinds of lead are: the background lead, the comparison lead, the history lead, the straw man lead, exclamation lead, the humour lead, the rhyme lead, the appeal to senses lead, the suspense lead, the impersonal lead, the test lead, etc, etc.

2.3 BODY

How should facts of a news event be discussed in the news story? The

explanation and description of facts should be at such a level that every literate person can easily read, understand and discuss them with others. The language used in the body of a news story should be simple.

Similarly grammar, punctuation, arrangement and length of paragraphs and sentences should be given special consideration. The abbreviations and other technical terms may be used in a descriptive way. It means the story should be simple, clear and focussed on one point. Accuracy, clarity and completeness should be maintained. The news writer must be well aware to differentiate between the news style and other writing forms. He/she must know the principles of story unity. Quotations, attributions, identifications and background should be given due consideration.

2.4 STYLE OF NEWS STORY

News must be presented in a clear and simple style. That is, what is being presented through newspapers should create interest among the readers and convince them of its credibility. All that appear in a newspaper should be simple and understandable. Technical words and key terms should be replaced by simple, local and common words. The names of persons, organisations, cities and countries, etc. must be given clearly with correct spellings. No ambiguity or confusion should be created in the story.

News item spread over more than one paragraph is known as an ideal style of telling facts and the readers find it easier to read the story and understand it. Objectivity, fairness, brevity, balance, precision, cohesion and conciseness are the basic elements for maintaining a clear and effective style of news story.

3. KEY TERMS

1. **Definition of structure and its objectives. Inverted pyramid, modified inverted pyramid structure, their merits and demerits and historical background.**
2. **Definition of Intro, importance of Intro, Characteristics of intro, Types of Intro, guideline for Intro writing. 5Ws & H.**
3. **Grammar rules, types of sentences, construction of sentences, paragraphing, story unity, putting the story elements together, precis writing, Active Vs Passive voice.**
4. **Copy preparation, News style vs other writing forms, style sentences & paragraph length, accuracy, completeness, Transitional words and word economy.**
5. **Examples and other case studies from practical journalism books, newspapers.**

4. SELF-ASSESSMENT QUESTIONS

1. Which form of news story do you like most and why?

Point to note

Double ended form of writing, chronological style

Inverted pyramid style

2. Define intro and also discuss its various forms

Points to note

Definition and importance of intro types of intro.

3. What mechanics do you suggest for writing a news story?

Points to note

Clarity and Style & guidelines as body construction for news item.

4. News is somewhat different from other writing forms, discuss.

Points to note

News writing Vs simple story writing, 5Ws & H.

Headline & intro.

5. Compare inverted pyramid structure of news writing with chronological structure?

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UNIT NO. 3 & 4

REPORTING SKILLS

Written by: Prof. Muhammad Aslam Pervez
Reviewed By: Prof. Syed Abdul Siraj

1. OBJECTIVES

After studying this unit, you should be able to:-

- 1. Explain various kinds of reporting.**
- 2. Cover any event for a newspaper or some other news organisation.**
- 3. Make news comments and news analysis.**
- 4. Interpret and investigate events.**

2. SUMMARY OF THE MAJOR TOPICS

2.1 GENERAL REPORTING

Reporting means gathering facts and presenting them objectively with all news writing skills. It is an active, creative, long and tough process of news gathering, ideas and opinion collection, fact finding in order to serve the general public by informing them and enabling them to make judgement of the issues of the time.

The reporter either he/she is general assignment reporter, beat reporter or specialized reporter wants to know at all costs, what is going on and why, what has happened and why and who is involved in what manner. He/she reports it to satisfy the curiosity of the public by giving due coverage to 5Ws & 1H which the people want to know.

News is not planted and cultivated in neat row for efficient harvesting and not necessarily in the tidy news offices. They are not developed in a vacuum. News is more likely to be found among the people, institutions, organizations, history etc. By the reporting of short news stories the reader can receive the information about the citizens, social, cultural and religious groups. Conducting interview is another part of reporting. Through interview news, personal ideas and opinions can be reported. Without reporting process there can be little business in news, and without news there can be no newspaper.

2.1.1 Political Reporting

Generally the coverage of a political campaign or a political personality is not sufficient. Much time and coverage needs to be given in following a candidate around and listening to the political speeches over and over again. Most of the political reporter's time is spent while covering the purely political aspects of government and personalities who run the government. He/she goes beneath the surface of routine political events and comes up with stories of great importance. For political reporting the broad knowledge of election laws, system and organisational setup of different political parties, political organisations, precampaign activities, campaigns, election practices, polling laws and techniques and way of result coverage and their proper interpretation are required by the political reporter. He/she has to interview candidates, write biographical sketches and evaluate the candidates' position on major issues during a political campaign.

2.1.2 Education and Research Reporting

Research and education go together. Through research one can add new knowledge which is necessary for educating the nation and also for national development. The research programmes of different institutions and their findings and achievements should be reported. The education system, its merits and demerits are the main sphere of education reporting. Public and private schooling and what

is happening in universities and colleges regarding academic activities and developments, teachers and students training facilities, co-curricular activities, unions and associations should be highlighted in the news stories. The budget allocated for education and its utilisation, literacy rate and programmes to increase literacy rate, adults education are the topics about which public has some curiosity to know. Trends in classrooms teaching and dozens of other significant problems can also be reported. The education and research reporter is normally expected to cover activities at all levels of the research and schooling system from policy making to the teachers in the classrooms. The research and education beat offers the opportunity for many routine stories as well as major news breaks, features and interpretative pieces.

2.1.3 Environment Reporting

The environment affects everyday life. People, sensitive about it, demand the due coverage of environment and the factors causing pollution, etc. Therefore the environment reporting can become a human service reporting. What are the government measurements for the prevention of pollution and what is public part in creating and preventing the pollution. Nowadays environmental protection has become a political movement and a sensitive reporter uses the techniques of all kinds in environmental reporting. It merited attention, with most of the early focus being on water pollution, air pollution, sanitation and urban sprawl, etc. The reporter has to cover the horror stories about the possible diseases and destruction of the planet. The reporter has to point out particularly the development of what he/she considers dangerous system for producing energy and importance of energy for national development. Through environmental reporting the public can be well aware about the rate at which natural fuels are being consumed and pollution caused by the burning of these fuels. He/she has to inform the readers about present happenings and future impact on human life.

2.1.4 Religious Reporting

Religious news are also part of the newspaper contents. It is one of the most sensitive beats, and demands great care and responsibility on the part of the reporter covering various religious events. However, impartiality is the only effective means to deal with this beat. The reporter has to report in fair, factual, impartial and unbiased way and maintain objectivity.

The religious reporter must have clear understanding of religious sects, groups, organisations, institutions and worship services in the country and particularly in the city where he/she is working. The reporter uses simple way of explaining the news events for general readers by interpreting the religious wording, terminologies.

In religious reporting political motives of the local and national leaders must not be covered. Incorrect use of titles in religious reporting discourages the readers' interest while their correct use builds confidence in the reliability of the

news. A reporter has to be cautious in religious reporting and should always keep in view the highly sensitive nature of religious ideologies, conflicts and controversies.

2.1.5 Speech Reporting

Speeches are the basis for sound stories published daily in the press. All those speeches taking place from time to time in the city are important to the participants but few are worthy of news coverage. Advance stories are also being written about speeches through which the readers are informed about the person to be delivering the speech, venue and topic, etc. The reporter in speech reporting must be well aware of the ways of covering an event, and how to get, write, arrange and structure the facts of speech in a news form. The additional information can be gathered at the end of the speech or to clarify some points which is a good practice.

The most significant criteria in speech reporting are to include all the positive as well as negative aspects of various speeches. The reporter takes only the essential parts of the speech and report these points in a concise way. The main points of the speech go into the lead or intro while quotes go into the body of the story.

2.1.6 Cultural Reporting

Cultural reporting requires a reporter to cover not only individuals i.e. artists, craftsmen etc. but also to cover different cultural organisations, institutions and other events by upholding public interest. For this he/she has to dig out that how many cultural organisational setups exist in the city. The cultural reporter is actually a cultural promoter. The reporter has a great responsibility to stimulate interest and participation in various cultural functions. He/she has to get ideas, opinions and news about culture from different materials printed by these organizations. When actually covering culture, it is preferable to visit the scene of cultural activity personally. Familiarity with cultural heritage and history is a special qualification of cultural reporter. He/she must be conscious about manipulation by the artists. The cultural news story writing style and contents must be based on information, entertainment and of general public interest. Music world-cinema, theatre, television-literature, fairs etc. have great newsworthy material of public interest.

2.1.7 SPORTS REPORTING

Sports reporting field is broad and interesting enough to challenge the finest talent. The sports coverage remains the life blood of most sports pages. More opinions and news analyses appear on these pages. Sports reports are read mostly due to their contents and style. Sports reporter should take into account all the compulsory elements of the sports news item while reporting a news event. Sports reporting requires qualities of background knowledge and judgement, critical evaluation of sports besides sound general knowledge about games and their rules & regulations. The performance of the teams should be covered fairly, impartially

and in an unbiased way. The quality of a written sports item depends on the quality of its reporting. The sports reporter who, among other things, knows the players well, the strategy they use during game, key incidents, crowd behaviour and the game which he/she is covering, is able to write an interesting sports story. But while writing a sports story or its advance story the reporter must follow the regular news writing and reporting principles in building the story and other requirements of sports writing. Sports reporting ranges from straight news reporting through all degrees of interpretation and feature writing and the editorialised column. A sports event may be treated in any one of these degrees or in all of them combined. For an important sports event, an advance story, a straight story, similarly background, prediction, follow-up types of stories may be used.

2.1.8 PARLIAMENT REPORTING

Parliament and its proceedings have always been the main interest of newspaper readers. Parliamentary reporting offers opportunities to the reporter to conduct first hand study of the practical working procedure, responsibilities, role and functions of parliament, their members, different officials, the offices which they hold and their biographies besides the working of government. He/she remains in touch with the parliamentarians who may become an important source of news. In parliamentary reporting, all the techniques, proceedings and requirements of political and court reporting are involved because it is highly technical and sensitive. It needs professional skills and there are chances that even an experienced reporter may misinterpret the arguments and the proceedings. He/she must have access to legal parliamentary literature, reports, periodicals to improve his/her knowledge and skill. A parliamentary reporter should be well acquainted with the legislative procedure in both the Houses of parliament and could write reports of adjournment and privilege motions, as well as of questions hour, tea break discussions on private bills and proceedings of the Senate. A lot of information can be obtained through private dealings with the members of the parliament. Parliamentary report has to be composed in prevalent parliamentary terminology.

2.1.9 COURT/CRIME REPORTING

Reporting crime news can be a demanding task and at times, if properly done, it even amounts to public service that perhaps can even be deterrent to certain types of crimes. However, crime news reporting needs technical care on the part of reporter while covering his beat. A crime reporter should know what is meant by crime. A breach of law is a crime and may be either felony or a misdemeanour. The basic principle of crime/court reporting is that NOTHING is permitted which may prejudice the right of any accused to a completely FAIR and IMPARTIAL trial. Crime and court reporting may be completed in four steps, i.e. the crime, the arrest, the trial, the verdict. In the selection of facts for crime/court news story, the reporter must be well-alert and these facts should be carefully handled by observing the ethics of crime/court reporting. The length, the headline size and lead formation of a court/crime story is determined by the seriousness of the crime and court proceedings.

2.1.10 WAR REPORTING

The coverage of war imposes major responsibilities on reporters. On the one hand, they must exercise the greatest care not to spread rumours and on the other hand, they must expose themselves to danger if necessary to determine the magnitude of war event. But whatever they do, they must always be conscious that careless war reporting can cause untold harm in a tense situation. The greatest care must be taken in reporting killings, injuries, prisoners, property loss and the area captured etc. The kind of weapons being used in the war can also be reported. The position of armies on land, in the air or oceans, bombing on different areas and types of bombing can be explained. The ISPR in Pakistan also releases information about war situation.

The cause of war, beginning of war, major areas of war and who is at fault must be covered in war reporting. The fundamental precautions regarding war should be followed. Different news story types can be used in war reporting to give full coverage of war.

2.2 PRESS CONFERENCES/MEETINGS

The press conference or news conference and meetings are the means of obtaining information, opinions and ideas besides the clarification of running events and stories. In a press conference a news source or personality calls together a group of reporters, after briefing the reporters the source/personality answers their questions. When it works well, it is one of the most effective and efficient method or source of information collection, and when it works poorly, it is one of the worst.

The meetings on some specific matters can provide a bulk of information which is required by the reporter within the shortest possible time. Press conference and meeting have certain advantages and also some disadvantages. The reporting of both requires the news probing skills and all other techniques of interviewing. Necessary preparation for convening a press/news conference and meetings is necessary without which a reporter cannot obtain some exclusive information. The reporter has to face certain problems in collecting information while covering a conference or meeting, but he/she must have the ability to overcome these problems.

2.3 INTERPRETATIVE REPORTING

It is essential to have the facts, but facts also need to be interpreted. Many indications from the world around us confirm the notion that straight news reporting may not always be enough. Interpretative reporting means to dig out and explain the news behind the news. The reporter goes beyond the visible facts of the story.

To balance the use and abuse of news, the media must also be used to fulfil the need for analysis and interpretation, to put facts into perspective, to tell what it all means, to explain, to argue, to persuade, to express expert opinion about what happened and to provide a forum for the expression of others' opinion as well.

Interpretative reporters are under no deadline pressure that would force them to write a quick and superficial report of the facts. They can get the hidden facts, explore the ramifications and meanings of the facts, and reveal the "truth about the facts".

The news media are increasingly developing specialists among their reporting staff, people who know as much about their subjects as the experts and in reporting about a complex or controversial matter they can add their own opinion to give their readers fuller understanding of the situation.

2.4 INVESTIGATIVE REPORTING

One of the most important developments in news and information has been the increase of investigative reporting. Indeed, investigative reporters have become the modern heroes of journalism because they are uncovering too much inside information. By investigative reporting one can cover more than apparent events. The investigative reporter often makes news by going beneath the surface situation to find the real cause or purpose. At times, they are almost a combination of police detective, spy and gossip columnist. He/she can provide an unusual inside glimpse at the world through investigative reporting, unfolding secrets through confidential sources, making their way into private homes and offices for a few titbits of facts, and can build a case piece by piece until the large picture is formed. Investigative reporting is often done best by teams of reporters, both for speed and thoroughness. The investigative reporter should be good researcher and could prove as real news hound. He/she must know where to get the news and how & why to get it. Investigative reporting aims at exposing corruption or misbehaviour affecting the public. It used to be known as muck-raking.

2.5 NEWS ANALYSIS

News analyses give more than, who, what, when and where of news. They typically include background information and the writer's opinion, interpretation and predictions. A news analysis often appears in the news columns and can frequently be found on the front pages of a newspaper so that it can be distinguished from straight news. The analysis sometimes points out conflicts between statements on the tapes and public statements. A reporter, a news writer or a columnist, who thinks readers should be told what to think about a story, suggests the preparation of an in depth story or news analysis in which more though not unlimited freedom is often allowed to interpret the facts. When news is slanted, the distortion often results from the failure of a reporter to cover both sides of the story adequately. Then at that moment it becomes absolutely necessary to wash out slanted information by giving it analytical interpretation.

2.6 NEWS COMMENTS

Commenting on the news enables readers to discover what the news may mean and what others say about it. It helps the readers to make sense of torrents of news events that all but overwhelm the average person. To read news without

reading comments on it or reading comments without knowing or learning the facts is not intelligent newspaper reading. News comments generally mean judgement about events which makes possible the knowledge of the facts. News comments are generally taken to mean what the word denotes. When considering the comments, one thinks of it almost exclusively in relationship to current events. But it can also pertain to aspects of homelife, television and motion pictures, personalities etc. etc.

3. KEY TERMS

- Reporting, reporters job, sources of news, interview, press conference.
- Ethics of political reporting, political parties, organization and system, election laws, polling laws, precampaign, campaign.
- Education process and its institutions, research institution and press reporting areas.
- Pollution, contents of environment story areas of reporting, sources of information.
- Religious beliefs, ideologies and groups, qualities of reporter, professional skills.
- News worthy items, advance story preparation of speech reporting, structure of lead and news story for speech contents of speech news story.
- Cultural activities, show business, art gallery, fairs, mass media, story contents and structure, stage, theatre.
- Characteristics of a sports reporter, contents of sports item, requirements and essentials of sports reporting and writing, style and structure of lead and body, different types of stories.
- Forms of government, Houses of parliament, their nature, functioning, members, types of parliamentary reporting and reporters, story contents, techniques of parliamentary reporting.
- Types of Crimes and nature, court/crime reporter's characteristics, legal terms of crime and court, do's and don'ts of crime/court reporter. Story contents, structure for crime/court news.

- ISPR organisational set up and functioning, rumours and their nature and how to overcome them, fundamental precautions, types of war stories. contents of war story.
- Pre- news conference/meeting, research, interview and techniques, problems, off the record not for attribution, construction of the story. conference/meeting reporting rules.
- Meanings, scope and objectives, ingredients and structure of interpretation. Types of interpretative reports, characteristics of interpretative reporting and report.

4. SELF-ASSESSMENT QUESTIONS

1. Briefly explain the techniques of reporting.

Points to note.

Tools of reporting, sources understanding, covering 5Ws & 1H, Ethics of reporting interview.

2. Why a political reporter retains essentials of political reporting and what are these essentials?

Points to note

Public interest, fair elections, introduction of candidates, pre-campaign activities, polling, results.

3. Briefly discuss how the education and research reporting is completed and what is its role in national development.

Points to note

Major areas of education and research reporting sources of reporting of education and research, curricular and co-curricular activities, education system, policy making, efforts to increase literacy.

4. What should be the contents of environmental news story.

Points to note

Human interest and rights, effects, dangers, nature and causes of pollution, suffering public and areas.

5. What pre-requisites do you suggest for religious and cultural reporting?

Points to note

Religious beliefs and groups, conflicts, cultural activities, history, heritage, story contents of religious and cultural newitem.

6. How can one become a good sports reporter?

Points to note

Qualifications and responsibilities of sports reporters.

7. Briefly narrate the different types of parliamentary reporting.

Points to note

Sketch writing, lobby reporting, verbatim.

8. How court and crime reporting is completed?

Points to note

4 - steps of court/crime reporting.

9. Explain different sources of war news story.

Points to note

ISPR, civil defence, hospitals, foreign offices and news agencies, home department, interior and foreign ministries.

10. Differentiate investigation from interpretation and news analysis vs news comments.

Points to note

Characteristics of interpretation, investigation, analysis and comments.

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38

UNIT NO. 5

FEATURE WRITING

Written By: Prof. Farish Ullah
Reviewed By: Prof. Syed Abdul Siraj

1. OBJECTIVES

After studying this unit, you should be able to:-

- 1- Define and explain the term feature?
- 2- Explain characteristics and importance of a feature.
- 3- Identify various sources of ideas for writing a feature.
- 4- List down the kinds of features.
- 5- Explain the style and structure of a feature.

2. SUMMARY OF THE MAJOR TOPICS

2.1 INTRODUCTION

A feature story is any piece of writing that falls between the cut-and-dried news story on the one hand, and the wholly fictionalized story or opinionated essay on the other hand. It is the product of factual reporting and reporting to which are added story elements of imaginative writing and interpretation. The special feature article is similar to news story in that it gives the readers facts in an interesting form. But it goes beyond those facts by multiplying them with study, research, and interviews to instruct, guide and entertain the readers who know about the subject as well as those who do not know.

Feature stories can be news stories. Features can be investigative. Features can be in-depth studies. Features can be for fun. The subject can be anything: places-a community, a farm, a business, topics-education, science, economy, religion, philosophy; events-parades, programmes, concerts; people-well known or unknown animals-unusual or ordinary; objects-art or product. In other words, features can be about anything, you want to write about.

2.2 DEFINITION

A feature story is a creative, sometimes subjective article designed primarily to entertain and to inform readers of an event, a situation or an aspect of life.

Explanation of the definition.

Creativity

Unlike news story, feature writing allows a reporter to create a story virtually at will. Although still bound by the ethics of accuracy, fiction is categorically banned-a reporter can conjure a feature story in his/her imagination and, after researching his/her idea, writes it.

Subjectivity

Some feature stories are written in the first person using "I" and "we" thus allowing the reporter to inject his/her own emotions and thoughts. The inclusion of writer's emotions and feelings makes the feature story subjective. The use of first person in feature writing is allowed but only when there is no alternative.

Informativeness

A feature story lacks hard news values but can inform the public of a situation or an aspect of life that is not reported in hard news stories. It goes beyond the bare facts by amplifying them with study, research and interview in order to instruct and guide the readers. News story presents bare facts while a feature story dramatises and supplements them by giving detailed information. It covers causes and background of the story.

Entertainment

A news story is hurriedly written while a feature story seldom has to meet a deadline. Therefore, all necessary information in detailed form with relevant photographs are collected which provide entertainment to the readers.

Unperishable

While news stories are highly perishable, feature stories may be kept for days, weeks, or months. Many smaller newspapers try to store feature stories, because the media men know that the value of the feature story would not diminish with time. Since, deadline pressure is not there, so a reporter can take sufficient time to write a feature and rewrite and improve it as much as necessary to get the best quality.

2.3 CHARACTERISTICS OF FEATURE STORIES

Following are some of the most important characteristics of feature stories:

1. They may inform, instruct and advise, but their primary purpose is to entertain the readers. They are usually read after the news and in leisure moments.
2. They are factual, and require reporting.
3. They may or may not be timely. If they are timely and related to a current news event, they are likely to appeal more to readers.
4. They may be written in any form and style. The only criterion is that the form and style be appropriate to the contents and purpose of the story.
5. They permit the reporter to use his/her knowledge and ingenuity to write a story original in ideas and treatment.
6. They rarely have news leads. Instead, they more often have novelty leads.
7. They usually strike the keynote in the opening sentences, which permit the readers to come into quick contact with the story and become interested.
8. They usually are not cut in make-up. Thus, the reporter may use any devices of the fiction writer: suspense, dialogue, description, narration, climax, and the like. The inverted pyramid does fit the purpose of a feature story.
9. They require the writer to apply his/her imaginations to the facts, yet they are not fiction.

10. They apply all principles of effective writing to achieve unity, coherence, and emphasis.
11. They usually can be improved by rewriting to eliminate all writing faults. For example, stodginess, verbosity, abstractness, monotony and absence of rhythm, etc.
12. They bring readers as close as possible to the experience or idea of the story. The reader feels himself as a part of the story.

2.4 **IDEAS FOR FEATURE WRITING**

Ideas for feature stories come from many sources. Most reporters could stroll down a street for an hour, chatting with people, and produce a feature on some facet: their opinion of the weather, national budget, election campaign, soaring prices, political crisis, unemployment, etc. Feature stories come in many sizes, shapes, and forms.

(a) **Profiles**

Stories giving the background of an individual make good news features. Such articles are developed through interviews and may have news pegs, connecting them to a current event.

(b) **The little-known individual**

People need not be famous to be interesting. Fascinating feature stories can be built around virtually any individual after an interview. The student on an exchange programme from another nation, or even a different part of this country, would provide interesting comparisons.

(c) **Places**

Stories about unusual places or little-known facts about familiar places make readable features. For example, a discovery of a new aspect of Tixila civilization or a research on the minarets of Shahi Mosque etc. can be good subjects for developing feature stories.

(d) **Historical Subjects**

Many fact-filled articles dealing with local history can be developed with the assistance of community historian, and the files of early day newspapers. These feature stories serve a real need: while the public can find many books on state and national history, there are few sources other than newspaper articles for presenting fascinating local history.

(e) **Occupations**

Unusual occupations intrigue people, most of whom have (or think they have) routine jobs. The candlemaker, crime laboratory expert, astronomer, teacher of the

blind, dog trainer, or deepdiver only touch the surface of offbeat jobs that can make stories.

(f) **Stunts**

Reporters involving themselves in stunt stories can make fascinating features. Examples include attempting skydiving, spending a night in a police patrol car, joining a questionable club or other organization to determine its legitimacy, or wearing a blindfold for a day to report the problems facing a blind person. Stories telling the results of these involvements help give the reader new perspectives.

(g) **The "Precede"**

Many feature stories revolve around a coming event. For example, preparation of national budget and general elections could inspire numerous articles leading to a better understanding of the ensuing actual event. The behind-the-scene activities of main events invariably produce stories with the human elements that help to illuminate the big news.

(h) **Pets**

Stories involving pets that are unusual because of their rare breed or due to their distinguished training invariably produce readable human interest features. The person who has fox, cat, monkey, or any other infrequently domesticated animal or who managed to train a cat or bird to perform tricks can provide material for a feature.

(i) **Calendar Events**

Holidays produce opportunities to develop features. Pakistan Day, Defence Day, Iqbal Day, Independence Day, Ashoora Holidays etc. can provide opportunities for writing feature articles.

(j) **People : Young or Old**

The very old and very young people, who make distinguished accomplishments, achievements and contributions are a valuable raw material for developing feature stories. A good reporter can sit down and chat with a person and later translate this conversation into an interesting feature.

(k) **Academic Journals**

Many natural, historical and political scientists, medical researchers and other scholars regularly record their findings and observations in reputed publications intended for those in their respective fields. The reporter with an understanding of a specialized area can, with the aid of the researches involved, translate many aspects of such technical articles into feature stories appealing to the general public.

(l) **Education**

Most young people and their parents, knowing the increasing value of

education, are planning ahead to college days and want to know about developments. New techniques in elementary and high schools also make good features, because people are curious about the programmes being offered to their children and about the changes made since they attended school.

2.5 TYPES OF FEATURE

Some important types of feature are given below:-

(i) News Feature

The most common is the news features, generally developed around a timely event-something with immediacy and significance to the audience. The news feature can be more personal than a straight news story. Considerably more human interest is brought to the story through direct quotes, descriptions and perhaps emotions.

(ii) Bright

By definition, a bright is a short, compact feature that normally contains a humorous and unusual quirk. It is usually written in anecdotal style with climax at the end (suspended interest).

(iii) Sidebar

A sidebar feature is normally a brief account that relates directly to a major news story or in-depth story on the same page or at least, in the same edition. A story about a major flood, an air crash, for example, may include such sidebars as an interview with a refugee or an aggrieved family, a background story on what caused the flood, or the air crash, or a colour piece on the work of rescue units.

(iv) Personality Sketch or Profile

These pieces focus on an individual's accomplishments, attitudes and characteristics that make him or her stand out. Some writers make a distinction between the personality sketch and the profile. The sketch attempts to convey a sense of the total person, with emphasis on overall achievements, lifestyle and philosophy. The profile, usually a magazine piece, now depends a great deal on photographs to tell the story. Often it examines only one or two aspects of the person in-depth, because profiles are generally based on new pegs.

(v) Organization or Project Profile

Organization or project profile deals with groups or agencies rather than individuals. An example would be a story about a women welfare organization that tries to secure better treatment of battered wives and take their case to court, legislators, police officials, and so on.

(vi) Comprehensive Newsfeature

This kind of story depicts trends and ongoing new issues rather than specific news events. It is better researched than most daily news stories because it

comes from a wide variety of sources. It is usually more analytical and interpretive; it tries to depict not only what the news is but what it means.

(vii) **Personal Experience**

Many personal experience features recount the accomplishment of an individual or group. A group of bicycle riders who covered a distance from Khyber to Karachi is the example of stories which, though not timely, capture audiences' interest.

(viii) **Service Feature**

This is a "how-to" story describing anything from how to use a computer to how to cook. Such features are becoming increasingly popular as newspapers strive to get closer to the needs and interests of their readers.

(ix) **Interview**

Most features are based on interviews. The special interview feature portrays a dialogue between a reporter and another person, often a public figure or celebrity. Sometimes it runs in question-and-answer format.

(x) **Historical**

Holidays are often the occasion for the appearance of such pieces. Each year copy is generated about Pakistan Day, Defence Day, Eids, Iqbal Day etc. In such stories, the writer's prime concern should be to acquaint the contemporary public with the historical background of the occasion.

(xi) **Descriptive**

Descriptive features centre on places the public can visit and events they can take part in or enjoy as spectators. Almost every community has tourist spots, historic buildings or sites, pageants, festivals, unusual restaurants. They can be written and rewritten almost every year, for there's always a new audience looking for places to go and things to do a vicarious experience if they cannot go and do. The purpose of these features is to provide specific facts about the weather, costs, special events and the like.

2.6 **WRITING THE FEATURE**

(a) **Structure**

A feature is seldom written in the traditional inverted pyramid pattern. Feature may be written in a narrative fashion, much like a good joke or anecdote. The good feature requires as much organization as the straight news story, for the feature has to flow smoothly and parts of a feature story must be kept intact if it is to succeed. In the well-planned story, every paragraph, every sentence, should add to the total effect.

Leads

The lead must attract immediate attention and pull the reader into the story. Leads can vary in style and content. You can use description, narration, dialogue, question, unusual statement, call to action, comparison-contrast.

Transition

No matter how good the lead is, you need a solid transition into the body of the feature. If you think of the lead as a lure to attract the audience, then the transition sets the hook. It makes the reader want to continue. And it promises some kind of satisfaction or reward. The reward can be entertainment, information or self-awareness but has to be something of value to the reader.

Body

Sound knowledge of the subject, coupled with good writing skills, will let you take the reader through a variety of experiences. You should use the standard writing devices of crisp dialogue, documentable but vivid fact and detail, careful observation, suspense and if appropriate, plot.

Conclusions

The conclusion should give the reader a sense of satisfaction. You need to tie the conclusion to the lead so that the story has unity. Often you can do this through a short, tight summary. Occasionally, you can conclude with an anecdote or a quote that sums up the substance of the story. With a narrative approach, you build toward a climax.

(b) Length

If a reporter asks how long a feature story should be, the editor may reply, "as long as you keep it interesting." Feature stories vary in length from two or three paragraphs to 15 or 20 triple-spaced sheets of copy. Readers' interest is the main yardstick by which they are judged. And editors are paid to accurately assess readers' interest.

3. ACTIVITY

3.1 NEWS STORY

The car suffered extensive damage Sunday when a 17-year-old girl misunderstood some instructions and drove her car into the back of another vehicle at 30 m.p.h.

The incident occurred when a motorist on Air Port Road signalled for help after his car stalled on the highway.

Then the girl stopped and asked whether she could help to restart its engine.

The girl backed up, then sped forward at precisely 30 m.p.h. and drove into

the rear of the stalled vehicle.

Neither driver was injured but both cars had to be towed away.

3.2 **FEATURE STORY**

"Can I help?" The girl asked.

"You sure can," the man replied. His new car had stalled amid the heavy traffic on Air Port Road Sunday afternoon. He struggled for 45 minutes to restart his car's engine. Then tired and disgusted, he tied a white handkerchief to the door and waited for someone to stop and help.

A 17-year-old girl driving a faded blue Nissan drove up moments later.

"What I do?" She asked. "Want me to get a tow truck?"

"No, the car will start if you will push it at about 30 m.p.h." the motorist replied.

"OK," the girl said, She waited for other traffic to pass, then carefully backed up about 100 yards on the shoulder of the road.

Shifting into drive, she stepped on the gas pedal until her car was travelling exactly 30 m.p.h, then drove into the rear of the stalled vehicle.

Neither driver was injured but both cars had to be towed away.

4. KEY TERMS

Background	A portion of a story that describes earlier events and circumstances and thus puts new information in historical context.
Backgrounder	A feature story that focuses on the history of an event or situation to explain how it came to be.
Beat	(1) A person, organization, agency, office, assigned to a reporter for regular coverage e.g. police, education, politics, economic, etc. (2) An important news story only one news organization has obtained.
Bright/Brite	Short, lighthearted featurette.
Clip	News clipping.
Depth reporting	Reporting that focusses deeply on a narrow topic. Thoughtful reporting.
Exclusive	A story that competing media missed, also called a "beat" or "scoop".
Feature	(1) Beyond straight news. (2) To play up or give prominence to a story or story angle.
Fillers	Short news items uses to the small gaps left when a news story does not fill all the space it is intended to fill.
Hard News	News of important public events such as government actions, foreign affairs, economic trends etc.
Human Interest	Feature material appealing to the emotions.
Inverted Pyramid	A news story structure that places the most important elements at the top of the story with remaining details more or less in order of descending importance.
Interpretive Reporting	Reporting that seeks meaning beyond superficial reports of events.
Lead	Opening paragraph(s) of a story.

- News peg** A news event or situation that makes it timely to write about a topic; a recent murder would be a news peg for a feature on growing violence.
- Pagination** Full-page layout on an electronic terminal.
- Service Journalism/Feature** Writing specifically to serve the reader, usually through how-to-do-it articles on home improvement, financial planning, physical fitness, etc.
- Sidebar** News noted more for reader interest than public importance, such as personality features or crime incidents.
- Straight news** Hard news. A plain recital of news facts written in standard style and form.

5. SELF ASSESSMENT QUESTIONS

1. Define and explain the term "Feature."
2. Describe the characteristics of feature stories.
3. What are the main sources of ideas for writing feature stories?
4. What are the major types of feature stories?
5. Write a comprehensive note on structure and length of a feature story.
6. Look through some newspapers and magazines and find straight news stories that you believe could be turned into feature stories. Decide that you best approach to use personality feature, historical feature and so on.
7. Find two or three brief feature stories in the newspaper. Rewrite them as straight news stories. Notice how the news story is shorter, tighter and more concisely organized.

6. SUGGESTED READINGS

1. Dough Newsom & James A Wollert: 1985, Media Writing. Belmont, California, Wadsworth Company.
2. Danyel R. Wolliamson (1975): Feature Writing for Newspapers, New York, Hastong House Pulblishers.
3. Earl English and Clarence Hach (1984): Scholastic Journalism, press Building AMES, Iowa, London, Iowa State Univetsity press.
4. Spencer Crump (1974): Fundamentals of Journalism, McGraw Hill Book company.
5. Fred Fedder (1975): Reporting for the Print Media (2nd ed), New York. Harcourt Brace Jovanovich Inc.
6. Ken Metzler (1986): News Gathering, Printice Hall Inc, Englewood cliffs, New Jersy.

(2)

UNIT NO .6**COLUMN WRITING**

Written By: Prof. Farishullah
Reviewed By: Prof. Syed Abdul Siraj

1. OBJECTIVES

After studying this unit, you should be able to:-

- 1 - Describe column writing, its importance and purposes.
- 2 - Explain its various kinds.
- 3 - List characteristics of a column.
- 5 - Adopt style and structure for column.
- 6 - Explain the sources of column.

2. SUMMARY OF THE MAJOR TOPICS

2.1 DEFINITION & EXPLANATION

Column is the creative expression covering all fields of journalistic activities. It is the personal opinion of the column writer that would not be tolerated in any other kind of story. The columnist can pass judgments, make recommendations, talk about himself or herself and otherwise violate most of the accepted tenets of newswriting.

The style and approach in writing columns is neither serious nor deductive. Columns can be humorous, can report on local life and people or can deal with some speciality such as finance. Probably the most popular topic for columns is politics and government.

2.2 CHARACTERISTICS OF COLUMNS

The feature, the column and the editorial are sometimes hard to distinguish; qualities of each cross over and intermingle. But columns offer an opportunity for variety in content that no feature or editorial can approach.

The column always carries the writer's by-line and, in some cases, the writer's photograph. Columns appear at regular intervals and usually in the same location in the publication; so loyal readers will know where to find them. Columns may be subject oriented, such as those in hobbies or crafts. Or the columns can be reflection of the writer's personality, offering humour, opinion, anecdotes.

Unlike feature or editorial, which usually require considerable background and experience, columns can be written by the newest member of the staff.

2.3 IDEAS FOR COLUMN WRITING

It is not difficult to find new topics and materials if the column writer constantly observes the changing circumstances and the events.

For writing humorous columns, various episodes and matters, indicating some humorous aspect of life are made the basis. A majority of the columnists find topics from the news.

In humorous columns and kin columns, the topic does not carry much importance. The columnist may start writing on any of the topics which may strike his/her mind.

In fact, there is no pre-determined topics before a columnist. Only columnist's observations, experiences and study provide a spontaneous idea for writing. It is a very difficult task to maintain the interest and usefulness of a column without a thorough study by a matured mind.

Before writing a column, a columnist ponders over an idea for days. The beauty of a column lies in the informal style of the writer, and it must leave an impression as if a friend was in conversation with another.

In the columns like city diary personal profile, political activities etc. the topics are selected from the people and political activities of the city. A columnist goes round various places in the city and attends different literary, cultural, religious, social and political functions. The tempo of these settings and the views expressed there become the topics of the columns. A columnist also visits many points in the city to find out the problems faced by the people and writes on them. Similarly, a columnist goes round various departments and offices, listens to whispers and rumours besides keeping an eye on the new trends in the city in order to find out topics for a column. Columnist also brings under discussion various rituals, formalities and fashions in columns.

2.4 TYPES OF COLUMN

Columns, like news stories, may fit into several pigeonholes at the same time. For what it may be worth, let us try to set up some classification for column writings.

Columns can be divided in the following major types:

(a) Reporting-in-Depth Columns:

In this type of column background, perspective, and interpretation are given to various happenings, usually already presented in hard news. In this kind of column current news events are related to the past and also to the future.

(b) " I Think " or Opinionated Columns

The columnists, either because of extensive training, long time observations, or sheer lack of modesty, set themselves up as experts and then expound their opinions for the general public. The self-opinionated experts try to compensate in heat for what they cannot provide in light.

(c) Gossip Columns

Practically everybody likes to learn a juicy bit of gossip; one whole field of column writing is built on this characteristics. While column contains little except its titillating value, this need not be the writer's exclusive domain. The uncovering of a government scandal may have profound (and beneficial) ramifications, for instance.

(d) Humorous Columns

In this type the columnist tries to find the humorous aspect in life and write an article that will amuse readers. Sometimes these humorous columns spotlight an event more clearly than thousands of words of expounding and explaining.

(e) Essay Columns

Just as nature and colour editorials have appeal for many a metropolitan daily editor, so the columnist who arouses a similar nostalgia and mood in his writing, attracts attention. This requires a perceptiveness or possibly just and overpowering interest in people that all authors do not possess.

(f) Personality Diary Columns

Closely related to the previous group, diary columns come from public figures. Such columns also may emanate from those who have special place in public. Most columnists occasionally attempt this kind of writing.

(g) How-to-do or Advice Columns

This kind of column educates the readers. It is a gentle instruction written in such a way as not to appear to be a lesson. These columns usually appear on editorial pages.

2.5. WRITING COLUMNS:**(I) STRUCTURE**

Pointing out different structures of columns may seem a useless exercise, since column writing is so individual. However, the following Structures are more common:

(a) Q & A.

The questions come from readers and the answers are supplied by the columnist.

(b) Grab bag

Some columns are a collection of events coming up, awards handed out, gossip and anything else too small for a headline. However, more newspapers are abandoning these for a thematic grab bag.

(c) Anecdote

Columns built around a single anecdote take on the character of a mini-feature.

(d) Feature

A feature, usually a profile, is a common column format. The difference between this and a regular feature is the greater length of the regular feature, and, sometimes, personal involvement of the columnist indicated by use of personal pronoun.

(e) Instructive

The tone may vary from the simple directive approach to a more casual,

informal style. The directions are always carefully written to eliminate ambiguity and writers often give the material an "idiot run" to be sure there are no steps missing.

(II) STYLE

The successful columnist is one who has developed a personal style, but there are some general principles that can be followed. They are given below:

Use Humour

Humorous touch in style creates interest and communicates very complex message in a light way.

Express private thoughts

Let the public know that you share their concerns, pleasures and fears.

Personalize your column

Use specific names, places, events. Let readers identify with you as you wander through the community. Share ideas that you have picked during golf matches or card games.

Be creative.

Experiment with words and their meanings. Play with sentences and paragraph structure. Build images. Be descriptive.

Use dramatic elements

Study good storytellers. Learn how to build suspense to a climax.

Borrow techniques from fiction

Description and dialogue can recreate scenes and sharpen story lines.

Sharpen your vocabulary

Search for precise words. Don't be content with coming closer to the meaning of a word or sentence. Take the extra time with your writing to be exact.

Learn to listen to others

Careful observation and keen perception result in evocative writing. Ask questions and probe other's interests.

Write for others

Though the subjects you choose are your own, your responsibility is to please your audience.

3. KEY TERMS

- Angle** The aspect emphasized in a story.
- By-line** A reporter credit line (including name and news organization) a by-line usually appears at the beginning of a news article.
- Campaign** Organized efforts to affect opinion of a group or groups on a particular issue.
- Clips** Stories clipped from newspapers and other print media.
- Column** An article of opinion or analysis written by one individual several times a week, a column appears on the editorial page.
- Correspondent** A news reporter who works for a news organization in another town, province, or country and who files copy by wireless, mail or wire.
- Editorial** A subjective article that reflects a newspaper's official opinion about an issue, event, person, institution or other subject. An editorial is intended to influence public opinion.
- Filo** Send story by wire, Telex or other form of transmission.
- Freelance writer** A person who sells articles, photographs and other materials to news organisations, but he is not employed by a news organisation full time.
- New Analysis** It attempts to give background, explanation or interpretation of relatively recent news events, a "news analysis" article often contains a writer's opinion, interpretation and prediction, but is built on a solid foundation of verifiable facts.
- Objectivity** The goal of a news story is attained if it is without bias and distortion. An "objective" news report contains none of the writer's personal judgments and opinions.

4. SELF-ASSESSMENT QUESTIONS

1. Define and explain the term "editorial".
2. What are the main sources of ideas for writing a good editorial? Explain.
3. What are the major types of editorial? Discuss.
4. Write a detailed note on structure and style of editorial.
5. What are the major contents of an editorial page? Discuss.
6. Editorial plays an important role in moulding opinion of the readers. Do you agree with the statement? Discuss in detail.
7. Read the editorial of an English and Urdu newspaper and analyse their structure and style.

5. SUGGESTED READINGS

1. Earl English and Clarence Hatch (1984): Scholastic Journalism, Iowa, London. State University Press, AMES.
2. Curtis D. MacDougall (1975): Principles of Editorial Writing, Duvuque, Iowa, W.M.C. Brown Company Publisher.
3. H.W. Stonecipher (1979): Editorial and Persuasive Writing, Opinion Function of the News Media, New York - 10016, Comm. Art Book Hasting House Publishers.
4. Doug Newsom and James A Wollert (1985): Media Writing, Belmont, California, Wadsworth Publishing Company.

UNIT NO. 7

EDITORIAL WRITING

Written By: Prof. Farish Ullah
Reviewed By: Prof Syed Abdul Siraj

1. OBJECTIVES

After studying this unit, you should be able to:-

- 1. Describe editorial, its purposes and importance.**
- 2. Explain various kinds of editorials.**
- 3. Identify the contents of editorial page.**
- 4. Differentiate between an editorial and other forms of journalistic writings.**
- 5. Comment on the style and structure of an editorial.**

2. SUMMARY OF THE MAJOR TOPICS

2.1 DEFINITION OF EDITORIAL

An editorial is a journalistic essay which either attempts (1) to inform or explain, (2) to persuade or convince, or (3) to stimulate insight on an entertaining or humorous manner. As an essay the editorial may be having an introduction, a body, and a conclusion. In terms of various forms of composition, it may employ exposition, narration, description, or argumentation. Many of the definitions examined below have many characteristics attributed to essays.

Generally speaking, an editorial is an expression of opinion based upon a selection of facts which present a truth in a new light-something that everyone knows which no one before ever thought of (William Allen White).

An editorial may also be defined as a presentation of facts and opinion in concise, logical, pleasing order for the sake of entertaining, of influencing opinion, or of interpreting significant news in such a way that its importance to the average reader will be clear (M. Lyle Spencer).

The following points are common in most of the definitions:-

1. Editorial is the official opinion of the newspaper.
2. Though, editorial is the opinion of the newspaper but it is based on facts.
3. Editorial explains an event in such a way that a general reader is able to understand the facts easily.
4. Editorial is written to influence the opinion of the reader. It persuades the reader for or against an issue.
5. Some editorials give humorous touch to the events or facts and figures to entertain the reader.

2.2 IDEAS FOR EDITORIAL

One of the most difficult tasks facing the mass media editorialists may be determining what to write about and how to develop editorial ideas. This is generally true despite the fact that the potential range for editorial subjects is as broad as human knowledge and experience.

Ideas for writing an editorial can emanate from anywhere local, regional, state, national and international events, and the occasional offbeat occurrences.

The place to look for writing an editorial is the news pages. Most editorial writers read several newspapers and all the national and international news magazines every day.

Meetings and speeches, sometimes not covered even by reporters, can spark an editorial idea. The details of the sources of ideas for writing an editorial are as under:

Editorialist as "Free Spirit"

When editorialist chooses a subject to illuminate, an issue to argue, a problem to solve, or a question to answer, he is assuming that it is relevant or can be made relevant to his readers. Editorial writers sometimes express the desire to be "free spirits," independent from newsroom pressures, free from the pleas of advertisers, and free from political pressures.

The editorialist not only has a great deal of freedom in his selection of subjects. He usually approaches his work differently than his newsroom colleague, the reporter. Unlike the reporter, the editorialist is not restricted to events, he can discuss philosophy, ethics, historical events, or any number of topics. The editorialist relies most heavily upon reading his own newspaper, the news magazines, topical books, and reference materials. as his primary source of ideas and information.

Illuminating the News

One of the primary purposes of an editorial is to help the reader or listener to better understand the daily news reports. Most editorials, therefore, are tied to some "news peg." An event precipitates a question and the editorialist often feels compelled to comment on it.

Public Issues

In dealing with political issues, the editorial writer may be performing one or more of the following functions: (1) he may merely attempt to explain the importance of the day's events, (2) he may fill in the background to give further significance to the event or issue, (3) he may predict the outcome of an issue or forecast the future developments as a result of the news event, or (4) he may pass moral judgment on the event.

Letters as Editorial Catalyst

Letters to the editor column is a prolific source of editorial ideas. A letters column provides an open forum where readers are relatively free to express their views, opinion, and concerns. While the letters column provides a barometer of public opinion and a gauge of what's on readers' minds, the editorialist responds to those problems and issues.

Problem-Solving Editorials

The choice of editorial subjects can be viewed as a searching out of problems

to be solved. The editorialist chooses topics from the news reports which are most likely to pose problems for his readers and illuminates those topics or issues in an effort to offer solutions for the readers.

2.3 TYPES OF EDITORIAL

Following are the major types of editorial:

- (i) Interpretation or Information,
- (ii) Persuasion or Influencing Opinion,
- (iii) Appreciation, Commendation, or Tribute, and
- (iv) Entertainment or to Amuse or Amaze.

(i) Editorial of Interpretation/ Information

- (a) Explains the significance or meanings of a news event or a current idea, condition, or situation. Its purpose is to inform.
- (b) Defines terms and issues, identifies persons and factors, and provides historical and geographical background.
- (c) May examine the motive of persons or suggest the consequences of various courses of action.
- (d) Involves little if any opinion except as interpretation or explanation of facts may be considered opinion. However, the difference between interpretation and opinion is that normally anyone having access to the same facts and having the expertise to explain them would arrive at about the same interpretation.

(ii) Editorial of Persuasion

The editorial which attempts to persuade, influence, or convert a reader to a point of view being expounded is the type dear to the editorialist's heart.

Persuasive editorial points out the good or bad features of a problem or some situation mentioned on the news that concerns and interests the readers. Its main purpose is to influence and mould the opinion of the reader.

(iii) Editorial of Appreciation

This type of editorial is written to praise, commend or pay tribute to a person or organization that has performed successfully. Topics for this type may include the retirement of a teacher, scientist, director or chairman of a board or an institution, the outstanding performance of an athletic team, the death of an outstanding scholar or politician, the excellent work of a faculty member or student, and the like.

(iv) Editorial of Entertainment.

The tone of this type of editorial may be lively and humorous, if the subject

matter allows for such treatment, or the editorialist may become a personal columnist writing more informally, more personally, more folksy. He may rely upon his narrative skills to try to capture a mood, to depict the colour of an event, to render the essence of a scene through whatever appropriate literary devices or techniques can marshal. The editorialist who possesses a light touch or a quick wit, or who is infected with a sense of humour and a desire to write more creatively, can work toward brightening the editorial page just the feature writer can bring a spark of life to the often dreary news columns.

This type of editorial evokes a smile, a chuckle, or a laugh but often has a serious point gently and subtly suggested.

2.4 STRUCTURE AND STYLE

There is no one correct way to write a good editorial. However, there are some rules that the beginner is advised to master, even though his future success may depend on the originality with which he modifies or violates them.

General Characteristics

Since there are no rigid stylistic rules to adhere to -- that is no 5 W's and a H, inverted pyramid structure -- an editorial, good or bad, must be defined in terms of its purpose. It is that part of publication which management dedicates to the purpose of influencing the thoughts, opinions and actions of its readers.

A good editorial is one which succeeds in achieving the objective of its author to communicate a particular message. It makes a point clearly and it provides facts and arguments in support of it.

The Summary Sentence

An editorial fails if it does not get across the point its author wants to make. The test should be this: is it possible to condense the point of editorial into a single summary sentence? The first sentence or two should be explicit and state specifically what the topic is and why it is important to the reader.

The three Units

A good editorial makes three things clear.

- 1 The subject or news peg--the news event or current situation or occasion evoking editorial.
- 2 The reaction-- clear-cut for or against, pros or cons what the editorial writer wants the reader to think or do.
- 3 The reasons--facts or logical arguments to back the stand. The 1-2-3 organizational order is not only usually the most logical but it is the easiest for the beginner to learn.



The editorial "We"

Because an editorial presumably reflects the policy of the management, in the editorial "We" is used. The assumption is that the audience recognizes the anonymous first-person plural as representing the medium, not the individual who wrote the copy.

Direct Address

This type of editorial drags the readers into the editorial himself. Following is the example of a direct address editorial:

If any of us were to walk into a railway station and see five of our fellow citizens being slugged and kicked, we would depending on our degree of courage either take it upon ourselves to save those being beaten and punish those doing the beating, or we would

shout to high heaven until somebody else did the job.

We would, in short, not tolerate in our city such violence and such brutal disregard of humanity.

The question lead

Few news or feature writers are able to figure out ways of using a question lead effectively. It is easier for an editorial writer to do so for a serious as well as a feature topic.

Exposition.

It is that form of composition which tries to tell what something is all about. Often the editorial writer can make his point best by straightening readers out as regards the intricacies of some situation. He may let the facts, "speak for themselves." Usually, however, in a good editorial, there must be interpretation and advocacy based on factual explanation.

2.5 EDITORIAL PAGE

If the editorials have, in recent years, suffered a decline the editorial page, as a whole, has gained in popularity. This is largely owing to the attempt made by ingenious make-up men to draw the reader's attention to the editorial page through arrangement of interesting features and typographical display. Now-a-day reader has no time to read the entire newspaper. Therefore if his attention is to be captured and held by the editorial page, that page must be unusually attractive physically.

(A) Contents**I. Editorial:**

Editorial is considered opinion of a newspaper reflected by its owner, as represented by the publisher or editor. They daily appear on the editorial or opinion page to differentiate them from news stories. Editorial comments on material previously presented fairly or objectively in the news columns. Weighing and

presenting various arguments, as editorial reaches a conclusion and makes a recommendation regarding an issue.

II. Column:

Individual opinions and expressions, so important in the world, can be presented effectively in columns on the editorial page. Columns run at regular intervals, daily, weekly, or monthly and can cover a wide range of issues ranging from politics to hobbies. They are the opinions of the author, whose by-lines appear at the top of each instalment. While many writers use the third person in column, most prefer the more personal first person singular: "I" or "my". Some writers use the collective "we" or "our" in a figurative sense to create variety even though the column has only one writer.

III. Editorial Cartoon:

Cartoons are an important part of the editorial or opinion page. They can graphically and humorously give new dimensions and perspective to the news. Large newspapers so often have one or more cartoonists on their staff. In Urdu newspapers, cartoons usually appear on front or back page but in English newspapers, they usually appear on editorial page.

IV. Letters to the Editor:

Another integral part of editorial page is letters to the editor. Readers have the opportunity to reply to editorials or comment on new situations in the letters to the editor column, usually found on the editorial or opinion page. Unlike editorials letters frequently comment on issues that have not been presented in news columns.

(B) IMPORTANCE OF EDITORIAL PAGE

Editorial page has occupied a place of supreme importance in the newspaper. Editorials are not used for personal ends. They are not merely the mouthpieces of the newspapers management. On the other hand they are positive and constructive opinions regarding important national and international issues. They give suggestions and can mould the opinion of the readers through persuasive writings.

The editorials enable a newspaper to reflect current opinions on public issues and other contents of the editorial page such as columns, cartoons, and letters to the editor present alternative opinion to the reader. The editorial page is valuable to both the newspaper and to the readers. It gives the newspaper a chance to present its policies and beliefs without colouring the regular news stories with biased statements.

Broadly speaking, editorial page is vital for a newspaper and the community. Editorial and other contents of the editorial page influence decision making and actuate the readers to react positively or negatively. Surveys show that editorial pages do not have the proportionately high readership enjoyed by the comic or sports pages and other sensational reports but they do command the attention of an

important part of the population: those who make decisions.

(c) **IMPACT**

The role of the editorial in influencing public opinion has been studied by the media experts. As more is learned about how the public reacts to editorialists, columnists and other writers on the editorial page are changing their approach. It used to be that editors and other writers thought their writings cause significant change. That is not true today. Though, this page influences the decision makers of the society, research studies indicate that compared to the news, sports and feature pages, editorial pages have relatively low readership.

While editorials don't exert immediate impact on a majority of the public, they are influential on what has been termed "agenda setting," establishing for the public the importance of topics. Agenda-setting helps give the public a syllabus, a list of things to think about. The more a subject is brought before the public, the more it begins to take on meaning and importance.

Ethics of editorial writers include not only presenting the facts accurately, but refraining from propaganda. The opinion presented should be the best judgment you as a writer can make from a thorough investigation. To produce a piece without adequate information is to jeopardize the credibility of the medium's news as well.

(22)

4. KEY TERMS

- Agenda Setting** It refers to the process by which the news media define which topics (the agenda) should be of main interest to the audience. Hence the media have a significant influence on issues for public discussion.
- Audience** Those persons who are the receivers of a message, particularly of a mass media message. (Also called receivers or destination.)
- Campaign** Organized effort to affect opinion of a group or groups on a particular issue.
- Clip** (1) Newspaper clipping. (2) In broadcasting, a short piece of film or tape.
- Conversion** To influence opinion away from one side of an issue to another.
- Deadline** The time a completed assignment is due and must be delivered.
- Editorial** A subjective article that reflects a newspaper's official opinion about an issue, event, person, institution or other subjects; an editorial is intended to influence public opinion.
- Editing** Emphasizing important matter or deleting the less significant.
- Editorialize** Injection of opinion into a news story.
- Feedback** It is communication in response to a previous message. It includes the idea that the sender adjusts his or her communication style in response to feedback. Feedback is continuous in conversation. It may be a deliberate response (e.g. a spoken or written reply) or an unintentional response (e.g. some nonverbal behaviour).
- Gatekeeper** It refers to an individual within an organization who has some power to control and direct the flow of information into and out of that organization. This power may include the right to select information or even to interpret it (e.g. a news sub editor).
- Follow-up** A story presenting new developments of one previously printed; also known as a second-day story.
- Ghost writer** Writer whose work appears under the by-line of another.

- Hard News** Reports or current events that are of importance because of timeliness, proximity and impact.
- Information** It refers to factual communication, including verifiable and objective facts about the world.
- Localize** To stress the local angle.
- Medium/Media** A channel or means of communicating. A medium usually comprises more than one form of communication. The world media has now come to refer to mass media.
- New peg** A timely, interesting or important element upon which a news writer hangs a story; without a peg, a straight news story has little excuse for being published.
- Play up** To emphasize, give prominence.
- Proximity** An angle in a news story that concerns persons, events, issues or in a newspaper's immediate coverage area.

20

4. SELF-ASSESSMENT QUESTIONS

(42)

1. Define and explain the term "column" as fully as you can.
2. What are the outstanding characteristics of a column? Explain.
3. What are the main sources of ideas for writing columns?
4. What are the main types of columns? Discuss.
5. Discuss in detail different structures and styles of columns.
6. Select a national newspaper of one week. Using the categories mentioned in this chapter, classify the columns. Calculate what of columns proportion of the newspaper is comprised of what seem to be regular columns.

5. SUGGESTED READINGS

1. Michael Ryan & James W. Tankard Jr. (1977): *Basic News Reporting*, California, Mayfield Publishing Company.
2. Spencer Crump (1974): *Fundamentals of Journalism*, Belmont, McGraw Hill Book Company.
3. Hellier Kriegbaum (1956): *Facts in Perspective*, Englewood Cliffs, Prentice Hall Inc.
4. Julian Harris, B. Kelly Leiter and Stanley Johnson (1985): *New York*, Macmillan Publishing Company.

UNIT NO. 8

INTERVIEW

*Written By: Bakht Rawan
Reviewed By: Prof. Ibad Rashdi*

1. OBJECTIVES

After studying this unit, you should be able to:-

1. Describe interview and explain its purposes?
2. Identify the sources of interview.
3. Make necessary preparation for an interview.
4. Explain interviewing techniques.
5. Differentiate between various types of interview.

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2. SUMMARY OF THE MAJOR TOPICS

2.1 DEFINITION OF INTERVIEW

Interview is one of the most widely used forms of journalistic techniques. It has been defined differently by different scholars and experts but the most compact and agreed definition is; "asking questions to obtain opinion, ideas or special information on a topic of interest to the public from a prominent person or a recognised authority". This discipline has assumed such an importance in today's journalism that every news story is considered to be incomplete without it.

2.2 TYPES OF INTERVIEW

There are four major types of interview:

a) Informative interview:

Also called news or routine interview. It involves gathering of information about new events or issues from someone in a position to know something about the events or issues.

b) Feature interview:

It is also called personality interview. It is conducted with a celebrity like a movie star, sports figure, politician, scientist etc. for obtaining facts of the personality which could be of interest to the public.

c) Opinion Interview:

The comments and opinions of prominent persons or recognised authorities are sought through this type of interview

d) Symposium Interview

This form of interview involves talking to several people on the same topic to get a variety of viewpoints.

2.3 PREPARATION FOR INTERVIEW

Interviewing does not mean merely going somewhere and asking questions. Before doing an interview, the interviewer must be prepared thoroughly. He or she should take the following measures before conducting an interview:-

1. Selection of topic for interview
2. Selection of interviewee
3. Contact with the source
4. Selection of place

5. Selection of time
6. Research on interviewee: The interviewer should collect some basic information about the source, such as his/her special interest, his past accomplishments, personal idiosyncrasy and even his or her weaknesses. Also talk with the people, who know the interviewee for more information.
7. Research on the subject: For this the interviewer should read authoritative publications on the subject, check relevant public records and also talk with the people who know something about the subject.
8. Drawing a comprehensive list of questions.
9. The interviewer should also not forget to take with him/her a taperecorder, a note book and a pen for recording interview.

2.4 **Techniques**

The following basic guidelines could prove helpful in almost all interview situations:

1. Introduce yourself clearly and accurately.
2. Be sure to get the person's name and title.
3. Be friendly, sympathetic and courteous.
4. Begin the interview with light and interesting question.
5. Avoid yes-no questions.
6. Ask open questions.
7. Don't be afraid to deviate from the list of prepared questions if you open a new and interesting line of discussion.
8. Avoid ambiguous questions.
9. Do not bury your head in your notes.
10. Also use a taperecorder while taking notes.
11. Keep the interviewee going smoothly but don't allow him/her to take total control of the situation or to misguide you.

12. Never agree to ask only set questions.
13. Make sure you understand what the interviewee has said.
14. Don't stop probing until complicated points are explained to your satisfaction.

2.5 WHY TO CONDUCT AN INTERVIEW

Every kind of interview has different objectives, but in general there are three main things we want from an interview:

- I) Information
Interviewer wants to extract some hidden facts from the interviewee. For example, what happened, what are your plans, how much it will cost etc.
- II) Quotes
It is harder to disbelieve named quoted sources speaking in their own words. It can emphasise a telling statement and can also give more of the flavour of a personality.
- III) Details
Interviewers use their eyes and ears for more than just words. They look for details in the interviewee's clothes, facial expression, environment, mannerism. These things add life and perspective to the story.

2.6 ON THE RECORD AND OFF THE RECORD

Information provided to an interviewer by his source on the condition that it would not be published is called "off the record". While information gathered for publication with the consent of the source is "on the record". Journalistic ethics permit the interviewer to print or air only "on the record" information.

In most cases "off the record" is undesirable but even then it is not useless. It might be helpful for the interviewer, at least in avoiding misleading interpretations. Off the record information can also guide him on some other occasion. However, interviewer's first preference should always be to try to persuade his/her source to talk "on the record". If this approach fails, then the source may be asked if the interviewer can use the information without attribution. However, it should be used only the last card. "Off the record" interviews are common with government officials.

2.7 INTERVIEWING RELUCTANT SOURCES

Some people desire to be interviewed while others are found reluctant to talk to a reporter. But sometimes it becomes necessary to interview the reluctant ones. So to induce such people to have an interview, reporters have to use some

tactics. Some of them are:-

(57)

- a) Assuring the **source** that he/she is an authority on the subject.
- b) Some people think that reporters know very little about technical subjects and get things confused. So they refuse to be interviewed. In such a situation **the reporter** should ask sophisticated questions to convince the **source** that the reporter is not oblivious of the technicalities of **the subject**.
- c) In case of controversial stories when the source doesn't want to talk, get him started by asking simple questions that the source probably won't mind answering. When the source once starts talking, he/she then may not stop.
- d) In some cases **rapport**, respect and body language make tight lipped people speak to reporters.
- e) If the source says, "I can't say anything", then ask who can? Ask how can you get hold of him, where is he?

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3. SELF-ASSESSMENT QUESTIONS

1. What is an interview and what are its purposes?
2. What are the main types of interview and how they differ from each other?
3. How would you dig information from reluctant interviewees?
5. Highlight interview techniques.
6. What do you mean by "on the record" and "off the record"?

4. SUGGESTED READINGS

1. English and Hatch (1964): Scholastic Journalism (4th ed), Press Building AMES, Iowa, London, Iowa State University Press.
2. Doug Newsom and James A Wallert (1985): Media Writing, Belmont, California. Wordsworth Publishing Company.
3. Metzler (1977): Creative Interviewing, Englewood Cliffs, Prentice Hall Inc.
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5. Mencher, Melvin (1990): Basic News Writing, 3rd ed, New Delhi, Universal Book Stall.
6. R.E. Wolsely, Lawrence R. Campbell (1943): Exploring Journalism, 70 fifth Avenue, New York Printice Hall Inc.
7. Hiley H. Ward: Professional News Writing, San Diego, New York. Harcourt Brace Jovanovich Publishers.

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UNIT NO. 9

EDITING - I

Written By: Saqib Riaz
Reviewed By: Prof. Farishullah

1. OBJECTIVES

(25)

After studying this unit, you **should** be able to:-

1. Describe the set-up of a newsroom.
2. Explain the duties and functions of a sub-editor.
3. Describe newsroom terms, and subbing symbols.
4. Evaluate the qualifications of a sub-editor.

2. SUMMARY OF THE MAJOR TOPICS

(55)

2.1 INTRODUCTION TO NEWSROOM

In the office of a newspaper there are several departments such as newsroom, reporting room, magazine section, advertisement section, circulation department etc. Newsroom is the most important of them because it performs the main function in the preparation of newspaper. There are different news desks in newsroom viz. international, district and local desks. These desks are directly supervised by the main desk which is also responsible for the preparation of the front and back pages of the newspaper. The head of newsroom is called news editor. Some newspapers have two extra positions of chief and deputy news editors according to their needs. News editor supervises the entire functioning minutely and coordinates the work of several sections in the newsroom. He usually works inside a U-shaped desk in the newsroom and supervises the reporting, editing, and headlining functions of reporters and sub-editors.

There are shift incharges working under news editor. The number of shifts varies according to the circulation of the newspaper. These shift incharges supervise the work of their respective teams of sub-editors. In newsroom there is a desk called proof-reading desk. Proof-readers read the matter of the news after computer composing and errors are corrected. Then the news matter is passed on to the arts section where along with ads, photos, and headlines, different news are pasted up into full newspaper pages. Then these copies are carried to the press. In the newsroom there is a monitoring room where monitors record news of national and international radio and television stations. After recording, the monitors write news stories in consultation with the news editor. Radio and TV sets with very high frequency are available in the monitoring room.

2.2 NEWSROOM TERMS

The person working in a newsroom should be familiar with the terms being used in the newsroom. Here we discuss a few important terms of newsroom.

Copy:

Different news, photographs and advertisements are pasted on a transparent plastic sheet or a butter paper. This is called copy. It contains two pages. Front and back pages of a paper is one copy. Page 2 and the second last page is the second copy.

Lead:

The most important story of the day under banner head is called lead story. Now a days newspapers also make a super lead. This is like the lead and usually its importance is equal to that of the lead story.

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Slug:

Every news story has a slug. The sub-editor writes down two or three words at the end of the report. He writes these words in slug register and then refers it to the computer section. The words of slug are taken from the headline.

Dateline:

Place and origin of the news story is given at the beginning of the story. This is called dateline. For example, Islamabad, (APP): Lahore, (PPI) etc. Date was also considered as an essential part of the dateline but now this fashion is changing.

Print Line:

Every newspaper is bound to publish the name of publisher and editor and the address of the office in every publication. This is called print line.

Byline Story:

The news story accompanied by the name of reporter is called byline story. This story is usually an exclusive story.

Creed:

The news story received by a teleprinter is known as creed (The name of the inventor of the teleprinter was Creed.)

2.3 SUBBING: WHAT, WHY & HOW

A sub editor receives a large number of news from news agencies, reporters and correspondents. He also receives press releases and handouts. He can not publish all those news. Therefore he selects important and interesting news reports. After selection he edits the news properly. The function of revising and editing is called sub-editing or subbing. Sub-editor is called the back bone of a newspaper due to his most important job. To present a news in an accurate and adequate way is the need of a good newspaper. This is sub-editor who performs this job. During editing of the news he also keeps in mind the laws of libel and defamation. He deletes all objectionable and superfluous publicity material from news stories and publishes only newsworthy materials. During sub-editing the extra and repeated parts of the news are killed down. The most important job of a sub-editor is to prepare headlines of the news stories and write stories in descending order of importance. Faultily expressions, bad grammatical forms, incorrect spellings and other defects must be removed and revised during sub-editing. Sometimes sub-editor rewrites a story that has not been properly written. After subbing, the news copy is forwarded to the shift incharge or news editor who forwards it to the computer section. If there is any deficiency in the news story, it is sent back to the sub-editor for improvement. Good editing can enhance effectiveness of stories.

2.4 SUBBING SYMBOLS

The symbols used in sub-editing are almost universal. There may be some

slight variations resulting from tradition rather than principle. The symbols are used as a form of sign language to substitute written instructions. Some of these important symbols are as under:-

media:

Three short lines under a letter or word indicate that this word or letter is to be set in capital letters: thus the word media should be written as Media.

The Programme:

Two short lines under a letter or a word indicate that it is to be set in small capital letters, thus the Programme may be recast as "THE PROGRAMME".

Paper:

One short line under a word indicates that it is to be set in Italics; such as '*Paper*'.

Divisional:

A wavy line under a word indicates that it is to be set in bold face type, thus '**Divisional**'.

For:

A line drawn touching the upper left corner of a capital letter indicates that it is to be set in the lower case; thus, 'for' in place of For.

Fruitful:

Short curved lines indicate that the space between letters or words should vanish; thus, 'fruitful' instead of 'fruitful'.

In/Order to:

A vertical line between two letters or words indicates that these are to be separated; thus 'In/order to' should be written as 'in order to'.

9:

A circle drawn around a numerical figure indicates that it is to be spelled out in words; thus 9 may be written as 'nine'.

Four Hundred and one:

A circle drawn around spelled out words means that these are to be set in numerical figures; that is 401 instead of 'four hundred and one'.

Department:

A circle drawn around a word indicates that it is to be set in abbreviated form; thus, dept. in place of 'department'.

Asstt.:

A circle drawn around an abbreviation means that it is to be spelled out; thus, assistant should replace asstt.

We are planning:

A straight line drawn across a letter or a word to indicate that it should be deleted from the copy as is given above in the example.

Are ^{you} fine?:

A caret is placed at the point in a line where a word or words written above the line are to be inserted; thus, Are you fine?

┌
└ A mark like the letter "L" is used to indicate the identification of a new paragraph.

eH|right has the:

A curved line below one letter or word and above the next indicates that these are to be transposed; thus, we shall write, 'He has the right'.

"I see":

Small semicircles around single or double quotation marks indicate that these are beginning or end marks; thus, "I see".

I went to
→ Samanabad, a
→ locality of Lahore
→ Yesterday.

A curved arrow line is used to connect the end of one line with the beginning of another when both are to form a continuous line; thus, I went to samanabad a locality of Lahore, yesterday.

^{stet}
~~This is your job~~: Some times a sub-editor crosses some words or lines. But after some time he likes them to be restored. In such situation dots are put under a letter or word or line. The word "stet" is written on the margin; thus, 'this is your job'.

①①① ③① # Any of the three symbols can be used to indicate the end of the copy.

2.5 QUALIFICATIONS OF SUB-EDITOR

Like many other professions journalism has also become an organised discipline. In Western countries a large number of organisations and professional institutions are imparting training instruction in theoretical and practical journalism. In Pakistan also many universities have introduced Masters level programme in Journalism/Mass Communication. In recent years many professional institutions have also come into existence in private sector which are running full time and part time

programmes in journalism.

In the past there were no preconditions of prescribed educational or professional qualification for a person who wanted to join the profession of journalism. This was open for all. Anybody having a flair for writing and liking for this profession could join it. Many a famous journalist and editor in the past did not possess very high academic or professional qualifications. Even some of the renowned journalists of today neither possess very high academic qualifications nor any professional training. They occupied high positions in the profession due to their flair for writing and their hard work.

But now this trend is changing. The owners of newspapers prefer young people with degrees in M.A. Journalism or Mass Communication, because they have learnt the history, theory and practice of journalism. They know about the modern techniques of communication. They have better news sense than those who are less educated.

A sub-editor must have good command over language. He should be able not only to express his own ideas but also to turn the diffused language of others in direct, simple and lucid wording without changing its meaning. He should have good skill of language and communication. The more important qualifications for a sub-editor are: instinct for news; ability to make decision; ruthlessness, conscientiousness; keenness on the job; a good memory; health and sight which can stand the strain of continued night work. He should be a man of great mental alertness and should have a keen news sense. He should be a regular reader of the newspaper so that he may aware of the development of different stories. He should have knowledge about current affairs. He should have knowledge of the technical terms used in his field.

Some educational and other professional qualifications for the profession of journalism are mentioned below:

- a) A minimum educational qualification of a Bachelor degree is insisted upon by the management of most of the newspapers.
- b) Masters degree in Journalism or Mass Communication is desired but not a necessary condition. Some newspapers insist on this qualification.
- c) A flair for writing.
- d) A vast general knowledge about national and international affairs.
- e) Willingness to learn more and more about different fields.

No doubt a young man with a good educational qualifications and a flair for writing will not find it very difficult to become a good journalist, provided he joins

this profession with aptitude and a sense of commitment.

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2.6 FUNCTIONS OF SUB-EDITOR

The editorial staff of newspapers consists of a number of sub-editors. The basic role of a sub-editor is the selection and processing of news copy for the purpose of publication. The functions of a sub editor are as follows:-

i) Selection of News

The main duty of a sub-editor is selection of news. A large number of news is received in the office of a newspaper from different sources, i.e. reporters, news agencies, hand out, press releases, etc. Due to limited space all of these news could not be accommodated. Therefore, the sub-editor who is incharge of the desk, has to be selective about the news stories to be published. The news stories submitted by the reporters are preferred.

ii) Correcting the Copy

The news stories are usually not written in a proper news style. Sometime there is repetition and redundancy of words and sentences. Sub-editor edits all these things. He corrects the copy grammatically. He also contacts the news agency when a news is misprinted or there is any other fault in the creed.

iii) Making Improvement in the Copy

A sub-editor is also required to improve the copy. He removes the irrelevant details and trims down sentences to a reasonable length and use short and appropriate words for those long and inappropriate one.

iv) Making Suitable Intro:

Weak intro of a news report fails to project the significance of the message and diminishes the importance of the news item. The sub-editor has to rearrange the report in order to give a catching intro to news story.

v) Rewriting the Story

Sometimes the news report is poorly drafted and also contains superfluous details. It is not possible for a sub-editor to publish the entire story due to limited space. In such circumstances, the sub-editor summarizes the story in such a way that its main points are not dropped. For this purpose a sub-editor must possess linguistic and journalistic competence.

vi) Breaking down of the news report into paras

A news report is different from an essay or an article. Training and experience can teach a sub-editor to arrange a story into logically constructed paras. A news story is divided into small paras that make its meaning clear. The small paras of a news make its reading an enjoyable activity. The reader gets the message easily and quickly.

vii Giving the Headline

In modern journalism the headline has become an essential part of the story. The headline tells the reader what the story is about and it highlights the nature of the story. Another important function of the headline is to beautify the page. The headlines vary in size and length. It may be a single column, double column, three column etc. The maximum length of the headline is eight columns and this is called lead or super lead. Different computer points are used for different types of headlines. A headline attracts the readers and presents the summary of the whole news. Making a suitable and concise headline of a news story according to its importance is the basic function of a sub-editor. Before writing the headline the sub-editor should go through the whole story carefully. He may write two or three headlines. He should count the number of letters and then write the point of computer according to the computer chart.

After finalising the news story, sub-editor sends it to the computer section for composing.

3. SELF-ASSESSMENT QUESTIONS

(28)

1. What do you know by sub-editing? Elaborate its importance in newspaper.
2. Describe the functions of a sub-editor.
3. Is it necessary for sub-editor to have a university degree? Elaborate the qualifications of a sub-editor.
4. Describe the set-up of a newsroom?
5. Distinguish between the job of a reporter and sub-editor?
6. Analyse any five of the newsroom terms.
7. Write a brief note on the subbing symbols.

ACTIVITY

1. Visit a newspaper office and compare theory of journalism with practical journalism.
2. Write down report on local political or social gathering. Edit your report and write down the headline. Next day compare it with the news of this function published in local newspapers.

4. SUGGESTED READINGS

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7. F. W. Hodgson Modern Newspaper Editing and Production, Heinemann/professional Publishing Ltd, 22 - Bedford Square, London.



Part -II
UNIT NO. 10

EDITING-II

Written By: Bakht Rawan
Reviewed By: Syed Abdul Siraj

2. OBJECTIVES

After studying this unit, you should be able to:

1. Explain proof-reading, its objectives and kinds, and to adopt the best ways of proof reading.
2. Evaluate a news story by applying the principles of word economy.
3. Identify headline, explain its importance.
4. Describe photo editing, its importance, and how to caption a picture.
5. Explain the principles of choosing pictures for newspaper.
6. Describe the various kinds of headline and also compare them with one another.

2. SUMMARY OF THE MAJOR TOPICS

2.1 HEADLINE

Headline may be defined as any line of collection of lines of display type that precedes a story and summarises or introduces it.

2.1.1 Purposes of Headlines

- i. They make it possible for a reader to obtain a summary of the news highlights at a glance.
- ii. They enable the reader to select the news stories which he/she wants to read.
- iii. They grade news stories.
- iv. Headlines make the newspaper attractive.

2.1.2 Kinds of Headline

- i. Streamer or Banner head
- ii. Drop line head
- iii. Kicker head
- iv. Flush left head
- v. Dual pattern head
- vi. Jump head
- vii. Pyramid head
- viii. Boxed head
- ix. Freak head
- x. Label head

2.1.3 Writing Headline

While writing headline the following principles should be kept in mind:-

Tone Words chosen for a headline should be in keeping with the tone of the story.

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Repetition	The same word should not be repeated in the same deck or in different decks of the same headline.
Articles	Articles be used sparingly.
Divide Terms	Words should not be divided in headline.
Punctuation	Punctuation should be used in headline when it is absolutely necessary.
Names	Only prominent names should be given in headline.
Figures	Figures and abbreviations should be used when they are absolutely essential.
Verbs	Headline should be written in present tense and the verbs should preferably be active.

2.2 **CAPTION**

Caption is used as a synonym for outline or underline. It constitutes wording, accompanying and describing finer details of a photograph or illustration, usually beneath or beside it. A good caption can add life to a fairly mundane picture while a bad caption can spoil a good picture.

The identification is permanent in a caption, time and location are not always necessary. There are do's and don'ts about caption writing. Some of them are given below:

1. Use the picture as intro.
2. Complement the picture
3. Reflect the mood
4. Try to create interest which may not be obvious at a glance.
5. Use present tense to describe an action in the picture.
6. Use your imagination and lead the reader through a thought process.
7. Don't simply describe the picture.
8. Don't state the obvious.
9. Don't assume the reader knows a face.

2.2.1 Kinds of Captions

- I. Formal
- II. Informal

I) Formal

In formal captions the five Ws and one H are answered. It is the common type.

II) Informal

The informal caption, instead of explaining the actions or identifying the person/persons in the picture, give background of the event for which the picture has been taken. Such captions are usually critical.

2.3 WORD ECONOMY

Word economy means the use of the briefest, and the fewest possible words and phrases in conveying messages. It is considered to be the gist of editing. In print media where space greatly matters, word economy is considered as the most effective weapon to deal with the influx of news and features for their maximum accommodation. To achieve this important objective of word economy, newspapers have developed some principles. Significant of them are:-

Conciseness

To make a news compact, with full message in fewest words the sub-editor should cut out the unnecessary words. The sub editor can also achieve consisencess by eliminating information that are not important. He replaces several sentences by a single one that conveys the same information. However, there is also a danger in trying to combine too many ideas in one sentence. Ordinarily the reader will be capable of grasping only one new idea at a time. This is especially true if the story is about technical or unfamiliar things. In such a case the sub-editor should not use one confused sentence which may spoil the spirit of the message at the cost of conciseness.

Specification

The sub editor should be specific. He or she should avoid general statements.

2.4 PICTURE EDITING

Pictures have to be edited to prepare them for reproduction just as text is edited. Picture-editing is the cropping, scaling and retouching of pictures to improve their quality to have good layout effects and convey the required information. The picture inputs of a newspaper is channelled through the picture desk, which is controlled by picture editor. He is not only concerned with gathering and collecting photos, but also briefs staff photographers on requirements of news and feature pictures to be taken. He scans the photos to eliminate flaws and irrelevancy. He prunes the useless, redundant and unnecessary portions of pictures.

The task of editing pictures to size and subject concerns the art desk or the person drawing the page, and not the picture editor, who is normally the executive

in charge of picture procurement. Picture choosing is usually done by executive responsible for contents of the page.

The main procedures in picture editing are cropping, scaling and retouching. Closing-up and montages are also used for better picture presentation. Details are given in unit No. 12 on "Photo Journalism".

2.5 **PROOF-READING**

Various channels pour hundreds of thousands of words into newsroom daily. Sub-editors select important news and articles amongst them. After necessary editing they are sent to the composing section. The composed matter has to undergo another crucial and important stage i.e. proof-reading whereby not only the errors made by the composing machine operator or printer are removed but also the errors that might have escaped the newsdesk are corrected.

Chambers English dictionary has defined proof-reading as an impression taken on a slip of a paper for correction before printing finally. While the impression itself is called the proof. The person who marks the errors is called proof-reader.

Proof reader checks proofs against the typescript. Proof reading can be organised in various ways: a copy holder may read the typescript mentioning punctuation, capital letters, italics, etc to the proof-reader who is checking the proof; the proof-reader may himself read the typescript into a tape recorder and then play it back while he checks the proof, or he may compare the typescript with the proof a few words at a time. However, the first method is found more desirable one which has two persons, the copy holder and proof reader, as proofreading team.

2.5.1 **Kinds of Proofs**

There are three major kinds of proofs. They are given below:

- i. Galley proof
- ii. Page proof
- iii. Imposed proof

i) **Galley Proof**

Though this kind of proof has got its name from the long tray of galley used to hold the type but computer has changed the proofing scenario completely. Now the composing section after composing the edited type script draws a print out of the matter and sends it to the proofing desk for proofing. This print out is now called galley proof. Proof readers correct the proof and later send it for insertion of the marked corrections. Important matter is sent again to the proofing desk to check whether the corrections are carried out or otherwise. This proof is called revised galley proof.

iii) Page Proofs

These are proofs cut into individual pages. This kind of proof is common in book printing. In newspaper there is no concept of individual pages at the stage of composition of the matter, however, the pasted pages which are sent for the final checking to a senior sub editor is also called page proof. If the sub-editor finds any error in the page (pasted page) he marks it.

iv) Imposed Proofs

These proofs are printed on both sides of the paper with pages in their final position. This kind of proof is exclusively used in book printing.

2.5.2 Duties of Proofreader

- i) Proof reader must correct all errors made by the printer.
- ii) He must correct all errors which may have escaped the copy desk before the stories were set for composing.

2.5.3 Proofreading Procedure

- i) All galley proofs must be checked with the original copy.
- ii) When proof reader reads the proof without copy holder, he should follow the copy closely.
- iii) The revised galley should be checked with the first galley proof to make sure that all corrections have been made.
- iv) While correcting the revised galley proof, the proofreader should read carefully the line which containing the original error.
- v) Since page proofs are exact replicas of the finished pages, they should be read carefully to catch any error, not caught on the galley proofs.
- vi) Correction should be marked in the nearer margin and level with the error.
- vii) If there is complicated change in the words' order a whole phrase should be written in the margin.
- viii) Keep the marginal corrections short and clear. If only one letter is wrong, merely cross out that letter and put the correct letter followed by oblique stroke in the margin.

3. SELF-ASSESSMENT QUESTIONS

1. **What is proof-reading? What is the procedure of proof-reading? Also mention its kinds.**
2. **What is the importance of word economy in journalism?**
3. **Define the headline, its scope; and kinds. Also describe headline writing techniques.**
4. **Define caption. Why pictures are captioned? How to write a good caption?**
5. **Define photo editing and also explain various techniques in photo editing. What are the duties of a photo-editor? Explain photo choosing principles for newspapers.**
6. **Describe the qualities of news and feature pictures.**

29

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UNIT NO. 11

79

**NEWSPAPER DESIGN AND
PRODUCTION**

Written By: Prof. Muhammad Aslam Pervez
Reviewed By: Zafar Ali

1. OBJECTIVES

After studying this unit, you should be able to:

1. **Plan, design, and compose a newspaper page.**
2. **Adopt the latest techniques for producing a newspaper.**
3. **Identify the new trends of typography, graphics and design and could correlate these with the process of Art Editing.**

2. SUMMARY OF THE MAJOR TOPICS

2.1 PRODUCTION PROCESS

Producing a newspaper requires steady flow and supply of good stories, hard work, films, plates and above all, ingenuity. To keep that flow evenly paced and uninterrupted a newspaper producer requires clear organization, constant supervision and direction, and the most careful and earnest cooperation of his team-mates. Covering, writing and editing stories; picture taking and editing; and other news gathering responsibilities are done by reporters, editors, and photographers. Planning ahead, making of proper assignments, clearing the news wire machines regularly, editing and proof-reading are essential for efficient production. After the composition of material, the printing process takes place. Engraving department furnishes photocopy type proofs in reverse. A combination of careful planning, reliable lighting equipment, and its regular maintenance will contribute to high production standards.

2.2 PAGE PLANNING AND VISUALIZATION

The newspaper page planner/designer must constantly keep in mind the nature of the page i.e. front page, back page or inside page and must know what news matter is to go on them after deleting space for advertisements. The reader does not care how the characters were formed or how they were placed on paper when he or she reads the newspaper. The only thing the reader demands is the copy that is easy and convenient to read. Newspaper page is best built upon standard columns. The column width of a paper determines its basic format and the specification of all typographic elements. And it itself is determined by the body type. The arrangement and the placement of different elements in newspaper page gives the newspaper an attractive look which helps in increasing readership. Selection of type, establishment of typographic guidelines, preparation of individual components of a page, proper placement of pictures, justifying column spacing, all these points are the basics which the newspaper page planner has to follow.

Visualization is the imaginative placement or arrangement of different elements on newspaper page. As a visualizer he/she designs the elements to print on a page, as a layout man he/she arranges it. As a visualizer, he/she translates an idea into visual form; as a layout man he/she takes that visual form (illustration) and all the other elements that are to go on the pages, and arranges them in an orderly manner.

2.3 TYPOGRAPHY/COMPOSING

Typography is simply defined as "The art and process of arranging typographic elements on a page". A typographic element is anything that puts an image in ink on a piece of paper. There may be the characters of Latin alphabet, numbers, punctuation and special marks, rules, borders, and ornamentation or pictures of any kind. These are the tools of communication and their strengths and weaknesses need to be

understood. Typography concerns itself with the images and not how they are placed on paper. Methods of creating those images have changed often during the past many years, but the principles of typography have remained almost constant.

Composing of different elements i.e. headlines, news items, pictures, advertisements, and typographic elements require unity, balance, and flow for a pleasing arrangement like one package, on newspaper page. There are different methods of type composition i.e. hand, facsimile, direct impression; photographic composition, cutout acetate letters, dry transfer or pressure, phototype, and ink-jet.

2.4 ART EDITING (PAGE MAKING & NEW TRENDS)

In newspapers, art means illustration(s) to accompany stories or advertisements. While art type is a term covering type faces, symbols, and decorations intended for reproduction. Art comprises all pictorial matters in a newspaper. Art editing comprises three major stages: (a) Art planning, i.e. receiving and deciding for treatment, (b) Art packaging i.e. sorting, cropping, scaling, selecting of parts, placement, and (c) Art processing. New trends demand an attractive and colourful appearance of a newspaper page. Page making aims to give pages an orderly and attractive shape, to display news according to its importance, to enhance readability of newspaper's contents and to give it personality of its own. The newspaper colour being a modern trend, which a few decades ago was a minor miracle, has become commonplace today. There are two kinds of colour, i.e. chromatic and achromatic. Similarly modular make up of page is becoming more popular than vertical and horizontal types of make-up. The art helps more in making of pages. Both types of art i.e. hand art and expo art make the pages of newspaper more special and give them a new look.

2.5 GRAPHICS & DESIGN

Graphics are illustrations and ornamentation used to enhance editorial contents, especially hand art, marker art, unusual photographic treatment, and also combining of hand art and photos. Graphics can be divided into "Information" and "Flavour" categories. Graphics are often used to describe not only a single pictorial element but also the grouping of elements in a striking or unusual fashion.

Designing on the other hand, is the typographic arrangement that is not based on regular columnar divisions and common line, length or width of art. The design must be simple and the graphics should be developed around a simple visual element central to a story. Designing means, organised planning as to how each element will appear, where it will be located, and what effects it will have on the overall appearance of the page. Designing a page also means harmonizing the various graphic elements.

2.6 LATEST TECHNIQUES

The introduction of video display terminal to newspapers' newsrooms

revolutionized production because it made each reporter more aware of such tasks as typographic style, column width, leading, and all the various details that used to lie in the domain of make-up editors and typewriters. By the adoption of the latest techniques the page design has directly or indirectly been affected by most, if not all, the changes brought about by automation of editorial and composition process. The reporter and editor of the future will be greatly handicapped without a healthy knowledge of computer programming. With the emergence and widespread utilization of cold type and the elimination of hot type, newspaper editors have found a fast, efficient, and simple procedure for reproduction type, photographs, and illustrations. Anything that can be photographed may easily and rapidly be placed on the page. The design possibilities now are limitless and typefaces in all styles are available. In modern newspapers, graphics oriented editors work hand in hand with professionally trained designers as they conceive meaningful and attractive ways to present the news of the day. Computer assisted production makes their work easier by allowing the positioning of copy headlines to be totally planned and executed from the newsroom. Pagination has become the by-product of the normal layout work of an editor. The computer layout system would be programmed to perform such functions as sizing, cropping and correcting photographs, writing and fitting headlines, considering various story arrangement alternatives, creating and keeping tracks of jumps and training and editing text.

3. KEY TERMS

- News & editorial staff and their responsibilities, composing section, data processing department, business manager and his/her duties, Mechanical department and its functioning.
- Front page and inside page planning, layout, visualisation, column, type, body type.
- Typography understanding, classification and typographic elements, principles of composition, and methods of type composition.
- Process of art editing, aims and patterns of page making, colour types and their importance, hand art, and expo art.
- Market art, types of graphics, collage information, graphics, flavour graphics, designing and its role.
- Cold type, pagination, hot type, sizing, and cropping.

4. SELF-ASSESSMENT QUESTIONS

1. Discuss in detail the role of different departments of a newspaper organization in production process.

Points to note

Editorial, composing, data processing, business and mechanical departments.

2. What do you understand by layout and visualization?

Points to note

Layout and its types, elements, visualization, purposes and definition.

3. Explain what is typography, what are its elements and methods of type composition.

Points to note

Definition of typography and its elements, hand composing, Facsimile, direct impression, photographic cutout, acetate letters, dry pressure.

4. Define art and explain its role in designing.

Points to note

Aims and patterns of art, types of art marker:

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UNIT NO 12

PHOTO JOURNALISM

Written by: Prof Syed Abdul Siraj

Reviewed by: Prof Farishullah

OBJECTIVES

After studying this unit, you should be able to:

1. Explain the importance of photo journalism and its need for the contemporary print media.
2. Describe various Kinds of journalistic photos.
3. Identity the criteria for picture selection.
4. Explain the sources of news pictures.
5. Describe the process and techniques of photo- editing.

2. SUMMARY OF THE MAJOR TOPICS

2.1. ROLE AND SCOPE OF PHOTO JOURNALISM

For the combination of pictures with written information has been coined a new term "Photo journalism". Today newspapers are as dependent on photographs as they are on news stories, features, columns, interviews and editorials, etc. Photographs not only supplement text, but also enhance and extend it by highlighting and pressing upon the readers important points and make it easier for the reader to build up a picture of what he or she is reading about. Another important function of pictures in newspaper is to attract readers attention towards a particular information for achieving a special effect.

During the 1920 when pictures became part and parcel of newspapers and magazines, experiments were carried out on transmission of photographic image by wire. According to Warran Phillip and Edwin (1985), the first photos sent by wire were transmitted from the Associated Press which had established its wire photo network on January 1, 1935. Distribution of wire photos enabled the newspapers to publish pictures from other cities only a few hours after they were taken.

The invention of television has considerably affected the print media because television has obvious advantages in many respects over newspapers and magazines. But arrival of colour pictures in print media has somewhat balanced the superiority of television. The enhanced interest in photographic communication has opened new avenues for making business in newspapers and magazines. Photographers now contribute pictures in the development of photographic essays and interpretative picture stories. Friday magazines of newspapers are feature oriented rather than news oriented which publish mostly colour photographs for articles, fashion essays etc. This trend has attracted freelance photographers to do business.

2.2 PRINCIPLES OF PHOTO JOURNALISM

From the communication point of view every picture is not worth a thousand words. Rather those principles matter that qualify a picture for publication in the press. According to Warran, Phillip and Edwin "photograph is capable of high fidelity reproduction of very fine detail and texture. A skilfully made photograph can communicate the essence of factual experience. It can be controlled to represent a subject in various perspectives determined by photographer as he or she selects a particular lens and the camera-subject relationship for the picture. Black and white photographers have almost unlimited control on representing the original subject in shades of gray and extreme black and white. Thus the photographer's technical skill and mental attitude influence the picture that is taken"

Grouping and position of people and main object in the picture for a pleasing shape. It is to be the most eye-catching picture but it is of no use if such picture is

not balance with news stories. There must be sufficient contrast in tone between dark and light for a picture to reproduce properly. Lack of tonal values can produce a gray effect on printing.

2.3. Characteristics of Photo Journalism

Pictures in newspapers have not only added to the get up of a newspaper but they have also increased the readership. The combination of picture with words has enabled the journalists to present all facts in a clearer and effective way. Following are the characteristics of photo journalism.

Accuracy and impact

Picture can explain a situation or event accurately with greater impact whereas words lack this characteristic. For example, a news story of bomb blast in Egyptian Embassy killing 20 people, might not create that much impact as it can if the same story is explained with pictures of the incident.

Immediate Understanding

Readers can understand maximum details of an event through a picture in a minimum time as compared to a wordy news story.

Clarity and Completeness

An image with added words becomes a package that assures clear communication.

Makes newspaper more interesting

Although headlines, layout and make-up techniques in newspapers are used for eye-catching but when these are added with pictures, they make the newspaper more interesting for the readers.

Pictures are Entertaining

Newspapers publish pictures on a variety of subjects for the gratification of all segments of society. So publication of pictures on weather change, unusual events, women, fashion, etc. becomes a source of entertainment for the readers.

2.4 KINDS OF JOURNALISTIC PHOTOS

Following are the most common kinds of journalistic photos:-

News Events Pictures

Pictures of this kind relate to events of hard news stories, such as accidents, murder or any other tragedy etc.

General News Pictures

Pictures of events that have already been scheduled such as press conference, 23rd March event, etc.

Feature Pictures

Feature story accommodates many pictures so as to provide maximum entertainment to the readers. Feature pictures are close to life and nature. The scope of feature pictures is very vast. These include children, women, old people, animals, birds, buildings, mountains and seas, etc.

Sports Pictures

In photo journalism, sports pictures hold a unique position. Sports news without pictures are incomplete. Sports pictures present action and style which usually become the sole constituent of the news.

Personality Pictures

News worthy personality pictures are usually published in newspapers and magazines. While taking pictures of a news worthy personality, photographer must concentrate on the specific impression of the personality so that the audience can understand him/her immediately.

2.5 SOURCES OF PICTURES

Sources of pictures are given below:-

Staff Photographers

Staff photographers are the main source of exclusive pictures and have the advantage that they can be more easily deployed alongside reporters on jobs whereon the spot pictures are wanted.

Press photographers are journalists by training and definition, and their approach and job briefing are in line with that for reporters.

Staff pictures become the newspaper's copyright, and syndication or reproduction fees are earned if they are used in other publications.

Staff photographers, even when working alongside reporters, are expected to be responsible for their own caption material and facts and name checking.

Freelancers

There are many freelance press photographers working in a variety of fields. Some are heavily specialized into such things as glamour, fashion and industrial photography. They might be employed on particular assignments or might be engaged on day-to-day or week-to-week arrangements. Most freelancers are engaged because of their special experience or reliability in certain types of work. Exclusiveness of work depends on the rights bought or the type of contract.

Picture Agencies

Picture agencies provide a great range of pictures to subscribing newspapers. Some agencies have specialities such as sports, political or celebrity portraiture.

Hand-out Pictures

PROs or press officers provide pictures to media free because of the publicity value to the owners or subjects.

Picture Library

The office picture files going back in some cases as many as thirty years, are an important source of stock pictures for flashback use or for head or mug shots of politicians, sportsmen and other well known people.

2.6 CRITERIA OF GOOD PICTURES

The newsman has to consider two things while publishing a photograph :-
(1) Technical value of the picture (2) Editorial value of the picture.

Good picture depends upon the purpose for which it was intended. A picture may be good for advertising purpose but it may have less value for news story. Following are the criteria which make a picture good for a news story:-

Technical Considerations

1. Proper Focus
2. Effective contrast and lighting.
3. Suitability for reproduction.
4. Adequate exposure.
5. Correct development.
6. Effective printing.

Composition Consideration

1. Proper Balance
2. Eye Movement.
3. Grouping
4. Effective Grouping
5. Focal Point
6. Formal and Informal Need.

Effective Picture Communication

1. It should create interest in the news.
2. It should convey the information better than words.
3. It should be easy to read.
4. It should please the viewers.
5. It should be purpose based.

2.7 PICTURE APPEAL

Following pictures appeal to the viewer:-





1. Fear.
2. Animal
3. Children
4. Sex
5. Beauty
6. Sports
7. Sympathy
8. Personalities
9. Struggle (both physical and mental).
10. Oddity

2.8 PICTURE EDITING

Picture editing is the same as the news story editing. Following are the principles of picture editing:-

Cropping

Prints usually reach the sub-editor with wasted space around essential detail. The photographer has enlarged the best of his negatives without knowing the preferred shape of the picture, or what its purpose will be. So the first task is to trim away the surplus area. To do this hold the print up to a light source. Sketch lines in pencil on the back, so that only the absolute essentials remain in the picture. L-shaped pieces of card are useful to mask the unwanted edges. Move them inwards. It is often surprising how far towards the middle they can be moved and still leave a picture that makes sense.

What you are going to do is to concentrate the eye of the reader on the real purpose of the picture, cutting out all waste and unnecessary distortion.

Scaling

Scaling or sizing is the basis of picture editing. Pictures rarely appear in the paper in the same size as the original print. Usually they are reduced, occasionally enlarged. Of course, if a picture's width is reduced its depth decreases proportionately. We need to know the depth, for page planning purposes.

In addition, when working in photo-composition, it is often necessary to calculate the percentage reduction (or enlargement) needed to arrive at the reproduction size.

Nothing more than a ruler is needed for the first, but the aid of a circular "reproduction computer" is recommended for the second, and if elaborate cut-outs are planned. Slide rules or pocket calculators can be used instead.

Some offices use a crayon and mark the front of a print. But it is usually easier (if a print has been cropped and scaled before, for example) to do it on the back with the aid of a light box or convenient window.

To establish the dimension of a picture for reproduction.

With the print held towards the light, decide the area to be used and draw in the rectangle. Use a soft pencil, certainly not a ball point pen, which will show through on the face of the print.

Next, draw a diagonal from corner of the chosen area. Then measure along the base of the selected area the width of the picture to be reproduced. Mark a point.

From this point project a perpendicular upwards. The place where this vertical line hits the diagonal is the height of the picture when reproduced.

It follows that every sub-editor should be equipped with a simple ruler, marked in inches or centimetres (whichever the paper uses). Also marked on it should be the standard column widths of your newspaper, for these will be what you usually need.

To establish percentage reduction or enlargement.

The reproduction computer consists of two circular discs, the outer with measurements representing the actual size of the print and the inner representing the desired size for publication.

When moved to coincide a percentage figure is shown. A reduction or enlargement of the print area by that proportion will give the required picture size.

When working in web-offset, therefore, the drill is first to work out the depth of the picture, for page design purposes, and then the percentage needed, for process purposes. The second figure is normally written on the back of the print before it goes to camera.

Scaling in Reverse.

A picture of certain size may be needed to fit in a tricky layout, or a picture page, or to replace one from an earlier edition.

Choose two limits of interest on the picture (say, just above the heads and just behind the shoulder of an important figure). Draw in this horizontal and measure along it the width required for reproduction.

Mark the depth off on a fixed vertical. Then project both these lines inwards at right angles until they met and form a rectangle. This is the actual size of the picture to be printed.

Draw a diagonal through the corners of this rectangle. You already have a fixed a vertical and a horizontal. You may now choose any other convenient horizontal and vertical to complete the area, so long as they intersect on the diagonal.

Cutouts

Well-defined shapes in prints lend themselves to cutouts, which are easy in offset litho, less so in letterpress, more suitable for feature pages, because of the time factor in either printing method.

Cutouts can increase impact. For example, a dull portrait even one that comes from a fuzzy print can be sharpened up if all the background is cut away.

In both printing systems, merely draw around the area required on the back of the print and mark "Cut as indicated". To scale, treat as a rectangle. In letterpress, don't ask an engraver to cut out a profile, especially of pale-skinned subjects, as one slip will alter the entire features.

Step and Piercing

Steps to let in headlines or to avoid wasted areas of a picture are not as popular as they once were. If attempting, stick to normal column widths.

Piercing to allow a caption or a headline to be dropped in is simple in web-offset, where the type is put on as a bromide. It has to be more carefully done in letterpress, and should rarely be asked for.

Picture Pages.

Picture pages are a most dramatic way of covering a big occasion. Try to clear the page of advertisements they could clash and spoil.

Start with the best picture, keep it big and if possible run a banner headline over it. If yours is an 8 column page, make your pictures 8-5-4 and 3-columns or there might be awkward holes to fill. Look for interesting shapes a tall 3-column or a short 5-column. Try to avoid straight lines right across or down the page.

Set captions' size larger than usual and don't forget to leave space for them in your plan. It is preferable to use a full-size scheme sheet. Use a code to identify each picture and give the same letter to the caption.

Don't let the bottom of the page fall away-keep a good picture as an anchor. Beware of leaving long, narrow, or wide and shallow spaces to fill. If a better picture arrives after the scheme has been done, try to substitute for an existing picture so that the layout is not disturbed.

On the stone the layout may make too much or too little depth. Don't panic. Something can often be trimmed off foreground or background to fit. If things fall short write a subsidiary down-page heading to fit the hole.

Time is the essence when working in letterpress. Make up your mind early and start sending pictures for block making as soon as possible, without waiting for

the complete set.

In any event, always warn printers that a picture page is being contemplated and also tell the circulation manager about it.

Line Drawings

Pose no problem in web-offset, but processed blocks need extra time in letterpress. Maps may have to be specially drawn.

General Tips

Always try to scheme pictures so that their subjects or focal points look inwards, towards and centre of the paper, and towards tie-in stories.

Vertical or horizontal shaped pix better than those which are nearly square. Most standard news pix are harder to find. Don't fall into the trap of always using these in standard sizes, issue after issue, something like 3col x 12cm deep (incidentally, always express the size of pix thus horizontal sized in cols first, then vertical in inches or centimetres after. It saves confusion).

Dull firing squad groups can be enlivened by cropping shallow, merely giving shoulders and heads.

Pen line borders. 1pt or 2pt rule, can avert a bad edge or hold in the pale background or a picture in web-offset.

Some dull scene of crime pix can be improved by labelling thief entered this window or a dotted line and arrow 'Car went off road here'. Have the words set in type.

Technical Limitations to bear in mind

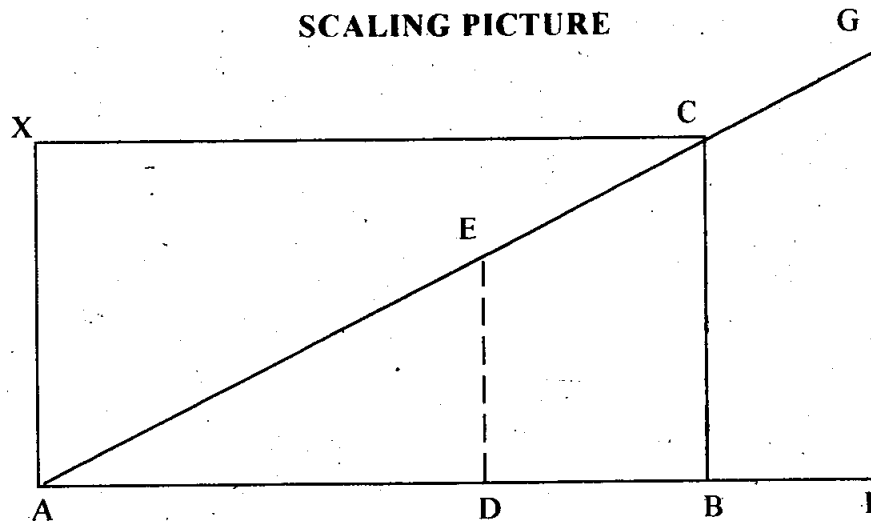
In offset printing the process, while excellent for picture reproduction, will not hide imperfections. The reverse, in fact. A good picture reproduces well, a bad one worse.

Photo-engraving half-tones for letterpress calls for sharp, in focus, prints. Detail will register only if given boldly. Small faces, deep shadows, lack of definition and contrast and fussy and excessive backgrounds will kill what you are trying to portray.

Give block engravers as much time as possible-ask their advice if in doubt. A good engraver can work wonders with a poor print, so long as he has time.

Wire and radio pictures are often flat, contrast, or marred by streaks and level changes. Careful retouching can help. But the really important big picture can be blown up massively and its imperfections only heighten the drama.

Beware "whiting out" the background in web offset pictures. No sky, for example, will appear. This can leave unwanted white spaces, say, on top of and around a mug shot. Cruel cropping will keep this to a minimum. Black borders will control it, but be careful not to enclose thing:



THE DIAGONAL METHOD

Steps

1. ABCX represents the area of the picture to be scaled.
1. From A, measure the width of the picture to be reproduced (point D). If enlargement is needed, extend to point F.
2. From A, put in diagonal AC, if reproduction size is smaller or diagonal AG if enlargement is needed.
3. Extend a perpendicular from point D (for reduction) or Point F (for enlargement.)
4. Then measurements DE or FG give the depths when the widths are AD or AF.

2.9 ETHICS OF PHOTO JOURNALISM

Readers often perceive certain photographs as morally "good or bad" as shocking, distasteful, or unnecessary intrusions into private lives. They often criticise photo journalists for shooting tragic or shocking pictures.

The history of photo journalism is filled with examples of photographs of sensational subjects: violent scenes or suffering. The photo journalists who shot these scenes acted instinctively on the obligation to report to public. Other photo journalists, who may have hesitated or backed away because of interference by others, or even owing to their own sensibilities, were simply not doing their job. The fact that photographs can often be shocking is part of the burden of being a

photo journalist.

There are some ethics of photo journalism which govern the conduct of photo journalists and also that of editors who decide finally about the fate of a picture i.e. to be published or discarded. In the Pakistani context, the following ethics of photo journalism are generally observed in newspapers.

1. Intrusion into people's homes and private life is morally as well as legally not allowed. Photo journalists are no exception. However, if people are breaching the law of the state or are doing immoral activities in their homes and private lives, photo journalist can take their pictures and publish it. Even such photos are regarded as an achievement of the photographer.
2. Journalism gives top priority to 'public good'. Hence, pictures which cause distress to the readers should be avoided. For instance, photographs of horrific accidents and other shock pictures.
3. Publication of obscene pictures should be avoided.
4. Photo journalist should not transgress norms and traditions of the society while performing his duty. He should not print photos which are against the local norms and traditions.
5. Pictures should not be retouched to misrepresent people or situations.
6. Picture should not present a villain as a hero.

Libel is a false and defamatory statement or expression in some permanent form which tends to injure the reputation of a person without legal justification. So, a picture should also not tend to injure the reputation of a person without legal justification. However there are certain defences against libel and in such situations the news photographer is allowed to take and publish pictures.

Picture of a news worthy event may be damaging for one's reputation but if it does not invade the legal boundary and it is in the interest of the society, it can and must be published.

3. SELF-ASSESSMENT QUESTIONS

1. Why newspapers and magazines publish pictures?
2. Explain the channels through which media receive pictures.
3. What is photo-editing? Explain various skills and techniques of photo-editing.
4. What are the criteria for selection photographs in print media?
5. Explain the ethics of photo journalism.
6. How a news photo is different from a domestic photo? Also explain the characteristic of photographs for news and features.

4. SUGGESTED READINGS

- | | |
|---|---|
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| 3. F.W. Hodgson,

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Universal Book Stall, Swarn Printing Press,
1 Narainn industrial Area Phase -II, New Dehli. |
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Chowk Urdu Bazar, Lahore. |

UNIT NO. 13

**MAGAZINE WRITING AND
PRODUCTION**

*Written By: Prof. Muhammad Aslam Pervez
Reviewed By: Prof. Har Bakhsh Makhijani*

1. OBJECTIVES

After studying this unit, you should be able to-

1. Write articles for any magazine.
2. Produce your own magazine of any kind.
3. Work as an editor in any magazine.
4. Manage a magazine of any level and type.
5. Produce any special supplement for a regular magazine.
6. Describe various kinds of magazines.
7. Differentiate between magazine writings and other journalistic forms of writings.

2. SUMMARY OF THE MAJOR TOPICS

2.1 INTRODUCTION TO MAGAZINE JOURNALISM

Magazines are thriving, but they are doing so increasingly as specialised magazines rather than as mass media. Competition has forced specialisation among media. Magazines have found strength in their ability to reach readers who are related by interest - professional, occupational, vocational, sexual, regional, national or international. Magazines are making people aware of their surrounding. In magazines, there is a lot about every walk and area of life. The word 'magazine' itself means a general storehouse. It comes from the French word magsin, meaning store or shop.

In the presence of special interest magazines, there is still room for successful popular general interest magazines. Both the special and general interest magazines are being published regularly. These become a national medium with great literary force by building national literature of fiction, poetry, essays, stories. They also embody social, political, economic, technological, scientific and research articles together with ideas, analyses, observations, experiences, attitudes and opinions. Therefore magazines are considered a channel of communication halfway between newspaper and book.

2.2 WRITING FOR MAGAZINE

Magazine has the advantage of a greater intensification than newspapers, radio or television can usually manage. With a longer lead time and less pressing deadlines, magazine writer can afford to take a longer look at issues, to penetrate more deeply into problems in order to do a better job of interpretation and analysis or research, and can use the language and terminology according to the nature of the article. The magazine article must be anticipative, interpretative and provocative. Magazine editor must keep in his/her mind the target readers, the theme and material, expression in simple and direct style, and accuracy. He/she must understand the sources of material and their use. Magazine writer can make the magazine more popular and acceptable for general and special readers by intelligent planning, careful and repeated rewriting. And then analyse the article before submission by making sure its subject matter, and its relevance with the theme, title and lead as an attention catcher, manuscript in accordance with the commonly known rules, relevant clear and interesting illustrations, photographs, charts etc. The magazine writing is an art as well as a craft by which one can achieve the goals of journalism. In short, ideal magazine writing depends on having clear understanding of standard article format, elements of a good article, standard writing techniques, style & tone, rewriting and research methods in addition to what has been stated earlier.

2.3 KINDS OF MAGAZINES

Although "Writers Market" one of the leading books for freelance writers, lists more than 30 categories of magazines, it is easier to remember three main

categories:-

- Mass or general Magazine
- Class or literary Magazine
- Specialized Magazine

The mass or general magazine is directed towards a large, general audience and thus has articles, more nonfiction than fiction that appeal to the masses. The mass or general type of magazines are generally broken down further into at least 13 categories.

The class or literary magazines are also called quality magazines because their contents appeal to much better educated persons than the average readers of a mass magazine, and the articles are of rather literary quality. The class or literary magazines can also be broken down into different kinds.

The specialized magazine are meant for distinctive readership for example mechanics, science, etc. The contents are of specialized field and topics. Inform educate and guide the readers of the particular field and subject. The specialized magazines are further divided into more than ten categories.

2.4 MAGAZINE PRODUCTION

Because magazines come out in different sizes and shapes and are meant for different kinds of readers, no one organisational or operational pattern can fit them all. Each magazine develops its own mode of organisation and operation to get its special job done. Some magazines that deal mainly with news and current subjects are organised in much the same manner as newspapers. Others that deal with less time bound material are set up much like book publishing firms.

Because they do not have to worry about daily printing schedules. Magazines do not need an expensive investment in printing equipment but can accomplish the same purpose by entering into contract with some established printers. Some magazines, even famous ones, operate through small offices, with a few editorial hands, a couple of typewriters, some modest furniture and a few stationery items. Everything else, including distribution can be managed through outside help.

The magazine articles are written by staff writers, freelance writers; or a combination of both. Many well established freelance writers are asked to prepare special articles. Large magazines have specialised or department editors. When an article is approved, it goes to a copy editor and then to the art department. After preparing its layout it goes to production editor. Its dummy is returned to printer, and after checking and adjustment process the final step of its printing is done. In the same way all the articles, illustrations, charts and photographs are printed and then they all appear in the shape of a beautiful magazine.

2.5 EDITORIAL STAFF FUNCTIONS

The editorial staff of a magazine usually includes a chief executive editor who has overall responsibility for establishing policies and making final decisions. A managing editor or executive editor is responsible for carrying out the editor's policies and for running day to day operations. Staff editors head various departments within the magazine or handle various functions, such as picture editing, copy editing, or layout and production. Staff writers in magazines are usually called editors.

Many magazines have contributing editors as their editorial staff, who work either full time or part time in the office or out in the field, generally they are specialists or experts in certain specific fields and help the magazine discover suitable materials, find appropriate writers, approve the authenticity of the writers copy, or do some writing themselves. Another distinguishing feature of many magazines is the editorial board, composed of leaders in the field to which the magazine is directed. They serve to give the magazine both direction and authority.

Magazines use staff developed and staff written materials. Schedules are too demanding and story development too complicated to allow the editors to wait and see what comes in "over the transom". Editors and staff determine the readership they are reaching, the type of material the readers need and want, and the subjects available for development into appropriate magazine articles and stories. Then they produce the material to make sure it fits in their needs and their time schedules.

2.6 MANAGERIAL STAFF FUNCTIONS

Management function is also essential in the operation of a magazine. Normally, it is embodied in a publisher, and the editors, with varying degrees of responsibility to administer editorial operation at different levels.

The publisher owns and controls the magazine and has ultimate responsibility for it. He/she is the final maker of policy, but editors should be given wide latitude. In some magazine organisations he/she is known as editor-in-chief who is assisted by other staff members including Circulation Manager, Advertisement Manager, Finance Manager, Data Processing Manager, Production Manager, Mechanical Manager, etc. All these managers are responsible for smooth and efficient functioning of their respective departments/sections. He operates like the production manager of a manufacturing plant. He oversees the purchase of raw materials such as manuscripts, photographs and other editorial matters and directs the processing of these materials by staff. The smooth operation of a manufacturing project depends on good scheduling of production process, carefully kept records and files, research and public relations and other functions so is the case with a magazine manufacturing. The relations between the editorial staff and managerial staff must be cordial to ensure smooth and efficient flow of material to the printer and the engraver.

2.7 FUNCTIONS/PURPOSES OF MAGAZINES

Of all the media, magazines have the largest number of individual and diverse production units. They require the least investment of an organized business and the smallest budget to operate. Magazines have been published for almost every group in society. The primary function of magazines as mass medium is the role of custom tailoring mass communications. Magazines, unlike other media, are ideally suited to small groups, or subjects. Due to its thought provoking articles, writings, gleanings from the existing literature and formulation of thought driving trends besides leading to formation of public opinion, magazine journalism is rather a reflection of the society itself which provides information, guidance, education, and entertainment.

2.8 SUPPLEMENT

Many medium and large size magazines bring out special editions. The writings and editing of these publications are of high quality. These special issues are called supplements. The articles of these supplements are produced on assignment by members of the editorial staff. These supplements are produced at a more leisurely pace than routine magazines. Many staff members seek the assignment for them so that they can perform more research and take greater gains in producing articles.

Supplements are produced for some special occasion or purpose e.g a festival, the introduction of a new technology, equipment, and personalities, etc.

These supplements differ from regular magazines in that mostly they are "one time" productions. Many editors, writers, and photographers prefer these assignments because their "single deadline" nature allows time for more skilful handling of stories, pictures, articles and layouts than routine deadlines.

3. KEY TERMS

1. **Magazine, channels of communications, influence of magazines.**
2. **Intelligent planning, writing, rewriting, clarity, coherence, unity, style and tone, article format and elements.**
3. **Literary and mass or general, class or literary, specialized.**
4. **Organizational structure and functioning of magazine department, article flow pattern, from desk to printer.**
5. **Editorial department, freelance, specialized writer, contributing editor, staff editor.**
6. **Magazine operation staff publisher, policy making, production manager.**
7. **To inform, to educate, to guide, to entertain, to comment.**
8. **Assignment, occasions, supplement and routine magazine, differences.**

4. SELF - ASSESSMENT QUESTIONS

1. What do you understand by a magazine and what are its various types?

Points to note

Definition and introduction of magazine, Mass or General, class or literary, specialized.

2. Describe in detail the production process of an ideal magazine.

Points to note.

Article writing and evaluation process, article flow pattern, role of freelancers, staff writers, production manager.

3. Write down an essay on the qualities of an ideal article writing for magazine.

Points to note

Planning, writing techniques, format and elements of articles.

4. Please illustrate the organisational set-up of a magazine.

Points to note

Owners, editor-in-chief, editorial board, Advertisement Manager, Circulation Manager, Mechanical Manager, Production Manager.

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9. Alexander Lawson,
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10. Robert Trager,
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UNIT NO. 14

NEWS AGENCY JOURNALISM

Written By: Prof. Muhammad Aslam Pervez
Reviewed By: Prof. Har Bakhsh Makhijani

1. OBJECTIVES

After studying this unit, you should be able to:-

1. Work in any news agency as sub editor or reporter.
2. Assist a person or party in establishing a news agency.
3. Handle and supervise the functioning of a news agency.
4. Prove yourself a good reporter for a news agency and newspaper.
5. Explain the birth of news agency journalism especially in Pakistan.
6. Identify various national and international news agencies.
7. Explain the functions of news agencies.
8. Explain the functions of a news agency reporter.

2. SUMMARY OF THE MAJOR TOPICS

2.1 HISTORY OF NEWS AGENCY JOURNALISM

The concept of wire service was taken from courier pigeon service between two cities of Europe which had not been linked by telegraph in the first half of the 19th century. The first modern wire service was the Associated Press (AP) which did not acquire its present form until a dispute erupted between its eastern and western factions, resulting in the formation of the Associated Press of Illinois. United Press International (UPI) became the first supplier of news to radio stations. Before 1947 the Muslim newspapers were dependent on Hindu dominated news agencies. At that time two news agencies namely Associated Press of India and the United Press of India were important. Syed Mohammad of Bihar established Orient Press of India in 1940 in Patna. After partition the Associated Press of India was converted into the Associated Press of Pakistan (APP) by its Lahore Bureau. Similarly, Pakistan Press International (PPI) and UPI were also established in 1949.

2.2 INTRODUCTION TO DIFFERENT NEWS AGENCIES.

A large percentage of news material originate from various national and international news agencies. News agencies disseminate national and international information for their subscribers.

a) National News Agencies

The major news agencies are APP and PPI. There are also several other smaller news agencies like NNI, PPA, KMS and KPI etc. APP's head office is in Islamabad while PPI has headquarters in Karachi. These agencies especially APP have made agreement with several foreign news agencies for exchange of news. Among them Reuter, United Press International (UPI), Associated Press of America (AP) and AFP are the most significant. The regional offices of APP are in all the big cities from where daily newspapers are published. All these offices are equipped with teleprinters. Pakistan Press International (PPI) is the second biggest news agency of the country. It is working as a private limited company. Its head office is in Karachi while regional offices are in Lahore, Peshawar, Islamabad, Quetta and Hyderabad. It has also made agreements with various international news agencies for mutual exchange of news.

b) International News Agencies

AP, UPI, Reuter and AFP are the major foreign news agencies. AP and UPI both have some 200 bureaus operating the worldwide. It is the task of a bureau to gather and transmit information. Associated Press (AP) has its head office at New York. It exchanges news on mutual grounds with other news agencies. UPI operates in more than 100 countries, serving 5,000 publications and radio stations in the United States. UPI is a privately owned company. Reuter was established in 1851 by Paul Julius Reuter in England. Reuter provided free trial service to the newspapers in 1858. It is delivering news to media in 158 countries. AFP was established in France. It has 12,000 subscribers in 160 countries and is distributing

news in six languages.

2.3 FUNCTIONING OF A NEWS AGENCY

The basic function of a news agency is to deliver up-to-date, impartial and well written news. This requires continuous revision of stories. An additional aim is to keep intact as much of each original story as possible, so that material already set in type may be retained. The result is that a basic story will be revised many times in bits ranging from an inserted phrase to a few paragraphs. Generally, only the most timeless features and insignificant sidebars are moved in single, neat packages that "stand" for an entire transmission cycle. The stories are revised several times in order to correct errors, add the latest information and improve emphasis, readability and brightness. News agency has its own sources of news including its separate reporting section and foreign based correspondents. A separate news room performs the selection and editing process under the supervision of desk incharge and shift incharge. News agency's writers and editors usually work under time pressure. News agencies have main trunk distribution circuits running across the country.

2.4 SYNDICATE SERVICE

Syndicates are organizations independent of both the networks and the local stations. Their business is to promote and sell comics, columns, and other special features to newspapers. They also offer crossword puzzles, cartoons, editorials, games and gimmicks etc.

Syndicate differs from a news service and press association in that it offers a wide variety of material. A newspaper can buy piece by piece whatever is sold by a syndicate.

As news services proved for the centralized gathering and distribution of news and information, so syndicates serve as central agencies for the analysis and interpretation function for the media. Syndicates hire writers and commentators and market their work to the individual media. Like the news agencies services, they charge the media on the basis of circulation or size. The small, independent weekly and daily newspapers or radio and television are the most likely customers for the syndicated material.

2.5 NEWS AGENCY REPORTER'S JOB

The news agency's reporter, who goes out for collecting news, is a highly important person in the news agency. He/she is the sales person, so to speak, who brings in news business every day. In the news agency there are beat reporters who go out in search of relevant stories according to their respective beats. They cover the different events of routine as well as special nature in the city. They bring in news which is the commodity in which all news agencies deal. They submit their reports in the newsroom. Every reporter has the nose for news and works as news hound. Very often the reporter has to work out the details of his/her assignment.

himself/herself and proceed to cover an event without reference to the news editor.

In short the agency reporter has to do all those duties which the newspaper reporter performs, in addition to his/her own special responsibilities as required by the news agency.

3. KEY TERMS

1. Need, growth and development of news agency, Development of News Agencies in Pakistan.
2. APP, PPI, NNI and other news agencies in Pakistan. Star, MEMA, INA Ceteka, Anson, JJI Tanjag SPA, Antara, Kyoto, Reuter, AFP, UPI, AP, Their structure, establishment and functioning.
3. Organizational structure of a news agency and who does what, sources of news material, functioning of a news agency.
4. Syndicates, their organisation and functioning, sources and distribution channels.
5. Duties and nature of work of a news agency reporter, qualifications, beat reporter, general assignment reporter. Do's and don'ts of a newspaper reporter.

4. SELF- ASSESSMENT QUESTIONS

1. Briefly illustrate the organizational structure and functioning of APP & PPI.

Points to Note

Newsroom, Reference Room, Teleprinter, Telex, Fax, contacts with other agencies.

2. How the international news reach the national news media?

Points to Note

Functioning of news agency, news room, teleprinter.

3. Describe the salient features of the national news agencies.

Points to Note

Organization, purpose, role in delivering news.

4. Write a brief essay on the functioning of AP & UPI.

Points to Note

History, organizational setup, functioning

5. How had the idea of news agency emerged and how it was translated into practice?

Points to Note

History of news agency, Pakistan's situation.

6. Briefly narrate the do's and don'ts of a news agency's reporter.

Points to Note

Duties of a news agency reporter and a newspaper reporter.

5. SUGGESTED READINGS

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Holt, Rinehart & Winston, New York.

UNIT NO. 15

MEDIA LAWS

Written By: Prof. Muhammad Aslam Pervez
Reviewed By: Prof. Dr. Muhammad Khalid

1. OBJECTIVES

After studying this unit, you should be able to:-

1. Explain various media laws.
2. Review at least a brief history of media laws.
3. Work as a successful mediaman, protecting your source or organisation from unnecessary court proceedings.

2. SUMMARY OF THE MAJOR TOPICS

2.1 BRIEF HISTORY OF MEDIA LAWS

In civilized and democratic societies the world over the press should be strong and free. How free the press should be in a country? The press laws are always there to guide the press and guard its freedom. The distinctive feature of the history of press laws before and after the independence shows the different stages of development in the press and publication ordinances.

There was a time in the United Kingdom when the freedom of press was not encouraged. Sir William Scroggs, who became Lord Chief Justice in 1678, pronounced a judgement that to publish a newspaper was illegal. After 1702 the idea of the freedom of press gained acceptance. In United Kingdom and in United States of America the freedom is both protected and restricted by the law. A brief history of the various press laws affecting the press in India is given in Durga Das Basu's "Law of the press in India". The first set of press laws and regulations of 1799 was framed by Governor-General Wellesley to counteract the assertion of the freedom of press. In 1818 these were replaced by liberal regulations of Governor General Lord Hastings who favoured a free press. In 1823 an ordinance was issued by John Adam for providing licence for press matters. These regulations were also framed under ordinance which were replaced by the press Act of British India 1835, popularly known as the Metcalfe's Act, which only required the printer and publisher of every newspaper to declare the location of the premises of its publication. It was hailed as the most liberal press Act in Indian history. Governor-General Lord Canning reintroduced licensing by what came to be known as the Gagging Act 1857. The press and Registrations of Books Act was brought into force in 1867 which deals to regulate the printing presses and the publication of newspapers and books. This act followed a short lived legislation - the Vernacular Press Act 1878 for punishment on seditious writings. The newspaper (Incitement to Offences) Act 1908 and the Indian Press Act 1910 which obviously came into force during the first decade of this century in order to prevent revolutionary activities in India. Similarly, to maintain the security of state against leakage of secret information, sabotage and the like the official secrets Act was enacted in 1923. Then the press (Emergency Powers) Act 1931 followed to curb "Terrorist Activities". This Act directly interfered with the freedom of press.

The Press commission was set up by the central government on September 28, 1954 to examine and report on the laws regulating the press in Pakistan. The Press Commission, 1959, recommended twelve laws which wholly or in part affect the press in Pakistan. On August 19, 1959, the central cabinet announced the acceptance of the press commission recommendations. In 1960 President Ayub Khan, Promulgated the Press and Publication Ordinance 1960. The September 1963, Ordinance brought many changes in the press and publication Ordinance 1960. Similarly, October 1964 Ordinance and then during martial law many amendments

were made in these press laws.

2.2 P.P.O (PRESS & PUBLICATIONS ORDINANCE)

Press and Publications Ordinance (P.P.O) of 1963 was further amended in 1964. This ordinance is known as the most important law in the history of media laws in Pakistan. PPO has twelve (12) parts with 74 sections. It is one of the important official orders relating to press matters and embodies provisions of a declaration, foreign ownership, parliamentary proceedings, court proceedings, actionable offences, demand and forfeiture of securities, maintenance of accounts, penalties by law courts, inquiry commission and tribunal for appeal.

After the acceptance of PPO 1963 with its amended form the journalists demanded that no taboos be placed on parliamentary and court proceedings. There should not be undue restrictions on declaration, security amount should be reduced, and other demand was related about the nomination of Chairman of a Tribunal. The ordinance was amended from time to time until it was repealed in September 1988.

2.3 REGISTRATION OF PRINTING PRESSES & PUBLICATIONS ORDINANCE (R.P.P.O)

The registration of Printing Presses and Publications Ordinance 1988, is generally known as RPPO. It was promulgated in 1988 to regulate the Publications and printing presses' matters in the country. It extends to the whole of Pakistan and it had come into force at once. RPPO consists of ten parts with 56 sections. The main contents consist of preliminary introduction, printing press, printing and publication of newspaper, control of printing press and newspaper, unauthorized news sheets and newspaper, special provisions relating to the seizure of certain documents, delivery of books and newspapers, registration of books, penalties for offence under foregoing provisions, miscellaneous and schedule. This ordinance is related to declaration of printing press, foreign ownership, forfeiture of copies, maintenance of accounts, delivery and registration of books and penalties for offences. With the promulgation of RPPO press and newspapers industry heaved a sigh of relief. The salient features of this ordinance were the easy procedure for declaration of printing press, more liberal attitude toward the delivery and registration of books and regulatory measures regarding foreign ownership, maintenance of accounts etc.

2.4 DEFAMATION

Defamation is a statement or a communication that exposes people to hatred, ridicule, or contempt, thereby lowering them in their esteem. Defamation can be in writing, printing or any other permanent form. It can appear in a news story, its headline, and editorial or even in an advertisement. The responsibility lies not only on the editor and the publisher but also on all those who "assisted" in the publication.

Defamation is also known as a type of libel as libelous i.e. defamatory statement or the words which can hurt a person's reputation, such as murderer, rapist, communist and extortionist etc, etc.

2.5 CONTEMPT OF COURT

Any act done or writing published calculated to bring a court, or a judge of the court into contempt, or lower his/her authority is a contempt of court. That is one class of contempt. Further, any act done or writing published calculated to obstruct or interfere with the due course of justice, or the lawful process of the court is a contempt of court. The article published in a newspaper bearing comments on the proceedings of a pending criminal case or a civil suit, with effect upon the judge, jury, the parties, their witnesses or counsels appearing in the case, falls under purview of the law of contempt.

Basically it originated with the idea that a judge should be able to control the decorum of the courtroom and court proceedings and should have authority to summarily punish those who violate that decorum. There are several kinds of contempt of court, e.g. direct contempt, criminal contempt, civil contempt, etc, etc. Anyone who criticized a judge or gave unsolicited advice about the handling of a case is also contempt of court.

2.6 LIBEL/SLANDER

Libel generally can be defined as untruthful injury to reputation. More specifically, it is printed defamation; slander is spoken defamation. A publication is libelous of any person if it identifies him/her to any readers; and its natural effect is to make readers generally think worse of the person identified. Most libel suits are civil cases. Libel is of two types. Civil and criminal. The reporting of police and courts news is one of the major areas in which newspapers get into libel difficulty. An error in typesetting in a story is libel. Libel differs from slander in that slander is not visible because it is oral defamation while libel is visible because it is printed. Libel is of two types i.e. libel per se and libel per quod. When the words themselves communicate the defamation with no additional explanation necessary, it is libel per se. But when on the other hand, it is not immediately apparent that the words are libelous, or when one must know additional facts to understand that there is defamation, it is called libel per quod.

2.7 COPY RIGHT ACT

In order to promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries Copyright Act was introduced. In 1790 US Congress passed an Act for the encouragement of learning by securing copies of maps, charts, and books to the authors and proprietors of such copies, during the times therein mentioned. Original motive precipitating copyright protection was not the belief that had an inherent right to their intellectual or artistic properties similar to the right we have to other things we own and no one else can use it, read it and cannot get any benefit regarding the improvement in his/her knowledge. Copyright Act's formulation was based on the notion that society would be best served if authors were encouraged by favourable legislation that protected their interests in the work

they produced, to continue issuing such intellectual and creative products.

The copy right act also means to set up a system under which people may protect their creative works from unauthorized commercial exploitation by others, but only for a limited time with author's permission. One can secure a copyright by claiming it by inserting a notice in a prominent place that says the work is copyrighted. The copyright Act provides a variety of legal remedies for copyright owners to use against infringers.

3. KEY TERMS

- Libertarian Press Theory, Authoritarian Theory, Social Responsibility Theory, Soviet Communist Theory, privacy, free press, fair trial, freedom of information. Recommendations of 1928, Press in India,
- 12 parts and 74 sections, their definitions and details.
- Promulgation, 10 parts 50 sections their definition and details.
- Forms of defamation. Nature of defamation.
- Definition and types of contempt.
- Scandalising the court and judge, abusing parties concerned in a case, prejudicing mankind against persons before the case is heard, principles governing contempt.
- Three elements of identification, civil libel, criminal libel, defences in a libel suit, type of libel.
- Copy right Act, its historical background, advantages, role in promoting knowledge.

4. SELF-ASSESSMENT QUESTIONS

1. Explain different theories of press in the light of media laws.

Points to Note

Libertarian, authoritarian, social responsibility, soviet communist theory, use of media laws.

2. Discuss in detail the salient features of RPP0 and its importance.

Points to Note

12 parts and 74 sections of the ordinance.

3. What do you understand by libel? Explain its various types.

Points to Note

Definition of libel, slander, defamation.

4. Briefly discuss contempt of court and its different aspects.

Points to Note

Three types of contempt, contempt in news, contempt in headline, contempt in advertisement, principles governing contempt.

5. Briefly narrate the Gagging Act 1857 and how it differs from Indian Press Act 1835

Points to Note

Salient feature of gagging Act and Press Act 1835.

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UNIT NO. 16

MEDIA ETHICS

Written: Prof. Muhammad Aslam Pervez
Reviewed by : Prof. Sajjad Paracha

1. OBJECTIVES

After studying this unit, you should be able to:-

1. Report, write and produce news material quite in keeping with professional ethics.
2. Serve the newspaper and society in a responsible and cultured way.
3. Protect and promote the native culture.
4. Make your newspaper more effective and acceptable.
5. Identify and use various media ethics.
6. Discharge the responsibilities of press to the society.
7. Act as a free but responsible media person.

2. SUMMARY OF THE MAJOR TOPICS

2.1 DEFINITION OF ETHICS

Ethics mean the moral principles which determine the rightness or wrongness of particular acts or activities. As such an ethical code is usually self imposed principles to be adhered to and followed strictly in order to foster and protect one's rights and privileges for mutual interests. Journalists have great difficulty in defining in particular contexts what is ethical and what is not. However, the recurring ethical problems are gifts, free trips by news sources, conflicts of interests, etc. Several national and international press institutions have produced code of ethics for working journalists. As a journalist has to mirror the society, therefore he/she is supposed to observe the prescribed code of ethics while performing his/her professional duties.

2.2 FREEDOM OF MEDIA

Freedom of media is regarded as an inalienable right of people in a free society. It carries with it the freedom and responsibility to discuss, question, and challenge actions and utterances of government, public and private institutions. Journalists uphold the right to speak unpopular opinions and the privilege to agree with the majority. Freedom of media belongs to the people. It must be defended against encroachment or assault from any quarter, public or private. Journalists must be constantly alert to see that the public business is conducted in public. They must be vigilant against all who would exploit the media for self interests.

2.3 RESPONSIBILITY OF MEDIA

Media serve many important responsibilities, for the society, such as social, economic, educational, religious, cultural, etc. Many people think that media play a vital role in making democracy work. Media can render the day to day lives of the people better; it can entertain them. To be more specific, the major responsibilities of media are: to give a daily account of what is happening in the world; to serve as a watchdog on government; to inform citizens so that they can participate in decision making activities; to provide practical information for day to day living, to provide adult education and to provide entertainment, etc.

Newspapers continue to occupy a unique place in journalism, despite the popularity of radio and television news.

All media either it is electronic or print, are performing their responsibilities for general masses efficiently.

2.4 SOCIAL VALUES AND MEDIA

Media and society have

themselves to be. But they also have the nature of a social product and as such have the moral obligation of accepting the responsibility that comes with such a significant role. Mass media are the greatest social force in all parts of the world. In fact it is mass media which stress reliability, honesty and impartiality in the handling of ideas, issues and values.

Mass media provide a safeguard to local social values against the foreign media socio-cultural imperialism. Mass media have the great responsibility to encourage and promote local socio-cultural values.

2.5 RIGHT TO KNOW

The social responsibility theory suggests that publishers have moral responsibilities to the society. The theory argues that "freedom carries concomitant obligations; and the press, which enjoys a privileged position must discharge these obligations. A key idea growing out of social responsibility theory is the concept of the public's "right to know", which strengthens the idea that a newspaper is a public service. The journalists are claiming the existence of a public right to know and are using this phrase to justify obtaining information from government. Reporters should know about legal limitations to pre-trial and trial coverage. There is often a conflict between the defendant's right to a fair trial and the public's right to know about trials and criminal activity.

3. KEY TERMS

- Ethical and unethical situations, code of ethics of different institutions.
- Freedom, meaning and use, code of ethics regarding freedom of media, advantages and disadvantages of freedom of media.
- Functions of press, purposes of journalism, social, economic and cultural role of media.
- Socio-cultural media imperialism.
- Social responsibility theory, free press, Fair trial, shield Laws.

4. SELF-ASSESSMENT QUESTIONS

1. **Briefly describe media ethics and its different conditions.**

Points to Note

Gifts, free trips, conflicts of interests, etc.

2. **Write short note on freedom of media.**

Points to Note

Libertarian theory, laws regarding freedom of press.

3. **Briefly narrate the impact of media on cultural values.**

Points to Note

Cultural imperialism, social responsibility theory.

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UNIT NO. 17

MEDIA MANAGEMENT

Written By: Prof. Muhammad Aslam Pervez
Reviewed By: Prof. Dr. A. R. Khalid

1. OBJECTIVES

After studying this unit, you should be able to:-

1. Supervise and manage a newspaper office.
2. Make the newspaper organization administratively strong and sound.
3. Act as a circulation manager and successfully increase the circulation.
4. Advertise various products and collect huge finances for your newspaper organization.
5. Explain the economics of a newspaper.
6. Distinguish between the roles of different personnel of a newspaper.
7. Describe various departments of a newspaper.

2. SUMMARY OF THE MAJOR TOPICS

2.1 PRINT MEDIA OWNERSHIP IN PAKISTAN

For a person just entering upon a newspaper career, the purchase of a newspaper is a much more treacherous proposition than for an experienced publisher. In the beginning he/she has to determine how much money he/she has to invest in the newspaper.

After partition due to financial constraints, print media was not so developed in Pakistan. After that many Urdu, English and other languages newspapers began to be published from different parts of the country. Regarding ownership, the person who is not a citizen of Pakistan shall not own or hold any interest in any newspaper printed or published in a province except with the previous approval of the government, and no such person shall, in any case, own or hold more than twenty-five per cent of the entire proprietary interest of any such newspaper, whether in the form of shares or by way of sole ownership or otherwise. There are different types of ownership in newspaper organizations.

In Pakistan one group of newspapers was being run by the National Press Trust. The newspapers under this group are now privatised. The second big group of newspapers is known as the Pakistan Herald Publications Ltd, the third group is known as Jang Publications Ltd, the fourth is Nida-i-Millat Publications. This group is publishing Daily Nawa-i-Waqt, The Nation, weekly, Family and Phool.

The other newspapers are small businesses but they are generally managed by joint stock companies or private limited companies while some others are financed by political parties.

2.2 ECONOMICS OF NEWSPAPER

The main source of income for newspapers is advertisements which they publish regularly. Most of the advertisements published in newspapers emanate from federal, provincial and local government departments. Advertisements constitute backbone of the newspaper industry. They play an important role in bringing the prices of newspapers to a moderate level. The distribution of these advertisements on behalf of the government is mostly done through Information/Publicity departments while the other institutions of private sector send their advertisements direct to the newspaper offices.

The key to the economic problems confronting newspapers lies with the government. The economic problems become a great obstacle in the way of journalistic freedom. Besides advertisements, newspapers in Pakistan have to face the problems of newsprint, import duty, printing material, circulation, distribution, means of communication, means of getting news etc.

2.3 NEWSPAPER PERSONNEL

The circulation of a newspaper determines how its different departments are organized. There are, of course, almost as many variations of these newspapers organizations forms as there are readers in and outside the country. However, to make some generalization about the newspaper personnel, the designations and job description of those who, own, collect news, write, edit, compose and print a newspaper is possible, e.g. Publisher or proprietor, Editor in Chief, Editor, Managing Editor, General Manager, Resident Editor, News Editor, City Editor, Chief Reporter, Advertising Manager, Circulation Manager, Press Manager, Accounts Manager and all these personnel who assist them as other staff members. The number of persons required to publish a newspaper depends, to some extent, upon whether it is individually owned and operated or is working under a partnership or a corporation. However, these days advanced computer systems available in certain newspaper offices have reduced the demand for certain type of staff.

2.4 CIRCULATION

Circulation is the lifeblood of a newspaper. Without it a newspaper would get no advertisements which is the backbone of a newspaper organisation. And without advertisements a newspaper cannot survive. To perform its important duties like selling, delivering and collecting effectively, the circulation division of a newspaper organization is split into several units. Circulation means the number of copies of a newspaper or periodical sold. With a work force of solicitors, carriers, supervisors, collectors and other assistants the circulation manager sells and delivers the paper and collects its proceeds.

No department of a newspaper runs more risk of getting off balance in its work flow than the circulation department. To increase the circulation and to deliver the paper to far flung areas, necessary research work is conducted and then advanced methods of increasing the circulation are introduced.

2.5 ADMINISTRATION

In a properly functioning newspaper, many independent operations must be coordinated by a strong administration. The administrative unit is made up of the owners and executives whose duty is to establish and direct consistent and uniform policies. The administration department exercises authority over all other departments of the newspaper. Editor-in-Chief, Chief Executive or administrative manager are directly responsible for administration, and they exercise full control over the news side and the business side. One of the important responsibilities of the administration is to see that efficiency is maintained and that each department understands the close relationship it has with all the other departments. It ensures the cooperation and coordination between business, editorial, news, circulation, press and other departments.

The nature and structure of administration differs in different types of ownership, patterns.

2.6 ADVERTISING

Advertising is the printed, audio, video or pictured representation of a person, product, service or movement openly sponsored by the advertiser at his expense for the purpose of influencing, sales, use and votes etc.

Advertising is a business that feeds advertising agencies, newspapers, radio and television and contributes a lot in providing finances to news media. Advertisers convey their message to the masses through purchasing time in electronic media and space in print media and thus provide them a bulk of revenue.

Newspaper advertising, a popular avenue for consumer approach, is influential in economical living, business growth and community progress. There is convincing evidence that advertising can lead to lower prices, greater profits, reduced selling costs and increased turnover. In newspapers generally there are display and classified types of advertisements.

2.7 NATIONAL PRESS INSTITUTIONS (ASSOCIATIONS)

There are four main bodies of national Press Institutions. First of all there is the Council of Pakistan Newspapers Editors (CPNE). It relates to the activities, rights, functions and duties of editors. It has splinter group called Newspapers Editors Council of Pakistan (NECP). Nawa-e-Waqt group and Dawn group of editors are included in NECP. They also have their own society parallel to APNS which has been named as Pakistan Newspapers and Periodicals Organization (PNPO). The second institution is the Pakistan Federal Union of Journalists (PFUJ). The last one is the Pakistan Press Council (PPC) that regulates the affairs of the press and prescribes particular rules and regulations.

3. KEY TERMS

- Ownership ordinance, associated problems and their solution with regard to the nature of media ownership in Pakistan.
- Economic problems of newspapers, their main sources of income.
- Newspaper organization - who has what type of ownership? Factors that determine personnel.
- Circulation Manager and his staff.
- Types and organizational setup of administration, duties of administration and administrative personnel.
- Advertising from communications and marketing point of view: type of advertising.
- CPNE, PFUJ, APNS, PPC, their organisational setup and their code of ethics.

4. SELF-ASSESSMENT QUESTIONS

1. What do you understand by ownership? Also discuss its different forms.

Points to Note.

Definition of ownership, forms of ownership and organizational set up.

2. Give a list of different categories of newspaper personnel and their duties.

3. What is advertising? Can it increase circulation? Give arguments.

Points to Note

Definition of advertising and its types. Role of advertising in newspaper.

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UNIT NO. 18

**CHALLENGES & PROSPECTS
OF PRINT MEDIA**

*Written By: Prof. Aslam Pervez
Reviewed By: Prof. Dr. Mugheesud Din*

1. OBJECTIVES

After studying this unit, you should be able to:-

- 1. Identify various problems being faced by journalism in developing countries.**
- 2. List down the new trends in Journalism.**
- 3. Explain the new information order.**
- 4. Describe the concept of news values in the two worlds.**

2. SUMMARY OF THE MAJOR TOPICS

2.1 PROBLEMS OF JOURNALISM IN DEVELOPING COUNTRIES

In developing countries, journalism plays a vital role. It serves as the central nervous system of the state. Since a democracy cannot succeed without the support of people, media network allows the public and their representatives to interact on a rapid, responsive and representative basis. Journalism in developing countries participate in every political, economic, religious and cultural aspect of society. Journalism serves the society in information, persuasion, guidance, entertainment and analysing spheres through its electronic and print media. While performing these functions and practices, media face different problems. The problems at times lead to paralysing of journalistic activities. Generally speaking six social factors influence the development and practices of journalism in developing countries. These factors are (1) Physical and Geographical Characteristics, (2) Technological Competencies (3) Cultural Traits (4) Economic Conditions (5) Political Philosophies (6) Qualities of Media. In addition to these factors the government policies, Acts, ordinances, press advice etc. influence practising journalism directly and indirectly.

2.2 NEW TRENDS IN JOURNALISM

The future of journalism seems to be full of a chain of changes. Study and research on the future of journalism is growing. Its pace of development is comparatively very rapid. New trends are rapidly progressing in modern journalism. Computer is undoubtedly, the most important development in the media of journalism. Changes in paper, printing processes and technology are being introduced in a big way. Satellites have become indispensable for the technological revolution in journalism. Wired broadcasting may bring about the biggest change in journalism techniques. Changes in electronic technology will continue to change the broadcast media, particularly the development of microprocessors. Laser fibre optics are bringing about virtually unlimited journalistic capabilities for point to point transmission. Besides this personalized communication for special information is the growing need of the present era, the services of more specialists are required to provide more and more information concerning narrower fields of expertise and to provide personalized and specialized information on a mass basis. News gathering, facts finding and dissemination of information techniques have led to rapid, accurate, up to date flow of information. In this way the importance of journalism has also increased. The change in the placement and arrangement of facts in news items and the making of page resulted in the increased ratio of newspaper reading.

2.3 NEW INFORMATION ORDER (NIO)

The development of information technologies is a basis for a new revolution within the informatics revolution. It is bringing about greater changes in economic and social life.

The media of the capitalist West and that of the US in particular have

dominated the globe. But a large and increasingly vocal part of the third world does not want to be dominated by them. These countries have been growing increasingly restive about the domination of media from the West. As U.S. media especially, have grown massive and popular, much of the third world has come to worry about the American media invasion as exploitation and imperialism. The developed media is exporting their ideas, values and traditions and the news material of their own interest to the developing nations. The exportation of such material has led to great acculturation in these countries. The problem was raised in the UNO. UNESCO has sponsored several conferences in an effort to find out some solution. One result of these conferences had been the call for a "New World Information Order" that would supposedly help protect the communication integrity of every nation in the world.

2.4 FREE FLOW OF INFORMATION

The "Free Flow of Information" is a concept linked to the basic human right of freedom of speech and opinion. Every one has the right to freedom of opinion and expression. This right includes freedom to hold opinion without interference and to see, receive and impart information and ideas through any medium regardless of any frontiers. This principle has been difficult to practice due to certain obstacles and barriers. Some of these obstacles are evident, obvious and easy to recognise. Free flow of information should be two-way, not simply in one direction. Imbalance in free flow of information seriously hinders its flow. Viewed in this context, the one-way flow of information is "a reflection of the world's dominant political, economic, social and cultural structures which tend to reinforce the dependence of poorer countries on the richer. As a result, cultural domination by the one way flow of print and broadcast media products and technological domination become the outputs of free flow of information. The cultural imports from developed countries through their media have generated many concerns among recipient countries and the same pose a threat to the quality and values of indigenous culture, alienating people from their own way of life. The Western cultural tastes are admired by many people in less developed countries. They can become adopted norms of human behaviour in countries exposed to them, which called cultural invasion through free flow of information.

2.5 NEWS VALUES OF THE TWO WORLDS

News is supposed to be a factual report of an event as it occurred, without any bias of the reporter or the medium. The distortion involves news values. What is regarded as news is not the same in every country of the world. Basically, a country's definition of news values relies mainly on that country's cultural perceptions. News for the developed world is largely considered a commodity to be marketed to the public. As a result, journalists take their cues from public tastes and interest. News must be immediate circulate quickly after an event, contain new and latest development some consequence: human interest, action, drama, progress or disaster etc. and represent a departure from the pattern of normal every day life. An alternate news values, widely accepted in less developed countries, holds that a

news should cover more than recent events. It should cover processes for development, changes occurring over time, present a useful model to other developing of inland projects are interesting news in Third World countries. These are not sensational events. They adopt the traditional values of news i.e. proximity, prominence, timeliness, human interest, action, drama, progress, disaster, consequence etc. and try to maintain the objectivity in news reporting and dissemination.

3. KEY TERMS

- Purposes and functions of journalism, media of journalism, factors that influence journalism, Government role in practising journalism.
- Technological advancement and its role in modern journalism Electronic and print media development. Reporting, existing writing and processing techniques. Change in contents, specialized information. Story writing and structuring.
- (New International Information and communication Order, UNESCO Conferences, NIO and the third world.
- Barriers in free flow of information, two- way and one way flow, cultural imperialism, media domination on developing nations, and censorship, cultural invasion.
- News values, basis of developed nations news values, news distortion, news elements in developing countries, differences in values of news of the two worlds.

4. SELF-ASSESSMENT QUESTIONS

1. Give your arguments that journalism is fourth pillar of the state.

Points to Note

Functions and purposes of journalism; Journalism as business and as mission; Press and government relations.

2. To meet the challenges of 21st century, what modern trends are being introduced in Journalism?

Points to Note

Technological advancement; contents and page making design; specialized information, writing and structuring the news story.

3. Write a detailed note on cultural and media imperialism.

Points to Note

New information order and third world.

4. Cultural invasion, vertically and horizontally is the outcome of free flow of information Discuss.

Points to Note

Cultural invasion; direct from development north; indirect from developing south; importation of media products from the developed to developing countries.

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