

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

Print-Media,
BAJMCMN-101



Message for the Students

Dr. Babasaheb Ambedkar Open (University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Ambedkar. We Stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides as many as 54 courses including various Certificate, Diploma, UG, PG as well as Doctoral to strengthen Higher Education across the state.



On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and created a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

“We want the education by which the character is formed, strength of mind is Increased, the intellect is expand and by which one can stand on one’s own feet”.

In order to provide students with qualitative, skill and life oriented education at their threshold. Dr. Babaasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university following the core motto ‘ॐ ध्यायः परमम ० तपः’ does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subject. With this, the university has widened scope for those students who

are not able to continue with their education in regular/conventional mode. In every subject a dedicated term for Self Learning Material comprising of Programme advisory committee members, content writers and content and language reviewers has been formed to cater the needs of the students.

Matching with the pace of the digital world, the university has its own digital platform Omkar-e to provide education through ICT. Very soon, the University going to offer new online Certificate and Diploma programme on various subjects like Yoga, Naturopathy, and Indian Classical Dance etc. would be available as elective also.

With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.



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Dr. Babasaheb Ambedkar Open University
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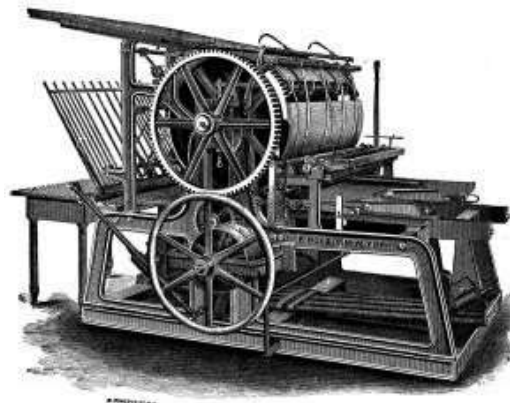
**1.0 EVOLUTION HISTORY OF JOURNALISM OF
PRINT MEDIA IN INDIA**

It's safe to say that advertising, the media, even life itself, would not be the same without the printed word. We learn about our world through shared writings: newspapers, magazines, and books. We decide what we want to buy from looking through advertisements that come in the mail. Printed media has shaped the way we learn, think, and act in modern society.

Yet it all began simply. Ts'ai Lun, a Chinese official, is attributed with the invention of paper in A.D. 105. Forty years later, Pi Sheng would invent the first movable type. It would take literally hundreds of years later, in 1276, for printing to reach Europe in the form of a paper mill in Italy, and another two hundred years until Johannes Gutenberg refined a method to efficiently print books and pamphlets on his Gutenberg press.

Following the printing press, the next improvements in print media came through the developments of different type faces. Nicolas Jenson invented a

-Roman typeface for publications around 1470, one that was far easier to read than the black letter typefaces Gutenberg had used, which had copied the handwritten books of the time. In 1530, Claude Garamond opened the first type foundry. After Garamond's death in 1561, his typefaces (in the form of punches and matrixes) were sold and distributed across Europe, popularizing his designs.



The Industrial Revolution would usher in a new era for type and publication, particularly with Lord Stanhope's invention of the first all cast-iron printing press, doubling the usable paper size and drastically reducing the use of manual labour.

In 1880 the halftone process was developed, allowing for the first photo to be printed in a range of full tones. This in turn introduced a wave of sensationalist tabloids and the launch of a new craze: celebrities. Tabloids like the New York Daily News and the New York Daily Mirror published photo spreads (sometimes real, sometimes compos graphs, or manipulations) of stars like Rudolph Valentino, with immense success.

The late 19th century and the beginning of the 20th century were an important time for print media and graphic design. Movements in style and technology would propel the print world into the modern age. The Art Nouveau movement began in 1890 and began an influence that would rule over all types of design, from layout to fonts to illustrations. Some companies that fuelled the popularization of the style, like Liberty & Co. (Liberty of London), live on in modern society, still in vogue. The movements' weight in print media is seen

primarily in the posters of the period, characterized with lavish curves, leaf and plant motifs centred around beautiful women, flowers or birds.

Also in the late 1800's began the rise of media barons in the print industry. Men like Joseph Pulitzer and William Randolph Hearst would run publishing companies which proved that there was a profit in advertising and journalism. Both Pulitzer and Hearst would go on to have political careers. Even when fierce competitions rose between print houses and newspapers, it only seemed to stir the public's interest and the popularity of print media.

In 1935 the electric typewriter came onto the market. After World War II, these typewriters would become tremendously popular, in both the personal and business worlds, changing the way people wrote forever. Some typewriters accommodated different fonts with exchangeable cartridges, and offered variable leading.

Typefaces and fonts continued to evolve in the 20th century as the first extended font families (which would include different variations of a particular font) were developed. This trend started with Cheltenham (developed by Bertram Grosvenor Goodhue, Ingalls Kimballin and Morris Fuller Benton in 1902-1913), and later examples include typefaces like Futura (designed in 1927 by Paul Renner) and Lucida (designed by Charles Bigelow and Kris Holmes in 1985).

An important institution in the media world during the beginning of the 20th century was the Bauhaus in Germany. The first of the modern art schools that would produce the new century's designers, dancers, and engineers, the Bauhaus' professors and alumni would include numerous graphic artists working in print media. Typography and color theory would be explored at the Bauhaus throughout its existence. In the late 1900's, after the rise of the communist party in Germany prompted the dissolution of the Bauhaus itself, the name would be immortalized in a typeface developed by Edward Benguiat and Victor Caruso, based on an earlier font created by the Bauhaus graduate Herbert Bayer.

Understandably, the digitalization of design would irrevocably affect print media. As computers took over more of the modern workload and graphic design began to shift into the computer world in the 1960's, great changes were set in motion. Type design's evolution would continue, no longer being hand cut or mechanically cast, but instead digitized character by character as either a bitmap or outline

(vector) computer file. Companies like General Electric realized early on that computer graphics would give them an edge in advertising, and subsequently IBM released the first commercially available graphics computer, starting a cycle that would keep designers and computer manufacturers interlocked as both grew and began to expand. As new software and computers were released, more businesses started converting to digital advertising, and designers began taking advantage of the new products to do their jobs.

Although digital design and the computer age have been blamed for negatively affecting print media, in some ways it has only made the print world stronger. Print houses for magazines and newspapers would be unable to publish relevant stories and photos fast enough without the advances in software that allow designers to complete their jobs and meet publication deadlines. Computer software has even made print media more accessible to small business owners and companies than ever before. Even with the advent of the world-wide web and online blogs and news sites, the printed word has not lost its power. Ad campaigns assail us from our Mail boxes, from store-front windows and are handed to us by salesmen. We perhaps take for granted the hundreds of years of development that led to our perfectly leaded and kerned newspaper headlines and the bright colour photos blazoned underneath. Print media has evolved continuously over its long history, and hasn't stopped yet.

History of Journalism and the Evolution of Print Media in India:

The history of journalism is closely related to the developments of printing press. The credit for the invention of the art of printing goes to the Chinese. Chinese were the first to use movable types for the printing press. Even paper was first of all manufactured in China. The first book was also printed by the Chinese people in 868 AD. The Chinese Court Gazette is said to be the oldest newspaper published at Peiking. The knowledge of art of printing spread to the west from China. The Chinese had developed the movable types between the 9th and 11th century. But it was not until the 14th century that the moving type was introduced in Europe.

1.1 ADVERTISEMENTS DURING 15TH CENTURY

In the 15th century Johann Gutenberg, the goldsmith of Mainz, a city in Germany, developed the movable type. He also invented a suitable ink for the metal type which replaced wooden blocks. In 1456 Gutenberg printed nearly 300 copies of the Bible. Gradually the printing presses were established in many other countries of the world. Venice, in Italy became a flourishing centre of printing. In

those days, the governments and the churches patronised the printing presses. In 1476, Caxton, England's first printer, set-up a press in Westminster. He had learnt the art of printing in Cologne. He also printed the books in English language whereas before him these used to be printed only in Latin. Soon, presses began to be set up in all the flourishing trading centres of the world.

1.2 BULLETINS, NEWS PAMPHLETS ETC

Even in the ancient and early medieval times bulletins, news pamphlets and other propaganda materials used to be pasted on the walls. Sometimes, the royal proclamations or edicts were also pasted on the walls or inscribed on the stones. The Kings in ancient times used to get written reports from their departments and their agents. There were writers of newsletters who sent news to the persons who were residing far away from the capital of a country.

Newsletter thus is quite an early institution. In India, news writing had become a much prevalent institution during the Mughal regime.

1.3 OLDEST MORNING NEWSPAPERS OF EUROPEAN COUNTRIES

In the middle of the 16th century the morning newspaper took shape in Europe. First of all, the trading houses published news-books and then News letters. Generally, political and economic news for general interest was contained in these news- books.

1.4 ADVERTISEMENTS DURING 16TH CENTURY

In 1560, in some towns of Germany and Switzerland serial numbered news-sheets started appearing. In 1609, two news- sheets, namely Avisa from Germany and Relations from Strasbourg started coming out regularly. By 1618, weekly newspapers started coming out in English, French, Dutch and German languages from Amsterdam in Holland.

By 1621, the English printers started their own news-sheets. In 1621, a single news-sheet called a Coranto was published in English. By 1660, weekly publication of news-sheets had been well established in UK. In 1665, Oxford Gazette, which later on became London Gazette made its appearance. This was a regular newspaper which was published twice weekly. But the first daily newspaper, The Daily Courant, made appearance in England only in 1702.

It was in every sense a newspaper which was printed regularly. The first newspaper to appear in USA was 'Public Occurrences Both Foreign and Domestic.' It was published in 1690 by a British

Journalist, Benjamin Harris, who had fled from England and gone to America. But the first newspaper started by an American, John Campbell, was the Boston Newsletter published in 1704. In 1783, the first daily newspaper of America appeared in Pennsylvania. The first Russian journal is believed to have been printed in 1703.

1.5 CHECK YOUR PROGRESS

1. What is the oldest form of journalism?

2. Where was the first continuous print press started?

3. How did printing press change the course of history?

4. What is the history of mass communication?

5. What is the pattern of evolution of mass communication and when did it start?

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2.0 Introduction**2.1 Oldest Newspapers of India****2.2 Leading Newspapers of the World****2.3 Check your progress****2.4 References**

2.0 INTRODUCTION

The printing press was introduced in India in 1556 AD. Ad Newspaper in India is also the by-product of the British rule. The first attempt to start a newspaper in Kolkata was made by William Bolts. But in reality, James Augustus Hickey an Englishman started the first English Newspaper Bengal Gazette or Calcutta General Advertiser at Kolkata in 1780.

His newspaper consisted of two sheets only. It was specialised in the exposure of the stories regarding the private lives of the servants of the East India Company including its high-ups. Messink and Reed started the next newspaper named as India Gazette. They benefited much from the experiences of James Augustus Hickey.

In 1784, another paper named Calcutta Gazette was started. After this in 1785, Richard Johnson started the Madras Courier which was published from Chennai. The first newspaper to be published from Mumbai was Bombay Herald which was started in 1789.

Generally, the first newspapers in India were started by those Englishmen who had certain personal grievances against the East India Company. Usually, the circulation of these newspapers was very small and did not exceed not more than one hundred or two hundred copies. On that time, there was neither any freedom of the press nor any press laws in India. The authorities could use both censorship and pre-censorship on the newspapers.

The printing of these newspapers was not very attractive. Generally, these newspapers printed such things as were of interest to the British residents in India. They printed parliament's reports, news regarding army and the developments in English. Of course, news regarding the Indian rules was published. Sometimes, these newspapers also carried newsletters and reports from Europe, Latin America, China, etc.

They had also started publishing letters to the editors, advertisements, news about important social events and the prevailing fashion in the society. In 1816, Gangadhar Bhattacharya and Harchandra Ray launched a paper from Kolkata Bengal Gazette in Bengali.

It was the first newspaper in Indian languages. In the year 1818 Samachar Darpan weekly started for the first time in Bengali, which introduced Indian Commerce among the other topics. During the First World War a remarkable growth in the circulation of newspapers was witnessed. The period also witnessed a keen competition among foreign manufacturers also between them and within the Indian manufacturers.

To promote their sales they have been looking for an improved channel of publicity which can reach the customers easily and effectively. At this juncture the manufacturers had to rely upon advertising to attract and motivate the customers to their merchandise. It was realised that the press advertisement was considered as the foremost channel of communication among the media of advertising. Today, anything between 50 per cent to 70 per cent of a publication's revenue comes from advertising. The Indian press consists of more than 25,000 newspapers/ magazines/periodicals published in 20 different languages with a combined circulation of more than 75 million.

2.1 OLDEST NEWSPAPERS OF INDIA

Some of the oldest newspapers in India are Bombay Samachar in Gujarati, published from Mumbai, 1832; Times of India in English, Mumbai, 1838; Pioneer in English, Lucknow, 1864; and Amrit Bazar Patrika in English, Kolkata, 1868. Of course, compared with the teeming population of India the number of newspapers and their circulation is very small. This is due to the fact that still a great majority of our countrymen are illiterate.

2.2 LEADING NEWSPAPERS OF THE WORLD

There are more newspapers in the world today than there were, say, thirty years ago. This has been possible due to the increased population and technological advancement resulting in wider distribution.

In some of the western countries while the largely distributed national and state newspapers are declining, still the smaller local newspapers flourishing everywhere. In the developing countries of Asia, Africa and South America new local newspapers are still being started. The number of newspapers in the above countries is constantly on the increase to give information to their newly educated population.

According to an estimate, there were nearly 7,000 daily newspapers in the world in 1952. The total circulation of these newspapers was 230 million copies. In 1969, the number of these daily newspapers had increased to 8,100 whereas their circulation had increased to 360 million copies.

But these are figures of only daily newspapers. Besides these, there are far more regional or provincial papers, mostly weeklies. Alone in the United States there are 14,000 regional or provincial papers.

2.3 CHECK YOUR PROGRESS

1. Who started journalism in India?

2. Which was the oldest daily in India?

3. Which was the oldest English daily in India?

4. Why is journalism so important?

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- 3.0 What is News?**
- 3.1 Difference between News and Information**
- 3.2 What Makes News?**
- 3.3 Hard News vs. Soft News**
- 3.4 Difference**
- 3.5 Check your progress**
- 3.6 References**

3.0 WHAT IS NEWS?

News is something that you come across everyday in your life. What makes news? John Bogart has given this comment that became synonymous with news. When a dog bites a man it is not news, because it happens so often. But if a man bites a dog, that is news. Though this may seem true, sometimes, when a dog bites a man that can also become news.

Suppose a dog bites a famous film star, it definitely makes big news. It is said that the letters in the word -NEWS is derived from the four directions as indicated below:

N orth East West South

This shows that news can come from anywhere. News is the report of a current event, something that was not known, information of recent events and happenings.

News is a report of a current event. It is information about something that has just happened or will happen soon. News is a report about recent happenings in a newspaper, television, radio or internet. News is something that is not known earlier. From all these, we can safely define news as a development that has happened in the past 24 hours which was not known outside and which is of wide interest to the people and that which generates curiosity among listeners.

Let us consider a few examples. You have heard a news broadcast on the radio .Twenty people died in a train accident. You don't consider it as news concerning you. Lots of accidents happen in various places every day. But after some time you hear that passengers in the compartment which met with the accident are from your village. Now you become more alert. The news becomes important for you.

You are anxious to know the condition of passengers. Are they safe? Is anyone hurt or hospitalised?

3.1 DIFFERENCE BETWEEN NEWS & INFORMATION

In the railway station, you might have noticed the board displaying the train timings. That is not news. That is information. But information becomes news when news value is added to it. For example, if a new train time table is issued by the railways replacing the existing one with changes in train timings that becomes news.

Similarly, the different slabs of income tax rates are not news. But when the government decides to increase or lower the rates, it becomes news. You might have seen weather reports in the newspapers. It gives the day's temperature or rainfall. It does not make news. It becomes news when there is a sudden change in weather, or when heavy rains lead to floods or when continuous absence of rain leads to drought. So information is different from news. News should give something new to the readers, viewers or listeners.

3.2 WHAT MAKES NEWS?

It is generally said that if a news report provides answers to six questions, then it is a perfect news item. These six questions include five Ws and one

H. The five Ws are When? Where? What ? Why? and Who?.The H is How?

Suppose you hear news like this. A boy is kidnapped while coming back from the school. Naturally the first question that arises in your mind will be when it had happened and where? Then you are keen to know what the full story of the incident was. Then you ask the question, why has it happened?

Also you want to know about the kidnappers. Who were they? And finally the news becomes complete only when you get from the news how the kidnapping happened. Unless a news item satisfies all these six questions of the reader or listener, the news is incomplete.

3.3 HARD NEWS VS. SOFT NEWS

News stories are basically divided into two types: hard news and soft news. Hard news generally refers to up-to-the-minute news and events that are reported immediately, while soft news is background information or human-interest stories.

Politics, war, economics and crime used to be considered hard news, while arts, entertainment and lifestyles were considered soft news.

But increasingly, the lines are beginning to blur. Is a story about the private life of a politician –politics or –entertainment? Is an article about the importance of investing early for retirement a –business story or a lifestyle story? Judging solely on subject matter, it can be difficult to tell.

One difference between hard and soft news is the tone of presentation. A hard news story takes a factual approach: What happened? Who was involved? Where and when did it happen? Why?

A soft news story tries instead to entertain or advise the reader. You may have come across newspaper or TV stories that promise –news you can use. Examples might be tips on how to stretch properly before exercising, or what to look for when buying a new computer.

Knowing the difference between hard and soft news helps you develop a sense of how news is covered, and what sorts of stories different news media tend to publish or broadcast. This can be important when you want to write articles or influence the media yourself.

Hard News

It has significance for relatively large number of readers, lecterns or viewers; this includes news government, politics foreign affairs, education, labour, religion, economics, courts, and the like. Hard news despite its importance usually attracts fewer readers, listeners or viewers because it is often difficult to understand. People need to think about the information presented to comprehend its significance. As a result, much straight reporting effects for "hard news" has given way to interpretative reporting in which the reporter explains the significance of facts and often given the background necessary for people to understand what they read, see or hear. Often a story combines the elements of "hard" and "soft" news. Such a story then becomes "big" news for most media, including news magazines.

Soft News

These news usually less important but often attracts more audience. Human interest stories of crime, lust, and comedy appeal more to emotions than to intellect. It entertain readers and it may be a gossip about celebrities, technology etc.

3.4 DIFFERENCE

Tone of presentation is the main difference between soft news and hard news. Hard news story follow factual approach (like what, who, when and where happened).

All of you must be reading newspapers. Why is it called a newspaper? Because it contains news. Have you ever thought about how we get news?

There are various sources of news. You can hear it on the radio, view it on a television channel, read it in a newspaper or surf it on internet in a computer.

3.5 CHECK YOUR PROGRESS

1. What is meant by hard news?

2. What are examples of soft news?

3. What are the basic elements of news?

4. What are sources of soft news today?

5. What is soft lead?

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- 4.0 News Sources**
- 4.1 Types of sources**
- 4.2 On the record**
- 4.3 Non-attributable**
- 4.4 Off the record**
- 4.5 Using assumed names**
- 4.6 Check your progress**
- 4.7 References**

4.0 NEWS SOURCES

News is happening all the time: People are being born or dying, banks are being robbed, roads are being planned, companies are making profits or losses, storms are destroying homes, courts are sending people to jail or freeing them, scientists are discovering new drugs. Every minute of every day something newsworthy is happening somewhere in the world. Even if you are a journalist working in a small country, something newsworthy is probably happening in your country at this moment, while you are reading this book. Your job as a journalist is to get information on those events and present it to your readers or listeners. But you cannot be everywhere all the time to see those events for yourself. So you need other ways of getting information on all those hundreds (maybe millions) of events you cannot witness yourself. When someone or something provides you with information, we call them a **source**.

Sources of information can be people, letters, books, files, films, and tapes - in fact, anything which journalists use to put news stories together. Sources are very important if you want to report on events or

issues and explain the world to your audience. Journalists try to work as much as possible from their own observations, but this is often not possible. Some events or issues are finished before the journalist gets there. Others are like plants which only show their stem and leaves above the ground - the all-important roots are hidden from sight.

Journalists who only report what they see can miss much of the news unless they have sources to tell them of more details or other aspects which are out of sight.

4.1 TYPES OF SOURCES

Journalists should deal in reliable facts, so it is important that the sources you use for writing stories can give you accurate information about what happened or what was said. But just as there are lots of different news events, so there are many different sources of information. Some of them will give you very accurate information and we call these sources *reliable* (because we can rely on what they say). Others are less reliable, but still useful, while some can hardly be trusted at all. The main way of judging sources of information is on their reliability.

1. Reporters

One of the most reliable sources of information (although not completely reliable) is other journalists. They may be your colleagues or reporters from a news agency which supplies your organisation. If they are well trained, experienced and objective, their reports will usually be accurate and can be trusted. However, if there are any essential facts missing from their reports, these will have to be provided. Either they will have to provide them or you will have to find the missing facts yourself. Mistakes can happen. This is why news organisations should have a system for checking facts. A reporter's story should be checked by the news editor then the sub-editor. In small newsrooms, where the reporter may also be the editor or newsreader, the reporter must be especially careful in checking facts.

There is also the danger that reporters misinterpret what they think they see and then present that as a fact. This often happens when reporting such things as the size of a crowd. Unable to count every person in it, they make an estimate, often sharing their guesses with other journalists on the scene. This is just an estimate and any report which says "there were 40,000 people present" should be treated with caution, unless the reporter knows the exact number who came through the gate.

All sources, including reporters, are said to be reliable if we think they can be believed consistently. If a source is always correct in the information they provide, we will believe them next time. If they make a mistake, we may doubt what they say. Reliability is built up over time.

Your personal reliability as a journalist is important. If you have a good record for fair and accurate reporting, you will be believed. If you get a reputation for being careless in your work or biased in your interpretation, your colleagues, readers or listeners will not be able to rely upon you. In all cases it is better only to report what you know and make it clear in your report that everything else is either an estimate, an opinion or the word of someone else, perhaps a witness. You must always try to give precise facts and attributed opinion. If you cannot do that, you can use phrases like "it is believed that ..." or "it appears that ...". It is better to do this than to leave your readers or listeners believing that what you have said is a proven fact.

2. Primary sources

Often the source is someone at the centre of the event or issue. We call such people *primary sources*. It might be a man who fell 1,000 metres from an aircraft and lived to tell the tale; or a union leader who is leading wage negotiations. They are usually the best sources of information about their part of what happened. They should be able to give you accurate details and also supply strong comments.

The fall survivor might say: "I saw the ground rushing up towards me and I kept thinking 'So this is death!'" The union leader might warn: "If the employers want blood on their hands, we are ready to supply it."

Of course, just because a person was present at an event does not mean that they are either accurate or fair. The fall survivor may have injured his head after landing and so be confused. The union leader will want to present his side in the best light. It is vital to double-check and cross-check facts with other sources.

A word of warning here: If any of your sources, however reliable, gives you information which is defamatory, you can still be taken to court for using it. You are responsible for deciding whether or not to publish the defamatory material. (See *Chapters 69 and 70* on defamation.)

3. Written sources

Not all primary sources will be spoken. Written reports can make an excellent source of information for a journalist. They are usually

written after a lot of research by the authors; they have been checked for accuracy and are usually published with official approval.

However, just because information is printed, that does not mean that it is reliable. With typewriters, computers and modern technology, it is relatively easy to produce printed material. You must look at who has produced the document. Are they in a position to know enough about the topic and have access to the reliable facts? Do they have a reputation for reliability?

This is especially important with information on the Internet. Anyone can put information onto the Internet and unless you know how trustworthy they are you cannot judge the reliability of what they write.

One advantage of the Internet is that you can quickly cross-check numerous sources, but beware: a mistake on one site can easily and rapidly be repeated by people writing on other sites. Even major online references such as Wikipedia rely on volunteers writing the entries and checking their accuracy and there have been numerous cases of people using entries in Wikipedia and other online reference works to spread untruths.

In many countries, official transcripts of the proceedings of a court or parliament have some legal protection from actions for defamation.

4. Leaked documents

You may occasionally be given documents which have not been officially released to the press. They may be given to you by someone in a company or government department who does not want to be seen giving them to the media. We call these *leaked* documents.

Documents are often leaked by people who believe that the public should know the contents (such as an environmental report), but who are unable to reveal it in public themselves, perhaps because they do not have the authority to do so. In some cases, documents are leaked by a person to gain an advantage over someone else, perhaps someone who is criticised in the report.

Leaked documents are often excellent sources of news stories because they can contain information which someone wants to keep secret. This might be a plan to do something which the public might oppose, such as bulldozing homes to make a new road. It might be a report on corruption within an organisation which the heads of that organisation do not want to be publicly known. Just because a government, company or other group does not want information to be known, that does not mean that you should not report it. If you believe that it is important to inform your readers or listeners of certain facts, you must

do that, even if the information was given to you unofficially. Of course, like any information, leaked documents must still be checked for accuracy before they can be used. There are also legal dangers to consider when using leaked documents. They might, for instance, have been stolen. It is usually an offence to receive stolen property if you think it could have been stolen, even if it is only a few sheets of paper. As we explain in the chapters on investigative reporting, photocopying the document then returning it is often a way to overcome this problem.

Leaked documents could also be covered by copyright, so you could be breaking the law by quoting directly from them. You are on safer ground in reporting the substance of what was said, in your own words.

5. Secondary sources

Secondary sources are those people who do not make the news, but who pass it on. The official police report of an incident or comments by someone's press officer can be called secondary sources. Secondary sources are not usually as reliable as primary sources. Most eyewitnesses should be treated as secondary sources for journalists because, although they are able to tell what they think they have seen, they are often not trained for such work and can be very inaccurate, without meaning to be.

You have to assess the reliability of secondary sources and if necessary tell your readers or listeners where the information came from.

6. Tip-offs

Occasionally someone will call with a story tip-off but refuse to give their name. These are said to be *anonymous* (meaning "no name"). These are the most dangerous sources of information and should only be used with extreme caution. Although anonymous tip-offs can provide good story ideas, they must never be used without a lot of checking. If they are wrong, you will be held directly responsible unless you have checked what they said with other more reliable sources.

Often people who ring up with a tip-off will tell you their name if asked, but on the promise that you do not reveal their name to anyone else. You must still cross-check what they say because, of course, you cannot quote them as your source if there is any dispute about accuracy, for example if you are taken to court for defamation.

7. Attribution

When you get information from a source, you normally need to *attribute* that information to someone. Attribution means to tell your readers or listeners the name and title of the person you interviewed or document you got the information from. You do it, for example, through the verb "to say" or a phrase like "according to "

There are three levels of attribution, depending on whether your source is happy about being publicly identified or whether they want to keep some secrecy about what they tell you. These three levels (which we will explain in detail) are:

8. **On the record**, which means you can use both their words and their name;
9. **Non-attributable**, which means you can use the information, but not the source's name;
10. **Off the record**, which means you cannot use either the information or the source's name.

All of these terms are only used to describe reporting methods. They should not appear in your finished story. Let us look at these three in detail:

4.2 ON THE RECORD

Most information you are given will be on the record. People will tell you the details openly and allow you to quote their names and titles. The politician making a speech, the witness describing a crash, the police officer reporting an arrest, the company chairman defending an increase in prices, all are usually prepared to be quoted and to give their names. Even if they are unhappy about the story you are writing (perhaps because it makes them look bad), most people will understand your need to report fairly and accurately what they say.

It is always best to get information on the record. You can remain accurate by using the exact words people say. You can also make the story seem more human by using direct quotes (or by using their voices on radio and television). But most important, people judge what they read or hear by the person who says it. They are much more likely to take notice if the Justice Minister says he believes in capital punishment than if the man who sweeps the street says it. On the record comments have an extra level of understanding for people because they know who is speaking and exactly what was said.

4.3 NON-ATTRIBUTABLE

Sometimes a source will give you information on the understanding that you can use the information but not attribute it to them. Your source may do this for one of several reasons. Perhaps they are not officially allowed to give you the information, but they think it could be made public. Perhaps they do not want to be in the public eye.

Politicians sometimes give non-attributable details of a plan so that they can find out public reaction to it without any risk. If the public likes the plan, the politician can then go on the record and claim the credit. If the public do not like the plan, the politician can abandon it without losing face because his name was never associated with it anyway. The danger for journalists is that, if the politician does decide to abandon an unpopular plan, you will be left looking like a fool for writing about a story which the politician will then deny ever having considered. Politicians occasionally leak document to the media for similar reasons - to test public opinion on an issue unofficially.

If you agree not to use your source's name, there are phrases you can use instead, such as "a spokesperson for...", "a reliable source at..." or "sources within..." These should only be used if you cannot convince the source to go on the record. They are an admission that you cannot tell the whole truth.

If your source refuses to go on the record, ask them if they mind some information being used and attributed to them, but leaving the more sensitive information not attributed specifically to them. They may allow their name to be used for certain parts but not for others.

For example, the Police Minister, Ari Katoa, may tell you about a forthcoming operation against drug growers, but not wish to be quoted on the details for fear of offending his police commissioner. However, he will be quoted on the problem itself. You might then write the story:

Police in East Island are to launch a major offensive against marijuana growers. Extra police will be drafted in from today and helicopters will be used to search out drug plantations.

Sources within the Police Department say this is the biggest operation of its kind ever mounted on the island. Police Minister Ari Katoa says drug abuse is a serious menace to the stability of the nation and the lives of young people.

You should try to avoid making any agreement to accept non-attributable information unless it is unavoidable. Your job as a journalist is to pass on news as accurately as possible. Unattributed

stories will not seem as accurate to your audience as stories where information is attributed.

4.4 OFF THE RECORD

You will occasionally be given information on the understanding that it is totally off the record. Although you will have to ask your source exactly what they mean by such a phrase, it usually means that you should not even write about what they tell you. And you must certainly not use their name.

People usually give information off the record when they want you to understand the background to something which is too sensitive for them to talk publicly about. For example, you might get a tip-off of a major police operation planned for the next day against the hide-out of a criminal gang. You ask the police chief for more information, but he will obviously not want you to publish anything which might warn the gang. On the other hand, he might not want to say "no comment" because you might start asking questions somewhere else. So he might say he will tell you off the record, on condition that you do not tell anyone else.

Because he is asking you a favour - that is to keep secret something you already know a little bit about - you should expect a favour in return. If you agree not to publish details of the story before the raid, ask him whether, as a sign of goodwill on his part, he will allow you to accompany the police on the raid. You will then beat all your competitors to the story of the raid itself and have a *scoop*.

One thing to remember about any request to treat information off the record is that it is only a request. You can agree or disagree. If a person says they will only speak to you off the record, you must decide how important their information is - and whether you can get it from somewhere else. If you cannot, perhaps you can agree to their conditions. In any case, you should bargain with them to give it on the record or at least non-attributed.

If a person gives you an interview and only tells you at the end that it was all off the record, argue that they should have said so earlier and not wasted your time. You are in a strong position because you now know what it is they want to keep a secret.

4.5 USING ASSUMED NAMES

You occasionally have to protect a source's identity by giving them an assumed name. This arises most often when you are writing about the victims of some kind of abuse, usually in feature articles or documentaries. These people may not mind you telling their story, but they do not want other people to know exactly who they are.

Children especially should be protected, although you can use assumed names for anyone with a good reason to have their identity kept secret, such as alcoholics, drug addicts or battered wives.

It is usual in such cases to give the person assumed name, for example "Tony" or "Juanita", and no surname. You must, of course, tell your readers or listeners that this is not the person's real name, but is being used to protect them. If you use a picture of them, make sure they are not recognisable in it. If you use their voice, it is common practice in radio and television to electronically change it so it cannot be recognised.

You may also have to disguise other facts of the story if there is a chance that these will lead people to identify the person. This should only be done after careful consideration and with the approval of your editor.

4.6 CHECK YOUR PROGRESS

1. What are the sources of news in journalism?

2. What are the main sources of news?

3. What makes a credible news source?

4. Why are sources important to journalists?

5. How do you know if a source is trustworthy?

6. How do journalists get sources?

7. What makes a good source?

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5.0 News Values**5.1 Check your progress****5.2 References**

5.0 NEWS VALUES

What makes a story newsworthy?

How does a journalist or an editor decide what's newsworthy and what's not? According to media analysts, they refer to a set of so-called news values. These are the criteria which help them to decide whether to follow up a story' in the first place, whether to use it, and, if so, where in the news to place it in relation to all the other stories, features etc. competing for space.

Of course, journalists and editors don't actually refer to a list of news values pinned on the wall of the office. To measure a potential news item against these values they use a combination of: gut instinct; years of professional practice; their knowledge of their readers' expectations and their owners' political beliefs, and their understanding of the ways stories help to sell newspapers.

So what exactly are these news values?

Over 40 years ago, Galtung and Ruge, two Norwegian media analysts, identified a list of 12 features of international news stories which have come to be seen as the definitive list of news values. Based on their work, here are twelve questions to ask of any major news story.

1. Frequency

Has it just happened recently - and can it easily be slotted into the newsproduction schedule ready for the next broadcast or edition?

2. Threshold

Is it a big enough event? Does it involve or impact upon large numbers of people?

3. Unambiguity

Is it easy to understand without too much complicated explanation or back story?

4. Meaningfulness

Is it meaningful to our culture and relevant to us in Britain?

5. Consonance

Is it what we might expect to happen, given the way previous events have been reported?

6. Unexpectedness

Is it unexpected, rare or surprising - or can it be made to seem so?

7. Continuity

Is it already in the news, and part of an ongoing story and therefore easy to cover?

8. Composition

Does it provide a good balance or contrast with other news stories of the day?

9. Elite nations Is it about elite or powerful nations which may later have an impact on us in Britain?

10. Elite people

Does it involve famous or powerful people?

11. Personalisation

Does it include a personal or human interest story about an individual we can identify with and relate to our own personal experience?

12. Negativity

Is it bad news - and therefore likely to sell more newspapers.

Some other important aspects to consider while news covering, writing, reporting or sharing is as mentioned below. Also note that these aspects can also be known as news values without which any news piece is incomplete or not properly researched.

Pertinence - How important is a news story to the gathering of people being referred to? For instance, a quake in Mexico is quite often more important to a Western group of onlookers than to a crowd of people in Asia.

Convenience - How late did the occasion unfurl? Timing is absolutely critical in the present 24 hour news cycle. Ongoing occasions, or occasions really taking shape, are well on the way to lead the news.

Improvement - Stories that can be effortlessly streamlined or abridged are probably going to be highlighted more conspicuously than stories that are tangled or hard to get it.

Consistency - Certain occasions, for example, races, major brandishing occasions, visionary occasions, and lawful choices, occur on an anticipated timetable. As the occasion moves nearer, it normally gains news esteem.

Startling quality - On the other hand, occasions like cataclysmic events, mishaps, or wrongdoings are totally erratic. These occasions are likewise liable to have noteworthy news esteem.

Congruity

-
Some occasions, for example, war, □ decisions, dissents, and strikes, require proceeding with inclusion. These occasions are probably going to stay in the news for quite a while, in spite of the fact that not generally as the lead story.

Tip top Countries - Famine, dry season, and national debacles are bound to draw consideration in the event that they are occurring in "First World" nations than if they are going on in creating nations.

World class People - Certain people, similar to legislators, performers, and competitors, are considered, by uprightness of their status, increasingly newsworthy. On the off chance that somebody tosses a shoe at an ordinary individual, it's likely not news. In the event that somebody tosses a shoe at the President of the United States, it will probably be in the news for quite a long time.

Arrangement - Editors need to remember the master plan the entirety of all substance in their news source. Consequently, a manager may choose delicate human premium stories to adjust other hard hitting, analytical reporting.

Pessimism - Generally, editors deem terrible news more newsworthy than uplifting news.

Noticeable quality - Similar to Gatlung and Ruge's "First class People." The activities of conspicuous individuals are considerably more prone to make the news than non open figures.

Oddity, peculiarity, or the irregular - Strange stories are probably going to discover their way into the news. Canine nibbles man - no story. Man chomps hound - story.

Timeliness - Shoemaker et al. also recognize timeliness as a critical newsvalue.

Proximity - Similar to Gatlung and Ruge's -Relevance. The closer an event takes place to the intended audience, the more important it is. This is why huge local or regional stories might not make the national news.

Importance, impact, or consequence - How many people will the event impact? Issues like global warming issues have become big news in recent years precisely because environmental changes affect the entire planet.

Interest - Does the story have any special human interest? For example, the inspirational story of a person overcoming large odds to reach her goal appeals to a fundamental human interest.

Conflict or Controversy - Similar to Gatlung and Ruge's Negativity. Editors generally deem conflict more newsworthy than peace.

Sensationalism - Sensational stories tend to make the front pages more than the everyday.

Prominence - Similar to Gatlung and Ruge's -Elite People. The actions of prominent people are much more likely to make the news than non-public figures. Novelty, oddity, or the unusual - Strange stories are likely to find their way into the news. Dog bites man—no story. Man bites dog—story.

5.1 CHECK YOUR PROGRESS

1. What are news values?

2. What are the 10 news values?

3. Why are news values important in news?

4. What are the three fundamental determinants of news value?

5. What are the 12 determinants of news?

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6.0 Important Functions of Journalism**6.1 What Needs to be Done While
Functioning/Writing****6.2 Functioning/Writings Cause the Reader to****6.3 Points to be Noted****6.4 How to Function/Write****6.5 Other Important Duties of Journalism****6.6 Check your progress****6.7 References**

6.0 IMPORTANT FUNCTIONS OF JOURNALISM

- 1. Informed Citizenry:** The primary purpose of journalism is to ensure a well informed citizenry for our social and political structure. American Sociologist Herbert J. Gans in his book *Democracy and the News* says journalism itself "can do little to reduce the political imbalance between citizens and the economic, political and other organizations." Journalism's theory of democracy still relies on a belief that an informed citizenry will be an engaged citizenry, that an engaged citizenry will be more participatory and more informed, and that the result will be a more democratic society.

The central purpose of journalism is to provide citizens with accurate and reliable information they need to function in a free society.

This encompasses myriad roles--helping define community, creating common language and common knowledge, identifying a community's goals, heroes and villains, and pushing people beyond complacency. This purpose also involves other requirements, such as being entertaining, serving as watchdog and offering voice to the voiceless.

- 2. Informed Media:** Another purpose of journalism is to provide knowledge about all aspect of media. It tells about new developments in technology and hones writing skills that produce real publications (newspapers and television shows, radio programmes) for real audience.
- 3. Focus on writing/reading on people's issues:** Journalism emphasizes on writing and reading literature on people's issues
- 4. Promotion of multi perspective approach:** Journalism promotes values and ideology of the profession with a purpose to project a multi-perspective approach. Journalism informs citizens about the country's political diversity, the politically relevant activities and ideas of their fellow citizens, and what issues are concerning these citizens (which our elected representatives also need to know) then journalists need to be multi-perspective: to encompass all the important viewpoints from people with different values, interests, incomes. Multi-perspectives means reporting all ideas that could resolve issues and help problems, even if the ideas come from ideologically small groups.
- 5. Sociological context:** Journalism needs to be more sociological -- more about understanding and interpreting what underlies experience. But current journalism's attempts at explanation are rarely interpretive or analytical in these ways.
- 6. Online journalism:** It is feisty and combative, but its style and round-the-clock news cycle raise questions about how cyber-journalism can offer reporting compatible with journalism's highest standards. Mainstream news organizations are struggling to apply old-fashioned news standards to the Web, but are discovering it is not easy to translate the virtues of accuracy, balance, and clarity to a medium where the advantages of speed and timeliness prevail.

Web technology has strengthened the traditional watchdog functions of journalism by giving reporters efficient ways to probe more deeply for information. The capacity to search documents, compile background and historical context, and identify authoritative sources has expanded the reporter's toolbox. It also has introduced a fundamentally different culture built on interactivity, fewer rules, and fewer limits.

Important Functions of journalism:

Inform, Educate, Interpret, Mould opinion, Enable decision making, Agent of change, Entertain

6.1 WHAT NEEDS TO BE DONE WHILE FUNCTIONING/WRITING

Reader Interest, Accuracy, Objectivity, Credibility, Readability, Significance, Clarity, Personality

6.2 FUNCTIONING/WRITINGS CAUSE THE READER TO

Stop, Be interested, Think, Learn, Understand, Enjoy, Remember, Discuss, Change

6.3 POINTS TO BE NOTED

- Know your reader.
- Agenda must be only based on reader interest.
- What makes you stop?
- The Headline, Immersion, Structure, Tone, Voice/Opinion, Character/Personality, Balance
- Be unafraid of outrageous statements, but back them up with facts.
- A magazine is a group of people interested in and knowledgeable about a subject, talking to a larger group of interested people.
- The best magazines in the world: readers feel that they are written for only one person —themselves.
- Make the reader think.
- Preferably use real examples.
- Use timelines where applicable.
- Content should be designed for browsers rather than readers.

6.4 HOW TO FUNCTION/WRITE

- Think a lot for the lead.
- Conclusion should be a tie-back, it should link back to the focus, giving a feeling of completion.
- Stages: Information gathering, planning, writing, checking.

- Objectives are determined by the limitations of space, the section/sub-section, and the reader profile. What is your objective?
- Focus.
- First thought on basic design elements.
- Begin research. Discard research material when short of space.
- Organise the text material and make a structure.
- Identify the unusual, informative and entertaining in the text and put it into the appropriate form (boxes, main text, intro/close etc).
- Finalise the elements.
- Writing: Attribution (source, preferably creditable), identification, background.
- Identification: elements, scenes, facts. Identify and bring out importance.
- Background: a fact should be obvious to all; it should have meaning and importance for the generic reader.
- Selecting and eliminating facts.

6.5 OTHER IMPORTANT DUTIES OF JOURNALISM

1. Journalism's first obligation is to the truth

Democracy depends on citizens having reliable, accurate facts put in a meaningful context. Journalism does not pursue truth in an absolute or philosophical sense, but it can and must pursue it in a practical sense. This "journalistic truth" is a process that begins with the professional discipline of assembling and verifying facts. Then journalists try to convey a fair and reliable account of their meaning, valid for now, subject to further investigation. Journalists should be as transparent as possible about sources and methods so audiences can make their own assessment of the information.

2. Its first loyalty is to citizens.

While news organizations answer too many constituencies, including advertisers and shareholders, the journalists in those organizations must maintain allegiance to citizens and the larger public interest above any other if they are to provide the news without fear or favor. This commitment to citizens first is the basis of a news organization's credibility, the implied covenant that tells the audience the coverage is not slanted for friends or advertisers. Commitment to citizens also means journalism should present a preventative picture of all constituent groups in society.

3. Obligation of verification

Journalists rely on a professional discipline for verifying information. When the concept of objectivity originally evolved, it did not imply that journalists are free of bias. It called, rather, for a consistent method of testing information--a transparent approach to evidence--precisely so that personal and cultural biases would not undermine the accuracy of their work. Journalism has developed various techniques for determining facts, for instance, it has done less to develop a system for testing the reliability of journalistic interpretation.

4. Independence and Neutrality

Independence is an underlying requirement of journalism, a cornerstone of its reliability.

Independence of spirit and mind, rather than neutrality, is the principle journalists must keep in focus. While editorialists and commentators are not neutral, the source of their credibility is still their accuracy, intellectual fairness and ability to inform--not their devotion to a certain group or outcome. In our independence, however, we must avoid any tendency to stray into arrogance, elitism or isolation.

5. Independent monitor of power

Journalism has an unusual capacity to serve as watchdog over those whose power and position most affects citizens. Journalists have an obligation to protect this watch dog freedom by not demeaning it in frivolous use or exploiting it for commercial gain.

6. It must provide a forum for public criticism and compromise

The news media are the common carriers of public discussion, and this responsibility forms a basis for our special privileges. It also should strive to fairly represent the varied viewpoints and interests in society, and to place them in context rather than highlight only the conflicting fringes of debate.

7. Guidance

From the earliest days journalism has sought to influence mankind. Journalism endeavors to sway the minds of men through the printed words, cartoons and pictures as they appear in the newspapers, magazines, pamphlets and books and through the spoken words over the air.

Avowedly the newspaper strives to influence its readers through its articles of opinion, its editorial, its cartoons, and its signed column etc. By Journalism we mean collection and editing of material of current interests for presentation through print media.

Now-a-days Journalism developed into a full-fledged social discipline and News is the essence of Journalism. Journalism is actually the information, education and guidance as such information is one of the constituent part of Journalism. It stands for writing for newspapers or magazines. It is the communication of information through writing in periodicals and newspapers.

8. Interpretation of News

The need for interpreting and explaining the news in our day and age is readily manifold because their own fields of knowledge baffle even the specialists at times. The ordinary mortal caught in a maze of economics, science or invention needs to be led by the hand through its intricacies. Accordingly, present day journalism sees to it that along with its announcement of a fact, event or theory, the reader or listener also gets explanation, background material interpretation and diagrams. These are all aimed at helping an individual to achieve a better understanding of the significance of what he reads or hears:

9. Entertainment

Side by side with its more serious roles as a purveyor of information, interpreter and molder of opinion, journalism lays increasing emphasis on its function as an entertainer. Under this Function can be included all types of fiction like comic strips stories amusing aspects of everyday life etc. It also includes factual material sports news, theatre reviews and hobby columns, which deal with leisure. The entertainment function of the press is very important. These functions not only competes for space and time with either functions but it can also exert indirect influence and impart information incidentally

10. Advertising

This function of the press can very easily be recognized because it is commercially oriented. Sometimes, the advertisements also have some public service message under the prestige advertisements regarding family planning, driving safely, childcare, health care etc. The commercially oriented advertising seeks to promote the sale of their goods.

Generally, people have to depend upon the press for the major share of their total news information because even television newscasts cannot carry that much bulk, nor could the television viewers assimilate it, if they did. Of course, information can be written and edited in such a slanted fashion that there exerts more influence than the printed editorial. Entertainment is the most important function of journalism, because it is like a magnet, which attracts and holds a large audience. It plays a vital role in selling newspapers and magazines by the millions. The sports pages, comic strips, astrology

columns advice to the lovelorn and crosswords are essential to the average newspapers survival as a mass media.

The entertainment function's greatest threat to good journalism is its competition against information and influence for media space and time and consumer attention. Addition of an extra page of comic strips may add to circulation and accompanying advertising revenues, thus enabling the newspaper to add editorial material, or it may simply oust a few columns of news and commentary. Similarly, a second lovelorn column not only steals space from significant offerings, but also tempts more readers away from the remaining substance.

There is no doubt that information and influence play an inevitable role in the success of the largest general interest. For example, much space of Reader's Digest is devoted to articles and opinion pieces, about government foreign affairs current morality issues, and education. Advertising also plays a very important role in the success of running a mass media. Advertising provides the largest part of the revenue to finance the most elaborate technically sophisticated press system. In fact all sorts of daily newspapers, magazines; publications depend on advertising revenue. Advertisement also supplies essential marketing information to the public and helps information businessmen of changes within their fields.

11. Education Function

The journalism / newspapers not only provide the information to the people but they also educate people by providing guidance on various issues through the editorials and column. The need for interpreting and explaining the news in our day and age is readily manifold because their own field of knowledge baffled even the specialists at time. Accordingly, the present day journalism see to it that, along with its announcement of a fact, event or theory, the reader or listener also get explanation, background material, interpretation and diagrams. These are all aimed at helping an individual to achieve a better understanding of the significance of what they read or hear.

12. News Function

The most important and exacting function of journalism / newspaper is the provision of a daily or periodical supply of news and all the news. The provision of news to the readers is a basic concept and Ale newspaper journalism.

The function includes all reports news and happenings concerning the daily life, it does include any information involving or regarding Govt. politics, foreign affairs, weather, accidents, business, education etc.

13. Opinion for Motives

It means influence the opinion of the readers through editorials, articles or certain special features. In journalism people are not only informed, guided and entertained but they all influenced to have their opinion on certain issues. In certain cases, the opinion of people is diverted to another direction, sometimes, to negative and sometimes to positive direction.

14. Information

This function includes all reports, news and happenings concerning the daily life. It does not include any information involving or concerning the pursuit of leisure. But it does cover all news regarding government politics, foreign affairs, weather, accident, business, labour, education. This function consists mostly of matter, which is given, in news broadcast on the radio and T.V. as well as in the news columns of the newspapers and magazines

6.6 CHECK YOUR PROGRESS

1. What is the role and function of journalism?

2. What are the 8 functions of journalism?

3. What are the four key journalistic roles?

4. What are the roles and responsibilities of journalism?

5. Explain the role of communication in development.

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- 7.0 The Normative Theories**
- 7.1 The Authoritarian Theory**
- 7.2 The Libertarian (Free Press) Theory**
- 7.3 The Social Responsibility Theory**
- 7.4 The Soviet Communist (Totalitarian) Theory**
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7.0 THE NORMATIVE THEORIES

The Normative Theories: Mass Communication in Social Context

While it is generally held that there is an interaction between societies in general and its media, more research attention has been given to the impact of the media on society than to the way the media are shaped by the society they serve. It is mainly in the last two decades that scholars in this field have begun to concern themselves with the relationship between the mass communication system and the political, economic and social systems, and to examine the former as a product of the latter. In 1966 Steinberg argued that:

"It is not ideas, however, that have given us the sort of communication system we have. Social, economic and political forces shaped the media too and a combination of ideas and these other things made the media what they are".

In other words, Steinberg sees the media as products of a complex of the many disparate factors operating within any given society. Professor J.D. Halloran, in a paper given at the Free University, Amsterdam, explains the role of society in shaping mass media when he says that: "The media do not exist and operate in a social/political vacuum. In any society they are but one set of institutions, amongst several, interrelated in different ways, and they should be seen and dealt with accordingly".

The media reflect and mirror society with its structure in all its aspects. As a result it is not surprising to find as many media systems as there are countries in the world. However, the greater the similarities between particular cultures, the greater the similarities between their media. The world economic order has incorporated most countries into a system that leaves its mark on other aspects of life in these countries, particularly on their media systems. For example, the powerful industrial countries of the world which are the prime architect of that system have almost incorporated the greater part of the world into a cultural system to ensure, as Schiller says "the maintenance of the world economic order".

The call for a new information order by the third world countries is a clear indication of the anxieties of third world leaders about such incorporation. In the same way, the content and function of the media in a society are determined by the political system and power relations in that society. Empirical evidence suggests that in so called "developed liberal" societies of the West, the media serve to propagate and support a dominant ideology.

A study of news about Northern Ireland in the British media has shown that reporting largely failed to offer an intelligible political analysis of the conflict there, but instead concentrated on bare details of violent incidents. The avoidance of political analysis of this problem correlated with the degree of control a particular medium was subject to. Whilst discussing the coverage of ethnic minorities in the British media found that British media reporting was affected by "the British cultural tradition [which] contains elements derogatory to foreigners, particularly blacks. The media operate within the culture and are obliged to use cultural symbols".

The role that the media in the western industrial states play in supporting the parliamentary system is enlightening. As Hall says the media in Britain avoid any coverage of controversial issues that

threaten the basic tenets of the dominant ideology. Apart from some industrial disputes, the media hardly endorse any ideas that go beyond the accepted form of political system. "The media reproduce the Power Relations and Ideological structure of societyl.

A comparison of the nature of the mass media in the U.S.A. and the U.S.S.R. may illustrate the degree of influence that any political system must exert on a society's mass media. In the U.S.A., as Curran puts it, "the control over the production and distribution of ideas is concentrated in the hands of the capitalist owners of the means of production". This can be seen as the inevitable, logical outcome of a system of privately owned press and broadcasting companies involved in commercial competition.

However, in the Soviet Union, the media directly owned and controlled by the party reflect the party's ideological position, with at least as great degree of inevitability. These two familiar, contrasting and somewhat oversimplified examples, do, it is to be hoped, at least suggest the power of political and economic determinants in the field of cultural production.

Golding and Elliot make the point that the content of the media very seldom changes when the individuals who produce it are changed and that when we talk about society we should not forget the forces which control the means of production. In other words, social, political and economic forces are the prime determinants of media content, not individual writers or producers.

Media production is also influenced by the underlying structure, the ownership and management of its institutions such as media organisations that have their own policy and code of conduct. A writer's or a communicator's talent and creativity, as Golding says, is very much restrained by these rules and professional values.

McQuail has discussed the ways that the population of a society as a source of managers, owners, editors, technical personnel and audiences will influence media institutions by setting conditions for their performance, survival and growth. However, he argues that some groups in certain societies are in a better position to influence these conditions than others, depending on the political system, and economic structure of that society.

The ownership of the media organisation is a very important factor in determining the form and content of production. The owner of such an organisation, if a private individual, may become involved in its editorial decisions etc., as well as simply its finances. One only has

to think of the role taken by so-called "Press Barons" such as Rupert Murdoch and Robert Maxwell, or in earlier years. Lord Beaverbrook to realise that Fleet Street's "free" press operates under considerable constraints. Even when the government is the owner or protector, as was the case with the BBC during the Falklands War, there is no guarantee of independence and freedom from external interference. Not only does the economic and political milieu leave their marks on the media set-up and functioning, but the geographical and historical background of the society also plays a part. Each country develops a system that suits this background.

There are major theories of communication which were originated by Siebert and expanded by McQuail under which countries are classified according to their political, economic, social and communication systems. These theories have been named as:

- (i) Authoritarian;
- (ii) Libertarian (Free Press Theory);
- (iii) Social Responsibility;
- (iv) the Soviet Communist (or Totalitarian Theory);
- (v) Development Media Theory;
- (vi) Democratic - Participant Media Theory.

Few questions will help to understand the needs of the normative theories

1. Is media can published or broadcast any type's of content will earn more profits in a shortest time? (think about Yellow journalism / Talbots)
2. Is media can provide any public service even if no immediate profits can be earned?
3. Is media can participate in any issues and solving the social problems?
4. Is it essential for media to protect the consumers from the culprits, business frauds and corrupt bureaucrats by serving as a watch dog?
5. What people expect from media during the time of crisis?
6. Is media should broadcast the highly rated content even if it has high level of violence?
7. Is a newspaper publishing the unethical business content to encourage the company for its higher advertisements pay?

These questions are linked and concerned about the media day-to-day activities. A review of these theories may shed some light on the adequacy of such a classification.

7.1 THE AUTHORITARIAN THEORY

The majority of these "Normative Theories" are heavily Western orientated, and Siebert's description of Authoritarianism is no exception; as he identifies, the first use of Authoritarian Principles to justify a system of press organization with sixteenth and seventeenth century Europe, and later in a brief resume of Authoritarian thought lists Plato, Machievelli, Hobbes and Hegel, as notable Authoritarians. This historical and cultural specificity appears to be at odds with Siebert's "Normative" purpose. However, certain central notions which may have wider application can be drawn out of this work.

Crucially, we see the concentration of social, political and economic control in the hands of a particular group. Secondly, we see a particular emphasis given to the state or nation.

"The theory inevitably developed the proposition that the state, the highest expression of group organisation, superseded the individual in a scale of values. Since without the state the

individual was helpless in developing the attributes of a civilised man, the individual's dependence on the state for achieving an advanced civilisation appears to be a common ingredient of all authoritarian systems. In and through the state, man achieves his ends; without the state man remains a primitive being".

According to this theory, the ultimate fulfillment of the individual derives from the advancement and development of society as a whole. The power and the role of steering the process of development and controlling society is laid in the hands of an independent social institution namely the ruling class. This theory is meant to advance and encourage the vested interests of that particular class and in turn the state.

Authoritarian governments exploit every means within their power to maintain order and social stability. The use of the media in their modern form, particularly the press, with their ability to reach a wide range of audiences rapidly rendered them effective tools in the hands of those who wish to maintain the status quo. They are used as channels for propagating governmental policies or to create a favorable climate and prepare public support for the introduction of new measures or plans.

Those in power may claim legitimacy for their actions on the grounds that they act on behalf of the people, in the interests of all. The media, as a result, are subjected to tight control by the authorities in their management and operation. Usually, the media under such systems are run as non-profitable institutions, as is the case in most less technically advanced countries where the governments may meet all the financial costs of media production. Alternatively costs may be borne by individuals who share common interests with the authorities.

Governments, also, reserve the right to hire and fire media professionals. A close supervision is maintained over the media of communication through various channels such as government agencies, unions or ministries etc, the purpose being to ensure the dissemination of the views of the dominant class or group. No one can work in the communication field without obtaining permission or a license issued by the authorities. This ensures that production is void of any material that can in any form threaten the security of the state or offend the dominant moral or socio-political values of the society that is, ruling class values. Broadcasters are subjected to severe punishment if they allow such material to appear. In some countries, the government takes a step further and appoints a censor who goes through the material before publication or broadcast to remove any oppositional material. The result in such a situation is that the media support the forces in power whatever their ideologies.

All mass communication institutions operate and design their output to contribute in one form or another to further the objectives of the state.

7.2 THE LIBERTARIAN (FREE PRESS) THEORY

The libertarian theory, at least as outlined by Siebert is, like the Authoritarian theory, rooted in European political philosophy. However, the resemblance ends there, the fundamental beliefs about the nature of the state, the individual and knowledge being completely at odds with Authoritarian rule. The individual is seen as being capable of attaining self fulfillment, and knowledge. The state's role is only to facilitate the achievement of this goal.

The libertarian philosophy emerged in opposition to the domination of ideas of Divine power, in support of rationality and the power of reason. But the libertarian press theory emerged, according to McQuail, with the liberation of the "printed press from official control in the Seventeenth Century". A free press became an important 'component' of a free, liberal democratic society.

The media, under this theory, operates as a watchdog. They provide society with a means of implementing the right of free speech to individuals, which is one of the main tenets of a free society, in theory at least. The media are an 'ideological arena' for conflicting views, the result of which is the nearest possible avenue to truth or prosperity.

All individuals, according to the theory, have an equal right to information, whether social, political or economic. It is only the individual members 'of the society who have the right to judge what is in the interest of the public, and what is not. All people have an equal right to express themselves through the media of mass communication. The theory emphasizes that people must have the same opportunity but it omits the fact that people unfortunately do not have the same means and ability of access.

Unlike the Authoritarian system, here the media is not owned by the ruling forces, but individuals have the right to own, operate and distribute media products. The only constraint that limits this right is the cost of operation which, as Murdock and Golding say, excludes "those groups who lack the capital base required for successful entry".

Communication, as a result, becomes a commodity and its producers compete in a market that is dominated by those forces which control the "free" market as a whole.

People with sufficient financial resources can start their own enterprise in the field of mass communication. However, the continuity of this business depends on the ability to make a reasonable profit. Eventually it is the profit factor which controls the mass media of communication under this theory. But the government does take an indirect part in the communication process through the taxation system, the regulation of telephone, telegraph, importing, exporting and postal services. Moreover, the courts have the power to curb any "agitation for revolution" against the safety of the nation. The freedom of mass communication, under this theory, is limited by the state's legal framework. Ideally, the market is open to anyone and free from government intervention, something which ensures the publication or broadcasting of any material without fear or favour. But this freedom is not left unchecked by legislation that may be introduced to regulate it and protect the right of those who do not have access to the media directly, i.e. the right to reply.

Journalists have, in the theory, the right to gather any information from any source within or outside the national boundaries without any hindrance. The distribution of this product, which is claimed to meet the audience's wishes, needs and expectations, and provide them with choice, suffers no restrictions.

7.3 THE SOCIAL RESPONSIBILITY THEORY

This theory was formulated in the U.S.A. in the early decades of this century. It was initiated by the Commission on Freedom of the Press and the writings of W. Hocking. Its emergence is widely seen as an attempt to remedy the situation created by the liberal system mentioned above. With technological advances in communication the free ideological market, like

the free market economy, resulted in concentration of cultural power in the hands of those who owned the means of production. This meant the lamination of minority views and opinions from the cultural market. Those who have access to the media, profit-motivated groups, will do everything they can to maximize profit at any cost, which in the end benefits them and harms the rest of society. This, as McQuail says, abolishes the individual and social benefits promised.

Naturally, a media system based on Social Responsibility principles would allow open access to all. The media are controlled by the general ethics of the community and form the main environment for exchange of views and opinions. However, material seen as being against the public interest in general, and injurious to individual rights in particular, may be restricted.

The social responsibility theory acknowledges the importance of the right of free speech as well as the obligation of free education, entertainment and advertisement in society. Some measures are taken by government to strike a balance between these conflicting interests designed as McQuail says, "to achieve positive social aims or to limit the effects of market pressure and trends" In other words, an attempt to cushion the inevitable results of the "free press market" which in a way is similar to the measures taken by some western governments to ameliorate the impact of the capitalist system i.e. a mixed economy policy, to dilute the impact of total privatisation of industry and the means of production.

Both private and public ownership of the institutions of mass communications may be applicable to this model. The functions of the media are primarily planned to serve the political establishment, enlighten the public, and serve the individual members of the society by reporting government administration, increasing consumers' information about goods through advertisements and maintaining the media's economic independence from external and internal pressures.

The social responsibility theory is an attempt to lessen the effect of privatised ownership and control of the means of cultural production, especially the electronic media with their great potency to influence public opinion on a wide scale, by two means. The first is by encouraging some form of public ownership of the electronic media or at least part of it, to hopefully ensure that it is, to some extent, open to a large cross section of the population. In other words, some kind of balance is created as a result, and a medium that caters for all tastes and opinions is created.

The second means is to foster the professionalism among journalists and other contributors to the media which invites people to seek fairness, objectivity, accuracy, balance, and applies “news values” to all news they broadcast or publish. But the question that remains unanswered is how far can such measures succeed in creating socially responsible free mass media?

7.4 THE SOVIET COMMUNIST (TOTALITARIAN) THEORY

As the name suggests, this theory is derived from the general characteristics of the Soviet mass communication system. Though in one sense, this theory seems little more than a variant on the Authoritarian theory discussed earlier, it differs in that it derives its validation from particular interpretations of Marx and Engels. The theory gives the working class the power to control a cultural production. It is only the communist party’s officials and members who have the right to own and use the mass media of communication, a practice based on the belief that “The dominant ideas and institutions of any society are the ideas and institutions of the dominant economic class”.

The great size of the working class required a leadership which was vested in the communist party. The interests of the working class were to be respected and protected by the party. In other words, the party turned to central power as in the authoritarian system, where every decision or project was initiated by a leadership. The main difference is that the ruling party in the Soviet system, unlike the authoritarian, have to represent a somewhat larger class and diversity of interests.

This diversity of interests resulted in a communication system, again somewhat more diverse than in the authoritarian system where the media are tied very closely to a single view adopted by the government. Yet, the media in the Soviet system are expected to carry out a social function similar to that under the “free press theory”. The needs and wishes of the audiences are taken into consideration within

a socialist frame work. The audiences have access to air their wishes and needs through research or response by letter.

As in the “social responsibility system“, professionalism in the Soviet system is encouraged to help to create some self-imposed code of practice which enables the media to function without infringing on the public or individual’s rights. Under the Soviet Communist theory the mass media are not allowed to criticise the party's main objectives. However, it is not forbidden to discuss and criticise “the minor functioning and functionaries of the regime“.

Unlike the social responsibility system, the Soviet’s media are a party owned system which prevents the cultural market from being swamped with commercialism, but does not allow for a great degree of diversity in media out-put which has to be in line with the party’s ideology. The media are expected to propagate socialism and help to spread communism inside, as well as outside the Soviet Union. Ultimately, perhaps it is only this proselytising function which distinguishes the Soviet system from the aforementioned authoritarians, and even this is by no means unique to the Soviet Union.

7.5 THE DEMOCRATIC PARTICIPANT MEDIA THEORY

This theory emerged in the "developed liberal" societies as a response to the perceived failure of the liberal theory of communication in a manner analogous to the social responsibility theory’s formulation to rectify some of the short comings in the libertarian theory.

The theory advocates the right to communicate to all citizens either as individuals or groups, and holds that the media must serve the needs of all its audiences. In the words of McQuail in this theory "individual citizens and minority groups have the right of access to media - the right to communicate - and the right to be served by media according to their own determination of need; the organisation and content of media should not be subject to centralised political or state bureaucratic control".

The discontent with the libertarian theory stems from the influence of private ownership and control of the economic and cultural means of production. Even the public status the social responsibility theory gave to the electronic media did not bring the desired results. They seemed to have been restricted by the degree of objectivity, balance and professionalism they tried to achieve. Individuals had no free

access to these forms of public discourse. The influence of political parties, for instance, on the media's handling of controversial issues brought the whole idea of independence into question. Minority groups remained unfairly treated by the media.

Although the democratic participant media theory advocates the idea that "media should exist primarily for their audiences and not for media organisations, professionals or the clients of media; groups, organisations and local communities should have their own media", the real situation is that most mass media exist to make profit, and are in the hands of a few individuals who own not only one medium in one country but tens of media in more than one continent. Those individuals' financial power has made its mark not only on media distribution, but also in the media messages (one thinks of Rupert Murdoch's "empires" in the U.K., U.S.A. and Australia).

The main tenets of this theory aim to achieve an effective participative democracy through information, giving people free access to the media, giving people's wishes and needs priority in media production, reducing the ever increasing professionalism which dilutes the content of the messages and hinders an effective communication process with genuine feed-back from taking place. The top-down form of communication is replaced with "vertical and horizontal" communication. In the eyes of its advocates, in a democratic participant system, a state of total independence from state, intervention would be guaranteed through legislation, and the influence of commercialism on media content would be reduced by setting out some public funds to ensure the entry of minority groups that cannot afford the commercial competition.

To avoid this commercialism the democratic participant media advocates are of the opinion that "small scale, interactive and participative media forms, are better than large scale, one way, professionalised media; certain social needs relating to mass media are not adequately expressed through individual consumer demands, nor through the state and its major institutions".

7.6 THE DEVELOPMENT MEDIA THEORY

This theory differs markedly from those thus far mentioned, in that it is derived not from the developed world, but from the Third World. These countries show some common features that justify classifying them under this theory. Most of them have gained their independence relatively recently, and still remain dependent on the industrial western power politically, economically and, culturally. These countries are incorporated into a world economic system which is dominated by the western capitalism.

The industrial western world owns the technology which the developing countries have to obtain, if they are to develop on the western model. Most of the advocates of developmental communication have seen the media as playing a very important role in bringing about national development. The media have been seen as capable of undermining "traditional" characteristics, such as inertness, fatalism, illiteracy, narrow vision of the world and lack of empathy of the people of the Third World as a first step in their journey to development. In addition to this the media would, as Rogers advocated in the late 1960's, help to diffuse the technical innovations needed for economic development.

Generally speaking these countries have failed to develop, and the role that was assigned to the media has not been fulfilled. Some writers argue that the causes of this failure lie in the desire to develop along western lines. The historical and religious backgrounds of these countries were often neglected. Another reason was the fact that societies are not made of aggregate, narcotized individuals. Focusing on individuals without regard to the social context as a whole is not the key to development. Even technical diffusion has proved futile because the circumstances in the Third World differed from those which prevailed in the west. Modern technologies are capital intensive but need very little labour. Most Third World countries suffer from lack of capital and a redundancy of labour. One of the main factors perpetuating under-development is economic dependency. The Third World is kept at the consuming end of technology. They neither have the technology nor the capital to compete in the free market. The established World order attempts to reproduce itself, to maintain the divisions between rich and poor, advanced and developing.

Cultural imperialism, the process whereby the powerful industrial countries dominate the media market and so control the production and distribution of ideas and information, is a key mechanism in this. The media in the Third World, as Schiller says, depends on western cultural supplies, which are normally cheaper than the home product.

In view of these circumstances, many people in Third World countries try to disassociate their media from western influences, increase national production, and use the media as a contributory factor in development, which they argue to be need-orientated. The content of the media should therefore be less concerned with entertainment and more with development on the national and regional levels. (The rise of news pools for non-aligned countries is an example of the latter). The media are seen as public institutions serving the peoples' needs and subject to government intervention in case of deviation from development needs.

To summaries the characteristics of this theory in a few points – it advocates independence in cultural production; rejects all external domination by foreign powers; opposes all types of authoritarian abuse; seeks to promote the self determination and the heritage of every nation; it is geared towards collective rather than industrial interests, and those involved in the media may have to sacrifice some of their rights in the common cause of approaching national objectives (if this last point seems to be at odds with the opposition to authoritarian abuse, stated earlier, such contradictions will be discussed later)

7.7 CHECK YOUR PROGRESS

1. Critically examine various theories of Mass Media.

2. What are the four theories of mass communication?

3. What is authoritarian media theory?

4. What is the Free Press theory?

5. What are some limits to freedom of press theory?

6. What is libertarian theory of justice?

7. Who propounded development media theory?

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STRUCTURE

8.0 Editorial Department**8.1 Advertisement Department****8.2 Circulation Department****8.3 Printing Department****8.4 Administrative Department****8.5 Stores Department****8.6 It Department****8.7 Check Your Progress****8.8 References**

8.0 EDITORIAL DEPARTMENT

The editorial department forms the backbone of any newspaper organization. As the name implies, this department is the one responsible for content creation in any newspaper establishment. The main responsibilities of this department is the gathering of news, selecting which news and features get to be published in the paper, editing the news and features that have been selected for publication and then laying them out for print. Following chart represents the hierarchy of the department followed by a brief description of the functions performed by various staff members.

Publisher

The publisher is responsible for all of the operations of the newspaper, both editorial and business. The main job of the publisher is to see

that the newspaper remains financially healthy.

Editor in chief

It is the top most position in the editorial board. He does not involve in day-to-day activity of a newspaper yet he controls the newspaper. He appoints the right person for the job. A good Editor in Chief would know how to use his power & influence for the betterment of the publication as well as for the betterment of the society. He would use his office to draw attention to humanitarian issues and fight for the cause of the oppressed & the weak. The Editor in Chief is the soul of the Newspaper.

Resident Editor

The resident editor heads a particular edition of the newspaper like the Editor in Chief he is fully responsible for the entire content of the edition. He has a legal and moral responsibility for all that goes in the edition of his newspaper. The resident editor sets the policies of his office and his main job is to chalk out the plan for the growth of his edition

Editor

The editor is responsible for all of the editorial content of the newspaper and for the budgets and money spent by the editorial side of the newspaper. Often in smaller papers, the publisher and editor is the same person.

Editorial page editor

The editorial page editor is responsible for the editorial page and the "op-ed" page of the newspaper. These pages are where the newspaper's editorials are printed as well as letters to the editor, columns by syndicated columnists and guest columns by local people.

Managing editor

This is the person who is in charge of the day-to-day production of the newspaper.

City Editor

The city editor -sometimes called the metro editor -is in charge of the news coverage of the area in which the newspaper is located. The city editor usually has the largest staff and assigns tasks to most of the local news reporters.

News Editor

He is the head of the news desk. His team comprises deputy news editor, Chief Subeditor, subeditor trainee subeditor. As the head of the

desk the news editor plays a very important role in the layout of the newspaper. He is responsible for the day-to-day running of a newspaper. He Plans layout of newspaper edition: Receives news copy, photographs, and dummy page layouts marked to indicate columns occupied by advertising. Confers with management and the editorial staff members regarding placement of developing news stories. Determines placement of stories based on relative significance, available space, and knowledge of layout principles. Marks layout sheets to indicate position of each story and accompanying photographs. Approves proofs submitted by composing room. May write or revise headlines. May edit copy may perform related editorial duties as required.

News Reporter

A news reporter gathers information about news stories in the local area. There are generally two kinds of reporters: i) a beat reporter, and ii) a general assignment reporter.

A beat reporter covers the same subject or location all the time. The subject is generally of interest to the reporter. Various beats include legal reporting, parliamentary reporting, political reporting, etc. A general assignment reporter, on the other hand, covers any story assigned by the city editor or assistant city editor.

Chief Copy Editor

The chief copy editor is in charge of the newspaper's copydesk. The people on the copydesk read news stories (and sometimes stories from other sections) to make sure they are written according to the newspaper's standards. The chief copy editor makes final decisions about the copy and is in charge of the staffing of the desk.

Copy Editor

A copy editor is specially trained to read the stories that others have written and make sure they conform with the rules of grammar and style. A copy editor also writes headlines and performs other duties that help produce the newspaper every day.

Photo Editor

A photo editor is not a photographer, although it is often the case that the photo editor is a former photographer. This editor assigns photographers and helps select the photos that the newspaper prints.

Graphics Editor

The graphics editor is the head of the graphics department, sometimes called the "art department." This editor is in charge of all of the graphics and illustrations produced for the newspaper.

Graphics Reporter

A graphics reporter researches and designs informational graphics that support news stories the paper. A graphics reporter is an expert in graphic forms and also must be able to local information that can be used to build graphics.

8.1 ADVERTISEMENT DEPARTMENT

As an integral mass media vehicle, newspapers are vehicles of advertising meant to appeal to their readers. As such, the advertising department is the one which is critical because it gets in the revenue necessary to sustain the newspaper. Getting in revenue through advertising for the newspaper happens through various means. There can be several sections in this department one to look after local advertising, one for classified ads, one for general / national advertising, one for legal advertising and yet another one for preparing copy and so on. For example, there is a complete sales team in place, whose job it is to push the newspaper as an advertising vehicle of choice to advertising and media buying agencies acting on behalf of clients, as well as clients.

The Advertising department will accept and process orders from advertisers, to book space in the newspapers, as well as create ads, give agencies statistics and information about the circulation and readership of the newspaper as well, as well as work with the editorial teams to create space, the department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising agencies, helping businesses develop advertising plans and working with editorial teams to develop features that will attract advertisers or help clients place their products with a coordinated editorial write up.

8.2 CIRCULATION DEPARTMENT

The circulation department takes care of everything after the newspaper is printed. This includes delivering the publication to homes through their own or third-party carriers, to the post office to be mailed into homes, as well as to newsstands, vending machines, and other places it's circulated.

It is usually headed by a major executive, the circulation manager, since the newspaper ultimately stands or falls on the basis of the number of steady readers that can be enrolled.

The circulation manager may have any or all of the following subdivisions under his supervision:

(i) **City Circulation:** It involves the maintenance of circulation records for the city of publication; the recruitment, supervision and reimbursement of carrier boys; the: supervision of district men who oversee circulation by subdivisions of the city, taking responsibility for moving papers to the news-stands, relations with news-stand operators, etc.

(ii) **Area Circulation:** Responsibilities here include getting papers destined for the surrounding area into the mail and operation of a fleet of tempos/taxis to carry the papers into surrounding areas where mail service is not rapid enough. The circulation manager is also in charge of moving the papers into the appropriate distribution channels as they move into the mailing room from the press room.

(iii) **Sales Promotion:** It involves the direction of an office staff to keep records, notifying subscribers when their subscriptions need renewing, the handling of complaints, new subscriptions and renewals over the counter, by mail, etc.

Promotion is essentially the "public relations" department of the newspaper. Where a separate promotion department exists, it usually is responsible for initiating promotion policies, subject to the approval of the publisher, and usually coordinates the promotional activities of other departments.

8.3 PRINTING DEPARTMENT

This is another department in a newspaper establishment whose name simply tells people the job that they perform. This department is responsible for the printing of the newspapers. The department is in charge of everything that has to do with the production and printing of the papers, which includes, transforming journalists' stories into type and maintaining the printing machines.

8.4 ADMINISTRATIVE DEPARTMENT

This department is responsible for the general administration of the entire establishment. The department is in charge of certain very important duties such as planning, organizing and staffing. Thus, the department basically looks after the general administrative work pertaining to personnel their selection, training, promotion, allotment of work, maintaining leave record, liaison with government

departments, general facilities and all such work that facilitates working of other departments. In the absence of a separate legal department the administrative department also handles the work pertaining to legal matters. Otherwise there is a separate department for the legal aspects.

8.5 STORES DEPARTMENT

This is a department that has one sole responsibility which is to properly store newsprint and all the raw materials used for printing. They also store all other materials that are used in the establishment.

8.6 IT DEPARTMENT

This department is in charge of protecting, maintaining, and improving the technical equipment associated with running a media outlet. Engineers/technicians spend some of their time on preventive maintenance and trying to keep equipment from breaking and much more of their time fixing equipment that has already broken. This last job is especially important, considering that the high cost of new technology makes it difficult to replace equipment. Like the production/printing department, this department is not a part of the news department but still plays an important part in the newscast.

This department is mostly headed by the Chief Engineer. She/he is responsible for all operations and maintenance that has to do with any and all engineering equipment used throughout the organization. Chief engineer has to manage and maintain complex integrated systems with minimum supervision and maintain and repair of all technical equipment in the organization. This position requires the ability to troubleshoot, diagnose and handle the tools necessary to repair newsroom equipment and effectively present information and respond to question from managers, clients, customers and public. A solid working knowledge of the latest gadgets, computers, hardware, parts and related software with practical knowledge of electrical, plumbing and basic construction techniques is helpful. Chief Engineer presides over ground-keeping technician.

8.7 CHECK YOUR PROGRESS

1. What is the structure of newspaper?

2. What is editorial department of a newspaper organization?

3. What are the 8 parts of newspaper?

4. What are the features of a newspaper?

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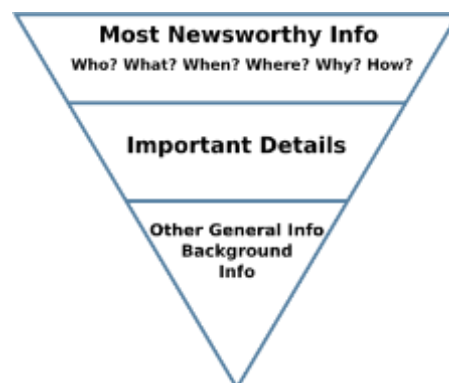
STRUCTURE

9.0 Journalistic Construction**9.1 Simple Breakdown for Writing a Medium-Length
Journalistic Article****9.2 A things you Need to Take Care of While writing
Article****9.3 Check Your Progress****9.4 References**

Writing for a newspaper, magazine or online publication is different than writing a standard essay. Research and organization are just as necessary, but throw out that introduction/body/conclusion form you're used to. Journalism is front-loaded. You need to get your point out early and follow it with details. If you save all your juicy information for a climax at the end, your reader will get bored and turn the page first.

9.0 JOURNALISTIC CONSTRUCTION

Journalism uses an -inverted pyramid style. Picture your article in the shape of a triangle widest at the top with the point on the bottom. This is how your story should be built.



Your first line should be the most important. If the reader is scanning through the paper and reads only the first line, he should get a good idea of your article's content. You need to hook the reader from the beginning else he will quickly move to something more exciting. Nobody reads every word of a newspaper or magazine. On the web, attention spans are even shorter.

Follow your first line with solid details. Expand your point. Imagine your reader's questions and answer them. Continue to follow the inverted pyramid. Rank your information in order of importance and put the best stuff first.

Finish with the least necessary information. Include background most readers will know but some may not, such as related news from last week. Show how this story is relevant to other stories. Add some odd facts or statistics associated with your article.

Not only does the inverted pyramid style grab your reader by placing the meat first, it makes it easier for your editor. Squeezing all the articles and ads into a limited space sometimes requires an editor to cut your submission. If you built it right, the editor can easily clip the bottom from your article without losing the point.

Just the Facts

For most publications, you should keep your opinions out of it. Use solid, backed-up facts to prove what you think. Use choice quotes from reputable sources to add color and authenticity, but don't overdo it. Use statistics to amplify your point, but realize you can find a number to prove almost anything. Interview people. Do your own research. If you hear or see it once, double-check it. Hear or see it three times, it might be true.

And know for certain that just because it's on the internet doesn't mean it's true. Look in at least three places to see if they agree with each other. I once read something online about a product. I thought was false. I looked someplace else that listed the same falsehood. Then I looked to the manufacturer's website to find I was right all along. My first source probably looked at the second source, thought it was true, and spread the wrong facts.

Know that readers will try to poke holes in your article, so read it critically. Think about how you would rebut your own writing and counter that argument.

Giant Headlines Attack the Page!

Your headline is the most important set of words in your article. It will get you read or ignored. Be strong. Be specific. Use important

terms. Summarize your article with a great handful of words.

Lead off with the big names in your article. Don't say: -President Visits Midwestern City. Rather use: -Obama Visits Minneapolis. While you're at it, use a great verb like -entertains or -storms. Be sure to use to the best, most compact, descriptive words you can.

Superlatives grasp attention. Use them if you can. Say -Easiest Pie Crust rather than -Pie Crust Recipe. It's a simple way, I mean the simplest way to catch a reader's eye.

How To articles and lists are the most popular publications on the web. Simply changing from -Building a Birdhouse to -How To Build a Birdhouse or -Top 10 Birdhousing Tips will make your writing stand out to readers and search engines.

Style Guides

There are multiple schools of journalistic writing. You may be asked to use AP, Chicago, MLA, APA or another format. Each is a standardization of how to cite sources, use contractions, write numerals, capitalize, format headlines and more. Each style has its own handbook available online or at your library. Purdue Online Writing Lab is a great resource for style guides and other writing tips. Getting all the details right may be maddening, but you don't want to be marked down or rejected because you didn't punctuate your bibliography correctly or you italicized something you shouldn't have.

9.1 SIMPLE BREAKDOWN FOR WRITING A MEDIUM-LENGTH JOURNALISTIC ARTICLE

1. Find a Worthy Subject

One of the main goals with journalistic writing is finding a topic that people care about. The more interested people are in the subject, the more popular your article will be. It also helps when writing an article if you have real passion behind the -story you're telling.

2. The Interview

Journalistic writing is generally not about the writer's opinion. Yes, that can be added to the mix in certain circumstances. But usually, the writer is capturing the thoughts and opinions of people more closely involved in the story or event. This actually makes it a lot easier. Instead of coming up with content, the reporter simply summarizes,

paraphrases, and quotes. However, the content has to come from somewhere!

The reporter must seek out those involved in the story, which can often require critical thought. In many cases, the ideal number of sources ranges from 3-5 people, depending on the particular type of article. If the article is a spotlight on a specific person, it would be good to get a long interview with that person and then shorter interviews with others involved. Always record the interview. Taking notes is not the best idea, especially if you will be directly quoting someone (people simply talk too fast and too long for you to jot down everything they're saying). In many cases, you won't know what's important until you've heard the whole story. At that point, you'll need to be able to rewind and listen to it again to really comprehend what's been said. I use an app on my phone called iTalk.

3. The Write-Up

Once you have the interview, it's important to type it up. Most interviews are generally between 15 to 45 minutes, and typing them up usually takes about twice that time. However, as time consuming as this step may be, it really makes the rest of the process much easier. Note: You don't have to write every word up. If there's content you know you won't be using, just skip over that part.

4. Angle

A news story without an angle is like pizza without cheese. Try biting into a pizza minus the cheese and all you get is ...a sandwich. When you learn how to write like a journalist the first thing you should be taught is how to identify angles, which in effect is your topic and is the reason you are writing an article in the first place.

5. Introduction

Often called intro or lead, this is your first one or two paragraphs of your news story. While an angle defines what you are going to write, your intro is actually going ahead and putting it into words. Intros employ the who, what, when, where, why and how concept in order to get your story out quickly.

Once you've got the intro right, the second paragraph will be the most important you write. And so on. Holding the reader's interest does not stop until he or she has read to the end. You have already planned your structure, the hierarchy of information. After the intro you are amplifying the story, adding new, if subordinate, information, providing detail, explanation and quotes. And doing all this so that the story reads smoothly and seamlessly. News stories are about

providing information, and there is nothing more frustrating for the reader than finishing a story with unanswered questions still hanging. Journalism students are taught about the five Ws: who, what, when, where and why. They are a useful tool to check you have covered all the bases, though not all will always apply. It is always difficult to detach yourself from your own prose when you read it through, but try. Try to put yourself in the place of the reader coming cold to the story, interested in it and asking the questions that will make it clear. Have you dealt with them? The subeditor, or text editor, will soon tell you if you haven't. There is always a problem over how much knowledge to assume, particularly with a running story of which today's is another episode. You cannot always start from the beginning for the benefit of reader recently arrived from Mars, but you can include sufficient to ensure it is not meaningless. It is a matter of judgement.

6. The Lead

When writing the lead, it's worth it to take a few minutes and answer these questions in your head (or on paper, if that works better for you): What is the most interesting/important/hooks element of the story I want to tell? How can my article showcase that right off the bat and pull the reader in? Once you have these questions figured out, form the lead.

7. The Body

Now, that you have a starting point, you simply fill in the story with quotes from the interview and summarization. (I generally have my write-up on one document and the article on a separate document. Then I split the screen so I can see both. This way I can easily refer to the interview material while writing the article.) Remember though, you need a balance. I usually interweave two lines of summary with every quote. A good reporter also has plenty of transition statements that subtly direct the reader through the article. For instance: what's more, however, at first, initially, conveniently, according to, although, then, in the beginning, etc. As I write the article, I refer to the interview material and somehow differentiate between the material I've already incorporated in the article (usually by highlighting) so I don't repeat myself.

8. Quote

Almost all news stories have some sort of quote. A quote humanizes the story and also provides it with authority. The best kinds of quotes support what you write in your intro. Quotes should have the full name and title of the person being quoted. Less ideal is -reliable source or -spokesperson but sometimes it is unavoidable. News

articles can be written without a quote but this is not ideal.

9. Attribution

Following on from quotes, you should do your best to make sure events are attributed to somebody, especially if you were not at the scene. In court reporting, this is of utmost importance, which is why in these types of stories you may see phrases such as *the court was told, he told the court and the court heard*'. News writing is not like informational articles. In a news story, you solve the problem as soon as possible. How to articles may identify problems and then offer a solution. In news writing, however, you do not have time for this.

10. The Conclusion

In all honesty, most people don't read an article all the way through to its conclusion – especially these days, when people are generally speed-reading through articles. However, it's always nice to wrap up an article with a powerful final quote and a summarization that can be applied in a broader context. For example, in one article I wrote, I was doing a spotlight on a student musician who started in Olympia, Washington. In my conclusion, I did a quick summary statement (*-It's passion like hers that has propelled other talented musicians to fame*') and then applied it to a broader context (*-The now rich and extremely famous Mackle more also came from humble beginnings in Washington, even attending The Evergreen State College in Olympia*').

11. Finding the Perfect Title

Although it may seem backwards, I always wait until I'm finished writing the article to come up with a title. The title is the most important part of your article. If you don't have a title that pulls people in, they won't even glance at your writing –making all that work for nothing. When you're finally done writing an article (and you've read through it a few times to make sure there are no mistakes and everything flows well), take at least five minutes to brainstorm a GOOD, INTRIGUING title. Find good attention-grabbing words that capture the context of the article. But don't stop there. Play with the title. Try a few different formats, try puns (people love play on words). For example, one of my favorite titles was *-Olympia Student Opens the Gates' to the Next Generation in Computer Science*.

9.2 A THINGS YOU NEED TO TAKE CARE OF WHILE WRITING ARTICLE

1. Active not passive

Always prefer the active tense in news writing, and particularly in intros. The active tense is faster and more immediate; it also uses fewer words. "Arsenal were beaten by Manchester United last night ... " is slower than "Manchester United beat Arsenal ... ", and if it is a London newspaper "Arsenal lost to Manchester United ... " is still preferable.

2. Positive even if it is negative

Not: "The government has decided not to introduce the planned tax increase on petrol and diesel this autumn." But: "The government has abandoned plans to raise fuel taxes this autumn." News is more engaging if it describes something that is happening, rather than something that is not.

3. Officials

Language used in letters from bank managers, council officers, utilities and read from their notebooks by police officers giving evidence in court should always be avoided. People do not "proceed"; they walk. Police do not "apprehend"; they stop or arrest or detain. "At this point in time" is now.

George Orwell, in his essay *Politics and the English Language*, converts a passage from Ecclesiastes and turns it into officials to make the point. Original: "I returned, and saw under the sun, that the race is not to the swift, not the battle to the strong, neither yet bread to the wise, nor yet riches to men of understanding, nor yet favour to men of skill; but time and chance happened to them all." Orwell's rewrite: "Objective consideration of contemporary phenomena compels the conclusion that success or failure in competitive activities exhibits no tendency to be commensurate with innate capacity, but that a considerable element of the unpredictable must invariably be taken into account."

4. Adjectives

Keith Waterhouse, the veteran *Daily Mail* and *Daily Mirror* columnist wrote an irresistible book on journalistic writing called *Newspaper Style*. It was in fact an adaptation of the *Mirror* style book he had been commissioned to write. In it he warns of the dangers of adjectives thus: "Adjectives should not be allowed in newspapers unless they have something to say. An adjective should not raise questions in the

reader's mind, it should answer them. Angry informs. Tall invites the question, how tall? The well-worn phrase: his expensive tastes ran to fast cars simply whets the appetite for examples of the expensive tastes and the makes and engine capacity of the fast cars."

This test should be applied to all adjectives used in journalistic writing. If they add relevantly to the information being provided, they can stay. If not, strike them. Too many writers believe adjectives add colour and style. Vague or general ones add nothing. "Use specific words (red and blue)," says Waterhouse, "not general ones (brightly coloured)."

5. Jargon, abbreviations, acronyms and know-all foreign phrases

All of us who work in organisations, professions, specific industries or bureaucracies are surrounded by jargon. We may regard it as shorthand to speed communication because we share the understanding of what it means, but, whether intentional or not, it is a protective shield that excludes those not in the know. That is the effect it has when used in newspaper writing. Those in the know understand; the rest do not. Anything readers do not understand makes them feel left out rather than included and turns them against the story. They may well stop reading. Medical, scientific and economic terms are a case in point. Avoid them or explain them. Price/earnings ratios and capitalisation mean nothing to the general reader. It is the same with abbreviations and acronyms. Today's students have no idea what CBI stands for; they are more likely to know FoI. A few could expand Nato, fewer the TUC. Many of the terms, although still in use, are generational. They need to be spelt out or explained, or another reader is lost. Just as long words speak down to those with a smaller vocabulary - and there is always a simpler, and less space consuming, alternative - so well-used Latin expressions mean nothing to those who have not learned that language, apart from lawyers who have had to mug up. Pro bono, inter alia and in extremis have no place in newspapers, and usually mean the writer is showing off.

6. Puns and Clichés

Headline writers love puns and phrases from 60s pop lyrics and editors frequently have to restrain their use. They sit even less easily in copy, where only readers over 55 can identify. Again, the danger is excluding readers. Worst of all is the extended metaphor or pun. Like this (real) one: "Kingsbridge Silver Band has hit a high note with National Lottery chiefs to the tune of nearly £52,000. Tired old instruments struck a chord with the lottery board, which has drummed up enough cash for a complete new set, giving the band plenty to trumpet about." Yes, really.

7. Apostrophes

The printed word has done more to save the apostrophe than the whole of the teaching profession. Given the pace of newspaper and magazine production it is extraordinary that so few errors in spelling or punctuation appear, a tribute to the subeditors who prepare copy for publication. From advertising (shockingly, sometimes intentionally) to the greengrocer's board we are bombarded with mis- (and missing) punctuation, yet it is invariably correct in print, though seldom when it emerges from the home printer. If in doubt, and most people are, consult Lynne Truss (Eats, Shoots and Leaves). Often.

9.3 CHECK YOUR PROGRESS

1. What are the elements of journalistic writing?

2. What are the four key elements to write like a journalist?

3. What is journalistic tone?

4. What are the 4 types of journalism?

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STRUCTURE

- 10.0 Introduction**
- 10.1 First Press Commission**
- 10.2 Composition of the Press Council**
- 10.3 Functions of Press Council of India**
- 10.4 Powers of the Council**
- 10.5 Complaints Procedure**
- 10.6 Meeting Session**
- 10.7 Expectation From the Clients**
- 10.8 Chairmen of the Council**
- 10.9 Check Your Progress**
- 10.10 References**

10.0 INTRODUCTION

The Press Council of India was first constituted on 4th July, 1966 as an autonomous, statutory, quasi-judicial body, with Shri Justice J R Mudholkar, then a Judge of the Supreme Court, as Chairman. The object was to preserve the freedom of the press and for maintaining and improving the standards of the press in India. Presently, the function of the council is governed under the Press Council Act, 1978. It is a statutory, quasi-judicial body which acts as the watchdog of the press. It adjudicates the complaints against and by the press for violation of ethics and for violation of the freedom of the press respectively.

It is headed by the Chairman, who should be a retired judge of the Supreme court of India. The Council has 28 members of which 20 have to represent the press by being nominated by the press organisations, agencies and other bodies. 5 members are nominated by the 2 houses of the parliament and 3 represents cultural and legal fields and one nominee of the Bar Council of India. They serve for a term of 3 years. The Council was reconstituted on 22nd May 2001.

It is being basically funded by revenue which is being collected as fee levied on the registered newspaper in the country on the basis of the regulation. No fees are levied on newspaper which has circulation less than 5000 copies.

10.1 FIRST PRESS COMMISSION

The Press Council of India was set up on the recommendations of the First Press Commission (1954). The commission had felt that high standard of journalism was being maintained by only the few well-established players, while others were prone to publishing sensational news. The commission had opined that only an autonomous body comprising people principally connected with the industry could ensure that no code of journalistic ethics are breached by any player.

The commission identified roles for the proposed commissions. These were:

- Safeguarding the freedom of press
- To maintain high standards of public taste
- To foster due sense of both the rights and responsibilities of citizenship

10.2 COMPOSITION OF THE PRESS COUNCIL

The Press Council Act, 1965 provided for a 25-member strong body out of which 3 were to represent the two houses of Parliament, 13 were to be from amongst the working journalists, of which not less than 6 were to be editors who did not own or carry on the business of management of newspapers and the rest were to be the persons having special knowledge or practical experience in respect of education and science, law, literature and culture. By an amendment of the Act in 1970, the membership of the Council was raised by one to provide a seat for persons managing the news agencies. The same amendment also made new provisions for the appointments of the chairman and other member of the Council. From 1970 onwards till 1979, the chairman and other members of the council were nominated by a Nominating Committee consisting of the Chairman of the Rajya Sabha, the Chief Justice of India and the Speaker of the Lok Sabha.

Press Council of India was revamped in 1979 following the enactment of a fresh legislation by Parliament in 1978. Although the composition of the council underwent few changes, but the objectives of the council remain the same:

- Preserving the freedom of the press
- Maintaining and improving the standards of press in India

The present Council is a body corporate having perpetual succession. It consists of a Chairman and 28 other members. Of the 28 members, 13 represent the working journalists. Of whom 6 are to be editors of newspapers and remaining 7 are to be working journalists other than editors. 6 are to be from among persons who own or carry on the business of management of newspapers. One is to be from among the persons who manage news agencies. Three are to be persons having special knowledge or practical experience in respect of education and science, law and literature and culture. The remaining five are to Members of Parliament : three from Lok Sabha, and two from Rajya Sabha.

10.3 FUNCTIONS OF PRESS COUNCIL OF INDIA

The Press Council Act, 1965, listed the following functions of the Council in furtherance of its objects:

- To help newspapers to maintain their independence
- To build up a code of conduct for newspapers and journalists in accordance with high professional standards
- To ensure on the part of newspapers and journalists the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship
- To encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism
- To keep under review any development likely to restrict the supply and dissemination of news of public interest and importance
- To keep under review such cases of assistance received by any newspaper or news agency in India from foreign sources, as are referred to it by the Central Government
- Provided that nothing in this clause shall preclude the Central Government from dealing with any case of assistance received by a newspaper or news agency in India from foreign sources in any other manner it thinks fit
- To promote the establishment of such common service for the supply and dissemination of news to newspapers as may, from time to time, appear to it to be desirable;

- To provide facilities for the proper education and training of persons in the profession of journalism
- To promote a proper functional relationship among all classes of persons engaged in the production or publication of newspapers
- To study developments which may tend towards monopoly or concentration of ownership of newspapers, including a study of the ownership or financial structure of newspapers, and if necessary, to suggest remedies therefore
- To promote technical or other research

The Press Council of India 1978 Act added three new functions for the council:

- a) promoting the establishment of such common services for the supply and dissemination of news to newspapers as may, from time to time, appear to it to be desirable;
- (b) providing facilities for proper education and training of persons in the profession of journalism; and
- (c) promoting technical or other research

10.4 POWERS OF THE COUNCIL

The Press Council can't force any newspaper, news agency, editor or journalist to reveal the source of any news or information

The council has power to censure any news which violates the standards of journalistic ethics or public taste.

The council can hold inquiry against an editor or a working journalist if s/he is found of committing professional misconduct

Every inquiry held by the Council shall be deemed to be a judicial proceeding within the meaning of sections 193 and 228 of the Indian Penal Code

10.5 COMPLAINTS PROCEDURE

A complaint against a newspaper for any publication the complainant finds objectionable and affecting him personally, or for non-publication of any material, should first be taken up with the editor or other representative of the publication concerned.

If the complaint is not resolved satisfactorily, it may be referred to the Press Council of India. The complaint must be specific and in writing and should be filed/lodged within two months of the publication of the impugned news item in case of dailies and weeklies and four months in all other cases, along with the original/Photostat copy of the

impugned clipping (an English translation if the matter is in a South Asian language). The complainant must state in what manner the publication/non- publication of the matter is objectionable within the meaning of the Press Council Act, 1978, and enclose a copy of the letter to the editor, pointing out why the matter is considered objectionable. The editor's reply thereto or published rejoinder, if any, may also be attached to it. A declaration stating that the matter is not pending in any court of law is also required to be filed.

If a newspaper or journalist is aggrieved by any action of any authority that may impinge on the freedom of the press, he can also file a complaint with the Council. The aggrieved newspaper or journalist may inform the Council about the possible reason for the action of the authorities against him i.e. if it is as a reprisal measure taken by the authorities due to critical writings or as a result of kisan the policy that may affect the freedom of the press (supporting documents, with English translation if they are in a South Asian language, should be filed). A declaration regarding the non-pendency of the matter in any court of law is also necessary.

On receipt of a complaint made to it or otherwise, if the Council is prima facie satisfied that the matter discloses sufficient ground for inquiry, it issues a show cause notice to the respondents and then considers the matter through its Inquiry Committee on the basis of written and oral evidence tendered before it. If, on inquiry, the Council has reason to believe that the respondent newspaper has violated journalistic norms, the Council keeping in view the gravity of the misconduct committed by the newspaper, warns, admonishes or censures the newspaper or disapproves of the conduct of the editor or the journalist as the case may be. It may also direct the respondent newspaper to publish the contradiction of the complainant or a gist of the Council's decision in its forthcoming issue.

Similarly, when the Council upholds the complaint of the aggrieved newspaper/journalist the Council directs the concerned government to take appropriate steps to redress the grievance of the complainant. The Council may, if it considers necessary, make such observations, as it may think fit, in any of its decisions or reports, respecting the conduct of any authority, including Government.

10.6 MEETING SESSION

For the meeting of the press, a notice should be issued to every member of the council at least 21 days before the meetings being taken place. The start date of 21 days should be counted from the date of the proceedings.

Questions being Raised in such Meetings

A member shall bring a question before the council after giving 10 days clear notice to the secretary and put a agenda of the meeting as what has to be done in the meeting. A chairman has a power to give rise to that question or can cancel that question. The chairperson has also such powers that he can raise any question without giving prior notice.

10.7 EXPECTATION FROM THE CLIENTS

It is being expected from the client that only if they feel like any misconduct have been taken place then only they should come to the committee otherwise it is of no use. Neither the committee nor any other person has that much of time to go through the case which is vague. So there are some things which are expected from the customers and they are as follows:

The case which they are going to file should be according to the provision as being mentioned in the act.

All the news agencies should remit the levy to the council properly.

10.8 CHAIRMEN OF THE COUNCIL

- Justice JR Mudhokar (1966-1968)
- Justice N Rajagopala Ayyangar (1968-1976)
- Justice AN Grover (1979-1985)
- Justice AN Sen (1985-1989)
- Justice RS Sarkaria (1989-1995)
- Justice PB Sawant 1995-2001
- Justice K. Jayachandra Reddy (2001-2005)
- Justice G.N. Ray (2005-2011)
- Justice Markandey Katju (2011-2015)
- Justice Chandramauli Kumar Prasad (2015 – Till Date)

Conclusion

In conclusion, the press plays a very important role in today's world. The news given by different newspapers should be correct as all the citizens of India read the newspaper and this impacts their life. Nothing vague should be mentioned in the newspaper. All the news regarding every sector should be mentioned. People have a right to know that what is happening in the world.

Press Council of India is important to stop the misconduct which takes place among the press. By the passing of the Act, the situation of

press has improved a lot. Journalists are scared before publishing any fake news as this can affect their career as well as their licence can also get cancelled. There are many competitions which are being taken place among different newspapers.

10.9 CHECK YOUR PROGRESS

1. What is PCI in journalism?

2. How does the Press Council of India regulate the press in India?

3. How many members are there in Press Council of India?

4. Who is the chairman of PCI?

5. What is First Press Commission?

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STRUCTURE

11.0 10 Elements Common to Good Journalism**11.1 Press Codes and Ethics****11.2 Check Your Progress****11.3 References**

11.0 10 ELEMENTS COMMON TO GOOD JOURNALISM

Here are 10 elements common to good journalism, drawn from the book.

1. Journalism's first obligation is to the truth

Good decision-making depends on people having reliable, accurate facts put in a meaningful context. Journalism does not pursue truth in an absolute or philosophical sense, but in a capacity that is more down to earth.

-All truths – even the laws of science – are subject to revision, but we operate by them in the meantime because they are necessary and they work, Kovach and Rosenstiel write in the book. Journalism, they continue, thus seeks –a practical and functional form of truth. It is not the truth in the absolute or philosophical or scientific sense but rather a pursuit of –the truths by which we can operate on a day-to-day basis.

This –journalistic truth is a process that begins with the professional discipline of assembling and verifying facts. Then journalists try to convey a fair and reliable account of their meaning, subject to further investigation.

Journalists should be as transparent as possible about sources and methods so audiences can make their own assessment of the information. Even in a world of expanding voices, –getting it right is the foundation upon which everything else is built – context,

interpretation, comment, criticism, analysis and debate. The larger truth, over time, emerges from this forum.

As citizens encounter an ever-greater flow of data, they have more need – not less

– for suppliers of information dedicated to finding and verifying the news and putting it in context.

2. Its First Loyalty Is To Citizens

The publisher of journalism – whether a media corporation answering to advertisers and shareholders or a blogger with his own personal beliefs and priorities — must show an ultimate allegiance to citizens. They must strive to put the public interest – and the truth – above their own self-interest or assumptions.

A commitment to citizens is an implied covenant with the audience and a foundation of the journalistic business model – journalism provided –without fear or favor– is perceived to be more valuable than content from other information sources.

Commitment to citizens also means journalism should seek to present a representative picture of constituent groups in society. Ignoring certain citizens has the effect of disenfranchising them.

The theory underlying the modern news industry has been the belief that credibility builds a broad and loyal audience and that economic success follows in turn. In that regard, the business people in a news organization also must nurture –not exploit – their allegiance to the audience ahead of other considerations.

Technology may change but trust – when earned and nurtured – will endure.

3. Its Essence Is A Discipline Of Verification

Journalists rely on a professional discipline for verifying information.

While there is no standardized code as such, every journalist uses certain methods to assess and test information to –get it right.‖

Being impartial or neutral *is not* a core principal of journalism. Because the journalist must make decisions, he or she is not and cannot be objective. But journalistic *methods* are objective.

When the concept of objectivity originally evolved, it did not imply that journalists were free of bias. It called, rather, for a consistent method of testing information – a transparent approach to evidence – precisely so that personal and cultural biases would not undermine the

accuracy of the work. The method is objective, not the journalist.

Seeking out multiple witnesses, disclosing as much as possible about sources, or asking various sides for comment, all signal such standards. This discipline of verification is what separates journalism from other forms of communication such as propaganda, advertising, fiction, or entertainment.

4. Its Practitioners Must Maintain An Independence From Those They Cover

Independence is a cornerstone of reliability.

On one level, it means not becoming seduced by sources, intimidated by power, or compromised by self-interest. On a deeper level it speaks to an independence of spirit and an open-mindedness and intellectual curiosity that helps the journalist see beyond his or her own class or economic status, race, ethnicity, religion, gender or ego.

Journalistic independence, write Kovach and Rosenstiel, is not neutrality. While editorialists and commentators are not neutral, the source of their credibility is still their accuracy, intellectual fairness and ability to inform – not their devotion to a certain group or outcome. In our independence, however, journalists must avoid straying into arrogance, elitism, isolation or nihilism.

5. It must serve as an independent monitor of power

Journalism has an unusual capacity to serve as watchdog over those whose power and position most affect citizens. It may also offer voice to the voiceless. Being an independent monitor of power means –watching over the powerful few in society on behalf of the many to guard against tyranny,|| Kovach and Rosenstiel write.”

The earliest journalists firmly established as a core principle their responsibility to examine unseen corners of society.

The watchdog role is often misunderstood, even by journalists, to mean –afflict the comfortable.|| While upsetting the applecart may certainly be a result of watchdog journalism, the concept as introduced in the mid-1600s was far less combative. Rather, it sought to redefine the role of the journalist from a passive stenographer to more a curious observer who would –search out and discover the news.

The watchdog role also means more than simply monitoring government. The earliest journalists,|| write Kovach and Rosenstiel, firmly established as a core principle their responsibility to examine unseen corners of society. The world they chronicled captured the imagination of a largely uninformed society, creating an immediate

and enthusiastic popular following.¶

Finally, the purpose of the watchdog extends beyond simply making the management and execution of power transparent, to making known and understood the effects of that power. This includes reporting on successes as well as failures.

Journalists have an obligation to protect this watchdog freedom by not demeaning it in frivolous use or exploiting it for commercial gain.

6. It must provide a forum for public criticism and compromise

The news media are common carriers of public discussion, and this responsibility forms a basis for special privileges that news and information providers receive from democratic societies.

These privileges can involve subsidies for distribution or research and development (lower postal rates for print, use of public spectrum by broadcasters, development and management of the Internet) to laws protecting content and free speech (copyright, libel, and shield laws).

These privileges, however, are not pre-ordained or perpetual. Rather, they are conferred because of the need for an abundant supply of information. They are predicated on the assumption that journalism – because of its principles and practices – will supply a steady stream of higher quality content that citizens *and* government will use to make better decisions.

Traditionally, this covenant has been between news organizations and government. The new forms of digital media, however, place a responsibility on everyone who publishes content – whether for profit or for personal satisfaction – in the public domain.

The raw material cast into the marketplace of ideas sustains civic dialogue and serves society best when it consists of verified information rather than just prejudice and supposition.

Journalism should also attempt to fairly represent varied viewpoints and interests in society and to place them in context rather than highlight only the conflicting fringes of debate. Accuracy and truthfulness also require that the public discussion not neglect points of common ground or instances where problems are not just identified but also solved.

Journalism, then, is more than providing an outlet for discussion or adding one's voice to the conversation. Journalism carries with it a responsibility to improve the quality of debate by providing verified

information and intellectual rigor. A forum without regard for facts fails to inform and degrades rather than improves the quality and effectiveness of citizen decision-making.

7. It must strive to keep the significant interesting and relevant

Journalism is storytelling with a purpose. It should do more than gather an audience or catalogue the important. It must balance what readers know they want with what they cannot anticipate but need.

Writing coaches Roy Peter Clark and Chip Scanlan describe effective news writing as the intersection of civic clarity, the information citizens need to function, and literary grace, which is the reporter's storytelling skill set. In other words, part of the journalist's responsibility is providing information in such a way people will be inclined to listen. Journalists must thus strive to make the significant interesting and relevant.

Quality is measured both by how much a work engages its audience and enlightens it. This means journalists must continually ask what information has the most value to citizens and in what form people are most likely to assimilate it. While journalism should reach beyond such topics as government and public safety, journalism overwhelmed by trivia and false significance trivializes civic dialogue and ultimately public policy.

8. It Must Keep The News Comprehensive And Proportional

Journalism is our modern cartography. It creates a map for citizens to navigate society.

As with any map, its value depends on a completeness and proportionality in which the significant is given greater visibility than the trivial.

Keeping news in proportion is a cornerstone of truthfulness. Inflating events for sensation, neglecting others, stereotyping, or being disproportionately negative all make a less reliable map. The most comprehensive maps include all affected communities, not just those with attractive demographics. The most complete stories take into account diverse backgrounds and perspectives.

Though proportion and comprehensiveness are subjective, their ambiguity does not lessen their significance.

9. Its Practitioners Must Be Allowed To Exercise Their Personal Conscience

Doing journalism, whether as a professional writing for a news

organization or as an online contributor in the public space, involves one's moral compass and demands a personal sense of ethics and responsibility.

Because news is important, those who provide news have a responsibility to voice their personal conscience out loud and allow others to do so as well. They must be willing to question their own work and to differ with the work of others if fairness and accuracy demand they do so.

News organizations do well to nurture this independence by encouraging individuals to speak their minds. Conversation and debate stimulate the intellectual diversity of minds and voices necessary to understand and accurately cover an increasingly diverse society. Having a diverse newsroom does little if those different voices are not spoken or heard.

It's also a matter of self-interest. Employees encouraged to raise their hands may save the boss from himself or protect the news organization's reputation by pointing out errors, flagging important omissions, questioning misguided assumptions, or even revealing wrongdoing.

Having a sense of ethics is perhaps most important for the individual journalist or online contributor.

Increasingly, those who produce the news work in isolation, whether from a newsroom cubicle, the scene of a story, or their home office. They may file directly to the public without the safety net of editing, a second set of eyes, or the collaboration of others. While crowd sourcing by the audience may catch and correct errors or misinformation, the reputation of the author and the quality of public dialogue are nevertheless damaged.

10. Citizens, too, have rights and responsibilities when it comes to the news

The average person now, more than ever, works like a journalist. Writing a blog entry, commenting on a social media site, sending a tweet, or liking a picture or post, likely involves a shorthand version of the journalistic

process. One comes across information, decides whether or not it's believable, assesses its strength and weaknesses, determines if it has value to others, decides what to ignore and what to pass on, chooses the best way to share it, and then hits the –send button.

Though this process may take only a few moments, it's essentially what reporters do.

Two things, however, separate this journalistic-like process from an end product that *is* journalism. The first is motive and intent. The purpose of journalism is to give people the information they need to make better decisions about their lives and society. The second difference is that journalism involves the conscious, systematic application of a discipline of verification to produce a –functional truth, as opposed to something that is merely interesting or informative. Yet while the process is critical, it's the end product the story by which journalism is ultimately judged.

Today, when the world is awash in information and news is available any time everywhere, a new relationship is being formed between the suppliers of journalism and the people who consume it.

The new journalist is no longer a gatekeeper who decides what the public should and should not know. The individual is now his or her own circulation manager and editor. To be relevant, journalists must now verify information the consumer already has or is likely to find and then help them make sense of what it means and how they might use it.

Thus, write Kovach and Rosenstiel, –The first task of the new journalist/sense maker is to verify what information is reliable and then order it so people can grasp it efficiently. A part of this new journalistic responsibility is –to provide citizens with the tools they need to extract knowledge for themselves from the undifferentiated flood of rumor, propaganda, gossip, fact, assertion, and allegation the communications system now produces.

11.1 PRESS CODES AND ETHICS

1. Code of Ethics in Indian Journalism

The Society of Professional Journalists created a code of ethics that are in effect today. The main mantra of the code is "Seek truth and Report it!" (Straubhaar, LaRose & Davenport, Pg 478) The code also states that: "Journalists should be honest, fair, and courageous in gathering, reporting, and interpreting information. Journalists should:"

- "Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible."(Straubhaar, LaRose & Davenport, Pg 478)
- "Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing."(Straubhaar, LaRose & Davenport, Pg 478)
- "Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability." (Straubhaar, LaRose & Davenport, Pg 478)
- "Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises." (Straubhaar, LaRose & Davenport, Pg 478)
- "Make certain that headlines, news teases, and promotional material, photos, video, audio, graphics, sound bites, and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context." (Straubhaar, LaRose & Davenport, Pg 478)
- "Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations." (Straubhaar, LaRose & Davenport, Pg 478)
- "Avoid misleading reenactments or staged news events. If reenactment is necessary to tell a story, label it." (Straubhaar, LaRose & Davenport, Pg 478)
- "Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story." (Straubhaar, LaRose & Davenport, Pg 478)
- "Never plagiarize." (Straubhaar, LaRose & Davenport, Pg 478)
- "Tell the story of the diversity and magnitude of the human experience boldly, even, when it is unpopular to do so." (Straubhaar, LaRose & Davenport, Pg 478)
- "Examine their own cultural values and avoid imposing on those values on others." (Straubhaar, LaRose & Davenport, Pg 478)
- "Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance, or social status." (Straubhaar, LaRose & Davenport, Pg 478)
- "Support the open exchange of views, even views they find repugnant." (Straubhaar, LaRose & Davenport, Pg 478)
- "Give voice to the voiceless; official and unofficial sources of information can be equally valid." (Straubhaar, LaRose & Davenport, Pg 478)

- "Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or content." (Straubhaar, LaRose & Davenport, Pg 478)
- "Distinguish news from advertising, and shun hybrids that blur the lines between the two." (Straubhaar, LaRose & Davenport, Pg 478)
- "Recognize and special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection." (Straubhaar, LaRose & Davenport, Pg 478).

Minimize Harm "Ethical journalists treat sources, subjects, and colleagues as human beings deserving of respect. Journalists should" (Straubhaar, LaRose & Davenport, Pg 478)

- "Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects." (Straubhaar, LaRose & Davenport, Pg 478)
- "Be sensitive when seeking or using interviews or photographs of those affected by tragedy or guilt." (Straubhaar, LaRose & Davenport, Pg 478)
- "Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance." (Straubhaar, LaRose & Davenport, Pg 478)
- "Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence, or attention. Only an overriding public need can justify intrusion into anyone's privacy." (Straubhaar, LaRose & Davenport, Pg 478)
- "Show good taste. Avoid pandering to lurid curiosity." (Straubhaar, LaRose & Davenport, Pg 478)
- "Be cautious of identifying juvenile suspects or victims of sex crimes." (Straubhaar, LaRose & Davenport, Pg 478)
- "Be judicious about naming criminal suspects before the formal filing of charges." (Straubhaar, LaRose & Davenport, Pg 478)
- "Balance a criminal suspect's fair trial rights with the public's right to be informed." (Straubhaar, LaRose & Davenport, Pg 478)

Act Independently "Journalists should be free of obligation to any interest other than the public's right to know. Journalists should" . (Straubhaar, LaRose & Davenport, Pg 478)

- "Avoid conflict of interest, real or perceived." (Straubhaar, LaRose & Davenport, Pg 478)
- "Remain free of associations and activities that may compromise integrity or damage credibility." (Straubhaar, LaRose &

Davenport, Pg 478)

- "Refuse gifts, favors, fees, free travel, and special treatment, and shun secondary employment, political involvement, public office, and service in community organizations if they compromise journalistic integrity." (Straubhaar, LaRose & Davenport, Pg 478)
- "Disclose unavoidable conflicts." (Straubhaar, LaRose & Davenport, Pg 479)
- "Be vigilant and courageous about holding those with power accountable." (Straubhaar, LaRose & Davenport, Pg 479)
- "Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage." (Straubhaar, LaRose & Davenport, Pg 479)
- "Be wary of sources offering information for favors or money; avoid bidding for news." (Straubhaar, LaRose & Davenport, Pg 479)

Be Accountable "Journalists are accountable to their readers, listeners, viewers, and each other. Journalists should:" (Straubhaar, LaRose & Davenport, Pg 479)

- "Clarify and explain news coverage and invite dialogue with the public over journalistic conduct." (Straubhaar, LaRose & Davenport, Pg 479)
- "Encourage the public to voice grievances against the news media." (Straubhaar, LaRose & Davenport, Pg 479)
- "Admit mistakes and correct them promptly." (Straubhaar, LaRose & Davenport, Pg 479)
- "Expose unethical practices of journalists and the news media." (Straubhaar, LaRose & Davenport, Pg 479)
- "Abide by the same high standards to which they hold others." (Straubhaar, LaRose & Davenport, Pg 479)

All of these guidelines are for the betterment of society and regulation of media.

2) Press Councils guide to Journalistic Ethics Part A: Principles and Ethics

1. Accuracy and fairness
2. Pre-publication verification
3. Caution against defamatory writings
4. Parameters of the right of the press to comment on acts/conduct of and public officials

5. Criticism of public figures/music reviews
6. Right to privacy
7. Privacy of public figures
8. Recording interviews and phone conversation
9. Conjecture, comment and fact
10. Newspapers to eschew suggestive guilt

11. Reporting-proceedings of legislature
12. Caution in criticising judicial acts
13. Corrections
14. Right of reply
15. Letters to editor
16. Editor's discretion
17. Obscenity and vulgarity to be eschewed
18. Glorification/encouragement of social evils to be esche
19. Violence not to be glorified
20. Covering communal disputes/clashes

Part B: Guidelines on Specific Issues

1. Norms for observance by the Press in the wake of communal disturbances
2. Coverage of handouts of Militants/Terrorists-Guiding Principles 1991- 1992
3. HIV/AIDS and the Media
4. Financial Journalism
5. Election Reporting
6. Allotment of Houses to Journalists
7. Undue Favours to Journalists
8. Right to Privacy-- Public Figures and the Press
9. Model Guidelines For Publishing Overseas Advertisement In Accordance With Emigration Act 1983
10. Study Report - Working Journalist Act vis-à-vis Appointment of Journalists on Contract

11.2 CHECK YOUR PROGRESS

1. What are the principles of journalism?

2. What are the 10 elements of journalism?

3. What are the 10 news values?

4. What are the rights responsibilities and accountabilities of communicators and journalists?

5. What are the five principles of journalism?

11.3 REFERENCES

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STRUCTURE

- 12.0 Introduction**
- 12.1 Censorship**
- 12.2 Judicial trend**
- 12.3 Conclusions and Suggestions**
- 12.4 Press codes and Ethics**
- 12.5 Check Your Progress**
- 12.6 References**

The fundamental objective of journalism is to serve the people with news, views, comments and information on matters of public interest in a fair, accurate, unbiased, sober and decent manner. To this end, the Press is expected to conduct itself in keeping with certain norms of professionalism, universally recognised. The norms enunciated below and other specific guidelines appended thereafter, when applied with due discernment and adaptation to the varying circumstance of each case, will help the journalist to self-regulate his or her conduct.

The Constitution of India does not specifically mention the freedom of press. Freedom of press is implied from the Article 19(1) (a) of the Constitution. However this right is subject to restrictions under sub-clause (2), whereby this freedom can be restricted for reasons of "sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, preserving decency, preserving morality, in relation to contempt, court, defamation, or incitement to an offense". Before Independence, there was no constitutional or statutory provision to protect the freedom of press. As observed by the Privy Council the freedom of the journalist is an ordinary part of the freedom of the subject and to whatever length, the

subject in general may go, so also may the journalist, but apart from statute his privilege is no other and no higher. The range of his assertions, his criticisms or his comments is as wide as and no wider than that of any other subject. The Preamble of the Indian Constitution ensures to all its citizens the liberty of expression. Freedom of the press has been included as part of freedom of speech and expression under the Article 19 of the UDHR. The heart of the Article 19 says that everyone has the right to freedom of opinion and expression, this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. In view of the above, this paper is a critical analysis of the Indian concept of Freedom of Press and how it is related to the concept of expression in Constitution of India. The judicial view in this context has also been analysed.

12.0 INTRODUCTION

The existence of a free, independent and powerful press is the cornerstone of a democracy, especially in a welfare state like India. It is not only a medium to express one's opinions and views, but also it is an effective instrument for building opinions and views on various regional, national and international issues. Thus the crucial role of the press is its ability to mobilize the thinking process of millions. It is the means by which people receive free flow of information and ideas, which is essential to intelligent self-governance, that is, democracy. Besides the press plays an important role in not only mobilizing public opinion but also bringing to light injustices which would have most likely gone unnoticed. A free press stands as one of the great interpreters between the government and the people. The strength and importance of press in a democracy is well recognized. The framers of the Constitution provided the press with broad freedom. This freedom was considered necessary to the establishment of a strong, independent press sometimes referred to as the "Fourth Estate". An independent press can provide citizens with a variety of information and opinions on matters of public importance. Literally 'freedom' means absence of control, interference or restrictions. Hence, the expression 'freedom of press' means the right to print and publish without any interference from the state or any other public authority. In other words, freedom of the press or freedom of the media is the freedom of communication and expression through mediums including various electronic media and published materials. While such freedom mostly implies the absence of interference from an overreaching state, its preservation may be sought through constitutional or other legal protections. Freedom of press applies to all types of printed and broadcast material, including books,

newspapers, magazines, pamphlets, films and radio and television programs. Constitutional Mandate The Indian Press has a long history right from the times of British rule in the country. The British Government passed a number of legislations to regulate the activities of the press, like the Indian Press Act, 1910, then in 1931-32 the Indian Press (Emergency) Act etc. During the IInd World War (1939-45), the executive exercised exhaustive powers under the Defence of India Act & enforced censorship on press. At the same time the publication of all news relating to the Congress activities declared illegal. But there was a change in the outlook with the commencement of the Constitution in 1950. The makers of our Constitution believed that freedom of expression and the freedom of press are indispensable to the operation of a democratic system. In this connection Pandit Jawahar Lal Nehrusaid: -I would rather have a completely free press with all the dangers involved in the wrong use of that freedom than a suppressed and regulated press. Of course freedom of the press was one of the constitutional guarantees persistently demanded by the leaders of the Indian national movement during British rule. Therefore during the framing of India's Constitution after independence in the Constituent Assembly, the founding fathers gave emphasis on the Freedom of Press. But surprisingly freedom of press was not specifically incorporated in the list of Fundamental Rights in the Constitution. The omission was noticed and criticised in the Constituent Assembly. Dr. B. R. Ambedkar, who is said to be the chief architect of the Indian Constitution, assured the members that freedom of the press was included in the guarantee of freedom of speech and expression and it was hardly necessary to provide for it specifically. This view has been justified by the Supreme Court of India. In a series of decisions from 1950 onwards the Supreme Court has ruled that Freedom of the Press is implicit in the guarantee of freedom of speech and expression guaranteed by Article 19(1) (a) of the Constitution. Thus freedom of the press by judicial interpretation has been accorded constitutional status even if there is no specific provision in the Constitution ensuring freedom of press as such. The 'freedom of the press' is regarded as a species of which 'freedom of expression' is a genus [6].

Restrictions on Freedom of Press in India As already stated it is necessary to maintain and preserve press in a democracy. But at the same time it is also necessary to place some restrictions on this freedom for the maintenance of social order, because no freedom can be absolute or completely unrestricted. Accordingly, under Article 19(2) of the Constitution of India, the State may make a law imposing reasonable restrictions on the exercise of the right to freedom of press in the interest of the public on the following grounds:

***1. Sovereignty & Integrity of India Security of the State
Friendly relations with Foreign States Public Order Decency or
Morality Contempt of Court Defamation Incitement to an Offence***

The grounds mentioned above reveal that they are all concerned with either the national interest or in the interest of the society. The first set of grounds, namely, the sovereignty and integrity of India, the security of the State, friendly relations with foreign States and public order are all grounds referable to national interest. Whereas the second set of grounds, namely, decency or morality, contempt of court, defamation and incitement to an offence are all concerned with the interest of the society. However it is the constitutional obligation of the judiciary to ensure that the restrictions imposed by a law on the media are reasonable and relate to the purposes specified in Article 19(2). Because reasonable restrictions contemplated under the Indian Constitution brings the matter in the domain of the court as the question of reasonableness is a question primarily for the Court to decide. Thus, in *Prabhu Dutt vs. Union of India* the Supreme Court has held that the right to know news and information regarding administration of the Government is included in the freedom of press. But this right is not absolute and restrictions can be imposed on it in the interest of the society and the individual from which the press obtains information. They can obtain information from an individual when he voluntarily agrees to give such information.

In *Papnasam Labour Union vs. Madura Coats Ltd.* the Hon'ble Supreme Court has laid down some principles and guidelines to be kept in account while considering the constitutionality of a statutory provision imposing restriction on fundamental rights guaranteed by Articles 19(1) (a) to (g) when challenged on the grounds of unreasonableness of the restriction imposed by it. In *re Arundhati Roy*, the Supreme Court of India followed the view taken in the American Supreme Court (Frankfurter, J.) in *Pennekamp vs. Florida* in which the United States Supreme Court observed: -If men, including judges and journalists, were angels, there would be no problem of contempt of court. Angelic judges would be undisturbed by extraneous influences and angelic journalists would not seek to influence them. The power to punish for contempt, as a means of safeguarding judges in deciding on behalf of the community as impartially as is given to the lot of men to decide, is not a privilege accorded to judges. The power to punish for contempt of court is a safeguard not for judges as persons but for the function which they exercise.

In *Rajendra Sail vs. M.P. High Court Bar Assn.* the editor, printer and publisher and a reporter of a newspaper, along with the petitioner who was a labour union

activist, were summarily punished and sent to suffer a six months imprisonment by the High Court. Their fault was that on the basis of a report filed by a trainee correspondent, they published disparaging remarks against the judges of a High Court made by a union activist at a rally of workers. The remarks were to the effect that the decision given by the High Court was rubbish and fit to be thrown into a dustbin. In appeal the Supreme Court upheld the contempt against them, but modified and reduced the sentence. In *D.C. Saxena (Dr.) vs. Chief Justice of India* the Apex Court has held that no one else has the power to accuse a judge of his misbehavior, partiality or incapacity. The purpose of such a protection is to ensure independence of judiciary so that the judges could decide cases without fear or favour as the courts are created constitutionally for the dispensation of justice.

12.1 CENSORSHIP

There is no provision in the Indian Constitution permitting or proscribing censorship. The sting of censorship lies in prior restraint which affects the heart and soul of the freedom of press. Expression is snuffed out before its birth. Suppression by a stroke of the pen is more likely to be applied by the censoring authorities than by suppression through a criminal process, and thus there is far less scope for public appraisal and discussion of the matter. This is the real vice of the prior censor. In *Express Newspapers vs. Union of India* [14] the Supreme Court held that a law which imposes pre-censorship or curtails the circulation or prevents newspapers from being started or require the Government to seek Government aid in order to survive was violative of Art 19(1) (a). The Bombay High Court in its landmark judgment in *Binod Rao vs. Masani* [15] declared that-

-merely because dissent, disapproval or criticism is expressed in strong language is no ground for banning its publication. The Guwahati High court in a path breaking judgment laid down that the representation to any Government was not adequate because censorship was often invoked against its own policies and in such a situation an appeal to the government would be nothing short of an appeal from Caesar to Caesar.

By these above observations and pronouncements we can say that restrictions imposed by Article 19(2) upon the freedom of speech and expression guaranteed by Article 19(1) (a) including the freedom of press serve a two-fold purpose - on the one hand, they specify that this freedom is not absolute but are subject to regulation and on the other hand, they put a limitation on the power of a legislature to restrict this freedom of press/media. But the legislature cannot restrict this

freedom beyond the requirements of Article 19(2) and each of the restrictions must be reasonable and can be imposed only by or under the authority of a law, not by executive action alone. Thus by way of judicial verdicts over the years there had been a paradigm shift in the application of this article and it became somewhat press friendly although imposing restrictions by way of amendments.

12.2 JUDICIAL TREND

The Supreme Court has shown unerring consistency in preserving and enlarging the scope of press freedom. In *Romesh Thapar vs. State of Madras*, Patanjali Shastri, CJ, observed that –Freedom of speech & of the press lay at the foundation of all democratic organization, for without free political discussion no public education, so essential for the proper functioning of the process of popular government, is possible. In this case, entry and circulation of the English journal –*Cross Road*, printed and published in Bombay, was banned by the Government of Madras. The same was held to be violative of the freedom of speech and expression, as –without liberty of circulation, publication would be of little value. The Hon'ble Supreme Court observed in *Union of India vs. Association for Democratic Reforms*, –One-sided information, disinformation, misinformation and non information, all equally create an uninformed citizenry which makes democracy a farce. Freedom of speech and expression includes right to impart and receive information which includes freedom to hold opinions. In *Indian Express Newspapers vs. Union of India*, it has been held that the press plays a very significant role in the democratic machinery. The courts have duty to uphold the freedom of press and invalidate all laws and administrative actions that abridge that freedom. Freedom of press has three essential elements. They are: 1. Freedom of access to all sources of information, 2. Freedom of publication and 3. Freedom of circulation. In the above case the Supreme Court observed the importance of press very aptly and Justice Bhagwati said: –In today's free world freedom of press is the heart of social and political intercourse. The press has now assumed the role of the public educator making formal and non-formal education possible in a large scale particularly in the developing world, where television and other kinds of modern communication are not still available for all sections of society. The purpose of the press is to advance the public interest by publishing facts and opinions without which a democratic electorate [Government] cannot make responsible judgments. Newspapers being purveyors of news and views having a bearing on public administration very often carry material which would not be palatable to Governments and other authorities.

The above statement of the Apex Court explains that the freedom of press is essential for the proper functioning of the democratic process. It clearly illustrates the constitutional viewpoint of the freedom of press in India. There are many instances when the freedom of press has been suppressed by the authority of the government. In such a situation the act of the authority is subject to judicial scrutiny. In *Sakal Papers vs. Union of India*, the Daily Newspapers (Price and Page) Order, 1960, which fixed the number of pages and size which a newspaper could publish at a price, was held to be violative of freedom of press and not a reasonable restriction under the Article 19(2). Similarly, in *Bennett Coleman and Co. vs. Union of India* [24], the validity of the Newsprint Control Order, which fixed the maximum number of pages, was struck down by the Court holding it to be violative of provision of Article 19(1) (a) and not to be reasonable restriction under Article 19(2). The Court also rejected the plea of the Government that it would help small newspapers to grow. The observations of the Supreme Court in *Rajendra Sail vs. Madhya Pradesh High Court Bar Association and Others* provide the proper guideline: –For rule of law and orderly society, a free responsible press and independent judiciary are both indispensable. Both have to be, therefore, protected. An analysis of the judicial decisions reveals that the Indian judiciary has always placed a broad and liberal interpretation on the value of freedom of press which is implied in Article 19(1) (a), making it subjective only to the restrictions permissible under Article 19(2). The courts have firmly repelled the efforts by intolerant authorities to curb or suffocate this freedom, more so when public authorities have betrayed autocratic tendencies. A survey of the pronouncements of the Supreme Court shows that the Court has turned every attempt of the state to abridge the scope of the guarantee into an opportunity to enlarge its sweep to make the press more potent and effective.

Freedom of Press vs. Social Responsibility The press is not just the fourth pillar but also the backbone of any democratic society. Because the fact is that the legislature makes the laws, the executive implements it and the judiciary interprets it. But it is the press which acts as the watchdog of the three pillars, in order to ensure that they are performing their duties in accordance with the constitutional requirements. Though, the press has played significant roles for public welfare but at times it act irresponsibly. In recent times there have been incidents where the press has taken advantage of its role – may be fake sting operations or paid news especially during elections. There has been increasing concern about extremely aggressive journalism, including stories about people's sexual lives and photographs of people when they were in a private setting. Also sometimes freedom of press collides with other rights, such as right to

a fair trial or right to privacy. In view of this the Law Commission has recommended a law to debar the media from reporting anything prejudicial to the rights of the accused in criminal cases, from the time of arrest to investigation and trial. The Commission has said: "Today there is feeling that in view of the extensive use of the television and cable services, the whole pattern of publication of news has changed and several such publications are likely to have a prejudicial impact on the suspects, accused, witnesses and even judges and in general on the administration of justice". In this context the Chairman of the Press Council of India Justice Markandey Katju on 3rd May 2012 on the occasion of the World Press Freedom Day accusing Indian media of promoting superstitions and backward ideas to divert people's attention from real issues alleged that the media houses are often looked upon by their owners as the means of making money. He said: "In India, the recent tendencies show the media playing a reactionary role. Instead of promoting scientific thinking, it promotes superstitions and backward ideas and diverts attention from real issues which are socio-economic, to nonissues like lives of film stars, cricket, astrology, etc." He further stated: -The media persons are also citizens of India, and hence it is their fundamental duty under the Constitution to promote the scientific temper and work for humanism and encourage the spirit of inquiry and reform so as to benefit society. I regret to say that while media persons lay great emphasis on their fundamental right under Article 19 (1) (a), they usually forget their fundamental duty under Article 51A (h) mentioned above. He remarked: Freedom of the media (press) is thus a double edged weapon; it can both help society, and also damage society. It is like a knife, which can be used for cutting things, and also stabbing people. Hence freedom of the media cannot be regarded as always good; it depends for what purpose it is being used. In the present context also the comments of the Commission on Freedom of the Press (headed by Robert Hutchins) are noteworthy: -To protect the press is no longer automatically to protect the citizen or the community. The freedom of the press can remain a right of those who publish only if it incorporates into itself the right of the citizen and the public interest.

The Commission went on to state the following requirements of a free press: that the press deliver truthful and context-rich news of the day, separate fact from opinion, explore the truth behind facts, clearly separate news content from advertisements, provide for public comment and criticism, hold up societal values and fairly represent public issues. If it failed in these tasks, self-regulation and

selfcriticism, public pressure, and even governmental regulation were recommended. In view of the discussion made above it is submitted that though the press is independent and has its functional autonomy, yet it is required to fulfill the constitutional objectives enshrined in the Preamble of the Constitution of India, namely, to secure to all its citizens 'Justice' in its full comprehensive sense, including social, economic, and political. We should not forget the observations made by the Supreme Court of India 40 years back in C K Dapthary vs. O P Gupta, "Freedom of press under Constitution is not higher than that of a citizen and, that there is no privilege attaching to the profession of press as distinguished from the member of public. To whatever height the subject of general may go, so also may the journalist, and if an ordinary citizen may not transgress the law, so must not the press."

12.3 CONCLUSIONS AND SUGGESTIONS

From the above it can be concluded that in a democracy, the government cannot function effectively unless the citizens are well informed and free to participate in public issues by having the widest choice of alternative solutions of the problems that arise. So the fact remains that the press plays an important role in the development and stability of modern society, but at the same time the need of the hour is to impose a commitment of social responsibility on press. In other words, the press has a constitutional duty to consider the overall needs of society when making journalistic decisions in order to produce the greatest good. Facts must be reported accurately and in a meaningful manner. Responsibility, instead of freedom, should be the motto. Such thinking leads to the advocacy of a regulatory mechanism designed to keep the press "socially responsible." The following suggestions are offered in this connection: Freedom of press may be inserted as a specific fundamental right in the Constitution of India. The law must strengthen the conditions of freedom of press; protect the right to communicate and the right to information. The press cannot perform their role unless the law gives them enough power to do so. Freedom of press must, however, be exercised with circumspection and care must be taken not to trench on the rights of other citizens or to jeopardise public interest. It is also the essential duty of press to strike that proper balance between citizen's right to privacy and public's right to information.

12.5 CHECK YOUR PROGRESS

1. What is gatekeeping describe how gatekeeping works in the mass media?

2. What is the role of the press in a democracy?

3. What does freedom of press mean?

4. What are 2 ways freedom of the press is limited?

5. What are the four roles played by journalists?

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STRUCTURE

- 13.0 Introduction**
- 13.1 Definition of News Reporting**
- 13.2 Requisites of News Reporting**
- 13.3 Types of News Reporting**
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13.0 INTRODUCTION

Print media which includes newspapers, magazines and other printed news source is the oldest media form. Although print media readership is declining across the globe, many people still read a newspaper every day or a newsmagazine on a regular basis. The importance of print media is therefore significant. Regular readers of print media are more socio-politically active. Since print media is used by people who can read and write, the print media readers are mostly educated. Print media gathers, processes, and produces news in a one-way daily delivery. It has fixed frequency of delivery like a newspaper delivered / produced once a day and a magazine is produced / delivered once a week. It has opportunity for geographical selectivity thus covering a particular geographical region intensively. Since people get it physically and have opportunity to reread, print media helps in communicating complex information. On the other hand, print media has the limitation of using sound and motion. Messages in a newspaper compete with each other to draw the readers' attention. A Newspapers Report is written so that it may be edited from the bottom up. It has the fixed space. So, what doesn't fit is thrown away. The reader scans the headlines on a page, before reading a story. If the headline creates interest, the reader goes to the first paragraph. If that also proves interesting, the reader continues. The readers have the luxury to select the page or news to go through, skipping others in a newspaper.

13.1 DEFINITION OF NEWS REPORTING

News reporting involves discovering all relevant facts, selecting and presenting the important facts and weaving a comprehensive story. Reporting involves hard work, which in turn involves stamina and patience. The main function of journalistic profession is news reporting.

A reporter needs not only energy to spend long hours chasing a story, collecting facts from various sources in an effort to dig up the truth, he needs must have the will to pursue the course of his investigation to the very end in order to produce a really comprehensive story without any missing links or unanswered questions.

In the modern age news journalism the responsibilities of the press have grown manifold. These days, the people are governed by multiplicity of authorities, viz. Municipality, District Administration, State Government and the Central Government. Even non-governmental authorities are involved in the lives of the people in one-way or the other. Man cannot live alone. He is a social animal. The way his neighbours behave or act affects him. Man is thus anxious to know more about the world he lives in. Satisfaction of this curiosity is the major task of a good journalist.

The variety and the depth of news has, of late, increased manifold. In fact, newspapers, magazines and periodicals have become the main source of information for the people. This fact underscores the need for accuracy in news reporting. Giving inaccurate news or putting out news in a casual manner is fraught with grave dangers. A journalist, who is careless in news reporting or indulges in lies, is a disgrace to the profession. It is better to ease him out from this profession. If a journalist reports that 50 persons belonging to a particular community, died as a result of communal riot when in fact only 5 persons had lost their lives, his misreporting can trigger off a major communal flare up and pose grave threat to law and order.

13.2 REQUISITES OF NEWS REPORTING

A News Reporter should follow the following step:

A reporter must appreciate the importance of having a good reputation for absolute reliability. For this purpose he must be systematic in his habits and punctual in keeping his appointments. By observing these principles, every reporter can make his path smooth and trouble free.

A reporter should have the ability of news reporting and writing skills in the language of his paper. He should possess the quality to compose in a condensed manner as per allowable space.

The reporter of any local newspaper occupies a unique position and he becomes quite popular with the people of his town. He reports the local events, functions, fairs, socials etc. and comes closer to the social life of the town. A reporter should follow some professional ethics in his work. Sometimes, while engaged in his profession, he may come to some persons and develop confidential relations with them.

Sometimes, a reporter may be asked to write short length paragraphs regarding the local intelligence or about the city news. For this he should keep his eyes and ears open and develop a nose for local news. He should develop a system to ensure that none of the interesting news is missed by him. He should try to know the secretaries of social, religious, political, musical dramatic, legal, official and other organizations and should call upon them regularly to get some interesting stories. He should make inquiries from the police regarding news of accidents and crimes. He should also contact the fire-station for the particulars of local fires.

Every reporter should keep an engagement diary. In this way he can systematize his working and attend to all his appointments properly and punctually. By keeping an engagement diary he can know about the important engagements and other events in the future and cover them without fail.

The reporter should not forget to give a head line to his typed copy. Every copy which goes to the printer to be set is given a catchline. The catchline is a key word, because during the production it identifies all the sheets of the copy. The catch line is given on each sheet so that the printer can collate the whole story. The catch line should be chosen very carefully. It is better to choose an uncommon word, which may not resemble with another news catch line.

13.3 TYPES OF NEWS REPORTING

There are different types of news reporting which are as under-

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 judgment 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. Political Reporting

Generally the coverage of a political campaign of 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 organizational setup of different political parties, political organizations, pre campaign 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.

3. 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 utilization, 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.

4. 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 lie/ 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.

5. 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 voiding, terminologies

In religious reporting political motives of the local and national leaders must be covered. Incorrect use of titles in religious reporting discourages the 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.

6. 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.

7. 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.

8. 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 editorialized 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.

9. 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.

10. 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 misdemeanor. 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.

11. War Reporting

The coverage of war imposes major responsibilities on reporters. On the one hand, they must exercise the greatest care not to spread rumors 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.

12. Fashion reporting

Fashion journalism involves all aspects of published fashion media, including fashion writers, fashion critics, and fashion reporters. This can be fashion features in magazines and newspapers, and may also include books about fashion, fashion related reports on television and online fashion magazines, websites, and blogs.

The work of a fashion journalist can be quite varied. Typical work includes writing or editing articles, or helping to formulate and style a fashion shoot. A fashion journalist typically spends a lot of time researching and conducting interviews and it is essential that he or she has good contacts with people in the fashion industry, including photographers, designers, and public relations specialists. Fashion journalists are either employed full-time by a publication or are employed on a freelance basis.

13. Specialized reporting

Specialized reporting is a way of searching for in-depth news, while repetitively involves one or other kind of investigation. It is also called in-depth reporting in other words. This type of reporting tries to explore a news story that has significant interests in public affairs and related to the different source. It checks the public data that are important and determines suspense information about some secrets or wrongdoing and as well as those matters that is a threat to the government or working against to government.

Specialized reporting should be following by depth and well-planned investigation using all the resources under the supervision of news organization. It even adopts the method and form of crime reporting and while doing reporting reporter might face risk at the field of investigation. It is a long run reporting and often time- consuming than another kind of reporting. In this reporting reporters might have to face obstacles, threats, and resistance from concerned parties as well.

While preparing specialized reporting reporters must be calm and restrained. One cannot prepare it if s/he gets too emotional because it is a matter of collecting facts. It does not have a particular deadline for an accomplishment like in other news reporting. It takes the dramatic situation in order to achieve the truth through different inquiry. The reporter should have insight, curiosity, and awareness to gain the in-depth investigation. The reporter must be quick, novel with a good personality, conversationalist and well structured to accomplish the reporting.

13.4 CHECK YOUR PROGRESS

1. Explain the types of news with examples.

2. Comment on the Indian news agencies

3. What are the requirements for investigative reporting?

4. What are the requirements for investigative reporting?

5. Elucidate the principles of reporting science and environment.

6. Briefly explain the pre-requisites of covering elections.

7. Distinguish between hard news and soft news.

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STRUCTURE

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- 14.1 The Five Basic Rules of Editing**
- 14.2 Basic editorial Set - Up of a Daily**
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14.0 INTRODUCTION

Editing is the process of preparing language, images, or sound for presentation through correction, condensation, organization, and other modifications. A person who edits, especially professionally or as a hobby, is called an Editor.

14.1 THE FIVE BASIC RULES OF EDITING

1. To process any story the sub-editor ensures the length and style laid down by the News Editor is followed.
2. To mark the news copy with setting instructions so clearly and carefully that there is no possibility of confusion or misunderstanding in the composing room
3. To ensure that everything that needs to be checked has been checked, that is, names, places, titles, dates and anything else that could possibly be wrong.
4. To write a headline that fits

5. To make sure, that the copy as edited is intelligible, easy to read and appetizing. Rewriting where it is not necessary is simply a waste of time and in a newspaper organization; time is the most important factor. It is considered in bad taste as it is damaging to the morale of the reporter concerned and danger of committing mistakes is greater.

Editing Rule (#1) Editing involves more than making sure words are spelled correctly, language is used properly, punctuation is in the right places and spelling is accurate.

These, however, are important details that separate a polished publication from a sloppy one. As with reporting and writing, there are big-picture issues that editors must attend to before plunging ahead. As gatekeepers of a publication, editors must have a clear idea about what the mission is.

For instance, the Junior Journal has decided to be a voice for children's issues, a chronicler of Junior Summit action and a vehicle for breaking down barriers of distance and prejudice. Without being too rigid, editors should be sure stories fulfill at least part of the mission. So part of editing involves being missionaries and a part also involves being ambassadors of ideas.

Editing Rule (#2)

What does it mean to be an ambassador of ideas? Bearing in mind that an ambassador is one who exercises diplomacy, let us examine the issue of idea formulation. It is an experience that the best ideas most often come from the bottom up, not from the top down.

So editors should be encouraging writers to pursue their own story ideas. This is done with prompting, nudging, cajoling, pushing--whatever works. Diplomatically, of course! Ask the writer what interests her or him? What issues are writers passionate about? What intrigues them? What are they curious about? What's "hot" where they live (event, trend or issue)?

Editing requires good listening. The writer should be heard first, and then the editor responds. This then is the beginning of a conversation, be it online or by telephone or in person.

The conversation process enriches stories, because two heads are better than one. Conversation should be taking place when the idea is first being formulated; it should take place during and after the editing process. At Reporting phase; it should take place before the story is written and it should take place after the editor has fully processed the story. At each stage the editor should bear in mind that it is the reporter's story on the one hand, but it also is the reader's story. It is not the editor's story. Thus, the editing should generally take the form

of questions readers might ask when they come to the story cold (How was he dressed? When did she say that? Where did it occur?). What should go into a story, tend to stifle the conversation and the story. On the other hand, editors should speak up if there are gaps in the story; that is, elements that make the story incomplete. And they should speak up when a story is too long, unclear, awkward, meandering, etc. It's a bit like pulling a wagon: the job is easier when two people are pulling, rather than one, especially when the two are pulling together.

Editing Rule #3

Story ideas are similar to loaves of bread. All of the elements need to be brought together and kneaded. Then the dough is popped into the oven until it rises and is ready to eat. Editors and reporters should be collaborators in the development of story ideas. Two minds are better than one. It doesn't matter who has the initial idea. What matters is how the idea is molded and framed into a better idea.

Editing Rule (#4)

Lingo means jargon or slang language. The journalism trade is full of lingo. Some of it actually makes sense. We talk of "heads" for headlines (sometimes spelled "heds"). We refer to the story as "body type". So you can think of a story as having a head and a body. The head is as important as the body.

We need to put more thought into our heads, especially on the web, because readers are browsing fast. So the head has to say, "Hey, wait a minute: you need to look at my body." The tone of the headline should reflect the tone of the story. Don't use funny or flippant headlines on serious stories. Most heads should contain a verb to connote action. The selection of nouns, verbs, adjectives and adverbs should be done with care. Choosing just the right word can illuminate.

Ahead in smaller type under the main headline is often called a subhead.

Its purpose usually is to expand on the idea in the top headline or to interject a second thought. Generally the main head expresses a single thought or point.

Editor's goal is twofold: To capture the essence of the story and to entice the reader into reading it.

Believe that reporters should submit headlines on their stories. They know what they want to emphasize. However, editors reserve the right to rewrite or polish the wording for the final headline. It's normal for an editor to write a half dozen, dozen or even more versions before

being satisfied. You want to put your best head forward!

Editing Rule (#5)

When you're in another country, you would have difficulty getting around without signs. More and more signs are minimizing the use of words and using symbols, because not everyone speaks the native language. So when you are driving and you see a sign with an arrow bending to the right, you know there's a curve ahead. Sometimes one has to look twice to distinguish between the signs for the ladies' room and the men's room, but obviously these symbols are useful guides. The same is true with punctuation. It has an important function in a story. Its function is to help guide the reader through the sentence or paragraph in a way that will make the wording more understandable. Many books have been written about the rules of punctuation, but these points about commas are extremely useful:

* Commas do not signal a pause; so don't drop them into a sentence without a reason.

* The girl went to the store and bought milk (no comma, because "went" and "bought" have the same subject: "girl"); the girl went to the store, and the boy went to school (has a comma, because it is as though two sentences are joined by an "and").

* In the beginning the writer did reporting (no comma after "in the beginning", because it is a phrase not a clause; would you put in a comma if it were at the end of the sentence?). The same goes for an adverb that starts a sentence: no comma in: "Luckily I did my homework."

* In a series you have a choice as to whether to use two or three commas in the following sentence: She liked vanilla, chocolate, strawberry and chocolate chip. Newspapers generally don't use a comma after "strawberry", because years ago type was handset, so they tried to avoid punctuation marks whenever possible. It saved time and labor.

Most publications have stylebooks to provide consistency when usage and punctuation rules have variables, such as in the last example. Lacking a stylebook, the best thing you can do is use your common sense and think twice before you type a comma or other punctuation mark into a sentence. When in doubt, leave it out. No need to put a bump in the reader's road if you don't have to.

14.2 BASIC EDITORIAL SET - UP OF A DAILY

Newspapers

Editors at newspapers supervise journalists and improve their work. Newspaper editing encompasses a variety of titles and functions. These include:

- Copyeditors
- Department editors
- Managing editors and assistant or deputy managing editors (the managing editor is often second in line after the top editor)
- News editors, who oversee the news desks
- Photo or picture editors
- Section editors and their assistants, such as for business, features, and sports
- Editorial Page Editor who oversees the coverage on the editorial page. This includes chairing the Editorial Board and assigning editorial writing responsibilities. The editorial page editor may also oversee the op-ed page or those duties are assigned to a separate oped editor.
- Top editors, who may be called editor in chief or executive editor
- Readers' editors, sometimes known as the ombudsman, who arbitrate complaints
- Wire editors, who choose and edit articles from various international wire services, and are usually part of the copy desk
- Administrative editors (who actually don't edit but perform duties such as recruiting and directing training)

1. A **Newsroom** is the place where journalists, either reporters, editors, producers and other staffers work to gather news to be published in a newspaper or magazine or broadcast on television, cable or radio. Some journalism organizations refer to the newsroom as the city room.
2. **Copy Editing** is the process by which an editor makes formatting changes and other improvements to text. Copy, in this case a noun, refers to material (such as handwritten or typewritten pages) to be set (as in typesetting) for printing. A person who performs the task of copy editing is called a copy editor.

There is no universal form for the term. In magazine and book publishing, it is often written as one word (copyediting). The newspaper industry writes the expression as two words (copy editing) or hyphenates it (copy-editing)

3. **An Editorial** is a statement or article by a news organization, newspaper or magazine that expresses the opinion of the editor, editorial board, or publisher.
4. **The term op-ed** originates from the tradition of newspapers placing such materials on the page opposite the editorial page. The term "op-ed" is a combination of the words "opposite" and "editorial". The first modern op-ed page is generally attributed to the New York Times, which initiated its page on September 21, 1970, under editorial page editor John B. Oakes. Oakes had argued for the page's creation for ten years; when it appeared it instantly became one of the paper's most popular features.

5. Editorial Boards

The editorial board is a group of people, usually at a print publication, who dictate the tone and direction that the publication's editorials will take. Editorials are typically not written by the regular reporters of the news organization, but are instead collectively authored by a group of individuals and published without bylines. In fact, most major newspapers have a strict policy of keeping "editorial" and "news" staffs separate. In the United Kingdom opinion articles are often referred to as "leading articles" or "leaders."

The editorial board of a newspaper will regularly convene to discuss and assign editorial tasks. If editorials are written by the board, then they generally represent the newspaper's official positions on the issues. Often however, there exist also one or more regular opinion columnists who present their own point of view. Most newspapers also utilize nationally syndicated columnists to supplement the content of their own opinion pages.

Editorial Guidelines

Editorials are generally printed on their own page of a newspaper, and are always labeled as editorials (to avoid confusion with news coverage). They often address current events or public controversies. Generally, editorials fall into four broad types: news, policy, social, and special. When covering controversial topics such as election issues, some opinion page editors will run "dueling" editorials, with each staking out a respective side of the issue.

Many magazines also feature editorials, mainly by the editor or publisher of the publication. Additionally, most print publications feature an editorial, or letter from the editor, followed by a Letters to the Editor section.

Differences

The editorial page contains editorials written by a member of the news organization and the opinion page contains opinion columns and sometimes editorial cartoons:

- Editorials are (usually short) opinion pieces, written by members of the editorial board of the paper. They reflect the stance of the paper and do not have bylines.
- The opinions expressed on op-ed pages reflect those of the individual authors, not the paper. The articles have bylines and are written by individual free-lance writers, guest opinion writers, syndicated columnists, or a regular columnist of the paper.

6. Managing Editor

A Managing Editor is a senior member of a publication's management team. In the United States, a managing editor oversees and coordinates the publication's editorial activities. The position is generally the second highest in rank, after the editor-in-chief (also called the executive editor.) In the United Kingdom a managing editor tends to manage budget and staffing issues at a publication, and may have equivalent ranking to a deputy editor in the organization's structure.

7. Editors review, rewrite, and edit the work of writers. They may also do original writing. An editor's responsibilities vary with the employer and type and level of editorial position held. Editorial duties may include planning the content of books, technical journals, trade magazines, and other general-interest publications. Editors also decide what material will appeal to readers, review and edit drafts of books and articles, offer comments to improve the work, and suggest possible titles. In addition, they may oversee the production of the publications. In the book-publishing industry, an editor's primary responsibility is to review proposals for books and decide whether to buy the publication rights from the author.

Major newspapers and newsmagazines usually employ several types of editors. The executive editor oversees assistant editors, who have responsibility for particular subjects, such as local news, international news, feature stories, or sports. Executive editors generally have the final say about what stories are published and how they are covered. The managing editor usually is responsible for the daily operation of the news department. Assignment editors determine which reporters will cover a given story. Copy editors mostly review and edit a reporter's copy for accuracy, content, grammar, and style.

In smaller organizations, such as small daily or weekly newspapers or the membership or publications departments of nonprofit or similar

organizations, a single editor may do everything or share responsibility with only a few other people. Executive and managing editors typically hire writers, reporters, and other employees. They also plan budgets and negotiate contracts with freelance writers, sometimes called **—stringers’ in the news industry.** **In broadcasting companies, program directors have similar** responsibilities. Editors and program directors often have assistants, many of whom hold entry level jobs. These assistants, such as copy editors and production assistants, review copy for errors in grammar, punctuation, and spelling and check the copy for readability, style, and agreement with editorial policy. They suggest revisions, such as changing words and rearranging sentences, to improve clarity or accuracy. They also carry out research for writers and verify facts, dates, and statistics.

Production assistants arrange page layouts of articles, photographs, and advertising; compose headlines; and prepare copy for printing. Publication assistants who work for publishing houses may read and evaluate manuscripts submitted by freelance writers, proofread, and answer letters about published material. Production assistants on small newspapers or in radio stations compile articles available from wire services or the Internet, answer phones, and make photocopies.

8. Technical writers put technical information into easily understandable language. They prepare operating and maintenance manuals, catalogs, parts lists, assembly instructions, sales promotion materials, and project proposals. Many technical writers work with engineers on technical subject matters to prepare written interpretations of engineering and design specifications and other information for a general readership. Technical writers also may serve as part of a team conducting usability studies to help improve the design of a product that still is in the prototype stage. They plan and edit technical materials and oversee the preparation of illustrations, photographs, diagrams, and charts.

9. Assistant Editor (Assistant Editor may also be called as assistant editor; associate editor.)

Prepares written material for publication, performing any combination of following duties: Reads copy to detect errors in spelling, punctuation, and syntax. Verifies facts, dates, and statistics, using standard reference sources. Rewrites or modifies copy to conform to publication's style and editorial policy and marks copy for typesetter, using standard symbols to indicate how type should be set. Reads galley and page proofs to detect errors and indicates corrections, using standard proofreading symbols. May confer with authors regarding changes made to manuscript. May select and crop photographs and illustrative materials to conform to space and subject matter requirements. May prepare page layouts to position and space articles

and illustrations. May write or rewrite headlines, captions, columns, articles, and stories according to publication requirements. May initiate or reply to correspondence regarding material published or being considered for publication. May read and evaluate submitted manuscripts and be designated Manuscript Reader (print & publication.) May be designated according to type of publication worked on as Copy Reader (print & publication.) when working on newspaper; Copy Reader, Book (print & publication.) when working on books.

10. The Editor (ED)

The primary role of the editor is to manage the newspaper.

- Determines whether a submitted manuscript is appropriate for publication
- Selects expert reviewers (i.e., referees) and an area editor to evaluate the submitted manuscript.
- Renders a final editorial decision on each manuscript based on the AE recommendation, journal priorities, other similar manuscripts in process and related considerations.
- Communicates directly with the author and the review team.
- Schedules accepted manuscripts for publication.
- Balances workloads for the area editors and reviewers.
- Resolves any conflicts.

11. The Resident Editor (RE)

The primary role of the RE is to make recommendations on submitted manuscripts and, when that recommendation involves revisions, suggesting priorities for the author(s).

- Leads the review team to a recommendation.
- Based on a synthesis of the reviews and a reading of the manuscript, writes a short evaluative and constructive report reflecting the strengths and weaknesses of the manuscript for the authors and the editor.
- Evaluates the relative importance of the issues raised by the reviewers.
- When recommending revisions, provides specific priorities for the author(s).
- Makes suggestions regarding conflicts between reviewer evaluations.
- Makes a recommendation to the Editor regarding the final decision on the manuscript.

12. Sub-Editor

They are responsible for ensuring that the tone, style and layout of final copy matches the publication's house style and suits the target market. The work involves processing all the copy before it is published to ensure that it is grammatically and factually correct and reads well. Sub-editors also lay out the story on the page, write headings and may be involved with overall page design. Like other journalism roles, sub-editing is demanding and requires constant attention to detail within a fast-paced working environment. They work closely with reporters, editors, designers, production staff and printers.

- Polishes up the language by removing rough edges from the copy and making it readable Fine-tunes the copy to the style of the newspaper
- Simplifies the language to make it reader-friendly
- Tailors story length to space requirements
- Correct factual errors
- Detects fraud or plant –a plant is falsehood in journalistic garment it promote somebody's interest or discredit somebody
- Ensure balance and fairness and objectivity in the stories.
- In case of controversy, both sides get equal space Guard against legal trappings like defamation and copyright violation.
- The report stories should not defame a person by use of pejorative language. Rewrites and restructures stories if necessary.
- Normally sub editing (subbing) involves looking for errors in spellings and grammar
- Implement the editorial policy of the newspaper like to maintain good taste, shun sensationalism, etc
- Thus, a sub editor is responsible for every word that gets printed.

The sub-editor's job is much less glamorous than a reporter's but very important. While a reporter is an out-of-doors man with a 'beat' to cover, a sub-editor is a deskman. Again, while a reporter is well known to newspaper readers as his reports frequently carry a 'by-line', a sub-editor hardly ever sees his name in print. He is an obscure figure working back-stage to give a face-lift to the paper, but even reporters, to whose 'copy' he gives spit and polish, making it readable to the average newspaper reader, rarely acknowledge his worth. Work activities vary and can depend on the extent to which production and layout work falls within a subeditor's remit. To be a good sub, you must be an all-rounder: you need to know the law, government and how to put a story together with speed and style.

Editorial Set - Up of A Magazine

Magazines operate very much like newspaper, with departments, editors, space budgets, and advertising, but magazines differ in a few important ways. The potential lifespan of a news release is much longer for a magazine. A monthly publication might not use your news for several months. Depending on the printing and preparation schedule, your release could appear as soon as a week or two after you send the release or as late as six-months later. The nice thing is that whenever your news appears, the information remains in front of the reader for a full month instead of just one day. The editorial focus and format of a magazine are usually more specialized than those of newspapers. "Focus" refers to the subjects a magazine covers; for instance, Linux Journal focuses on Linux in general while Computer World might focus on Linux in the enterprise. "Format" refers to the way in which a magazine's news and information is presented, usually as a particular mix of regular columns, articles, features (main stories), shorter pieces, and editorials (opinion pieces). Magazine stories don't have to be as "newsy" as newspaper stories. To a greater degree, a magazine researches and creates news rather than relying on current events.

General-interest magazines try to appeal to a large segment of the population. (Examples are Macleans, Readers' Digest, and People.) Special-interest magazines target a limited, well-defined community of readers who share a particular interest along with associated activities and concerns. Special-interest

magazines are good targets for the Linux community, especially those focusing on Linux, operating systems, storage, security, computers, and information technology. Whether special interest or general interest, the closer your news release relates to the audience of a publication and the greater the impact on that audience, the more likely an editor will choose your news to publish. The key factors are editorial relevance and appeal to the publication's target audience. News Bureau is an accomplished national public relations firm that declines retainers, shares risk, quantifies performance and delivers publicity results before it collects its fees. News Bureau breaks the rules of traditional PR agency relationships, in which clients assume all financial risk with no assurance of results. By shifting the burden of performance, News Bureau indemnifies qualifying clients from the consequences of rain-or-shine consulting fees and unfulfilled expectations.

14.3 DIFFERENCE BETWEEN EDITORIAL PAGE AND OTHER PAGES OF A MAGAZINE

For magazines to be trusted by consumers and to endure as brands, readers must be assured of their editorial integrity.

- 1. Design:** Advertisements should look different enough from editorial pages that readers can tell the difference. To avoid confusion, any ad that looks enough like an editorial story or feature that it could be mistaken for one should be slugged –Advertisement|| or –Promotion|| at the top of each page in type as prominent as the magazine’s normal body type.
- 2. Covers:** The front cover and spine are editorial space. Companies and products should appear on covers only in an editorial context and not in a way that suggests advertisement. (This includes use of cover –stickers.)
- 3. Adjacencies:** Advertisements should not be placed or sold for placement immediately before or after editorial pages that discuss, show or promote the advertised products.
- 4. Logos:** Advertiser logos should not appear on editorial pages except in a journalistic context. A magazine’s logo should appear on advertising pages only in connection with advertisements for the magazine and its promotions or when an advertised product is touting editorial awards that it has won.
- 5. Sponsorship:** Sponsorship language (i.e., –sponsored by,|| –presented by,|| etc.) should not appear in connection with regularly occurring editorial features. Such language may be used in connection with editorial extras (special issues, inserts, onsets and contests) as long as the editorial content does not endorse the sponsor’s products and any page announcing the sponsorship is clearly an ad or is labeled –Advertisement|| or –Promotion|| in a type size as prominent as the magazine’s normal body type. Single-advertiser issues that don’t include sponsorship language do not have to be labeled, but should include an editor’s or publisher’s note disclosing the special arrangement to readers. Advertisers may sponsor –out of book|| events such as awards shows and conferences, and that sponsorship may be acknowledged without labeling on either advertising or editorial pages.
- 6. Advertising sections:** Editorial-looking sections or pages that are not produced by a magazine’s editors are not editorial content. They should be labeled Advertisement,|| –Special Advertising Section|| or –Promotion|| at the top of every page in type as

prominent as the magazine's normal body type.

7. **Product Placement:** Advertisers should not pay to place their products in editorial pages nor should they demand placement in return for advertising. Editorial pages may display and credit products and tell readers where to buy them, as long as those pages are solely under editorial control
8. **Editorial Staffing & Titles:** A magazine's editorial staff members should not be involved in producing advertising in that magazine. Advertising and marketing staff should not use titles that imply editorial involvement (e.g., merchandising editor).
9. **Editorial Review:** In order for a publication's chief editor to be able to monitor compliance with these guidelines, every effort must be made to show all advertising pages, sections and their placement to the editor far enough in advance to allow for necessary changes.
10. **Advertising Review:** While editors or publishers at their discretion may share the general topic matter of upcoming editorial content with advertisers, specific stories, layouts or tables of contents should not be submitted for advertiser review.

11. **Editing in Magazines**

It may be a trade, technical, political, or popular magazines in any event it is well planned and every feature carefully edited by the editor himself if it is a one-man production, or by one of his assistant if it is bigger enterprise.

The magazine aims at informing and entertaining its readers. Since it contains matter, which is likely to remain fresh and interesting for some time, it is able to reach every nook and corner of the country. It has a wider and more extensive range of readers, and accordingly the scope of writings contained in it is larger than that of the newspaper, which circulates among a small group and deals in an easily perishable commodity-news. The magazine has to compete with newspapers conducting magazine sections, radio, and other media of information and entertainment. As such it has to be physically more attractive and from the point of view of contents more varied and perfect than the Sunday newspaper.

Magazines are read and appreciated at leisure. They are written and produced at leisure. The magazine sub prepares the dummy of his next issue several weeks in advance. He has no dread of the deadline. He knows what his readers want, and he gives it to them.

The front page is gay and colourful. The reader cannot resist it. The inside is equally enchanting. The table of contents promises a sumptuous feast- an intellectual treat. Every item is laid out with care and precision. Headings are attractive. They arouse curiosity. An artist to suit the atmosphere has carved them out. They have been appropriately displayed at the top, with the sub heads inside.

The magazine is richly illustrated with graphs, charts, comics, and photographs, and some of them are beautifully placed with the reading matter all around them. Magazine stories begin and end in continuation. There is no jumping for the reader to get the tail ends of stories somewhere on the back pages. Stories are measured and cut to fit the space assigned. The magazine sub is able to present a model of attractiveness and contents since he has time and also the resources. **Since magazine articles are written in advance, quite often the lead paragraphs of special articles and features on current problems have to be rewritten by the magazine or sub editor.** Only a few Indian magazines care for looks and contents. Those few are popular and successful.

14.4 ROLE OF A NEWS EDITOR

The job of an Editor is, among other things, to prod, shape, wheedle, cajole, mediate, challenge, anticipate, nit-pick, rebuke, inspire, support, confront, defend, criticize, and, as required, suggest different words, phrases, or grammar.

The eventual success of your organization's public and media relations efforts depends mainly on how often your news releases are issued and, more importantly, how often the news they contain is selected to run. The latter decision is in the hands of a person whose title is usually editor. Understanding an editor's job will help you do your job better. Can you name the editor of your local computer magazine or local newspaper? The editor is a very important ally in public relations. The editor (whose title might also be managing editor or editor in chief) has overall responsibility for the publication's content. Below him or her, depending on the periodical's size, are subject editors who are assigned to specific beats (often called "departments").

These editors oversee the content for their departments. Sometimes each editor has additional staff, such as reporters, freelancer writers, photographers, copy writers, copy editors, etc. The information contained in news releases is the primary source of information for most editors. Newsworthy releases are selected and edited or worked into an article. The selected releases are the lucky ones; most never see the light of day. When you consider that the editor at a daily publication receives

upwards of 500 news releases on any given day, gauging the statistical possibility of an individual release being picked up for coverage is easy.

Newspaper Editors have overall responsibility for the quality, accuracy and tone of their publication, or a section within it. Their main responsibilities may include:

- deciding on which stories to run
- interviewing and writing
- editing other writers' work
- designing layout
- recruiting and training
- meeting distribution and advertising targets.

Most of the work is done at a computer. A newspaper editor works closely with the editorial team, reporters, advertising staff, printers and publishers to meet deadlines. It can be a highly pressured job. Newspaper editors generally work around 40 hours a week. They often work into the evening and may work some weekends. If a big story breaks, they could be expected to cover it, even on a day off. The work is office based.

A newspaper editor needs to:

- have excellent oral and written communication skills
- be creative with a good command of English
- have good organizational and time-management skills
- be able to remain calm under pressure
- be able to work to deadlines
- be flexible and adaptable
- have an interest in current affairs.

A successful editing career may begin with the post of copy sub-editor, leading to an editorial assistant or sub-editor position. Editors may move into related work with PR organizations or press offices. Newspapers don't mean just the regular daily newspapers targeted at the general public. There are special-interest newspapers for business, computers, information technology, telecommunications, and other fields. The specialty papers may run weekly instead of daily, but, like their daily counterparts, they are primarily newsdriven rather than feature-driven (which is more the case with magazines).

Newspaper editors reject many more releases than they use. The larger the paper's circulation or the more active the area being covered, the more releases the editor has to sort through. Most newspapers have a space budget, which is not to be confused with a

financial budget. The space budget consists of the total number of pages printed, divided between advertising and news articles. Advertisements are the lifeblood of a newspaper; ads consistently provide the largest portion of income. The ads must be accommodated first, after which the issue's remaining space is allocated to specific stories and departments by the key editors.

The selection of news releases to cover is based on the editor's personal and professional judgment. The main factor in that judgment can be summed up in a single word: "**newsworthiness**". Unfortunately, newsworthiness is defined by individual editor's opinions. Newsworthy stories are generally those that offer the most information with the most urgency to the most people. If a news release issued on particular day is not covered in the following day's paper, this does not mean the news will not appear at all. Releases not considered newsworthy enough to appear in a weekday edition may be suitable for the weekend paper, where there is more room and less emphasis on breaking news. Even if a news item is selected for use, the article may still get pulled at the last minute. Perhaps an advertiser cancelled a large insert just prior to deadline, necessitating a layout change, or a big story emerged late in the day.

When this happens, more expendable news is sacrificed. What happens to releases that aren't selected for immediate coverage? Some are kept for future use, but more likely they are sent into the editor's trashcan.

14.5 CHECK YOUR PROGRESS

1. What are the responsibilities of a news editor?

2. Explain the essential traits of a subeditor?

3. Describe the newsroom operation.

4. What are the basic principles of editorial writing?

5. Explain the steps in editing a news agency copy.

6. What are the essential principles of translation?

7. Explain the difference between news and feature headlines.

8. What are the salient traits of a photojournalist?

9. Briefly explain the different techniques of picture editing.

10. Elucidate different types of editorials.

11. Differentiate between traditional and modern news rooms.

12. Argue the significance of language in headline writing.

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યુનિવર્સિટી ગીત

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, દિવ્યબોધનું ધામ
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આભ,
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેંકે;
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેંકે, મન મંદિરને ધામે
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,
આવો કરીયે આપણ સૌ
ભવ્ય રાષ્ટ્ર નિર્માણ...
દિવ્ય રાષ્ટ્ર નિર્માણ...
ભવ્ય રાષ્ટ્ર નિર્માણ