

Tips for writing Headline

- **(5). Dummy page Makeup**

What is a dummy page?

Newspaper Make-Up

Makeup Lines

- **(6) Layout**

What is the layout?

Principles of a Layout Theme and Content:

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Automating the Layout Process

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What is photo Editing

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- **(8) Magazine Editing**

What is Magazine Editing?

Who are Magazine Editors?

Magazine Editing Process:

Magazine Layout

Key Elements Of A Magazine Layout

- **(9) Graphics:**

What are Graphics?

• **LEARNING OBJECTIVES**

By the end of this unit, the students will learn :

- By the end of this unit, the students will get a fair idea about Editing. Several topics would be covered under Editing like Purposes and principles of editing, types of editing. Students will also learn about the various techniques and symbols that are used for editing.
- The concept of proofreading will be introduced and explained to the students. The process of proofreading will be explained as well.
- The term “ News Desk” will be explained in detail. Students will also learn about the work of the news desk.

- Students will also get a thorough knowledge of the Editorial department and its structure of the print media.
- The concept of headlines including their purpose, characteristics, functions, and types will be explained. Students will be explained the skills needed to write a good headline.
- The concept of a Dummy page and Newspaper Make up will be brought in. Students will learn about the two terms.
- The concept of Layout is an important topic so it will be covered in detail. It will also include principles, types of layout, and the process of designing the layout.
- The principles and importance of photo editing will be learned by the students along with the concept of photo editing.
- Aspects related to Magazine like magazine editing will be covered with the students. They will learn about magazine editors and the magazine editing process. They will also learn about the magazine layout along with its key elements.
- What are Graphics? And types of graphics will be explained to the students.

EDITING



What is Editing? Editing is the action of verifying and correcting the information in a publication or broadcast before it is released to the public. News organizations hold all different kinds of editorial positions including editors-in-chief, contributing editors, editorial assistants, copy editors, and

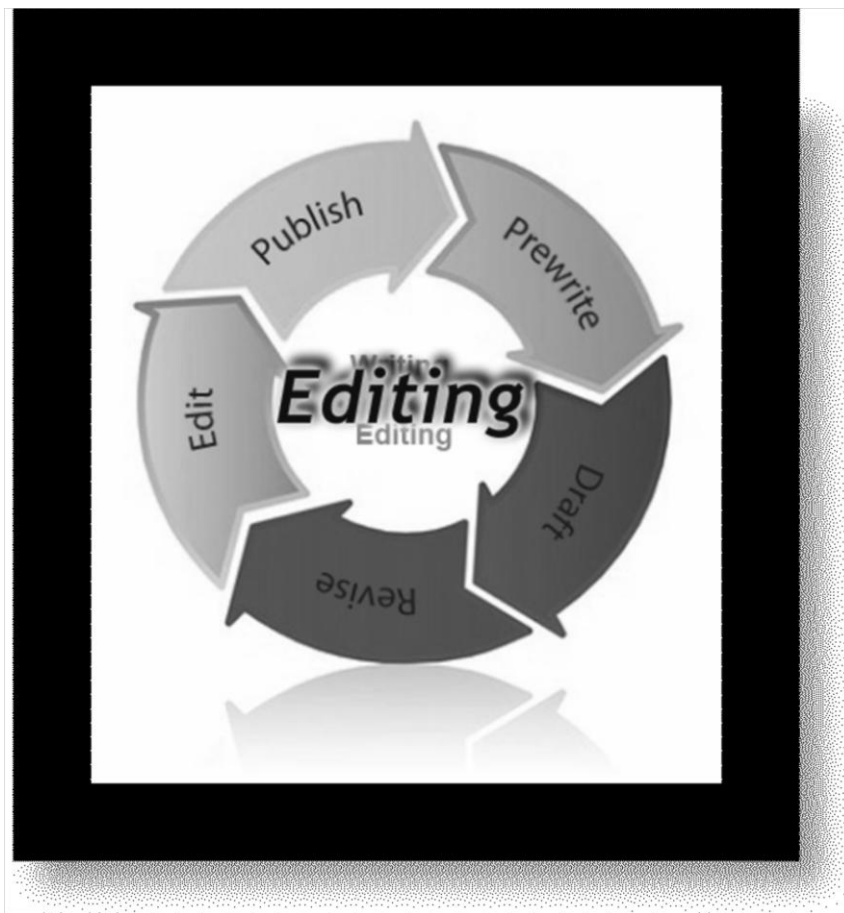
even editors over specific content. Publications would not be able to allow their material to go public without editors being there to verify everything is up to the standard, following all laws and regulations, and falls under the spelling or grammar guidelines.

Editors cover a vast amount of specific work in a day. They ensure publications look and feel correct according to the news organization's general standards. They proofread and make sure that there are no errors or libel in any article. They guarantee every piece incorporates fairness and accuracy while maintaining the publication's overall voice. It is a demanding job and something that needs to be covered by more than one person at a time. This is why most publications, big or small, employ several different editors at one time.

Purpose of Editing:

The purpose of editing is to continue or illuminate the significance of a scene or story. It is also associated with creating different moods and atmospheres. This could be done through the pace of shots, three-way color correction, fades, and other editing techniques.

Principles of Editing:



(1) Continuing the Story - Editing uses cuts, fades, and dissolves, etc., to continue a story. Cuts and Transitions progress the story, it does this through alternating between scenes in a comprehensive narrative structure.

(2) To catch the Audiences Attention Pace and duration editing can affect the difference between the audience feeling chills and boredom from the continuous pace of the film. Pace also expresses the genre of a film as with the 'Matrix' there are fast movements and rapid cuts, and for the audience to grasp the concept of the characters reflex's and strength slow motion is used to show and invigorate the audience with editing.

(3) Indent significance: It is the highlighting of a scene with color or decreasing the pace to linger on a shot of an item, person, or thing. 'Contrast' in a short film, color editing is added to the sequence to indent significance to the unkempt actions of the character which will inevitably contrast with the other character.

(4) To follow the Action.- Editing is used to cut between scenes to follow the action for example in a car chase the scenes are generally rapidly cut between different angles and camera shots of different clip sequences to follow and implore the intensity of the chase.

(5) Illustrates Points of View - A sequence may be cut into ascertaining ways illustrating a particular character's point of view. Then usually through a close-up of another character, that character's point of view of the same situation is seen through another angle and another variety of editing techniques. In 'Life of the American Fireman', first, we see the point of view of those inside the burning building, then of those outside observing the chaos.

(6) Conveying a Genre -When editing different genres of a film, the editors use individual techniques and styles to illustrate that genre. The way they edit the genres changes the way we think about the story and our emotions changes according to the techniques used, it captures the audience and draws their attention. In scary movies, they usually use fast-paced editing, in the romantic genre editors use slow motion, like when dancing, while in comedy editors use both forms of editing.

Types of Editing:



1. Developmental Editing

For ideas that are still in the rough stages, a developmental editor can help bring structure and organization to the project, whether it's fiction or nonfiction. Example: If a company is looking to update its website or begin a blog; a developmental editor can help them decide on the site hierarchy, blog categories, and the overall voice and tone

If the CEO has an idea for a groundbreaking business book but doesn't know from where to begin, a developmental editor can help him to break down the topic into more easily digestible chunks that can be easier to tackle than a full-on tome. When it comes to books, the developmental editor is often part of the project from conception to conclusion.

2. Manuscript evaluation

This service is exactly what it sounds like. A seasoned editor provides feedback on work. For those with a completed project, a manuscript evaluation can give a better idea of the next steps. If the overall critique is glowing, one may only need a proofreader to review the work before it's published. It can be online or in print. But if the project needs more work than that, the evaluation should tell what steps should be taken to get it into a publishable state, such as going back to square one and having a developmental editor work over it again or hiring a line editor to help with voice and tone.

3. Line editing

It is a line-by-line review, as opposed to the grand overview of the manuscript critique. During the line editing process, the editor looks for

flow, tone, and clarity, and points out problems such as run-on sentences, clichés, and pacing. Although punctuation and grammar are not the focus of a line edit, many editors can't help themselves and so will do both at the same time.

4. Copy editing

Even within the editing world, there's some disagreement as to how copy editing differs from proofreading, so one should clarify with the editor regarding the profile before one begins working for him/ her. At magazines and many websites, a copy editor reviews content for punctuation, grammar, spelling, and the project's unique style or rules specific to that project/publication. The two most commonly used styles in media are the Chicago Manual and AP (Associated Press).

5. Proofreading

Some would argue this is the same as copy editing. The term refers to the hard-copy process where a "proof" or a test print of a book, newspaper, or other print publication that has been laid out, graphics, and all are given a final review before the project goes to print. So in a sense, the proofreading stage is the last chance to catch all those misplaced apostrophes, typos, and missing serial commas before the project is put to paper and is, thus, unchangeable. Besides, copy-editing skills, a good proofreader also has an eye for layout issues, such as unintentional extra spaces, missing bylines, or misnumbered pages.

The proofreading process is not, however, the time for character revisions, plot changes, or anything larger than correcting an actual physical error. Because of the print-focused nature of proofreading, few online publications have bonafide proofreaders; the editorial process is considered complete once the content has been edited and is live on the site. But sometimes the web editors ask for a copy to be "proofread," which in that context is pretty much the same as copy-edited.

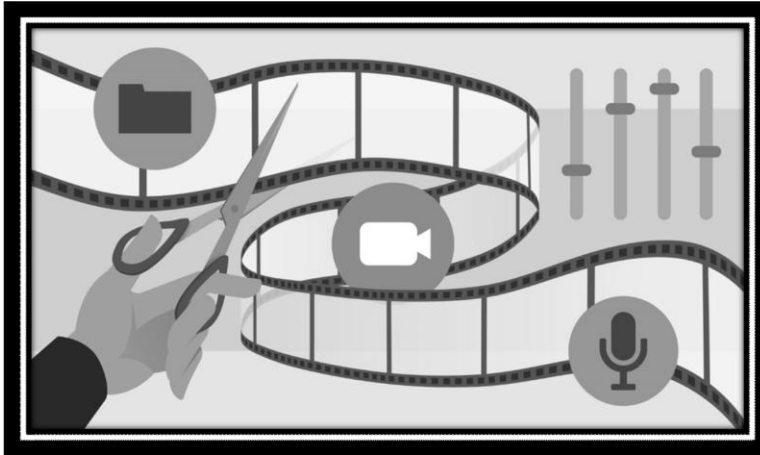
6. Book Shepherding:

This is not an official term, but its role has become more popular in recent years. With self-publishing enjoying increasing popularity and with costs now so low one might be surprised how cheap it is to print a quality copy of a high school novel that is available at a higher cost in the market. Book shepherds have taken on the role of guiding newbies through the publication process. Although a book shepherd may not be an editor in the traditional sense of the word, many long-time editors have since then taken

on this role, in addition to the copy editing, line editing, and/or developmental editing they started out practicing this

Book shepherds can be just as important as editors when it comes to self-publishing, helping with everything from getting an ISBN to helping with interior layout, front matter, and all the other things one didn't know to make a book shine. Plus, they help ensure that the hardcopy has been finished as professional-looking as possible, with the right cover, binding, and quality paper within budget.

Editing Techniques



(1). **Match Cut:** It is also called a graphic match,. It is a scene between two or more objects, persons, or places in which an object in the two shots graphically match or correlate, often helping to establish strong continuity of action and linking two shots metaphorically.

(2). **Flash Cutting:** When the duration of the scenes are short and swift on screen. It is also referred to as a 'short cut'. This could ideally be used to increase the pace of a scene or create excitement. Typical in horror films.

(3). **Subliminal Cut:** Rapid cuts that are so swift in succession that the viewer is only subconsciously aware of the scenes.

(4). **Cross-Cutting:** Editing that occurs to show two or more things happening at the same time, alternating between scenes in different locations and with different subjects.

(5). **Discontinuity Editing:** The alternative of joining shots together using means otherwise unacceptable within continuity editing principles is called Discontinuity Editing. . This includes spatial relations, mismatching of temporal, violations of the axis of action, and concentration on graphic relations. *Breathless The Man who knew too much* 1960 1956.

This takes a little extra time, but it pays off in the end. If one knows that it is an effective way to catch errors when the paper is almost finished, one should worry less about editing while writing the first drafts. This makes the entire writing process more efficient.

Try to keep the editing and proofreading processes separate. When one What is proofreading?is editing an early draft, they should not be bothered with thinking about punctuation, grammar, and spelling. If one is worried about the spelling of a word or the placement of a comma, then one is not focusing on the more important task of developing and connecting ideas.

The proofreading process

. The important thing is to make the process systematic and focused is so that the editor or proofreader can catch as many errors as possible in the least amount of time.

(1). Don't rely entirely on spelling checkers. These can be useful tools but they are far from foolproof. Spell checkers have a limited dictionary, so some words that show up as misspelled may just not be in their memory. Besides, spell checkers will not catch misspellings that form another valid word.

(2). Grammar checkers can be even more problematic. These programs work with a limited number of rules, so they can't identify every error and often make mistakes. They also fail to give thorough explanations to help and understand why a sentence should be revised. The writer may want to use a grammar checker to help identify potential run-on sentences or too-frequent use of the passive voice, but they need to be able to evaluate the feedback it provides.

(3). Proofread for only one kind of error at a time. If the writer tries to identify and revise too many things at once, then there is a risk of losing focus, and the proofreading would be less effective. It's easier to catch grammar errors if one isn't checking punctuation and spelling at the same time. Also, some of the techniques that work well for spotting one kind of mistake won't catch others.

(4). Read slow, and read every word. Reading out loud forces the writer to say each word and also lets one hear how the words sound together. When read silently or too quickly, the writer might skip over errors or make unconscious corrections.

(5). Separate the text into individual sentences. This is another technique to help the writer to read every sentence carefully. Simply press the return

key after every period so that every line begins a new sentence. Then read each sentence separately, looking for grammar, punctuation, or spelling errors. If one is working with a printed copy, try using an opaque object like a ruler or a piece of paper to isolate the line on which one is working.

(6). Circle every punctuation mark. This forces the writer to look at each one. As one circle, check if the punctuation is correct.

(7). Read the paper backward. This technique helps check the spelling. Start with the last word on the last page and work your way back to the beginning, reading each word separately. Because content, punctuation, and grammar won't make any sense, one will focus entirely on the spelling of each word. The writer can also read backward sentence by sentence to check grammar; this will help from being distracted by content issues.

(8). Proofreading is a learning process. The writer is not just looking for errors that one recognizes; they also learn to recognize and correct new errors. This is where handbooks and dictionaries come in. Keep the ones that are helpful close at hand as proofread progress.

(9). Ignorance may be bliss, but it won't make a better proofreader. The writer often finds things that don't seem quite right but one may not be quite sure what's wrong either. A word looks like it might be misspelled, but the spell checker didn't catch it. One might think that there is a need for a comma between two words, but one is not sure why. Example: Should use "that" instead of "which"?

(10). The proofreading process becomes more efficient as one develops and practices a systematic strategy. The writer will learn to identify the specific areas of writing that need careful attention, and knowing that they have a sound method for finding errors will help them to focus more on developing the ideas while drafting the paper.

NEWS DESK



What is the News Desk? The news desk is an interesting term because it can refer to several things within a news organization. However, no matter what specific duties a news desk performs, they are usually only present in medium or large news organizations. It is the department of a newspaper, television, etc., that writes, edits, or releases news, especially late-breaking news or important bulletins.

The traditional news desk within an organization used to be an actual desk where an editor would assign stories or tasks to the journalists working under them. This editor was responsible for the operations of the publication and sought out the collected news stories. Today's news desk is usually digital; although the person running the operation may still be sitting at a desk, reporters get assignments, incoming news is filed and basically, all operations of a publication are done with a software program.

What does a News Desk do?

Several things usually happen at the news desk. The exact duties of a particular news desk vary with the organization, but a few of the things that a news desk in a large media organization might be responsible for are as follows:

(1). **Procuring Stories:** Someone at a news desk might combine wire services and the web for news stories that their organization can use. Usually, they are looking for a new angle rather than a [story](#) to report on that someone else already broke.

(2). **Sorting News:** Big media organizations are inundated with press releases, tips, and news stories from everywhere. Someone has to separate those stories and determine where to go. Going through press releases to find out if any of them have news of substance might be something a news desk would do.

(3). **Manage Reporters:** A news desk might be the transfer point between a reporter and an editor. The news desk may assign journalists their stories, or simply ensure that they are delivered quickly.

People at the News Desk

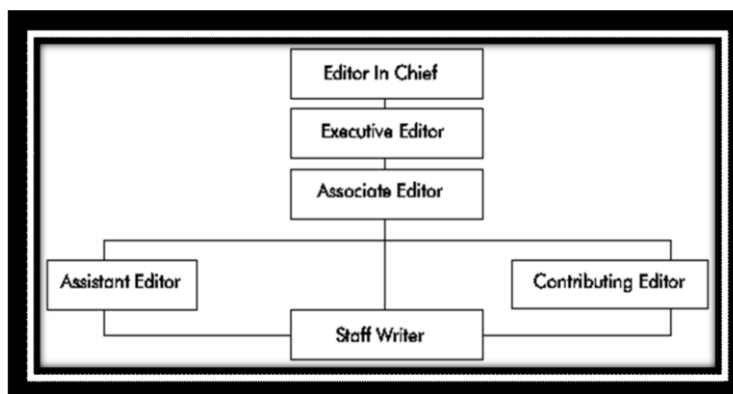
The person that works at a news desk within a media company must be organized and detail-oriented. They must be able to separate good stories from bad, and know which journalist would be best with which story. The job is usually performed by someone in charge of operations within the company, such as an editor, but in large organizations, they might have reporters on various types of news desks

Editorial Department

What is an Editorial Department? An editorial department is a group of experts, usually at a publication, that dictates the tone and direction of the publication's editorial policy. At a newspaper, the editorial board usually consists of the editorial page editor and editorial writers. Some newspapers include other personnel as well. Editorial boards for magazines may include experts in the subject area that the magazine focuses on, and larger magazines may have several editorial boards grouped by subject. An executive editorial board may oversee these subject boards, and usually includes the executive editor and representatives from the subject focus boards.

The editor and editorial board oversee procedures for manuscript submission, acceptance, release, and publication, as well as the criteria for review and referee of papers.

Structure of the Editorial Department



Every journal depends upon its editor(s) and board for its success.

One essential task for every editorial office is to develop good working relationships with their colleagues and to assist them in their editorial office tasks. It is also important to stay informed of changes to the editorial board and to ensure that updates are made to editor and editorial board listings online and in print. The editorial office administrator is often a key contact for new editors and/or board members who may need assistance in learning the journal's workflow and the editorial office system.

Editor-in-Chief/Editor

The editor-in-chief is the lead editor and ultimately responsible for the entire content. Some of the functions are:

Directing the overall strategy of the newspaper / Television/ Radio etc

Reviewing and deciding upon submitted manuscripts to ensure sustainable and timely copy flow.

Acting as an ambassador for the commissioning of content and fielding submission enquires as appropriate.

Associate Editors

Depending on the size of an organization there may have one or more associate editors. The editor-in-chief delegates work to these associates and may deputize some decisions to them. The exact role of the associate editor will vary from organization to organization and manuscripts will often be assigned to them based on the topic or country of origin.

Section Editors

An organization may also appoint section editors, who are responsible for reviewing only specific manuscript types, such as book reviews or brief reports. Often, these editors make final decisions on their assigned manuscripts, but the editor-in-chief may wish to review decisions for all sections.

Editorial Board

The composition of an editorial board may have various objectives:

- (1). To bring together a range of key individuals within the field who can advise on various strategies.
- (2). To act as a ready team of potential reviewers with an active interest in the success of the organization.
- (3). To add credibility to the organization and/or celebrate important experts in the field
- (4). Individuals should be made aware of their responsibilities when invited to join the board.

Editorial Board Meetings

Members of the editorial board meet periodically to evaluate the performance of the organization and to discuss overall goals. The frequency of these editorial board meetings varies depending on the specific needs of an organization. Attendees of the meeting also vary according to organizations.



What is a headline? The headline or the heading is the text indicating the nature of the article below it.

The large type front page headline did not come into use until the late 19th century when increased competition between newspapers led to the use of attention-getting headlines.

It is sometimes termed as a news hed, a deliberate misspelling that dates from production flow during hot type days, to notify the composing room that a written note from an editor concerned a headline and should not be set in type.

Headlines in English often use a set of grammatical rules known as headlines, designed to meet stringent space requirements by, for example, leaving out forms of the verb "to be" and choosing short verbs like "eye" over longer synonyms like "consider".

Purpose of a Headline: A headline's purpose is to quickly and briefly draw attention to the story. It is generally written by a copy editor, but may also be written by the writer, the page layout designer, or other editors.

The most important story on the front page above the fold may have a larger headline if the story is unusually important.

Typology: Research in 1980 classified newspaper headlines into four broad categories: questions, commands, statements, and explanations. Advertisers and marketers classify advertising headlines slightly differently into questions, commands, benefits, news/information, and provocation.

Characteristics of good headlines

Good headlines have these characteristics:

- (1). Accuracy, in fact, tone, scope, and focus
- (2). Emphasis on the main theme of the story
- (3). Clear, succinct, grammatical, easy to read and to understand
- (4). Vitality through strong, active verbs
- (5). Balanced and fair
- (6). Tasteful
- (7). Fresh and immediate
- (8). Legally sound (avoid libel)

Types of headlines

(1). **Banner headline:** Spread across eight columns they are used rarely on important occasion to send a signal that something very important has happened.

(2). **Kicker headline:** Conventional headline is used when a headline cannot be written in one line. A line above the mainline is different, half the size of that runs no more than midway compared to the mainline is called a kicker. This type of headline is used to dress up a page by giving it variety and clarity.

(3). **Hammer:** It is exactly the opposite of the kicker. Here smaller type is the main headline whereas the kicker is in the bigger type and usually in capital letters. Usually, hammers do not extend beyond one or two words.

(4). **Boxed headline:** As name indicates is framed in a rectangular box.

- (5). Multi-deck headlines
 - (a) Flush left
 - (b) Flush right
 - (c) Pyramid
 - (d) Inverted pyramid

- (e) Hanging indent
- (6). **Jump head:** headline given to a continued part of a story carried in some other page as a jump.
- (7). **Labels:** Permanent headlines that appear in newspapers regularly like listings, reviews, careers, city notes, etc.
- (8). **Barker:** In which one line usually one word is set in large type over the deck of smaller headline
- (9). **Blanket head:** Headline covering all columns occupied by a story or combination of related stories.
- (10). **Block heading:** Headline enlarged photographically from proof useful for producing headlines in a larger size than normally available
- (11). **Crossheads or Crosslines:** Subheads placed in the text between paragraphs.
- (12). **Drophead:** In which each line is set further to the right
- (13). **Eyebrow:** Shortline in smaller type, often underlined, above the main deck of headline also called a teaser, Highline or strap.
- (14). **Overbanner:** Banner headline running higher than the nameplate or flag of the newspaper. Also called skyline and over the roof.
- (15). **Overline:** Display type over a picture.
- (16). **Screamer:** Crude sensational headline (exclamation marks, question marks, etc)
- (17). **Shotgun head:** Two or more decks of the headline on the same story
- (18). **Side head:** Small subsidiary heading in the body of a story set left, instead of centered (cross head)
- (19). **Streamer:** Headline running across the top of all or most of the columns in inner pages
- (20). **Tinted headline:** One in which the black of the type or softened to gray
- (21). **Teaser:** Headline or caption which rather than informing the reader attracts him to read.

The skills necessary for successful headline writing include:

- (1) Accurate perception of the story
- (2) A vocabulary that is both broad and deep
- (3) A sharp sense of sentence structure

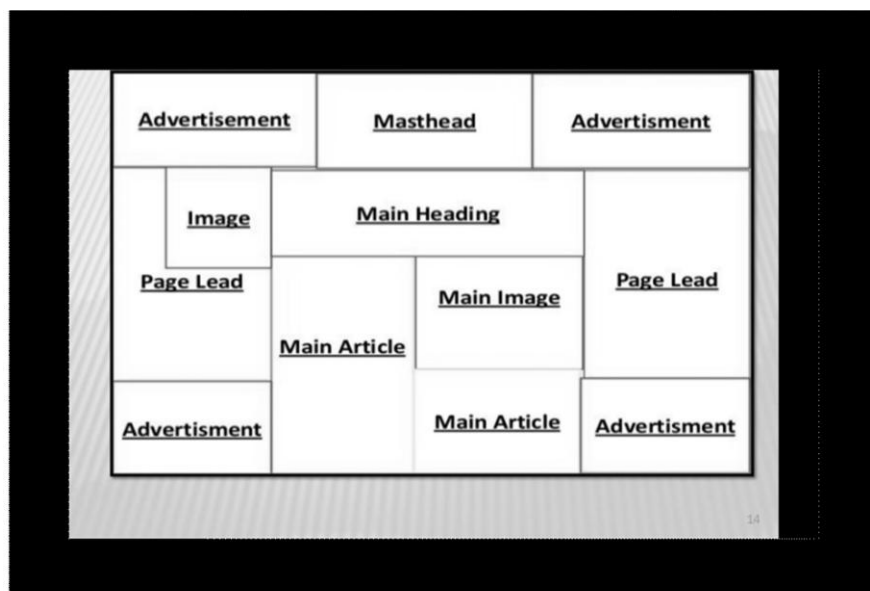
(4) A keen eye for ambiguity.

Four functions of a headline:

1. It gets the reader's attention.
2. It summarizes or tells about the article.
3. It helps organize the news on the page.
4. It indicates the relative importance of a story.

Tips for writing Headline

1. Best headline writers are spontaneous and creative; the best headlines instantly come to you.
2. Headline writers have to be the best writers at the newspaper.
3. Many times, the best headlines you come up with cannot be printed!
4. Continuity leads to better headlines; one must write them day after day to get good at it.
5. Read others' headlines to get ideas, but doing so isn't necessarily going to make you a better headline writer.
6. The most-effective headlines are those that give an old cliché a new twist; readers are familiar with the cliché, but something different about it will reel them in.
7. The more conversational the headline, the more the readers will like it.
8. Don't be so quick to abandon using articles such as "a," "an" and "the"; sometimes these words are needed for clarity. Also, headline styles change over time.
9. Don't repeat the lead in a headline.
10. Write a better headline than the lead. And don't give away the punch line of a feature story that has a surprise ending.
11. Be aware of any unintended double meanings.
12. Avoid Bad Breaks at the end of lines, such as dangling prepositions or conjunctions.
13. Don't get into the habit of relying on squeezing or stretching the headline type to fit the space. To trained eyes, it can look sloppy, especially when the "doctored" headline appears near other headlines.



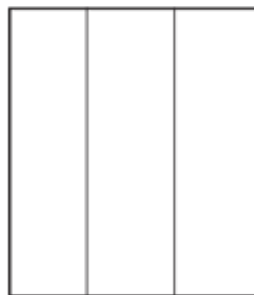
A detailed sample page layout indicates the approximate position and style of the various page elements; text, line art, photos, etc. It is used as a guide for the actual page makeup. A dummy can describe such a sample page at any level of completeness; it can refer to a simple thumbnail sketch drawn with a pencil, to a full-sized rough which indicates more detail, to a comprehensive which is highly detailed.

The term *dummy* also refers to a printed signature folded to check the proper page imposition.

What is a dummy page?

Dummy pages are usually small versions of an entire page, although they may be full-size versions of a small publication. The sheet is divided by grid lines which are a set of non-printing lines that help editors and designers guide the placement of elements.

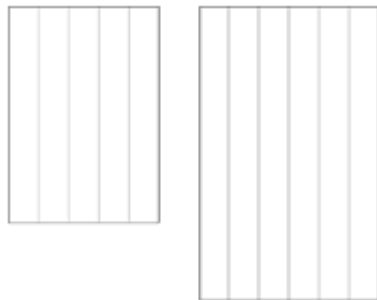
For instance, many magazines and newsletters publish on eight-and-one-half-by-eleven-inch paper, and have a three-column grid:



- The elements will fit across one or more of these column divisions, and the copy goes down the divisions, column by column.



- Tabloid-sized newspapers often use 5-column grids and broadsheet newspapers often use 6-column grids.



Newspaper Make-Up

"Newspaper makeup" is defined as the design of a newspaper page or how pictures, headlines, and news stories are arranged on a page. The objectives of newspaper makeup are as follows:

- (1). To indicate the importance of the news
- (2). To make the page easy to read
- (3). To make the page attractive

FRONT-PAGE FOCAL POINT

Each page of a newspaper has a focal point - a point on the page to which the reader normally looks for the most important story. Any area can be the focal point, depending on the chosen design. Advertisements can also dictate the focal points of the inside pages of a newspaper.

On the front page of some daily newspapers, the focal point is often in the upper right-hand corner a now-dated practice that reflects the style of a bygone era. Therefore, many newspaper readers have come to expect the most important story in each issue to appear or touch in the upper right-hand corner of the front page.

The right-hand focal point is not as important to makeup editors as in the past, since fewer newspapers use banner headlines on the lead story. However, many newspapers still carry the most important story in the upper right-hand corner of the front page because of established practices.

INSIDE PAGE FOCAL POINT

The focal point on the inside pages is the upper left-hand corner if there are no advertisements. Therefore, the focal point is influenced by a newspaper reader's natural sight tendencies and is not hampered by customs.

On inside pages with advertising, the way ads are placed on the page influences the position of the focal point. The focal point is always opposite the lower corner of the page that is anchored by the largest mass of advertising.

MAKEUP LINES

You will use the following four basic types of "lines" in newspaper makeup:

Vertical

Diagonal

Circular

Horizontal

Vertical Line

The vertical line is used to get the reader to read up and down the page. The line is carried out on the page by displaying stories, headlines, and pictures vertically on the page.

Diagonal Line

The diagonal line is used in newspaper makeup to get the reader to read through the page. The line is carried out on the page by displaying headlines and pictures so together they form a diagonal line from the upper left-hand corner to the lower right-hand corner of the page. Also, a page can contain a double diagonal by forming another diagonal in the opposite direction from the first. The diagonal line lends a sense of rhythm to the page. It is characteristic of many of today's newspapers.

Circular Line

The circular line is used in newspaper makeup in an attempt to get the reader to read around the page. The line is carried out on the page by displaying stories, headlines, and pictures on the page so the reader sees

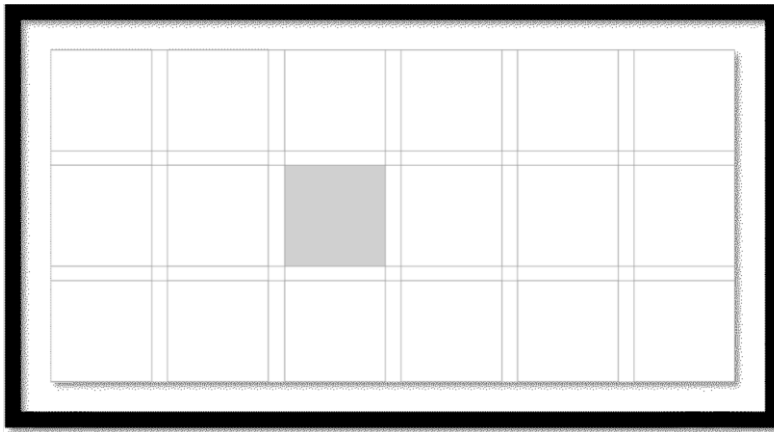
each as being equally important. This creates a tendency on the reader's part to read all the stories. The circular line is used to a limited degree in modern newspapers.

Horizontal Line

The horizontal line is used in newspaper makeup to get the reader to read back and forth on the page. The line is carried out by displaying stories, headlines, and pictures horizontally on the page. The horizontal line is a post-World War II development and it is probably the most striking change in the appearance of newspapers in this century. It is a characteristic of many present-day newspapers.

LAYOUT

What is the layout? The layout of a newspaper is designed to attract readership and to optimize the newspaper's effectiveness in presenting the information. Rules and conventions have evolved over the years and almost all western newspapers share well-established layout principles. The large screen allows for the use of newspaper layout techniques on a computer display.



Principles of a Layout

While making a design, certain things need to be taken care of, so that the design fulfills the need for effective communication besides being attractive and beautiful. While embarking on the making of the layout, one needs to understand the message and for whom it is intended. So the following aspects become the points of study to facilitate the job of making a layout.

For an advertisement, the design is more important to be successful than just beautiful. The design must have balance, rhythm, emphasis, unity, simplicity, preparation, harmony, line, shape, and movement.

Good layouts never just happen, they have to be deliberately and carefully planned and worked out. Some of the things that help or direct the design of the layout must be kept in mind and considered serious:

- (1). The nature of the message.
- (2). Kind of picture or image that will be used.
- (3). The process and paper on which it will be reproduced.
- (4). The amount of text and its size.
- (5). Whether the layout will stand alone like a poster or compete with others in the surrounding environment like in a newspaper

Theme and Content:

The subject, theme, or content dominates the idea of a layout which then gives an idea about the target audience and how they need to be approached to get a favourable result. Something that is meant to shock, alarm or awaken the masses like an epidemic or terrorism need to have a bold and hard-hitting approach, whereas a film with a love story can have a softer and sensitive approach. The requirement of the subject leads to the “style” of the layout. Our communication should be made only after understanding how the receiver will look at it, not just how it was perceived by the creator, the receiver may just fail to see it from our point of view. This should be the guiding force while working out a concept.

Recall the series of advertisements for a leading television brand that used a devil to show envy. When the revolutionary campaign was released long ago, the up-market target audience may have enjoyed the concept, but the majority of the countrymen who saw it did not understand it.

The creative strategy needs a bit of practice — a background has to be made for the main message so that it is received favourably in the right manner as desired. For example, it is like how one asks his or her dad for a laptop. Dad must be in the right mood, one will look for the correct time and grab the opportunity when it comes, besides having practiced a couple of times for what words to choose and what tone to use.

Types of Layout A layout is the play in the placement of given text and suitable images on a given surface area. Layouts can be classified into three categories:

- 1). **Text Dominant:** If there is too much or large text then it will have to be text-dominated. But from the layout point of view, the headline could be used in large display fonts occupying more area if that creates the desired effect.

2). **Image Dominant:** These layouts are seen regularly in our newspapers and magazines, where a picture of a celebrity takes center stage or the product is shown in all its glory like in most automobile advertisements

3). **Image and Text Dominant:** In these types of layouts, image and text are used in equal measure, and given a balanced exposure.

Automating the Layout Process

Newspaper layout was one of the first newspaper processes automated with the help of computers. The application is obvious and the market is large. The problem is reasonably constrained; the program is given a set of news articles and advertisements. Advertisements are placed according to one set of rules, while news articles are placed in the remaining space according to another set of rules.

Without the ads the problem is surprisingly similar to the computer game Tetris; blocks are to be placed to minimize white space.

Through grants from the American Newspaper Publishers Association, J F Reintjes of MIT and his students have done a substantial amount of work on automating newspaper layout. Their research focuses on assisting newspaper personnel in the layout process rather than automating the entire process

Templates

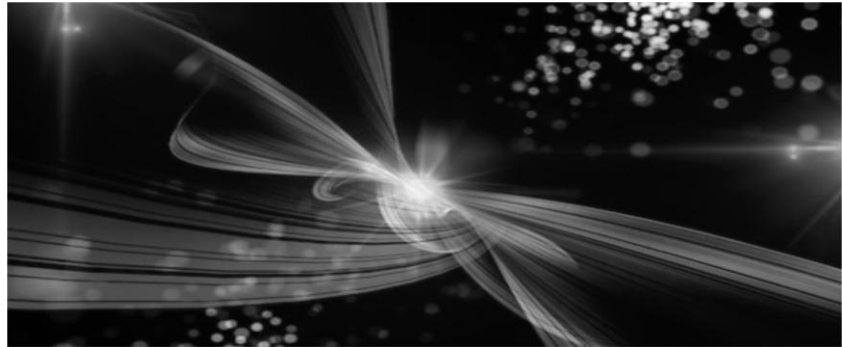
When trying to automate newspaper page layout there are two basic approaches; algorithms and templates.



Robert Polansky describes a sequential layout algorithm that develops a page one item at a time. A rectangular story envelope is constructed using a desired height-to-width ratio and the envelope is placed at a boundary of the remaining newshole. The algorithm then shifts the envelope and/or

modifies its shape to eliminate any overlap with items previously positioned on the page. The process is repeated until all items assigned to the page are placed.

The Layout of the Electronic Broadsheet



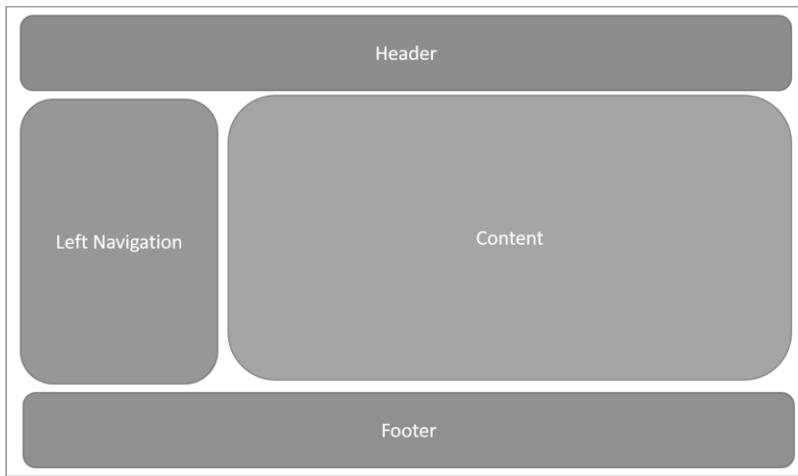
While the electronic newspaper borrows many elements from the newspaper metaphor, including the tiled layout, the process of laying out the pages is very different. Paper-based newspapers are issued in discrete editions, but the Electronic Broadsheet continuously receives articles. Accordingly, old or unimportant articles have to be removed and this complicates the shape of the newshole.

Unless news articles are constantly reformatted it is impossible to keep a dynamic page optimized concerning open space. One story will be taken down and the new article will not cover the hole unless it is reformatted with the new space in mind. Doing so would delay the presentation, and the result could look awkward. But, virtual news space is cheap and since one white block will not multiply into large areas of white paper the problem is not critical.

The Layout in the Sections

The Electronic Broadsheet has one front page and several section pages. The layout in the section follows traditional layout rules and tiles the articles. Each page is laid out in a grid with a 5x8 resolution, and space is allocated as stories come in. The Electronic Broadsheet will search the grid for all possible positions. If more than one is found, it will use some simple rules to pick the final destination. The rules are:

- (1). if the priority of the article is high, it will try to get a position in the upper part of the page
- (2). if it's a one-column article it should go to one of the edges
- (3). there should be a horizontal balance of articles

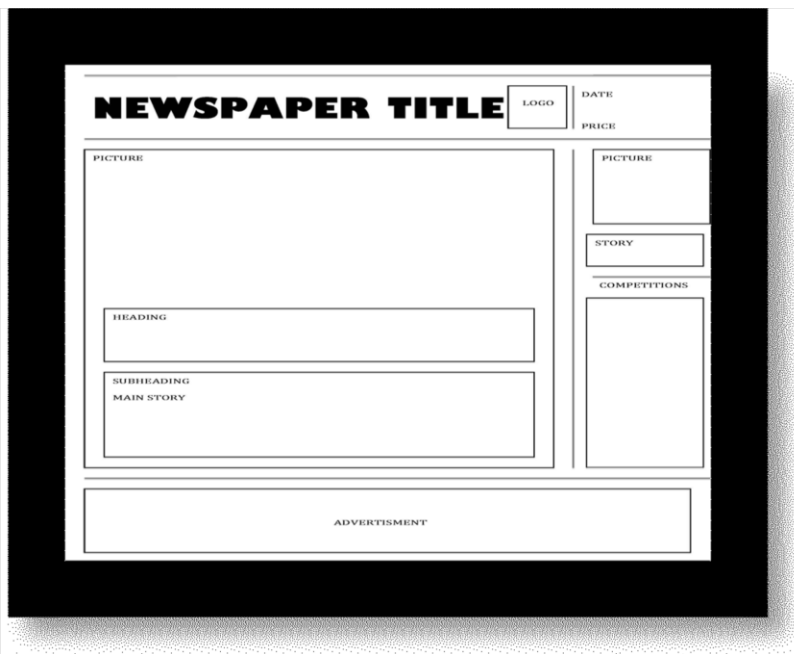


The layout program never moves an article after it has been placed since that could interfere with news reading. However, there are situations where one would want to move articles to make room for the new story. E.g., if a high priority article comes in and there is only room at the bottom of the page, it would be better to move the top articles down instead of placing the new article at the bottom, which is where it goes now.

Recycling Real Estate

If there is no free room for the incoming article, the system will search through the articles already on the page to see if any of them can give way for new news. A map of all articles with priorities higher than the incoming article is made. If the new article can fit on the map without covering any of the marked slots, any current article covering the same space is discarded.

The Layout of the Front Page



The traditional newspaper front page displays only the first part of the articles and makes the reader jump to an inside page to continue the story. Ideally, the whole story should be displayed to avoid jumps, but real estate on the front page is expensive and there is not enough room to show articles in full unless the number of front-page stories is severely limited.

A possible solution is to format two versions of the article; one intended for the front page and one for the section page. This approach would require more processing power, and deciding how much of the article to put on each page is not trivial. Another approach is to format the whole article, but only display parts of it and let the user scroll through the content.

Three different ideas of how the front page should look crystallized during the project:

(1). **The traditional:** The newspaper front page is a highly successful channel of communication and should be transferred intact onto the screen. The most important articles are displayed with a tiled layout. This approach wastes screen space in a dynamic environment where articles come and go, but it is the most organized. Also, it is consistent with the layout in the sections.

(2). **The volcano:** The front page displays all articles in full with overlapping windows. Important stories float to the top of the stack, less important articles may be partly visible, while the articles with the least priority are overlapped. The page contains a lot of information and looks chaotic at times.

By clicking on a partially visible article, it will float to the top. This alternative quickly fills the front page with a segmented compound of articles. It is both serendipitous and chaotic.

(3). **The headlines:** As many articles as possible are stacked with the headline visible. By clicking and holding down the mouse button, a user can temporarily bring an article to the top of the stack. This approach offers a structured interface to a lot of data.

People feel strongly about front page design and opinions are diverse. The three alternatives all have their merits and some users might want to use them all.

Nameplates & Section Heads

To improve the look of the pages they all carry a nameplate on top. The nameplate identifies the front page as a part of the Newspace project while

the section pages are labeled accordingly. Colors have been used indiscriminately.

PHOTO EDITING



What is photo Editing? Photo editing is a technique to improve ordinary pictures and make them extraordinary. An editor can resize the picture to fit the layout of the page. Photo editing ensures that the picture does not include any unnecessary elements. Photo editing is done for various purposes and is considered an innate part of photography. No photo is complete without editing.

Photo editing is a vital part of the photojournalism process, and anyone who takes or works with pictures must know some of the basic **principles** and procedures. These include selection, cropping, enhancing, and sizing.

(1). Selection

Many factors go into an editor's or photojournalist's decision to use a photograph, and no definitive guidelines are governing their selection. Two major purposes of publishing photographs are to capture the attention of the reader and to illustrate and supplement the editorial content.

At the beginning of the process of selecting the first purpose i.e. capturing the attention of the reader will most likely be a major consideration. What kind of photos do people look at? The following are some photographic elements editors consider in the selection process.

Drama- It is the pictures that tell a story that is most likely to be chosen by an editor for publication. Pictures that have high dramatic quality are those in which readers can tell what is happening; in fact, there

may be several things happening, as in an accident scene with someone standing nearby with an anguished expression.

Emotion- Like dramatic pictures, those with emotional qualities often tell a story. Yet they may also be the type that does not contain highly dramatic or story-telling qualities but rather evoke some emotion in the mind of the viewer.

Action- Editors and readers are most likely to be drawn to pictures with some action or movement in them. Pictures suggesting movement will be seen and studied by readers more readily than still-life pictures. Even though a photograph by itself cannot move, if its content indicates movement, it can serve as an extremely good attention-capturing device for the editor to use.

Artistic or technical quality- Here we are talking about the good photograph, the one that has a sharp, clear focus and good framing or that presents a subject unusually or pleasingly. This kind of picture often appears in newspapers, especially with the change of seasons.

- **Bizarre or unusual subjects-** A picture of something unusual, something not likely to be seen by readers in their everyday lives, makes a good candidate for publication. Unusual subjects may stem from the day's news events, such as a fire or wreck, or they may be simply something a photographer has happened upon or heard about, such as a twelve-pound tomato or an old man's wizened expression.

Prominence- Like the news value of the same name, prominence is a quality editor often consider in selecting pictures. Pictures of famous people are always likely candidates for publication, even when they do not contain any of the qualities mentioned above. Readers will look at pictures of famous people, and editors will use such pictures for precisely that reason.

A good picture editor must have a "feel" for spotting a good photograph, one that will capture the attention of the reader, illustrate the editorial content, and enhance the overall quality of the publication.

(2). Cropping

Cropping means taking out parts of a picture. It has two purposes: eliminating unnecessary parts of a picture and emphasizing or enhancing parts of a picture.

Eliminating unnecessary parts of a picture: Some elements of a picture may simply be unnecessary to the subject and purpose of the photograph, and they should be eliminated. Often these parts are not only wasteful but also distracting. An editor must use the space in the paper efficiently, and proper cropping of a photograph is one way to do this. Good,

tight cropping of pictures is just as important as editing to eliminate unnecessary parts of a story.

Emphasizing or enhancing parts of a picture: One photograph may contain many pictures within it. A good picture editor must have an eye for these pictures within pictures and must be able to see and choose the picture that best fits the intended purpose. Cropping is a way of bringing out the particular picture the editor wants to use, of emphasizing the part of the picture that readers should notice. A picture that seems ordinary at first glance may be made dramatic by good cropping.

(3). Enhancing

Photographs often need some adjustments or enhancements. Photo editing software allows photojournalists to change the brightness, enhance the color, or even increase the sharpness of a picture. Photo editors should learn to use these with two principles in mind:

1. It's better to do too little to a picture than too much.
2. The basic subject matter of the picture should never be changed.

(4). Sizing and scaling

Scaling is the process of changing the size of a picture area by enlarging or reducing it while keeping the proportions of the original. Once an editor has selected and cropped a photograph for use in a publication, chances are the picture will not be the exact size needed. Enlargement or reduction will probably be needed to make the picture fit the standard column widths of the publication. When that reduction or enlargement is made, the editor will have to find out how deep the reproduction of the picture will be.

An editor may also have to change the resolution of the picture, especially if the picture is going to be put on a web site.

The concept of proportionality must be understood by those who work with the scaling process. Proportionality means that the width and depth of a picture must stay in the same proportion to each other whether the picture is enlarged or reduced..

Importance of photo editing in journalism

(1). To attract viewers: Journalism is a wide term that not only includes written but also visuals for relaying information to the viewers. Visuals are more capable of holding the attention of the viewer when compared to written texts. Hence, they are an important part of

newspapers. Editing the picture gives an edge to the picture to attract more viewers.

(2). Storytelling: It is not necessary to use written texts to convey a story. Visuals and pictures are an easy and more effective way of telling a story. Therefore, the journalism industry uses photos to convey the story behind the picture. Editing helps to organize the picture in a manner that conveys the exact message which the photographer intends to convey.

(3) Compliments written text: News that contains photos along with written texts holds more importance as it serves as the guidance for the message. Editing allows to mould a picture in a manner that compliments the written text.

MAGAZINE EDITING



What is Magazine Editing? Editing is an integral part of the magazine. The materials collected for the magazine are edited and then they are sent to the publication. The written material along with the pictures are edited and cropped before giving the magazine a final look. The process of changing and altering the matter of a magazine before publication and circulation in the market is known as Magazine editing. The circulation of these magazines is done directly in the market or through digital media.

Who are Magazine Editors? People who edit the magazines are called Magazine Editors. Magazine Editors are communication specialists who plan, manage, and produce magazines for readers. They create editorial calendars, develop story ideas, manage writers, edit content, and manage the production process by the effective delegation of tasks.



MAGAZINE EDITING PROCESS:

The editing process takes place in several steps and involves reading the same text several times, each time with a different focus.

Step A must be done first. Step F is best done last. The others can be done in whatever order the editor finds most productive. Some editors find it better to clean up all the details first and then look at the big picture; others prefer to address the big-picture issues first and then going back to fix the details.

- **Step A: Read the text**

Read it all the way through without editing. The goal is to get an idea of what the text is about, what it involves, where it's going, and so on.

- **Step B: Fine-toothed comb**

Fix the typos, fix the punctuation, fix usage and grammar mistakes, make sure everything follows style.

- **Step C: Big picture**

Make sure the structure of the text makes sense. Is the information in the right order? Does it flow from one idea to the next easily and smoothly? Is everything clearly explained? Are there unanswered questions? Is any information missing?

- **Step D : Fact-checking**

Check everything. Verify names and titles. Check dates and locations. Do the math. Check summaries of reports, data, or research against the original information. Check all sources.

- **Step E : Revise**

“Revise” is a broad term that covers several tasks such as removing redundancies, trimming wordy text, possibly trimming for length, and making sure that none of the other editings has introduced gaps in the story or errors. The revision stage might come after the fact-checking stage;

once the writer has answered any open questions and filled in any gaps in the story, some paragraphs might need updating.

• Step F : Display type

Many editors also write display type — headlines, headers, photo captions, summaries. It's best to do this once the text is ready for publication, and no more significant changes are anticipated.

Magazine Layout

The global magazine publishing industry is worth billions of dollars and is still growing! This reinstates the fact that magazines are very much popular and read by a sizeable audience, which further calls for the need for effective magazine layout designs. Designing the layout of a magazine regularly can be challenging, especially if a publishing company is not aware of the most important elements of a magazine page.



Key Elements of A Magazine Layout

There are several important elements in a magazine layout, such as headline, image, image caption, running head, byline, subhead, body copy, etc. Here, are the ten most crucial elements of a magazine layout.

(1). Headline

It is the most important element of a magazine layout design. It can be of various sizes but should be set in a size bigger than the other text elements on the page. A headline should be interesting, meaningful, and compelling enough as it increases the chances of an article to be read.

(2). Introductory Paragraph

Also known as "intro" "kicker", "deck" or "stand-first", an introductory paragraph is the main piece of content that introduces a reader to an article. It carries forward what a headline has succeeded in doing -catching the attention of a reader. It connects a reader to the main article, taking forward a reader's journey into the midst of the article.

It sets the tone of the article for a reader and sometimes, also summarizes the entire article. In terms of font size, it should be smaller than the font size of the headline of an article. But, it should be slightly bigger or at least a little bolder than the rest of the article.

(3). Body / Body Text / Body Copy

This is a more lengthy and detailed part of a magazine article when compared to the introductory paragraph of the heading/headline of an article. A well-written body copy keeps a reader engaged in an article for the most part, generally till the end of the article.

When one begins to design the magazine layout template, they should begin with designing the body copy of an article, because that takes maximum space, running into multiple paragraphs. It is important to set the right margins in terms of columns and rows to improve readability. A key point to note here is that one should be consistent with the length of the body copy for all the articles in the magazine.

(4). Bylines

One should acknowledge the person and the team which has worked on an article. Usually, the author's name is written under the headline of the article, which is also known as the byline. It can be written in the same font size as that of the body copy.

(5). Sub-headline / Subhead

These are used to break an article into various sections or compartments, indicating what the next set of paragraphs is going to talk about. It can be written in the same font in which the body copy is written, but it should stand out from the body copy at the same time. Hence, one can keep it "bold" so that it looks like a mini-heading or headline. An important

thing to bear in mind is that one should not place subheads below an image or a quote in an article.

(6). Pull Quotes

These usually provide a different dimension to an article in a magazine, making it look more interesting. Quotes aid in conveying the story to a reader, and if coupled with images, become potent. One can either have a quote verbatim from a portion of the body copy or the editor could perhaps summarize a few points of the body copy in different words and have them as a quote or an excerpt. Ideally, the quotes or excerpts, or blurbs should be in a font that is different from the font in which the body copy has been written.

(7). Captions for Images

These should be written in a way that complements the image being used in an article. A caption should describe an image and should ideally be placed immediately below the image. The font size for image captions can be the same as that of the font in which the body copy has been written or slightly smaller than that.

(8). Section Head / Running Head

Every magazine article does not need a running head, but some do. These are usually placed at the top of every page of a magazine and aid readers in navigating through an article easily. A running head should be designed creatively so that it looks good because it is present on almost all pages of the magazine and a reader sees it now and then. So, it has to be visually attractive.

(9). Folio

It should be designed in such a way that it does not annoy a reader who looks into it on almost every page of a magazine. It is a way of arranging sheets of paper in the magazine, by folding them in a certain manner. One should tread with caution especially when there are many pages in the magazine containing full-bleed images.

(10). Box Copy / Panel

Such boxes contain important facts related to the topic of the article that a reader should know while reading a magazine article. These could be statistics or dates or anything factual in nature which is important to know and short in length. Such data is placed in a box to catch the attention of a reader. A box can have a dedicated heading as well.



What are Graphics? Graphics are visual images or designs on some surface, such as a wall, canvas, screen, paper, or stone to inform, illustrate, or entertain. In contemporary usage, it includes a pictorial representation of data, as in the case of manufacture, in typesetting and the graphic arts, and educational and recreational software. Images that are generated by a computer are called computer graphics.

Graphic design may consist of the deliberate selection, creation, or arrangement of typography alone, as in a brochure, flyer, poster, website, or book without any other element. Clarity or effective communication may be the objective, association with other cultural elements may be sought, or merely, the creation of a distinctive style.

Graphics can be functional or artistic. The latter can be a recorded version, such as a photograph, or interpretation by a scientist to highlight essential features, or an artist, in which case the distinction with imaginary graphics may become blurred. It can also be used for architecture.

Open School Of Journalism states that "Depending on the audience, it is sometimes easier for people to understand a message if it is represented visually. Journalists use all forms of illustrations including sketches, drawings, photographs, or graphic designs".

According to them, using visuals in journalism gained popularity from the late 1800s. This was the period during which printed magazines were at the top of popularity. This created new opportunities for journalists and they used visual information in different ways. Some of these include:

- Photojournalism.
- Comics journalism.
- Animated illustrations.

- Visualized data.
- Caricatures and memes.

It's time to make a stop at each point of visual storytelling and to learn more about every form of graphic journalism. All of them have different peculiarities and can be of benefit to newsrooms if used correctly.

Photojournalism: Photojournalism, including reportage photography, simply descriptive photos and was introduced not long ago 360-degree photos.

Modern photojournalists usually work as reporters, just use pictures instead of words. The Golden age of this major ended in the 1970s when photo magazines couldn't compete with newspapers. People still take photos, for news today; but experts have predicted that videos will soon overtake pictures. The main reason behind this is the use of modern alternatives for photos.



One more problem photojournalists encounter is ethics. Reporters are often sent to hot spots to picture unpleasant moments, which causes public disputes.

Technology changes the order of things

However, the progress of technology offers reporters new opportunities. Researchers even distinguish technological forms of this visual storytelling phenomenon such as iPhone Journalism. This can be named part of a newly introduced trend of Mobile journalism.



Another trend in photojournalism is 360-degree images mentioned above. They are interactive photos. Readers can spin images and see the whole picture around, like in 360-videos.

Comics Journalism: Illustrated journalism or as it is also called Comics journalism is when sketchy pictures and digital images replace photos.



One can find examples of this phenomenon in nearly every IO blog article. One adds comic sketches to help people perceive information easily and also to help them see the full picture. Another purpose of comics and sketches is the emotional engagement of the audience. Illustrations can wake up readers' interest when the headline can't do that.

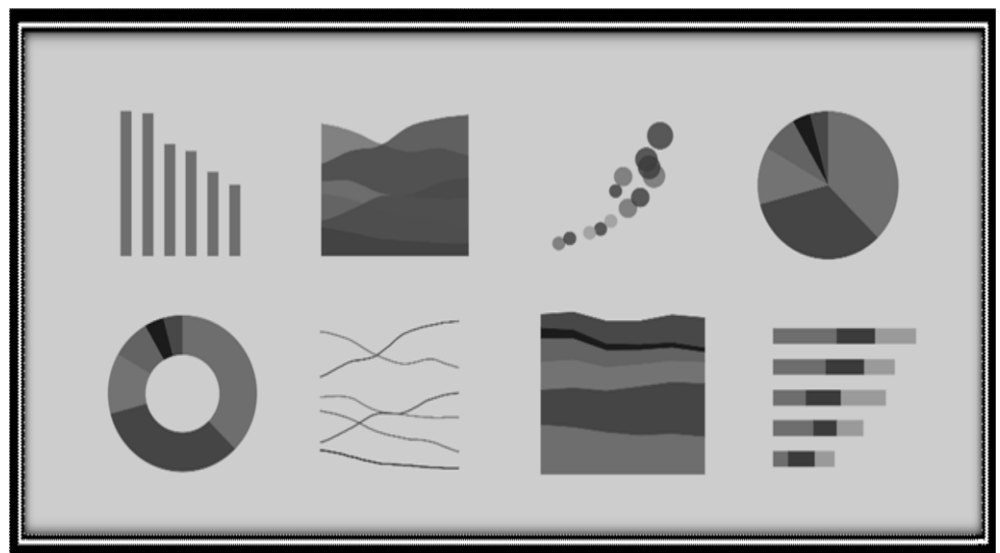
Animated illustrations

Animated illustration stands on the edge of video and visual formats. These can be short GIFs or VR animations.



Visualized data

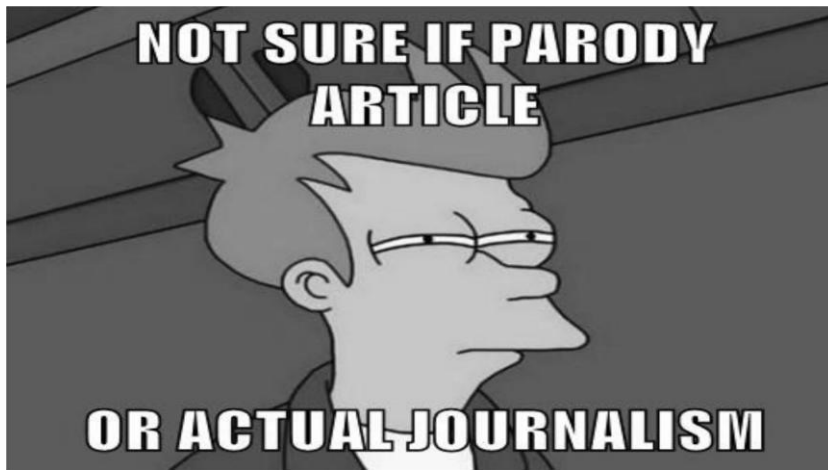
Infographics are part of [data visualization](#) that also includes maps, infographics, heatmaps, etc. This area lies between the usual storytelling and displaying big data.



This is what makes data understandable for ordinary people who have nothing in common with big data analysis.

Memes in Journalism

Memes are a virally transmitted social idea, it is a modern trend used by newsrooms both for entertainment and sometimes even to misinform readers. They are emotional and humorous. So, everything depends on who uses them and how they are used. Not all visuals deliver misinformation to readers.



In a nutshell, every type of visual format can work great and glue people to the articles or news. Accompanying long text stories with visuals boosts readers' interest and keeps them reading any story to its end.

Here are some tips to keep in mind:

Choose suitable static or animated illustrations for a topic.

Experiment, but don't forget about the appropriateness of a format.

Ask what people like and serve that to the audience.

SUMMARY

Editing is the action of verifying and correcting the information in a publication or broadcast before it is released to the public.

The purpose of editing is to continue or illuminate the significance of a scene or story. It is also associated with creating different moods and atmospheres. This could be done through the pace of shots, three-way color correction, fades, and other editing techniques.

Standard symbols are used in editing and proofreading of a work. All these symbols together are known as Editing symbols.

Proofreading is the final stage of the editing process, focusing on surface errors such as misspellings and mistakes in grammar and punctuation. One should proofread only after all the editing revisions have been done.

However, no matter what specific duties a news desk performs, they are usually only present in medium or large news organizations. It is the department of a newspaper, television, etc., that writes, edits, or releases news, especially late-breaking news or important bulletins.

An editorial department is a group of experts, usually at a publication, that dictates the tone and direction of the publication's editorial policy. At a newspaper, the editorial board usually consists of the editorial page editor and editorial writers.

The headline or the heading is the text indicating the nature of the article below it.

Dummy pages are usually small versions of an entire page, although they may be full-size versions of a small publication. The sheet is divided by grid lines which are a set of non-printing lines that help editors and designers guide the placement of elements.

"Newspaper makeup" is defined as the design of a newspaper page or how pictures, headlines, and news stories are arranged on a page.

The layout of a newspaper is designed to attract readership and to optimize the newspaper's effectiveness in presenting the information. Rules and conventions have evolved over the years and almost all western newspapers share well-established layout principles. The large screen allows for the use of newspaper layout techniques on a computer display.

Photo editing is a technique to improve ordinary pictures and make them extraordinary. An editor can resize the picture to fit the layout of the page. Photo editing ensures that the picture does not include any unnecessary elements

The process of changing and altering the matter of a magazine before publication and circulation in the market is known as Magazine editing. The circulation of these magazines is done directly in the market or through digital media. People who edit the magazines are called Magazine Editors.

Graphics are visual images or designs on some surface, such as a wall, canvas, screen, paper, or stone to inform, illustrate, or entertain.

Graphic design may consist of the deliberate selection, creation, or arrangement of typography alone, as in a brochure, flyer, poster, website, or book without any other element.

Visual information is used in different ways by journalists. Some of these include:

Photojournalism.

Comics journalism.

Animated illustrations.

Visualized data.

Caricatures and memes.

QUESTIONS

Short Answer Type Questions:

1. What is editing and explain the purposes of editing?
2. Explain the types of editing
3. Explain the term proofreading. Discuss the process of proofreading.
4. What is a headline? Explain its characteristics and purpose in short.
5. Explain the term Dummy page and layout in short.
6. What is photo editing? Explain the term Graphics and its different versions in short.

Multiple Choice Questions:

1. _____ is the action of verifying and correcting the information in a publication or broadcast before it is released to the public.
(a) Editing (b) Cropping (c) Deleting (d) Merging
2. _____ is a type of editing.
(a) Merging (b) Manuscript evaluation
(c) Designing (d) Erasing
3. The term _____ refers to the hard-copy process where a test print of a book, newspaper, or other print publication that has been laid out, graphics, and all are given a final review before the project goes to print.
(a) Reviewing (b) Editing
(c) Proof Reading (d) Revising
4. _____ is not an official term, but its role has become more popular in recent years.
(a) Book Chasing (b) Book copying
(c) Book Tracing (d) Book Shepherding
5. Match Cut and Flash cutting are types of _____.
(a) Editing Techniques (b) Editing type
(c) Editing Design (d) None

6. A _____ shows where an additional or corrected or substituted letter, word, or phrase is to be inserted in or above the line.
- (a) Caret (b) Hyphen
(c) Question Mark (d) Percentage Sign
7. _____ is the final stage of the editing process, focusing on surface errors such as misspellings and mistakes in grammar and punctuation.
- (a) Cropping (b) Deleting (c) Proof Reading (d) None
8. _____ is the department of a newspaper, television, etc., that writes, edits, or releases news, especially late-breaking news or important bulletins.
- (a) Information Desk (b) Writing Desk
(c) Editing Desk (d) News Desk
9. _____ lead editor and ultimately responsible for the entire content.
- (a) Managing Director (b) CEO
(c) BDM (d) Editor-in-Chief
10. _____ is the text indicating the nature of the article below it.
- (a) Editorial Section (b) Headlines
(c) Middlelines (d) Sidelines
11. _____ Headline or caption which rather than informing the reader attracts him to read.
- (a) Trailer (b) Headling
(c) Title (d) Teaser
12. The term _____ also refers to a printed signature folded to check the proper page imposition.
- (a) Artificial (b) Duplicate
(c) Copied (d) Dummy
13. _____ is a technique to improve ordinary pictures and make them extraordinary.
- (a) Filter (b) Photo Editing
(c) Photo Hiding (d) Photo Morphing
14. _____ means taking out parts of a picture.
- (a) Cutting (b) Deleting

(c) Cropping

(d) None

15. _____ are visual images or designs on some surface, such as a wall, canvas, screen, paper, or stone to inform, illustrate, or entertain.

(a) Drawing

(b) Wall Art

(c) Cave Paintings

(d) Graphics

ANSWERS

1. (a) 2. (b) 3. (c) 4. (d) 5. (a) 6. (a) 7. (c) 8. (d) 9. (d) 10. (b)
11. (d) 12. (d) 13. (b) 14. (c) 15. (d)

CONCLUSION

The D day as we say, has arrived. I have completed my book. At the end of my book, I would like to say that it was a pleasure to write this book.

This book is very special to me as it's my third formal book. This book involves a lot of physical as well as mental hard work. Hours of searching researching and writing have been done for this book to present the way it is.

The topics related to print media are very vast. So efforts have been taken to cover as many topics as possible.

The idea behind this book is to help the students in getting information about various aspects related to print media.

Lots of pictures and diagrams have been inculcated to keep the interest of the readers intact.

Books without diagrams and pictures can be boring so we have done our best to keep motivating the students while studying.

In the end, I would like to thank My Guruji for being with me while I continued with my work. Without his blessings, it would not have been possible.

I would like to thank everyone associated with the project both at a personal and professional level.



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| 1. M V Kamath | Modern Journalism, Vikas Publishing House, New Delhi |
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