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## NEWS

## STRUCTURE

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- Journalist : Concept and Meaning
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## LEARNING OBJECTIVES

- ❖ Understanding the journalism.
- ❖ To know about concept of journalism.
- ❖ To know about various types of journalism.
- ❖ To know about citizen journalism.
- ❖ To know about embedded journalism.
- ❖ To know about string journalism.
- ❖ To know about structure of news report.
- ❖ To know about what is intro and how many types of it.
- ❖ To know about structure of intro.

## • INTRODUCTION

Journalism is the production and distribution of reports on the interaction of events, facts, ideas, and people that are the “news of the day” and that impacts society to at least some degree. The word applies to the occupation (professional or not), the methods, of gathering information, and the organizing literary. Journalistic media include : print, television, radio, Internet, and in the past newsreels.

Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities.

## • JOURNALISM : CONCEPT AND MEANING

Journalism is a prime element of source of information in a society; the more effective journalism and media is of a country, the more knowledgeable, informed and progressive are the people of that country. In a democratic country, it is crucial to have a well-formed structure for journalism, to make

sure that the democracy in that country functions properly. Journalism's main purpose is to make the people it is catering to, independent and self-governing. By reporting through different mediums like, newspaper, television. By reporting through different mediums like, newspaper, television, internet, etc. journalists keep the citizens informed and therefore, help them make the right choice and prudent decisions for themselves. Journalism can be distinguished from other activities and products by certain identifiable characteristics and practices.

The main motive of the journalism is to help make people from their opinions or provide them with enough information so that they make an informed opinion and not get influenced by the influential elements of society. Especially the young generations's foundations of ideas and opinions are developed with the help of the exposure to information by the journalism. What this young generation reads, sees and hears, becomes the basis of their lifelong opinions on various factors affecting their lives. Although in a society, journalism does not enforce the law but its role is equally important and thus, can't be ignored. It is true to say that journalism really empowers the people by spreading the knowledge and making them aware about their rights and justice.

By Journalism we mean collection and editing of material of current interests for presentation through print media. Now-a-days 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.

Journalism endeavors to sway the minds of men through the printed words, cartoons and pictures as they appear in the newspapers, magazines, pamphlets and book and through the spoken words over the air. The newspaper strives to influence its readers through its articles of opinion, its editorial, its cartoons, and its signed column etc.

### **Definitions of Journalism**

Whether you watched the news this morning, read the newspaper today, or saw news stories on the internet, you have been consuming journalism. Journalism is collecting and presenting information. Journalists, the people that do not collecting and presenting, rely on different story formats to present information. Breaking news stories, features, investigative reports, editorials, and reviews are all types of journalism.

Bond F.Fraser : According to him “The term journalism embraces all the forms in which and through which the news and the comments on the news reach the public. At that happens in the world, if such happenings hold interest for the public and all the thought, action and ideas which these happenings stimulate become the basic material for the journalist.”

According to Leslie Stephens, “Journalism consists of writing for pay on matters of which you are ignorant.”

Eric Hodgins of Time Magazine defines it as, “Journalism is the conveying of information from here to there with accuracy, insight and dispatch and in such a manner that the truth is served and the rightness of things is made slowly, even if not immediately, more evident.”

According to Webster's third International Dictionary Journalism is defined as "The collection and editing of material of current interest for presentation, publication or broadcast."

The word journalism is derived from *Journal* which means a daily register or a diary. To-day the word journal also connotes a newspaper, published every day or even less often or a magazine. Thus Journalism means the communication of information regarding the events of a day through written words, sound or pictures.

The oldest journalism is connected with periodical journalism. A periodical, is printed at a regular and fixed interval. A periodical can be called a newspaper if it appears at least weekly in recognized newspaper format and has general public interest. In the modern age, the press is called "Fourth Estate". It enjoys a very important place in society and plays a very vital role in democracy.

### Scope of Journalism

Journalism, in its wider sense, includes reporting and commentaries delivered on television and radio. Even news events and film documentaries come within the scope of journalism. The editors, and the reporters working for television, radio or film industry claim that when they deal with news and views, they too are much covered by the term "the Press" as people belonging to the print media. What qualifies a person to be called a journalist is the nature of the function performed by him and not the media for which he is working.

### Meaning of Journalism

Journalism means writing for newspapers or magazines. It is the communication of information through writing in periodicals and newspapers. The people have an inborn desire to know what's novel or new. This curiosity is satisfied by the journalists through their writing in the newspapers and journals on current affairs and news.

Journalism is the occupation of reporting, writing, editing, photographing or broadcasting news or of conducting any news organization as a business. The word "Journalism" is derived from the "Journal" which means a daily register or a diary — a book containing each day's business or transactions. This includes newspapers no matter whether they are published daily or weekly. It also means a magazine to whatever section of the audience it caters to.

When a person writes for a newspaper, magazine or a journal (journalist), such writing is called journalism which means communication of information about daily events condensed into a few words, sounds or pictures. We know that man by his nature is curious to know what is going on in the world around him. Journalism satisfies this vital human need by providing him and other members of the public with the relevant and requisite information. While a historian records what happened in the past, a journalist reports on current events and the latest news.

Journalism draws its inspiration from the present. It depicts the situation as it develops. It is the day to day operation of gathering and transmitting

news. If affects everyone. It concerns you; me and the society at large. If a journalist delays reporting of news even by a day, nay, even by a few hours it becomes state. It is not like writing a book at your leisure. Journalism, to be effective, has got to be always kept on the move.

The role of a journalist is not confined to merely reporting the news and events. He is also responsible for interpreting and commenting on the news and events. Thus, a journalist's main function is to give out “News and Views.” The views to be expressed need not be those of his own. He can elicit and report the views of the knowledgeable cross-sections people.

The Chambers 20th Century dictionary defines journalism as “the profession of conducting or write for public journals.” According to the majority of researchers, journalism means “the collection and editing of material of current interest for presentation, publication or broadcast.” In other words, journalism means communication of information to the public by any media, be it a newspaper, radio, or T.V. A person engaged in journalism is called a journalist.

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#### • JOURNALIST : CONCEPT AND MEANING

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Journalist is one who does journalism. It is a person who carries different activities related to his profession. He tries to know the problems of people or locality or country, gathers the informations related to root cause of problems, raises them before the Goot officials or agencies by reporting and seeks for the solution.

Journalist is a person who writes for or conducts a newspaper or a magazine. He is also called a pressman.

A journalist has a larger responsibility than any other professions. It is said that with a weapon, you can kill or destroy one or several people, but by wrong reporting, a journalist can ruin the name, fame and character of a person, society or even nation. There can be thousands, lakhs or crores of readers/viewers of a particular newspaper or TV channel. They are very sensitive as the news can reach to the people much faster than our imagination.

Though all of them have to comply with the publishing as broadcasting standards, however sometimes there is the violation of fore said moral and standards. This may be the pressure of TRP or ratings, they don't confirm the news or edit the interview of a politician or influential personality and publish or air on the channel. This defames the name and dignity of an individual.

So, the profession of journalism is more sensitive and hence, it demands for a highest degree of sincerity, decency and wisdom.

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#### • ROLE AND RESPONSIBILITY OF JOURNALIST : ROLE OF JOURNALIST

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Most people do not consider journalism a profession because there isn't a set of guidelines that everybody must pass and there is not required curriculum for journalists. We live in time where news is accessed in many different ways through many different platforms. Bloggers and activists are considered journalists by many. And this is where the complication of the word lies.

Journalist can not solely be looked at as writers, editors and news anchors. Being a journalist means being an invisible fourth branch to the government. The Founding Fathers created the First Amendment in order to protect the press against tranny. Journalists are expected to be the watch-dogs of society and to inform the public. It requires a great civic duty and a devotion to truth. Journalists provide citizens with the information to form their own opinions.

Citizens depend on journalists to report the fair truth and to maintain an unbiased opinion. The role of a journalist is to facilitate democracy and it is important to establish who a journalists is for credibility and professional purpose. When the press used to be of huge importance a century ago. Society is making it harder for journalists to remain credible.

Often times, journalists can lose their credibility due to the vast amount of news sources available to use today. Many people receive news via Twitter, Facebook or blogs. Would we consider these people journalists because they are informing the public? Should there be a distinction between people who study journalism and people who tell the news? Journalists must choose their sources, diligently seek out the truth and always identify sources and their motives. History reveals that the more democratic a society, the more news and information it tends to have.

The role and status of journalism, along with that of the mass media, has undergone changes over the last two decades with the advent of digital technology and publication of news on the Internet. This has created a shift in the consumption of print media channels, as people increasingly consume news through e-readers, smart phones, and other electronic devices, challenging news organizations to fully monetize their digital wing, as well as improvise on the context in which they publish news in print.

In some nations, the news media is controlled by a government intervention, and is not a fully independent body. In others, the news media is independent from the government.

In the United States, journalism is protected by the freedom of the press clause in the First Amendment.

Access to freely available information gathered by independent and competing journalistic enterprise with transparent editorial standards can enable citizens to effectively participate in the political process.

### **Responsibility of Journalist**

A journalist writes whatever happens in the society without any fear. People believe in him consists of different classes, religions, categories and characteristics. Journalism is a mirror of society. Therefore, it creates the certain responsibilities of any journalist. These are :

### **Professional Responsibility**

A news report should be created with greater care and responsibility in order to maintain its degree of standard at higher level by avoiding any kinds of inclusion of undesirable and provocative part of portion. A journalist definitely, would need a high degree of professionalism in presenting any performance to the audience on behalf of any organization, and could be achieved so, by dint of die-hard efforts and search in ability, and being respectful to the works

understanding with the surroundings and accountability towards the society as well as. A journalist must follow the newspaper editor's deadlines.

The presentation must be truthful and unbiased above all the shall never bring any embarrassment or compliancy to the organization anyway in future. The objective of any journalist is to disseminate to the correct and fair report in undistorted manner, to the audience rather than crowding them intestinally or allegedly to meet the present challenging situation in the news word. Therefore, a journalist should have sincerity and commitment towards his profession. The news of any event that is going to published for the audience, should be delineated very clearly and fairly.

### **Social Responsibility**

A journalist can highlight so many unsolved areas of the society by seeking solution for the same through the activity of journalism and must not overlook or avoid this great part of responsibility towards the society. The presentation of journalist should, initiation environment o understanding within the society and continue the same in sustained manner to upload it satisfactorily. Development of any society mostly depending upon the imparting of creative and objectful journalistic activities.

Press presents the social images or pictures of our society. The entire activities of the press imparts many events of our society with a view o present them later on, in make the people. The intention behind such approach and activities, is to make the people well-informed as well as well-aware of various happenings. So, every presentation of any journalist should be fair, balance, truthful, inspiring and meeting the needs o common.

While presenting any report of news, a journalist should be very careful and aware of his responsibilities towards the present sensible society. He must deliver such news as it serves a common purpose and fulfill major's interests as well. Any presentation or writing of a journalist, should never inflict any part or group of our society regarding its belief, ideals, religion and rituals anyway. The writing of journalist should be inspiring not only in keeping 'social harmony' but also in achieving social development at the same time.

### **Legal Responsibility:**

While working as a journalist, one should be well conversant with a legal cutches those may generate compliancy or bring rouble any way. Therefore, a journalist must not intervene or inflict to someone's privacy or confidential matter unit it is required to be brought to the notice of public. Any libelous or defamatory presentation taking with someone, any organization or group, is not permittable and should strictly be avoided by the journalist Libellous and defamatory writings or pictures, may instantly resound or remark among the public with larger acceptance, but it is not pertinent as well as not complying with the standard of professionalism.

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### **• TYPES OF JOURNALIST**

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Journalism helps to explain the events that impact our lives and is developed in a number of forms and styles. Each journalistic form and style



uses different techniques and writes for different purposes and audiences. There are five principal types of journalism : investigative, news, reviews, columns and feature writing.

### **Types By Medium**

Some journalists define themselves by the way they tell their stories. They may not stick to one particular area of the news, instead covering lots of different topics, but generally using the same medium.

#### **Print journalism**

Print journalists usually reports for newspaper or magazines. They may be full time reporters for one particular publication or freelance writers who contribute to a variety of different publication. Oftentimes a print journalist will be paired with a photojournalist who will take pictures to complement the written story.

#### **Photojournalism**

Photojournalism are different from traditional photographers in the they are more interested in capturing images that tell a story than ones that just look nice. Photojournalism are generally highly-trained photographers who may have worked in a traditional photography medium like wedding photography before transiting into journalism.

#### **Broadcast Journalism**

Broadcast journalism encompasses both television and radio news. There are two ways that journalists can be involved in broadcast j journalism : behind the scenes or on the air. journalists working behind the scenes do a lot of research and reporting, but their faces or voices will not be broadcast. Journalists who work on the air may do their own reporting or read stories crafted by their colleagues.

#### **Multimedia Journalism**

This is the newest field of journalism and also the fastest-growing. Multimedia journalism can encompass all the fields listed above because a web page can have a written story, still photos; video, and audio. Multimedia journalists are encouraged to have a wide set of storytelling abilities, as well as highly defined technical skills.

### **Types by Beats**

**Agricultural Journalism :** Also known as agricultural communication, it is dedicated to spreading information on agriculture related topics. It deals with the scientific aspect of it, as well as the business part. Information or news about food, fiber, natural resources, renewable energy, rural development, etc. comes under this category. Scientists, businessmen and general consumers, all benefit from the agricultural journalism.

**Arts and Culture Journalism :** It is a fast growing journalistic field. In this type of journalism, the main focus is to spread the news and information amongst the audience, about the audience, about the various forms of art like: film, literature, music, dance, drama, etc. The trends and development in the world of arts is analyzed and reported to the people. Also, the cultural part is

well taken care of; the information of one culture to another is spread through this type of journalism. Arts and journal includes: news on languages, history, festivals, etc.

**Celebrity Journalism :** This is purely for the entertainment purposes. The audience gets attracted to the lives of celebrities from all walks of life and wants to know each and every little detail of their lives, whether it is their professional life or personal. When the audience demands for such information, then it becomes the duty of the journalism to provide them whatever piece of information they need. Interviews, gossips, etc. comes under the category of celebrity journalism.

**Business Journalism :** This type journalism is dedicated to the business world. Due to the wide-spread globalization, business journalism has found brand new variety and dimensions. Whatever new technological innovation or a product launch takes place in any part of the world, it potentially affects every other economy. To keep people update about these every changing nuances of the business world, the role of business journalism becomes all the more crucial all the more crucial in today's time and era.

**Crime Journalism :** This type journalism reports the exact occurrence and details of the crimes that takes place in the different parts. It needs a lot of investigation to come up with a well-informed piece of crime news.

**Community Journalism :** Community journalism is decided to a specified community; the news and events of a particular area, being reported to the people of that particular area.

**Civil Journalism :** In this type of journalism, the audience is the important element and the main source of news. the civic journalism is basically reporting of the views and opinions of a group of people or just one person, to the rest of the world, effectively on the topic that affects a large number of people.

**Weather Journalism :** People rely for the information on climate and environment on journalism, especially the people from the areas that are often affected by natural disasters, like; tornados, cyclones, volcanoes, hurricanes, etc. In such cases, weather journalism becomes a life saver, informing people about the potential dangers.

**Scientific Journalism :** Scientific developments and other information from the word of science is reported to the rest of the world through scientific journalism. It is a very reliable source of information because the people or the journalists informing the audience are in fact scientists themselves or well-educated in that particular field.

**Online Journalism :** Also known as the cyber journalism, this is the major reason how the news became a global aspect. The world is joined together through internet, a piece of news from a small corner of the world, with a potential to affect the whole world, becomes a wave on the internet in no amount of time. Online journalism or cyber journalism is the conglomeration of all the other type of journalism, put together in coherency on the internet.



**Fashion Journalism :** Fashion is apparently a widespread field in the world. With fashion journalism, people are kept up-to-date about new trends and developments in fashion.

**Lifestyle and Food Journalism :** This type of journalism caters to the kind of audience that is interested in news on entertainment, music, shopping, decor, designing, gardening, leisure, etc. Food is another important factor in today's world and people want to be informed about different cuisines, different trends in the food industry, reviews on the restaurants. etc.

**Travel Journalism :** This type of journalism: Since the boundaries of the world are meaning into each other, due to the globalization, people are interested in seeing the world. This type of journalism exposes the different parts of the world to its audience and people benefit from it in the form of getting information about various imported practical details about these places, like: attractions, estimated expenditure, living facilities, food, etc.

**Education Journalism:** Education Journalism provides the details about the various aspects of the educational sector. Generally, teachers, researches, and students benefit from this type of journalism

**Environment journalism:** Journalism dedicated to the environment sector, informs the people about the changes, variations and development in the environment, so that people can make an informed and wise decision, environmentally.

**Medical Journalism:** Health, safety, diseases, cures, precautions, etc. fall under this category. It is crucial to spread this news and let common people be informed about it, for their well-being.

**Financial Journalism:** Facts and figures of the financial sectors all over the world are covered under this category. It is beneficial for the common man to follow financial journalism, so that he can make an informed decision financially, knowing how the world economy is affecting his life. It is all the more necessary for businessman to follow financial journalism.

**Political Journalism:** This is hardcore journalism with news coverage related to: political leaders, policies, parties, campaigns, events, etc. Again, the journalism try to be as un-opinionated as possible, but this category in journalism is so dynamic and affects the world policies that some of the political journalists are famous for their highly opinionated outlook.

**Sports Journalism :** This includes covering a sports event, the performance and opinions of the sportsman, etc.

### Type by Method

**Ambush Journalism:** This is the kind of journalistic method where to gather information on a certain topic is not easy. Therefore, it is pulled out of the people for the nature of the topic is sensitive.

**Precision Journalism:** It is mainly required for the factual reporting, which is fact is full of data and extensive research. With the application of various research methods and techniques, information journalism

**Analytical Journalism:** Investigation is the major technique in gathering information and news in analytical journalism.

**Citizen Journalism:** People are the main source of information in this type of journalism. Their opinions and description of the event is the main contributing factor in making an incident or an event, into news.

**Collaborative Journalism:** In this method, various news organizations and freelance journalists come together to create one big piece of news or share whatever little parts of the news that they have rights on, with each other and make their own individual stories out of it.

**Gotcha Journalism:** It's challenging way of gathering the news. It requires a lot of tactic and much educational precision. In this method, the information is gathered by questioning the source in such a way that the taboo questions are answered on its own. This is the technique used in interviewing for controversial topics.

**Drone Journalism:** As the name suggests, in this type of journalism, the news is gathered with the help of the device called drones. Photos, videos and news is collected with these drones. In the event of war, natural disasters, etc., a drone is a best possible way to gather information.

**Parachute Journalism:** This method calls for going around to different places in the world and gathering information. This is a challenging type of method to collect news in journalism, as an unfamiliar country, working in rough situations and working under a tight deadline.

**Participatory Journalism:** This method acts as platform for debates and discussions and people who participate in it become the source of information. It is quite similar to the citizen journalism.

### Types by New Writing Style

**Activist Journalism:** The journalist presents his own opinion on the topic of immediate attention.

**Tabloid Journalism:** This is the sensationalized news; parts of the news are effectively manipulated. This type of journalism is also known as yellow journalism; the piece of information in this type of news is not fully reliable.

**Graphic Journalism:** This is the piece of news that is reported into a form of comic strip. It is generally serious information, presented with a touch of satirical humor.

**Advocacy Journalism:** In this type of journalism, the journalists can be openly biased about a particular person, or a group of people. Single-sided opinions are resented in this type of journalism.

**Database Journalism:** In this type of journalism, the news is presented as a collection of data in the form of statistics, figures, maps etc.

**Photo Journalism:** In this type, photographs are used as stories. Sometimes the photos suffice as stories and sometimes, these pictures are used only to support the written stories.

**Features Journalism:** A features story is generally the kind that is not as immediate as the regular stories. A lot more research and extensive data collection is used in the compilation of a feature.

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## • NEWS : MEANING AND DEFINITION

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In information about recent and important events is called news. An information reported in a newspaper or magazine is a news.

In other words, “News may refer to a program devoted to current events, often using interviews and commentary. It can be an informal information of and kind that is not previously known to someone.

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.

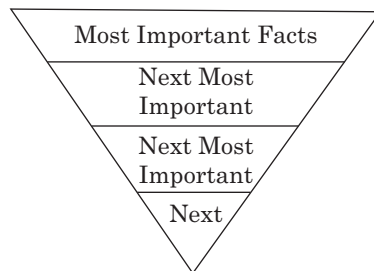
News is abbreviated form which stands for Notable Events, Weather and Sports. It means it emphasises upon certain events related to current or future and weather/sports taking or likely to take place.

According to another opinion — News stands for North, East, West and South. It means whatever is happening in all the directions is a news.

News is timely reports of events, facts, opinions and interests about significant number of people. News is an abstract concept whose shape changes as per the interest of human change.

The definition of news items is depends on —

- (i) the size of community (Reader).
- (ii) Periodicity of the publication (Daily, Weekly)
- (iii) Socio-economic base of the community.
- (iv) Focus of attention or emphasis of the community. (Provided city's municipality election may not become headline in the national daily).




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## • TYPES AND ELEMENTS OF NEWS

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- (i) Hard News
- (ii) Soft News

**(i) Hard News :** These news refers to event *i.e.*, they are event-oriented. These news centres on “what, when, where and why.” These are the news which are unfavorable to the society but needs to be communicated. In fact, these news covers the information related to serious crime. *i.e.*, — terrorist attacks, murder, rape, etc. It may highlight the information pertaining to politics, disters like — an earthquake, flood etc. or foreign affairs.

**(ii) Soft News :** Soft news are the news about entertainment, human interest stories and less serious crime. It aims at analysing, finding out the reasons and interpreting. Mere account of events do not satisfy the readers/viewers.

## Events of News

Journalist look for essential elements while making and presenting the news stories. These elements are also known as the principle of Journalism. The prominent elements of news are :

- |                                    |                      |
|------------------------------------|----------------------|
| 1. Time-lines (Immediacy)          | 2. Consequences      |
| 3. Proximity                       | 4. Conflict          |
| 5. Prominence                      | 6. Govt. action      |
| 7. Development Projects and issues | 8. Wealth and sports |
| 9. Follow-up                       | 10. News value       |

**1. Time-lines (Immediacy) :** It refers to the time it takes in order to reach to the audience. This element is the most important in the sense that if the news does not reach the customers in time, there would be no meaning of performing the task. It is also referred as responsiveness. The news should be made available to its recipients before it loses its capacity. For example— Accident occurred in this morning, story will be released in the afternoon.

**2. Consequence :** The reports or journalists must evaluate the odd and even outcomes of any news before presenting it to the audience *i.e.*, the subject of a story has an impact on how people spend their lives. They must analyze the pros and cons of all the news before presenting it, For example —

There can be a news related to imposing a curfew in a city or there may be a news on a road which is being constructed. Journalist should be alert.

**3. Proximity :** Proximity refers to the closeness either because of geographical nearness or because of relationship. For example —A particular news about the area geographical) or news about things of interest/concern to locals (relationship). In proximity, a reporter must know whether the news is geographically.

**4. Conflict :** Conflict refers to an element of struggle in the news story. It means whatever a journalist is describing whether it is going to address a real challenge that significantly influences their lives or business.

**Timeliness :** News must be timely and new. It loses interest if it is already known.

**Nearness :** People are more interested in what happens under their nose. They are more concerned in the occurrence of an immediate impact on them.

**Conflict :** People gather in a street if and when there is a fight. Conflicts of all kinds are part of life and make good copy.

**5. Prominence :** What happens to important persons makes news. The value of the news increases with the prominence of the person involved. What the prominent people say, is also grist for a reporter's mill, particularly if they make some announcements which have an impact on the common people.

**6. Government Action :** The passing of a law or other orders concerning general people, cabinet meetings, parliament and assembly sessions, notifications about new rules and regulations are news worthy.

**7. Development Projects and issues :** This is not news about government action, activities, though sometimes it will also qualify to be

covered. The intention of a high yield variety rice and its success in changing the lifestyle of a community will be of interest to people who will financially benefit from it.

**8. Wealth and sports :** Both the weather and sports have great news value. Also entire page is devoted to sports in many newspapers.

**9. Follow-up :** The news item become very interesting for the general public when the issues are followed and updated. It is important to remember that follow-up of news events will keep the interest of the readers alive.

**10. News value :** News values differ from community to community, country to country. News values are also different for developing and developed countries. For the industrialized and individualised societies of developed countries, communally provocative speeches and incidents may be reported word, blow by blow. But the same treatment would be suicidal in a developing country. One should take all possible care in reporting such developments keeping in mind the volatile nature of the audience and the reach of one's publication. One must follow some journalistic ethics and at times some self-censorship. Freedom of the press is not a licence to damage or destroy any one's reputation.

### Fundamental Qualities

**Accuracy :** Accuracy is basic to any news item. When you fail in accuracy, you lose credibility. Cross check your facts and information. Check figures, names and facts. Make sure that the meaning is not changed and the statements are not quoted out of context. Exclude rumours or gossip from your report.

**Balance :** To be balanced in reporting, is as important as being accurate. While writing about a controversy, both sides of the story should be given. A story may appear to be 'imbalanced' and thus biased. if it has too much of government views, or tends to give too much of foreign news which has little relevance to readers.

**Objectivity :** Your opinion should not be mixed in the story. Report only facts and other peoples opinions. You should be a disinterested observer, reporting events without taking sides.

The readers/viewers are interested in knowing more details about the events. What makes the news valuable ?

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### • VALUES AND SOURCES OF NEWS

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All the news are not equally valuable to the readers. Now a million dollar question arises — What makes the news valuable *i.e.*, the news of all the broadcasters/duties are not treated as equally. There are following parameters which adds values to any news —

**(i) Accuracy :** It is most important aspect of any news. Accuracy decides what impact it will exert in the minds of readers. The more the accuracy is, the more the chances of its acceptability is.

**(ii) Balance :** If someone is reporting a controversial news, he should have a balance approach *i.e.*, he should also explore the other side of the coin. It

means both the sides *i.e.*, favour and against should be equally analysed and presented. Only then it will create rationality in the eyes of public.

**(iii) Objectivity :** The news should be free from one's opinion. The reporter should not add his personal opinion to the news. It must be reported the fact and other people opinions.

**(iv) Clarity :** Introductory sentence of the presenter or reporter should be short and active voice. Ideal length of each paragraph may be 3-4 lines containing 1-3 sentences to facilitate comprehension.

**(vi) Impact :** At least, what would be its impact ? Is it going to induce some changes somewhere for the betterment ? If yes, then definitely the news will be valuable or those it is intended for.

### Sources of News

Anything that provides news information for a period of time is said to be a news source. News sources can be a moving person or still documents. Such as people who have witnessed the crime would come to the news sources or documents found at the crime spot would be considered as a news source. There are several news sources like — govt official, official documents, witnesses of the crime scene, the victim itself etc. News sources are required for both the journalist and for the audiences. In earlier days many referents used the technique of drum beat to convey their message through different people or his officials and many referents carved their message on the walls or rocks to deliver their messages. With the passage of time, all these sources were disappeared and press emerged as a news source for news. In today's world we see various new sources like Television, Radio, Press releases, Press conference, newspapers, Press interviews, Institution such as hospitals, schools, clubs, police stations etc.

The prominent news sources are discussed as below :

**(i) Television :** T.V. is said to be most authentic source of news as it has visuals to establish the authenticity. Television helps and provides newspapers to give detailed information to the audience but television news just does not act as the source to the newspaper but also audience itself.

**(ii) Radio :** This is an audio medium used by many people in today's time. We can see people relying on Radio as a source of information. Radio is very popular in both rural and urban areas. People prefer Radio as it is cheaper. In urban areas, people listen Radio into their cars and other vehicles. Over the years, Radio has gained reliable source of news.

**(iii) Newspapers and magazines :** Newspapers and magazines are also the good source of news. Newspaper provides the best information in details on both national and international levels. The newspaper has SW's and LH which gives all the significant information at the starting of the news and further deals with the minor details and same is done in the magazines.

**(iv) Press release :** This source is generally used for the release of a particular news. The Press Release should contain worthy material which has some news value. A press release should be written in a journalistic style and provide facts and information of interest to the readers and should cover all aspects of a specific subject. The release should be on current subject and a



piece of clear writing without any ambiguity, colour or ornamentation but it should not be lengthy at the same time.

**(v) Press notes :** The press notes are less formal in character. These are also issued on important official matters. e.g., raising or lowering tariff rates, price fixation of food grains, subsidy announcement of seeds, fertilizers, etc. Apart from the name of department, place and date, a press note mentions headings. Unlike the press communiqué, the newspaper can edit or condense the press notes.

**(vi) Handouts :** The handouts are issued on a variety of subjects like the day-to-day activities of the ministry or departments. VIP speeches, question and answers in Parliament or legislature and the developmental programs of govt. departments. It covers the name of the PIB or information department. No official handout is issued, if the minister or govt official has spoken in his personal capacity.

**(vii) Press statement :** The statements are usually given by known people, then he shares his statement with media and later this becomes press statement.

**(viii) Police Station :** Every event which is of big concern to the police station would be firstly found in the police station. If the reporter wants to know about a crime scene, he would get first hand information from there.

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## • NEWS VS INFORMATION

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News is designed to report and spread knowledge on a subject that is currently affecting people, while information is just facts about any subject.

News is presentation of facts about an event or an incident that has just taken place or is taking place whereas information is general and is not that urgent.

In other words, we can say that news is facts displayed in a way to spread awareness about information is just facts displayed exactly as they are.

News is the presentation of a report on recent or new events. While information refers to the knowledge gained through study, communication, research, instructions etc.

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## • QUESTIONS

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### Multiple Choice Questions :

1. A new story is said to possess timeliness if it :
  - (a) stresses events that have occurred in the last month.
  - (b) stresses events that occurred today or yesterday.
  - (c) has been written within the last six-hours.
  - (d) has been read or heard within the last six hours.
2. In regards to news values, prominence refers to :
  - (a) the extent to which the study will affect a number of people.
  - (b) whether the story has one central or prominent character.
  - (c) how well known the people involved in the story are

- (d) the location of the story on the newspaper page or in the news broadcast.
- 3. Bias is most likely to appear in a news story when :
  - (a) the reporter relies on multiple sources and gives abundant time or space to all sides of a controversy.
  - (b) the reporter's story is reviewed by a large number of editors and supervisors.
  - (c) the reporter is writing about a topic that he/she already known a lot about.
  - (d) the reporter relies on one source or gives disproportionate time to space to one side of a controversy.
- 4. When it comes to writing about rape cases, the practice of most of the news organisation is to refuse to :
  - (a) identify the suspected rapist
  - (b) identify the rape victim
  - (c) identify the suspected rapist and rape victim
  - (d) publish any information about the crime.
- 5. Which one is not a factor that leads to inaccuracies in news report ?
  - (a) carelessness and laziness
  - (b) lack of understanding of the topic
  - (c) use of generalities in place of specifics
  - (d) having editor's check and question a reporter's work.
- 6. Proximity suggests that a news organisation is likely to carry a story about a murder, if that crime :
  - (a) involved a well-known person
  - (b) was committed locally
  - (c) occurred within the last 24 hours
  - (d) was unusually gruesome.
- 7. One of the goals of public journalism is to :
  - (a) make horse-race coverage of politics more interesting
  - (b) publish information desired by political elites rather than the general public
  - (c) encourage people to participate in democracy.
  - (d) emphasize the voice on the extremes of the political spectrum and not the centre.
- 8. Reports that News Orleans experienced widespread looting, rapes and murder in the wake of Hurricane Katrina are example of :
  - (a) offensive details
  - (b) civic journalism
  - (c) prominence
  - (d) romours
- 9. Which of the following is not among the kinds of details news organizations avoid including in their stories ?
  - (a) trade names
  - (b) names of criminal suspects
  - (c) profanity
  - (d) grisly or gruesome photographs

10. A news story possesses singularity if it :

- (a) takes the point of view of just one person involved in the event
- (b) is reported and written by a single person
- (c) describes events that are completely unique in human history.
- (d) reports on unusual events that deviate from the common place.

**Answers**

1. (b) 2. (c) 3. (d) 4. (b) 5. (d) 6. (b) 7. (c) 8. (d) 9. (b) 10. (d).

