



S.Y.B.A.
SEMESTER - IV (CBCS)

**INTRODUCTION TO
JOURNALISM-II**

SUBJECT CODE : UAJOUR401

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INTRODUCTION TO JOURNALISM-II

1. Reporting

- I) Definition of news.
- II) News Values.
- III) News gathering and the 6 Ws; sources of news.
- IV) Reader Interest.
- V) Qualifications of a reporter.
- VI) Types of reports.
- VII) Structure or a news report.

2. Editing :

- I) Editorial desk and its setup; functions of the chief sub-editor, news editor, sub-editors.
- II) Chief Editor as policy maker and keeper of public conscience.
- III) Editing copy with reference to the final display and layout.

3. Writing :

- I) Special use of language in journalistic Writing.
- II) Mechanics of Writing.
- III) Main types of journalistic writing; form, purpose and Style In :
 - a) Editorials.
 - b) Reports (social, political, commercial. Cultural reports etc.).
 - c) Features (news, human interest, interviews, cultural reports etc.).

PROJECT WORK

Project Work (20 Marks) based on Topics 1,2 and 3:

REFERENCES BOOKS :

- | | |
|-------------------------|---|
| Bond Fraser F. | An Introduction to Journalism (A Survey of the Fourth Estate in all its forms). |
| Brucker Herbert. | Communication is Power (Unchanging Values in a Changing Journalism). |



REPORTING

Unit Structure

- 1.0 Objectives
- 1.1 Definition of news
 - 1.1.1 What makes for a good story?
 - 1.1.2 Elements of a good news story
 - 1.1.3 Types of news
 - 1.1.4 How do you decide which story to cover?
 - 1.1.5 Inverted Pyramid Style of Writing in News:
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- 1.5 Qualifications of a reporter
 - 1.5.1 Qualities of a good reporter
 - 1.5.2 Special qualities of a reporter
- 1.6 Types of reports
- 1.7 Structure of a news report
- 1.8 Questions

1.0 OBJECTIVES

1. To help the students understand the concepts of news and newsgathering and its methods.
2. To train the students to recognise and classify the different types of beats, sources, and reporting in journalism.

3. To equip the students to identify, categorise, and write journalistic pieces by themselves.

1.1 DEFINITION OF NEWS

"News" typically connotes the presentation of new information. News is information about current events. This may be provided through many different media: word of mouth, printing, postal systems, broadcasting, electronic communication, or through the testimony of observers and witnesses to events.

1.1.1 What makes for a good story?

Any new, unusual, and interesting information expressed in the simplest language is clearly understood and hence appeals to audiences. That said, there are a few factors that help determine the newsworthiness of a story. News values seem to be common across cultures. People seem to be interested in news to the extent that it has a big impact, describes conflicts, happens nearby, involves well-known people, and deviates from the norms of everyday happenings.

1.1.2 Elements of a good news story:

1. Facts first

While writing a news story, a reporter should keep in mind the 5W1H – What, Why, Where, Who, When, and How.

2. Significance

Your story pitch may be of utmost importance to you, but what about the outlet's readers, listeners or viewers? If you are not thinking of the audience, it is likely you will strike out. Keep in mind, however, that even if your pitch isn't particularly news-worthy (i.e. what a newspaper would, for example, want to run on their first page), editors still want ideas for feature stories that they think their readers will care about. What you considered a hard news item may be directed to be a soft news item by the Editor.

3. Focus

A good story is limited and focused. For example, in public relations, we often want a reporter to get all the details, but if you give them too much to work with, you will be disappointed in the result. Remember what your core story idea is and stay focused in your pitch. A PR executive ultimately can't control how you, a reporter, decides to report, but they can help you to determine the story angle or elaborate on the crux of the subject matter. When you find a story that presents multiple facets of information, figure out your angle and focus before you write your drafts.

4. Context

Good news stories offer readers perspective. Your story idea might be of great interest to your own community or interest, but does it fit into a greater picture; or is it relevant to a larger audience? A reporter has to provide not only the current aspect of the story in their article, but also provide the background information relevant to the story, and connect the dots to present a coherent piece.

5. Voice

Every reporter has their own style of writing that they develop after producing many, many stories. They are able to structure the research methodology, form a trustworthy network, find a niche, and give words to things that matter to them professionally and personally, that makes for a distinct style in their stories. This style is now their voice in the journalistic world.

6. Clarity

The news story should always be written in clear, simple, and easily comprehensible language. A reporter should always use simple English and avoid ambiguous words in his news story. Also, the use of punctuation and good grammar will make the reader understand the story. Unless writing for a niche magazine or journal, reporters should avoid jargon that might be useless to the layman.

7. Brevity

A news story must always be brief, clear, and simple, and its aim must be to attract the attention of both the editors and the reader. Most readers are in such a hurry to read an entire story in a newspaper. Therefore, it is advisable to always present news concisely to maintain the reader's interest. This method requires the Inverted Pyramid style of writing.

8. Complete

A good reporter anticipates and answers the questions that their readers/viewers/listeners will ask. This requires preparation and practice, and is learnt as on-the-go when you tackle more and more news stories.

9. Balance/fairness

This is the ability to write a news story without showing any form of evidence of bias and partiality. These criteria need to be considered as a new writer; whenever you write a news story, do not judge anybody or oppose them.

10. Objectivity

The reporter should be able to approach the story objectively, that is, without emotional involvement that can lead them to present opinions instead of facts. However close to your heart your story may be, you as a reporter should only present facts and figures that are credible.

11. Attribution

This is all about making references to the source through which you get the information of the news story. Attribution helps place a quote in a proper frame of reference and also validate the claims of the reporter.

12. 1.1.3 Types of news:

There are 2 types of news – hard news and soft news. Hard news generally concerns issues, politics, economics, international relations, welfare, and scientific developments, whereas soft news focuses on human-interest stories and celebrity.

Hard news:

Hard news refers to the news stories that have a big impact on the society as a whole and need to be reported urgently. They are factual stories with data, concerning events that are potentially available to analysis. Examples include news on politics, crime, economics, international affairs, natural calamities, riots etc.

Hard news stories are supposed to be strictly objective- the journalist need not give his or her opinion on the story, but should provide facts as they are. A reporter covering a hard news story is given a much tighter deadline, owing to the urgency of the coverage.

Soft news:

Soft news on the other hand refers to the stories that provide other background information about world events, human interest stories or entertainment news. Since these do not deal with serious subjects, they are labelled as “soft”. Examples include sports news, celebrity news, or human-interest stories that deal with emotions. The purpose of this type of news is not to provide information at first hand, its main objective is to entertain the masses.

Soft stories can be, and are editorialised. They can be subjective, and can include opinions of the reporter/journalist. Soft news does not have timelines like that of hard news, and can even be timeless feature articles – e.g., ‘Tips for healthy skin’, ‘Benefits of Yoga’, and so on.

1.1.4 How do you decide which story to cover?:

A good news story needs to be new, interesting and important to people. To report the most up-to-date information about an event you will need to know how to identify the story, then how to use words and maybe pictures to report on it.

To determine if you should continue with a lead that you think might be a good story, you may ask yourself –

Is the news story about a current local issue?

» Where did it happen?

» When did it happen?

» What new information have you found about it?

• Is the news story about an issue from the past?

» Where did it happen?

» When did it happen?

» What new information have you found about it?

• Who is affected by the issue?

• How are they affected by the issue?

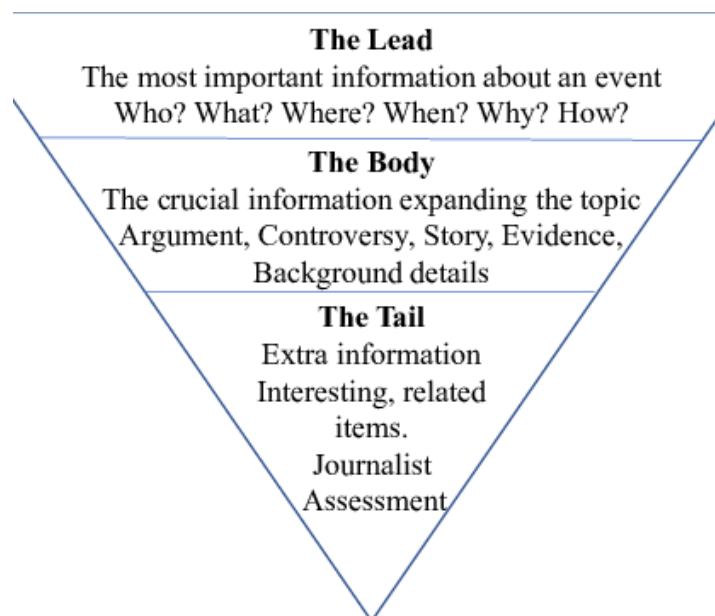
• Why is it important for people to know about the issue?

• Why will people be interested in the news story?

You may have noticed that this checklist covers the 5Ws1H rule.

1.1.5 Inverted Pyramid Style of Writing in News:

In journalism, the inverted pyramid refers to a story structure where the most important information (or what might even be considered the conclusion) is presented first. The who, what, when, where and why appear at the start of a story, followed by supporting details and background information.



How to Write in the Inverted Pyramid Style: When you write a news article in the inverted pyramid style, the news should be presented in the descending order of its importance. It is specifically differentiated into 3 levels.

1) The Lead - The top part is called the lead and as the name suggests contains the most critical information. The lead of a news article should contain every single bit of important information about the incident or event that took place. It should mention when it happened, where it happened, why it happened, what exactly happened and how it all happened. This part should basically contain the content which makes it newsworthy. By reading just the lead part the reader should be able to gauge what the article is about and its context. The reader can quit reading the article anytime because he/she would have already grasped vital information from the article.

2) Body - The middle part is addressed as the body. They contain subsequent paragraphs giving additional facts related to the incident. It generally gives the information on the background of people involved in the incident, any arguments or disputes that have occurred, any shreds of evidence etc. They may also contain some important quotes made by some officials or people related to the incident. This part generally builds anticipation among readers and helps readers understand the facts that lead to the incident. In other words, it gives the causes for the incident. It drives the audience deep into the whole scenario. Many articles also provide the source of the information in order to prove its credibility. Photos and videos of the incident are also added in this part.

3) Tail / Conclusion - The third and final part is known as the tail/conclusion. This section contains information regarding events that are occurring related to the incident. They might also contain references regarding similar incidents that had occurred.

1.2 NEWS VALUES

News values are "criteria that influence the selection and presentation of events as published news." These values help explain what makes something "newsworthy." News values may vary between different cultures. Methodologically and conceptually, news values can be approached from four different perspectives: material (focusing on the material reality of events), cognitive (focusing on people's beliefs and value systems), social (focusing on journalistic practice), and discursive (focusing on the discourse).

1.2.1 Newsworthiness:

Newsworthiness is defined as a subject having sufficient relevance to the public or a special audience to warrant press attention or coverage.

Factors determining newsworthiness:

- a. Impact - People want to know how a story is going to affect them. What consequences will be suffered if they don't take action on your issue? What is the extent of the said consequences?
- b. Timeliness - The more recent your information, the more likely people will find it of interest. In today's age of internet immediacy, this is even truer than it used to be.
- c. Proximity - The reader wants to know how close they are to the news, e.g., if it is the Iran-Iraq War, will a reader in India think of it as close enough to affect them severely? On the other hand, if the news is about an issue in Pune, will a reader in Mumbai be concerned due to the proximity? Although the internet is breaking this one down, to some degree, we are still more likely to care about something down the street than across the world.
- d. Human interest - This is one of the most broad categories; these are stories that show something about the human condition. From rags to riches stories, experiential pieces and the like are things that make us feel very strong emotions, they make us smile or laugh, derive purpose and meaning or want to help others.
- e. Conflict - It's in human nature to gravitate toward conflict. Just think of how much "news" comes out of every single election—A versus B is a simple conflict to report, and we always want to know who's going to come out on top. On a larger scale, wars garner a lot more attention than most topics thus making it highly newsworthy.
- f. Celebrity - Whenever something happens to someone important or semi-famous, we tend to care more about it because these people seem special to us, and we feel like—to some extent—we know them. Think of the Kardashians, Sushant Singh Rajput, or more recently, the Johnny Depp-Amber Heard case and their media coverage.
- g. The Bizarre - More prominent and accessible in the Internet Age, this factor is anything with shock value. Such topics seem like click bait, but sure enough, we will keep on clicking.
- h. Controversy - Controversy means a conflicting news story that adds newsworthiness. It is also known as disagreement of the news event: the more controversial the news, the more critical the report to the readers. Controversy attracts the audiences to read the information, which adds sensation to the news story. People are always eager to identify the truth behind the conflict. So, controversy is another crucial news value in journalism or element of newsworthiness. For example, the BJP minister says that the Taj Mahal was a Shiva temple long ago. Malaysia Airlines flight MH370: explaining media controversy.

- i. **Genuineness** - Genuine news means an authentic story collected from a trustable source. People always want to know the fact of the news. The audience determines the authenticity of the news through the genuine witness and trustworthy source of the news. For example, according to the WHO, 192 million people have been affected by the coronavirus, and 4.13 people have died. Most people will believe this news as the World Health Organization (WHO) disseminates the information via press conference.
- j. **Negativeness** - Negative news spreads faster than positive. People discuss and share negative events more than ordinary news. Negative news occurs for a shorter period than positive news. Netizens share this type of news on social media excessively. Therefore, negative news goes viral quickly. For example, news of Lady Diana's car crash or Bollywood actress Jiah Khan's demise.

1.3 NEWS GATHERING:

The work of collecting news for publication or broadcast is known as news gathering. The newsgathering process involves sourcing ideas, planning coverage, assigning teams, structuring packages, monitoring the web, and working in the field.

1.3.1 Methods Of Gathering News:

The four most commonly used methods in news gathering used by journalists are observation, telephone conversations, research and interviews.

- a. **Observation:** Observation consists of your actually seeing an event take place and then reporting what you have seen in the form of a news story. Skilled observers use their eyes, ears, mind, notebooks and tape recorders. They make sure they get the concrete facts, specific figures and accurate information. They look for the colourful, the dramatic or the unusual in any situation. Skilled observers always try to get more information than they actually need. The key to becoming a good observer is to look for more than you see on the surface and this takes a lot of experience.
- b. **Telephone Conversations:** A timesaver for a journalist, a telephone helps the reporter do their legwork easily and it often enables them to reach people who are ordinarily too busy to be seen in person. The following points have to be kept in mind for phone conversations –
 - 1. Keep writing material / note-taking material ready before you call. Do not make the receiver wait for you to find a pen and paper.
 - 2. Speak politely and cheerfully, but business-like, with well-modulated tones.

3. Reconfirm facts before you hang up, do not call repeatedly with minor queries.
4. Speak to the concerned person directly and not through a middle man, it can hinder clarity in conversation.
5. Repeat back the information they gave in short to recheck your data.
6. Do not discuss classified information or record the call without permission.

Telephone conversations may range from full-scale interviews to brief queries to verify or amplify information.

- c. Research: The process of digging out information from files and reference works, research is used to verify or amplify facts in news stories and to give depth to feature stories and magazine articles.
- d. Interviews: About 90 percent of everything in a news story is based on some form of interviewing - either in person, by telephone, or occasionally, by correspondence. For example, a journalist cannot be present at every newsworthy incident or occurrence, say, an accident. In such cases, interviews are the only way to gather first-hand information for the news article.

1.3.3 E-news gathering:

In journalism, electronic news-gathering (ENG) is when reporters and editors make use of electronic video and audio technologies in order to gather and present news. This term was coined during the rise of videotape technology in the 1970s. This term was commonly used in the television news in the 1980s and '90s, but is used less frequently now, as the technology has become commonplace. Reporters use light handheld equipment, sometimes just a single camera, to an entire OB van on location.

ENG greatly reduces the delay between when the footage is captured and when it can be broadcast, thus enabling news gathering and reporting to become a steady cycle with little time in between when story breaks and when a story can air. We are now familiar with live microwave and/or satellite trucks, reporters were able to show live what was happening, bringing the audience into news events as they happened.

Outside broadcasts (also known as "remote broadcasts" and "field operations") are when the editing and transmission of the news story are done outside the station's headquarters. Use of ENG has made possible the greater use of outside broadcasts. The vehicle on which the electronic equipment is fitted is called DSNG (digital satellite news gathering).

1.3.4 Sources of News:

Now that you know how to determine newsworthiness and the process of news gathering, let us discuss where you can find stories.

- a. Someone may give you a tip—information that leads you to a potential story.
- b. Often, you can get a story idea directly from a source. A source provides reliable, truthful information on a topic.
- c. Once you have found a story, you need to locate sources to give you enough useful facts to complete your story. News can only be made of verified facts.

Some credible sources may be:

- a. Schools and colleges
- b. Hospitals
- c. Police stations
- d. Railway station offices
- e. Post offices
- f. Fire department offices
- g. Local community: local media (newspapers, magazines, TV and radio) libraries, business and community organisations
- h. Global community: national and international media, the Internet

1.3.5 Types of sources of news:

Primary: A primary source offers the best and most reliable information on a topic. Example - an expert on a particular topic, someone with firsthand information on a topic, an original document, or an official report. Always find at least one primary source for your story.

Secondary: A secondary source offers reliable second-hand information on a topic. Reference books, credible websites, people with informed opinions on a topic are all secondary sources. Anonymous sources are generally frowned upon in journalism. Always ensure that you verify your sources and be especially cautious with the internet because the publisher can not always be verified. If you gather source material on the Internet, use web sites of well-known newspapers and magazines, government agencies, and high-profile public service organisations.

1.4 READER INTEREST:

Reader-interest refers to the different areas and factors that capture a reader's interest and keep them hooked to a story or article. It is obvious that relevance is the main factor that captures reader-interest, that is, if the

reader feels that the news story is relevant to them in any way (refer to the section above pertaining to what makes a good story), then they are more inclined to read the news story and refer to the same publication again and again. This increases readership and consequently the circulation of the publication. Hence, it is imperative for any news house to identify and deliver on their readers' interests.

But, readers derive their own meaning from stories. A given story may be categorised by one reader as 'international', by another as 'technology', and another as 'financial'. News today is a cross-media phenomenon, and people are often sufficiently informed about major ongoing stories without clicking on every headline. Stories which appear trivial are often valued by readers for their civic implications. There is a natural interest in local news regardless of the topic. The research finds readers can be grouped into four distinct clusters based on patterns of news preferences which all include a diverse diet of news across multiple subjects:

- People with political and civic interest in news
- People with a social-humanitarian interest in news
- People with a cultural interest in news
- People who seek (political) depth stories

1.4.1 Beats in journalism:

Beats can be called subsets of different types of journalism. Types in journalism mean different fields of journalism that are independent of each other generally, they use different pedagogy and research methods, for e.g. Investigative Journalism, Feature Writing Column Writing, etc. while a beat in journalism means going in-depth in any type of journalism, for e.g. Business Magazines, Politics, Finance, Weather, Entertainment, TV Network Schedules, Sports News, Local News Resources, Government Directories, Horoscopes, Money, Personal Health Site, PR Newswires, Social Media and much more. The term 'beat' is referred to as the way or road taken by an individual on a regular basis. In journalism, the word 'Beat' is also referred to as the niche which is appointed to the reporter.

The main beats in journalism:

1. Political reporting - Political Journalism is a very prolific and very broad branch of journalism. This beat includes coverage of all aspects of politics and its political science. Although the term usually refers specifically to coverage of civil governments and political power. Many people opt for this kind of journalism, and it requires a lot of courage and diplomatic smartness.

2. Sports - This beat is the niche for sports and sports-related events coverage. Reporters can cover information about hockey, football as well as cricket tournaments held all around the globe.

3. Entertainment - This beat is where the journalist tries to reveal the juicy gossip of the glamorous people in the world. Entertainment reporting takes interviews, reviews of music and films and much more. Think Page3 news, and you will understand the content type and structure of the news stories.

4. Crime - Most audiences consume crime news in one or another way, which means the audience is widespread. That is why this segment of reporting requires all details before getting published. All crimes are included in this reporting, from petty crimes to robberies and so on.

5. Lifestyle - Audiences will always be interested in what is going on in the latest trend and what is in fashion. This reporting includes news/stories about the latest fashion/fitness trends and other trending stuff. Fashion, shopping, retail, and food beats are branches of this lifestyle beat. This beat is generally of the soft news type.

6. Civic - It is a type of reporting which covers citizen's wellness. This type of reporting is not just normal news but that makes the audience think. The purpose of this type of reporting is to make a difference by public awareness.

7. Health - In today's generation, many individuals have started to focus on their health. The reporter covers topics like malnutrition, disease, healthcare, paediatric care, nutrition, fitness, growing epidemics and much more. Reports mainly try to focus on prevention of the serious ailment or disease and for that, he must have great knowledge about that field and provide us with the insights.

8. Business - All news related to trade/business falls under this category. Import/Export, Goods, Trade, Market, Stock Exchange and other news that are related to business attracts a large set of people and that is why this type of reporting is one of the most famous reporting in current time.

There are many more niches/beats like finance, law, education, infrastructure, environmental, food, and so on. Different beats fall under different types of hard and soft news. It is upto the reporter to find the niche they are good at and develop their craft. This includes forming a source network, developing a distinct writing style, and ensuring that they are up-to-date with the ongoing of their beat. A seasoned reporter generally has a beat that they excel in and are considered to be experts and consultants within the field.

1.5 QUALIFICATIONS OF A REPORTER

A reporter is a person who gathers information on a subject and then writes about or broadcasts it. This profession is present in a wide array of media outlets. He/she may work for a newspaper, magazine, radio show, TV show, or website. The possibilities within each of those mediums are endless. Many of those media outlets are needing more and more online coverage. A reporter must be qualified because drafting a report is a complex and specialised task. A reporter is a person who gathers information and writes about it. A reporter is a type of journalist who researches and presents information in the mass media. Reporters gather their information in a variety of ways including tips, press releases and witness events. They perform research through interviews, public records, and other sources. The information gathering part of the job is sometimes called “reporting” as distinct from the production part of the job.

Reporters are always in the midst of the real action. They face the finest as well as the worst situation. They usually meet with the most powerful leaders or the most famous celebrities. They face danger and death with courage and dedication. They are always curious and adventurous. The news report eventually lands on the news desk. The process of editing comes into operation, through a series of steps produces a package of information ready for mass communication.

1.5.1 Qualities of a good reporter:

A reporter has to be -

- Smart
- Quick
- Curious
- Honest
- Courageous
- Adventurous
- Pleasant
- Punctual
- Able to effectively manage stress
- Communicate effectively
- Disciplined
- Sincere

- Credible
- Experienced
- Efficient
- Patient

...in order to perform his journalistic duties properly.

It is preferred that a journalist has quality education, that is a degree or course training in journalism, in order to be a good reporter. Their flexible schedules also need them to be in good health, and good at writing down facts and figures.

1.5.2 Special qualities of a reporter -

1. Nose for news - 'Nose for news' is one of the most important qualities for professional reporters. Good reporters have good news-hunting capacity. They must be especially aware to find out what is strange and unique to many people. Even a small matter can be a huge scandalous news story if a good reporter really tries to dig out the facts. Good reporters should have the ability to disseminate the good news.
2. Alertness and impartiality - Good reporters must be curious. They enjoy reading and appreciate details. They are always alert to all probable news, news sources and news sense. They are quick to reach the destinations where important news can be available. They are equally critical to inspect, and evaluate all related sides of the news story.
3. Intelligence and courage - Good reporters must be intelligent and courageous. Courage helps them to develop a thick skin to deflect the inevitable criticism. They must write something that may hurt someone's prestige but not harm the ethics of journalism. Intelligence is also the most important attribute a reporter could have. Similarly, courage is necessary to stand corrected, courage to take criticism, courage to grow with the experiences, courage to accept what you don't understand.
4. Expertise in language - Good reporters learn to communicate ideas in correct and effective language. They should write in simple, direct prose without using complicated sentences. A good reporter should report in such a way that the targeted audience can understand. Otherwise, their news will not make sense or feel reader-friendly. A good student is half a journalist. They already have a sense of journalistic presentation. So, a reporter must be a language expert.

5. Handling media equipment - Professional reporters must know how to operate Dictaphones (mostly outdated instrument but necessary in a networkless setting), digital movie camera, mobile and satellite phones, essential computer programming like MS-Word, Excel, PowerPoint, Pagemaker (publication-editing software), Photoshop, Dreamweaver, and so on. They must have knowledge of English/regional language typing skills, and knowledge to operate email and the Internet.
6. Neutrality and faithfulness - Any and all reports must be free from biased information. The information provided in the report must be reliable and valid. False, invalid and biased information hamper the decision-making power of the readers.
7. Knowledge of structure and presentation - A basic understanding of how to write down all relevant and necessary information and maintain proper structure should be known to a good reporter. They must know how to present facts and information in a simple but effective way.

1.6 TYPES OF REPORTS

There are three types of reporting: objective, interpretative, and investigative. Aside from that, there's a concept known as beat reporting as seen above.

a. Objective - The term "objective reporting" refers to the straightforward presentation of facts as they occurred. Contextualizing, backgrounding, analysing, and opining are not part of objective reporting. Without any subjective inputs, the reporter simply reports what he has seen or observed.

The concept of objective reporting can be summarised as follows:

- Accuracy and realism in reporting
- Presentation of all main relevant points
- Balance and evenhandedness in presenting different sides of an issue
- Minimising the influence of the writer's own opinions, attitudes, or involvement by separating facts from opinions but treating opinions as relevant.
- Staying away from slant, malicious, or devious motives.

b. Interpretative - Facts and interpretation are combined in interpretative reporting. Many times, the reporter must interpret certain events for the benefit of the audience. It entails providing background information on a specific incident or event. Aside from the facts gathered on the ground, the reporter may need to provide

background information so that the readers can better perceive and comprehend the news. As a result, the reporter investigates the causes and implications of a particular event and provides information as well as an interpretation of its significance.

It's possible that the entire event will not take place in a single day. To comprehend the occurrence of an event, we must first understand the preceding one, or the sequence of events that led to the most recent one. And it is the reporter who interprets the event by informing the readers about the event's past history or the actions that led to its occurrence. This provides more context for events, and the reporter must keep track of all past, present, and future events, as well as forecast the future at times. As a result, interpretative reporting elucidates an event's hidden significance and distinguishes fact from fiction.

c. Investigative - Investigative reporting is when a news reporter has to dig deeper than what's stated in the hard news to find out the exact facts of an event, or, in other words, investigates beyond what is visible to the naked eye. Investigative reporting entails looking into any event. Investigative journalism is in-depth and involves extensive research and reporting over a long period of time. It reveals information that isn't widely known and that others want to keep hidden. Investigations are usually conducted in the event of a major event, when a larger public concern is involved, or when public figures or celebrities are involved.

1.7 STRUCTURE OF A NEWS REPORT

A news report follows a particular pattern in reporting as well as editing. Every newspaper might have its own style of writing but a general format followed by all the newspapers at base levels is systematically divided into several parts, namely -

- a. Headline - tells what the story is about
- b. Byline - shows who wrote the story
- c. Lead - tells the most important facts (5 W's)
- d. Body - contains more information and details
- e. Ending - gives something to think about

The 4-part report writing structure is as follows -

1. The Lead - The first paragraph of the news story is the lead. It covers the 5W1H of the story. What is the most important news? How can you write it in the clearest way and make it interesting too?
2. Elaboration of lead - Two, three, four or five paragraphs that explain support and amplify lead.

3. Key background - this places a context of the event which is information that helps readers understand more about the news they are reading. It includes quotes from witnesses or higher authorities, a glimpse into a past similar event or cause, and references to previous events.
4. Further elaboration and conclusion - More elaboration of the news, in descending order of importance.

1.8 MULTIPLE-CHOICE QUESTIONS: (ANSWERS ARE MARKED IN BOLD)

1. News is information about _____ (**current events**/outdated events/uninteresting topics/instigating topics).
2. While writing a news story, a reporter should keep in mind the _____ (**5W1H**/6H4W/Backwards Triangle/comma)
3. The 2 types of news are _____ (**hard and soft**/white and black/RGB and CMYK/primary and secondary)
4. _____ refers to the news stories that have a big impact on the society as a whole and need to be reported urgently. (**Hard news**/soft news/old news/advertisements)
5. _____ refers to the stories that provide other background information about world events, human interest stories or entertainment news. (**Soft news**/hard news/old news/advertising)
6. _____ are criteria that influence the selection and presentation of events as published news which help explain what makes something newsworthy. (**News values**/news updates/newsworthiness/reporting)
7. _____ is defined as a subject having sufficient relevance to the public or a special audience to warrant press attention or coverage. (**Newsworthiness**/newshouse/newsroom/newspad)
8. _____, a factor of newsworthiness, is what attracts the audiences to read the information, which adds sensation to the news story. (**Controversy**/interest/punctuality/instigating)
9. The work of collecting news for publication or broadcast is known as _____ (**news gathering**/news collect/discovery/source)
10. The 4 methods of newsgathering are Observation, Telephone Conversations, Research and _____ (**Interviews**/electronic/imagination/assumptions)
11. In journalism, _____ is when reporters and editors make use of electronic video and audio technologies in order to gather

and present news. (**electronic news-gathering/exotic newsgathering/asking/shooters**)

12. _____ (also known as "remote broadcasts" and "field operations") are when the editing and transmission of the news story are done outside the station's headquarters. (**Outside broadcasts/shooters/out-of-home/OTT**)
13. Which of these qualifies as a credible source of news - _____ (**hospital/neighbour aunty/children/gossip**)
14. The 2 types of news source are _____ (**primary and secondary/first and last/hard and soft/white and grey**)
15. An expert on a particular topic is an example of _____ source of news. (**primary/secondary/tertiary/peripheral**)
16. A _____ offers reliable second-hand information on a topic, eg. Reference books. (**secondary source of news/primary source of news/gossip girl/paan wala**)
17. _____ refers to the different areas and factors that capture a reader's interest and keep them hooked to a story or article. (**Reader-interest/reader-eyes/reading/circulation**)
18. When a publishing keeps track of its _____ and caters relevant information, it increases readership and consequently the circulation of the publication. (**reader-interest/downfalls/boring topics/selfies**)
19. In journalism, the word ' _____ ' is also referred to as the niche which is appointed to the reporter. (**Beat/hit/road/short**)
20. _____ is a type of reporting which covers citizen's wellness. (**civic/entertainment/finance/fashion**)
21. A _____ generally has a beat that they excel in and are considered to be experts and consultants within the field. (**seasoned reporter/newbie/doctor/intern**)
22. Reporters gather their information in a variety of ways including tips, _____ and witness events. (**press releases/anonymous notes/byline/reader-interest**)
23. This is *not* a recommended quality for a reporter - Courageous / **Biased** /Adventurous /Pleasant
24. There are three types of reporting: objective, interpretative, and _____ (**investigative/destructive/burrowing/unobjective**)
25. Facts and interpretation are combined in _____ (**interpretative reporting/investigative reporting/objective reporting/lead paragraph**)

26. The _____ of a news article shows who wrote the story.
(**Byline**/headline/lead/conclusion)
27. The 3rd step of the report-writing process is _____ (The
Lead/Elaboration of lead/**Key background**/Further elaboration and
conclusion)
28. Writing a news article follows the _____ style of writing.
(**Inverted Pyramid**/Upright Pyramid/sideways pyramid/inverted
square)
29. Most audiences consume _____ news in one or another way,
which means the audience is widespread. (**crime**/tax/civic/educational)
30. Electronic news-gathering _____ the delay between when the
footage is captured and when it can be broadcast. (**greatly
reduces**/greatly increases/insists on/ignores)



EDITING

Unit Structure

2.0 Objectives

2.1 Introduction

2.1.1 Newsroom

2.1.2 Functioning of the newsroom

2.1.3 Activities in a newsroom

2.1.4 Three major departments of a newspaper

2.2 Editorial structure of a newspaper - Roles and duties of the team

2.2.1 Newsroom of Magazines

2.2.2 Newsroom in the digital age

2.3 Chief Editor as policy maker and keeper of public conscience

2.3.1 Skills required for an Editor-in-Chief

2.3.2 The Sub-editor

2.4 Editing copy with reference to the final display and layout

2.4.1 Layout

2.4.2 Processing of Copy

2.5 Questions

2.0 OBJECTIVES:

- To help students understand the organisation and roles and functions of a newsroom.
- To clarify the importance of a news publication house in terms of policy making and in keeping public conscience.
- To help students understand editing of copy in accordance with design and layout for different media.

2.1 INTRODUCTION:

The publication of a newspaper is a complicated activity which needs a professionally trained and experienced team. A team consisting of editorial and reporting staff completes various assignments, which include

news gathering, news selection, news editing and page making etc. under the leadership of the editor. All these activities are known as news processing which take place every day in a newsroom under tremendous pressure in order to meet the deadlines. Moreover, the staff has to adhere to the ABC of Journalism, i.e., Accuracy, Brevity, and Clarity, within deadlines. This makes the newsroom a buzzing place.

i. Editorial desk and its setup, functions of the chief sub-editor, news editor, sub-editors

2.1.1 Newsroom:

A newspaper is made by its editorial and reporting team. They generally sit under one roof, known as the newsroom, for completion of their tasks. They go through sleepless nights until the newspaper goes for publication from the newsroom to the printing press. Even after publication, pressure related to factual and/or technical errors and under or over play of news, keeps them tense.

Newsroom is where the actual news operation takes place. It is the heart of a newspaper where information is processed into news and views. The editorial wing (also known as Editorial Department or Copy Desk or News Desk) and reporting wings are parts of the newsroom.

2.1.2 Functioning of the newsroom:

The newsroom never sleeps as various activities take place in three shifts - morning, afternoon and night. The first shift starts in the morning, when the editor calls a meeting for analysis of news coverage and comparing it with the rival newspapers. If everything is fine, then the efforts of colleagues are appreciated. However, in case of factual errors and technical mistakes, these are pointed out and valuable inputs given for improvement. Then planning for news coverage is made and accordingly duties are assigned to the editorial and reporting staff. This brainstorming session gives useful guidance to the juniors how to avoid mistakes and maintain consistency in news coverage and presentation. It is also a kind of warm up session, which activates the members of a newspaper house, particularly reporters, who after this session, proceed in search of news.

The afternoon session activates the editorial wing. All editorial staff, particularly the Sub/Copy Editor, Senior Sub/Copy Editor and Chief Sub/Copy Editor, starts the editing process under the guidance of the News Editor. It may go slowly in the beginning of the work day, but in the evening, news comes very fast and is processed accordingly in order to meet deadlines. Keeping in view the news values, this wing proposes lead news followed by other news items on various pages before the Editor. After multi-level checking it is finalised and the news goes on different pages for designing and publication.

This entire process requires professional skills, team efforts and co-ordination at every level. A newsroom undertakes the activities of news gathering, selection of news, editing and Page layout and designing.

2.1.3 Activities in a newsroom:

a. News Gathering: Reporters are one of the main sources of news. They cover various beats and collect news with all the details they can using their sources. Thereafter, news is submitted to the newsroom, where it is processed and put up in a presentable manner. The editing and reporting wings working closely together is very important in the process of news making and presentation. Their coordination ensures news that is correct and complete delivered in a timely manner to the audiences.

b. News Selection: The next step is the selection of news. In a newspaper organisation, a number of gatekeepers work at various points in the editing and reporting wings. Gatekeeping is the process where information is filtered for publication, when a media institution or journalist will decide what is important enough to be broadcasted. The fact that news outlets become gatekeepers, gives them the opportunity to select specific stories. Their duty is to select or reject information on the basis of their newsworthiness. A reporter may draw upon his/her sources, reach the spot and make efforts to obtain information. However, each event and incident will not be newsworthy and a few stories get selected for making news. Even the reporter has to reject some events/incidents, which do not have news value.

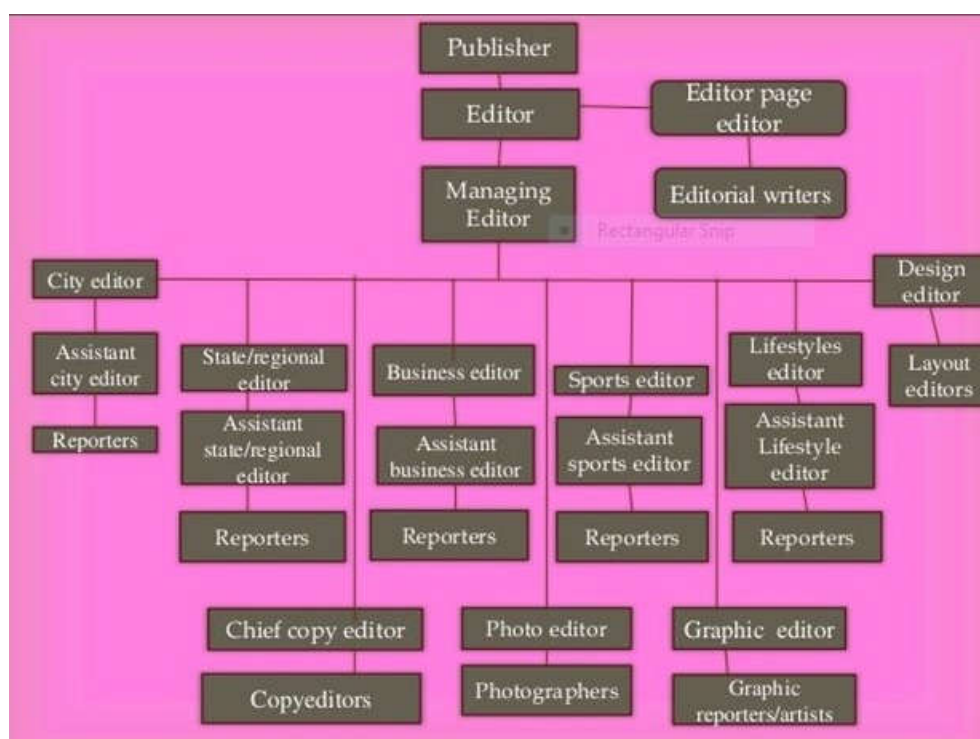
c. News Editing: Editing is the final point of a newsroom, where a sub-editor or copy editor examines the news value of that news story and edits it in order to make it readable. They read all news stories carefully, edit and fine tune the news items and read it again. A sub editor follows the editing methods such as arranging, adding, reducing and translating the facts and gives a readable shape including a headline to the news items. The gatekeeping process continues at the level of editing too. The Sub-editor or copy editor may reject the news story, if it is not relevant for a larger audience and does not contain news values. Editing is the soul of a newspaper which cannot survive without excellent editing.

d. Page Designing and Layout: Presentation of a newspaper is very important for attracting readers. That is why newspaper organisations are doing extensive research on content presentation and implementing the findings. The presentation includes placement of news and photos, use of logos, illustrations and graphics and most importantly; style sheet that covers font, colour, box and pointers etc. In totality, page designing and layout covers all these aspects and the same are finalised by newsroom staff. For this part of the process, Desktop Publishing (DTP) operators are extremely important and are in great demand. In recent times, say, the last 5 years, and especially during the COVID-19 Pandemic, the importance of online news has skyrocketed. In these circumstances, news publishing

houses are paying more and more attention to their online presentation. The design and layout of their online webpages, blogs, articles, links, and app presentation are garnering major attention of the newsroom.

2.1.4 A newspaper has 3 major departments -

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



The various roles and responsibilities of different members of the newsroom are given in the next sub-heading.

b. **Advertising** - As an integral mass media vehicle, newspapers are vehicles of advertising meant to appeal to their readers. As such, the advertising department is the one which is critical because it gets in the revenue necessary to sustain the newspaper. Getting in revenue through advertising for the newspaper happens through various means. There can be several sections in this department, one to look after local advertising, one for classified ads, one for general / national advertising, one for legal advertising and yet another one for preparing copy and so on. For

example, there is a complete sales team in place, whose job it is to push the newspaper as an advertising vehicle of choice to advertising and media buying agencies acting on behalf of clients, as well as clients. The Advertising department will accept and process orders from advertisers, to book space in the newspapers, as well as create ads, give agencies statistics and information about the circulation and readership of the newspaper as well, as well as work with the editorial teams to create space, the department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising agencies, helping businesses develop advertising plans and working with editorial teams to develop features that will attract advertisers or help clients place their products with a coordinated editorial write up.

c. **Circulation** - The circulation department takes care of everything after the newspaper is printed. This includes delivering the publication to homes through their own or third-party carriers, to the post office to be mailed into homes, as well as to newsstands, vending machines, and other places it's circulated. It is usually headed by a major executive, the circulation manager, since the newspaper ultimately stands or falls on the basis of the number of steady readers that can be enrolled. The circulation manager may have any or all of the following subdivisions under his supervision:

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

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

(iii) **Sales Promotion**: It involves the direction of an office staff to keep records, notifying subscribers when their subscriptions need renewing, the handling of complaints, new subscriptions and renewals over the counter, by mail, etc. Promotion is essentially the "public relations" department of the newspaper. Where a separate promotion department exists, it usually is responsible for initiating promotion policies, subject to the approval of the publisher, and usually coordinates the promotional activities of other departments.

Out of these, the Editorial department comes under expenses, the Advertising department comes under revenue, and Circulation forms a part of both revenue and expenses.

The other departments of the news publishing house include:

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

Administrative Department - This department is responsible for the general administration of the entire establishment. The department is in charge of certain very important duties such as planning, organising and staffing. Thus, the department basically looks after the general administrative work pertaining to personnel their selection, training, promotion, allotment of work, maintaining leave record, liaison with government departments, general facilities and all such work that facilitates working of other departments. In the absence of a separate legal department the administrative department also handles the work pertaining to legal matters. Otherwise there is a separate department for the legal aspects.

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

IT Department - This department is in charge of protecting, maintaining, and improving the technical equipment associated with running a media outlet. Engineers/technicians spend some of their time on preventive maintenance and trying to keep equipment from breaking and much more of their time fixing equipment that has already broken. This last job is especially important, considering that the high cost of new technology makes it difficult to replace equipment. Like the production/printing department, this department is not a part of the news department but still plays an important part in the newscast. This department is mostly headed by the Chief Engineer. He/She is responsible for all operations and maintenance that has to do with any and all engineering equipment used throughout the organisation. Chief engineer has to manage and maintain complex integrated systems with minimum supervision and maintain and repair all technical equipment in the organisation. This position requires the ability to troubleshoot, diagnose and handle the tools necessary to repair newsroom equipment and effectively present information and respond to questions from managers, clients, customers and the public. A solid working knowledge of the latest gadgets, computers, hardware, parts and related software with practical knowledge of electrical, plumbing and basic construction techniques is helpful. Chief Engineer presides over ground-keeping technician.

2.2 EDITORIAL STRUCTURE OF A NEWSPAPER - ROLES AND DUTIES OF THE TEAM:

The editorial structure of a newspaper organisation constitutes a variety of professional staff at different levels.

Editor/Chief Editor/Editor-in-Chief - An experienced and visionary professional who heads a newspaper organisation is known as the Editor or Chief Editor or Editor-in-Chief. S/he supervises and controls all the newsrooms (in multi edition newspapers) that come under his/her authority across the country. The designation varies according to the size and structure of a newsroom. In the case of single or multi-edition newspapers, s/he decides and implements the editorial policy and looks after its execution in consultation with the Resident and Executive Editors. The person is actively involved in the planning and growth of the newspaper and being the head of the news as well as views wing, s/he is responsible for everything particularly the editorial page, which is considered to be the voice of a newspaper. Despite the busy schedule, s/he writes editorial and special comments on contemporary issues from time to time. The content and presentation of the newspaper reflect his/her vision.

Executive Editor - As the name suggests, Executive Editor executes the vision of the Editor-in-Chief or Chief Editor into reality. S/he takes part in all initiatives taken by the Chief Editor and accordingly gives suggestions to the junior staff. In the absence of the Editor-in-Chief, s/he looks after all the activities of the newsroom. The Executive Editor also keeps oneself up to date about the activities of multi-edition newspapers and appraises the chief editor accordingly.

Resident Editor - In the case of multi-edition newspapers published from different cities/towns/capitals, a person who heads that particular edition is known as Resident Editor. For example, The Times of India originates from Mumbai, but its other editions are from New Delhi, Kolkata, Patna and Chandigarh etc. Similarly, The Hindustan Times originates from New Delhi, but its editions are in Mumbai, Chandigarh, Patna, Lucknow etc. Hindi newspapers like Dainik Jagran, Dainik Bhaskar, Hindustan have more than 30 editions across the country which are led by the Resident Editors. Thus Resident Editor serves as extended arms of the Chief Editor, who implements the newspaper's policies and is responsible for the selection and publication of news and views for the local editions. S/he heads the local editorial and reporting wing of a newspaper.

News reporter- A news reporter gathers information about news stories in the local area. There are generally two kinds of reporters: i) a beat reporter, and ii) a general assignment reporter. A beat reporter covers the same subject or location all the time. The subject is generally of interest to the reporter. Various beats include legal reporting, parliamentary reporting, political reporting, etc. A general assignment reporter, on the

other hand, covers any story assigned by the city editor or assistant city editor.

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

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

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

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

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

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

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

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

Publisher- The publisher is responsible for all of the operations of the newspaper, both editorial and business. The main job of the publisher is to see that the newspaper remains financially healthy. Often in smaller papers, the publisher and editor are the same person.

Trainee: A trainee is a newcomer who joins a newspaper just after the completion of his/her professional degree. In order to understand the working mechanism of a newsroom, s/he is put in association with a sub editor, where s/he learns the basic principles of news editing and page

designing. S/he also seeks guidance from the senior members regarding the functioning of a newsroom.

These designations are the basic requirements of any news publishing house, but there are specialised designations according to News Wing, Reporting Wing, Photography Wing, and Desktop Publishing Wing which are similar to the ones given above, but their job description is much more specialised/narrowed down according to the requirements of the departments.

2.2.1 Newsroom of Magazines:

The newsroom of magazines which is totally different from a newspaper due to the difference in their periodicity, size and content. A magazine is published in a digest or journal form while a newspaper comes up in broadsheet or tabloid. The periodicity of a magazine may be weekly, fortnightly, monthly, quarterly, even half yearly etc., while a newspaper comes up on a daily or weekly basis. Moreover, the content of a newspaper mainly focuses on daily happenings that provide information in inverted pyramid style, but the magazine covers an event for a longer period, based on research. It may be a week or month on the basis of periodicity, thus, it has enough time to give in-depth analysis of any events.

2.2.2 Newsroom in the digital age:

Due to the advent of digital technology, media is produced and consumed on digital devices. The growing prevalence of smartphones and tablets and the News Room Set-up & Functions: Print & Online media wireless networks that connect them, implies that more people will view media on a digital device.

Literacy is the primary requirement in the case of print media which is not required for online media as there is substantial use of audio and video components in it. Live discussions and various other formats are used in the online media platforms. Any form of print media be it newspaper, magazine, journals etc. has its limitation in terms of its reach whereas online media with availability of internet has wider canvas. In print media there is always a time limit for the collection of news as its publication remains due until that time, but in online media there is no such deadline and information can be updated anytime at regular intervals. The newsroom setup for online media comprises a fully equipped editorial department with online reporters and online editors. The newsroom also consists of modern gadgets in order to facilitate and carry out the information. Television sets, cell phones, personal computers, video monitors, professional video cameras, microphones and foldback speakers, stage lighting rigs and the associated controlling equipment are few of the essential gadgets required to be set-up in a newsroom. There are myriad functions of online media, it reports the news, serves as an intermediary

between the government and the people and keeps people actively involved in society and politics. Content reproduction and updating is much simpler and cheaper in online media. It reaches out to the large, scattered, heterogeneous and anonymous audience at the same time.

2.3 CHIEF EDITOR AS POLICY MAKER AND KEEPER OF PUBLIC CONSCIENCE

Editors-in-chief serve as the leaders of their publications. As such, they have a wide range of responsibilities to ensure the smooth operation of their news outlet, magazine, journal, or other publication.

1. Determine publishing guidelines - The editor-in-chief is responsible for determining the tone and scope of the publication. They instruct the editorial staff to ensure topics are appropriate for the publication and that the voice is consistent.
2. Create an editorial board - An editorial board is an outline of each issue (or, in the case of a digital publication, the monthly schedule) of a publication. The editor-in-chief is responsible for mapping out the content and ensuring it is consistent with the publication's scope (while varied enough to not become monotonous).
3. Review content - The editor-in-chief reviews the content of each issue and makes sure it is free of copy errors or inappropriate content (for example, libel). For larger publications, editors-in-chief will determine the editorial board and then delegate the issue to the editors and writers to manage, finally doing a final review of the issue to ensure the content is up to the publication's standards. For smaller publications, the editor-in-chief is more involved in the editing and writing process and will review the publication multiple times, even engaging in copyediting, before their final review.
4. Hire and lead the editorial team - As the leader for the publication, the editor-in-chief is a key part of the team and sets the tone for the office environment. Their team can be composed of any number of people, but is usually a combination of senior editors, junior editors, and writers (either in-house or freelance writers). The editor-in-chief also hires (or facilitates the hiring) of new department editors and writers as the need arises.
5. Write editorials - The editor-in-chief will contribute written pieces to the publication periodically—either as full articles or as introductory editorial pieces that serve as a prologue to the issue's content.
6. Manage the budget - The editor-in-chief manages the publication's budget and determines where incoming money will be best used. This means they can choose to allocate resources to increase marketing efforts, to hire new staff members, to increase pay rates to be more competitive, and so on.

7. Represent the publication - The editor-in-chief's job isn't always behind a desk—they are also the face of the publication, and they are responsible for representing it at publishing conferences and social events. Public relations is a vital part of marketing and fundraising for the publication.

Editors-in-chief don't just need to have top-notch writing skills; they need to know the field of their publication so that they can make informed creative decisions about their audience, tone, and scope. For example, the editor-in-chief of a fashion magazine will need to have in-depth knowledge of the history, modern-day landscape, and potential future of the fashion world. This knowledge can come either from study or work experience.

2.3.1 Skills required for an Editor-in-Chief:

Copyediting - Copyediting skills involve revising written text to improve readability while also ensuring the information is accurate, consistent and free of omissions or repetitiveness.

Strong attention to detail - Attention to detail involves the ability to recognize both small and large details with a high level of consistent accuracy. An editor-in-chief needs to have strong attention to detail to ensure consistency in the style and tone of their publications.

Excellent editorial judgement - An editor-in-chief must know how to fact-check articles and references for accuracy. They also need to identify whether the content is appropriate for publishing and determine the right time to publish the content.

Proofreading - Proofreading skills involve the ability to identify errors in spelling, grammar, syntax, style and tone while reading written text.

Leadership skills - Leadership skills involve the ability to guide others in a manner that results in success for the entire group. As the highest-ranking position on the editorial staff, the editor-in-chief must motivate, encourage and provide instruction to the other members of the editorial team to lead the publication to success.

Communication skills - These skills involve the ability to clearly and professionally communicate information orally and in writing. Editors-in-chief need strong communication skills to provide feedback to copywriters, journalists and editors in a positive manner that encourages growth and change when necessary.

Interpersonal skills - These skills involve the ability to communicate professionally and build strong relationships with the people you meet in person. An editor-in-chief has supervisory authority over their team and represents their team at social events and gatherings, so they need to have strong listening skills, empathy and the ability to build positive professional relationships.

Organisation and time-management - An editor-in-chief needs excellent organisation and time-management skills to ensure they can prioritise tasks, plan and complete projects by their deadlines, remember important details and maximise their efficiency and productivity.

The best editor is the person who can take a modest story and make it big, broad and powerful. A great editor is one who pushes a reporter to widen a story's scope or one who recognizes an impact in the story that the reporter might not have seen initially. Another crucial characteristic of the great editor is that they stand behind the reporter throughout any firestorm that ensues. A spine of steel is imperative.

An Editor-in-Chief sets the editorial direction and policies for the publication and makes sure a timely publication of each issue with high-quality articles. The criteria for articles include the originality, high quality, and genuine interest to a wide international audience. Since the Chief Editor is responsible for making final decisions about which stories, articles and photographs to publish and attends meetings with the publisher or publication board to discuss issues and plans for the publication as well as budget allocation, they are essentially the policy makers for their newspaper/channel.

2.3.2 The Sub-editor:

The sub-editor plays an anonymous role, while the editor catches the limelight. The sub-editor is the backbone of the editorial department, it is him who drafts news items and corrects reports.

What makes a good sub-editor:

1. A good sub-editor must have a keen sense of news, to select the news element from given details. His news sense also tells him to condense news, without sacrificing the essence of it. He understands that tightening of copy should be done without distorting or damaging the essence of the Story.
2. He has a sense of proportion and judgement to give a fair, balanced report of facts.
3. He has the ability to draft an accurate report, without getting carried away by fancy, exaggeration or dramatising the story.
4. A good sub-editor has common sense, a lot of information, and an understanding of the reader's point of view. This helps him to keep away from adding his own viewpoints or opinions while drafting the news item.
5. A good sub-editor is conscious of the laws of libel, contempt and copyright. He carefully guards against indecency and vulgarity of language. He is aware of his responsibility as a journalist who

influences and shapes public taste and opinion, and tries to achieve a high standard of decent reporting.

6. A sub-editor has to work with his team at the editorial desk, hence he has to have team spirit, sense of cooperation.
7. The sub-editor has to have the strength to stand the stress of a hectic, heavy load of writing, which may affect his health. He believes in the value of his profession, he needs moral courage to pursue the truth of events with fairness and objectivity.

Duties of the Sub-Editor:

The main function of the Sub-Editor is the job of "policing" the content of the paper. This consists of the following activities.

1. The Sub-Editor checks copy against errors of fact and interpretation. A good sub approaches a story with a healthy cynicism, not only about facts, but also the manner in which they are interpreted. He must know when to doubt.
2. He corrects errors of punctuation and spelling and mistakes of style. Style refers to such points as capitalisation, abbreviations, addresses, collective nouns, compound words, dates, figures, punctuation, titles, etc. Rules of style are not entirely a matter of correctness. Their main objective is consistency.
3. He cuts out unnecessary details and words. He must master the art of tight writing or condensation.
4. He prevents libellous matter, questionable allusions, innuendoes (depreciatory remarks), baseless charges, unsubstantial statements, obscenity, salacious (lustful) reports of immoral activities of people, or anything that is in bad taste or unsafe to be printed. A sub-editor must particularly beware of getting his editor nicked for contempt of court or defamation. A sub-editor who costs the newspaper hard cash in libel damages is never really forgiven, at least by the company's accountants. A sub-editor who lands his editor in prison can consider that he has ended his own career as a journalist.
5. He guards against propaganda in the guise of news. He must be able to detect attempts to secure publicity through handouts, press notes, etc.
6. He avoids expressions or statements that are likely to be misconstrued.
7. He deletes gruesome and lurid details, especially of murders, suicides and accidents, which make painful reading. He must see that the private lives and reputations of individuals are respected. He must not indulge in character assassination.
8. He eliminates all gossip, hearsay reports and speculative stuff.

9. He keeps out all stale news from the paper and tries to avoid repetition. He guards against duplication.
10. He bears in mind the editorial policy of the paper.
11. He sees that the reports published are objective, fair and are not coloured by the writer's feelings or opinions. His sense of responsibility to himself, to his profession, his employer and the public all conspire to demand of him his utmost skill in making every copy fair and objective. He must see that what is published is free from all bias, slant or partisanship of the writer. One of the basic canons of fair and responsible journalism is that the prejudices and preconceived opinions of the writer should not influence his reporting or writing. Reports of events, proceedings and controversies should be impartial and non-partisan.
12. He sees that the reports contain all the necessary details or facts. If they have been overlooked by the reporter, he supplies them.
13. He guards against axe-grinding. For instance, a politician having some private ends to serve might have issued a statement on some issue. A careful sub-editor will not allow such a statement to get into the paper. A good sub is careful not to take any statement at face value. He keeps a sharp ear open for the sound of axe grinding, i.e, for those reporters or articles that have a strong personal opinion about something that they want people to accept and that is the reason why they frame the content in a particular way.
14. He guards against absurdities and irregularities. Irregularities in spellings of names of persons and places are common.
15. He ensures that stories are accurate in every respect. If there is one ultimate guiding principle in editing, it is accuracy. Nowhere in the newspaper operation is this more important than on the copy desk. The desk provides the last check in accuracy
16. He ensures that the interests of the public, of society and of the country are safeguarded.

2.4 EDITING COPY WITH REFERENCE TO THE FINAL DISPLAY AND LAYOUT

Page layout is the arrangement of visual elements on a page. It generally involves organisational principles of composition to achieve specific communication objectives.

High-level page layout involves deciding on the overall arrangement of text and images, and possibly on the size or shape of the medium. It requires intelligence, sentience, and creativity, and is informed by culture, psychology, and what the document authors and editors wish to

communicate and emphasise. Low-level pagination and typesetting are more mechanical processes. Given certain parameters such as boundaries of text areas, the typeface, and font size, justification preference can be done in a straightforward way. Until desktop publishing became dominant, these processes were still done by people, but in modern publishing, they are almost always automated.

2.4.1 Layout:

The layout of a newspaper is designed to attract readership and to optimise the newspaper's effectiveness in presenting information. Rules and conventions have evolved over the years and almost all western newspapers share well-established layout principles.

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 (the "newshole") according to another set of rules.

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. This has been shown to lose one out of five readers. 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. This problem does not occur with online publishing, though the use of clickbait headlines does increase considerably to attract more readership.

Given the dynamic nature of audience choices, there are a few rules to live by in layout and presentation of news content.

2.4.2 Processing of Copy:

a. **Teaching Influence of the Copy Desk:** Sub-Editors not only perform their own duties but exert a subtle influence on the newsroom as a whole. Sub-Editors can, in fact, be one of the most powerful teaching influences in the office. Seasoned subs often show reporters why their copy was changed. A conscientious writer can learn much about the fine points of his trade or technique by watching closely the treatment his own copy gets at the hands of the subs. If a conscientious sub-editor makes any change in a report, it is not because he has any language more simple and clear.

b. Heavy Responsibilities of the Sub Editor:

1. When a sub-editor is handling news of public affairs, of the sort that deals with war and peace, labour unrest, unemployment, food shortage, etc. he realises the heavy responsibility that rests on him.

2. Working on a front page story for a paper with a circulation of one lakh, he knows that he has a potential readership of three or four lakhs. He has, therefore, to make sure that the story is written and displayed in a manner that will be easily read and understood by all sections of that vast readership. He must also ensure that the devices he has used to attract the readers' attention at the top of the story or in the headline do not have the effect of giving a totally wrong impression.

3. A sub-editor feels the responsibility keenly when handling important news like war stories. To prepare and present an authentic picture of, for instance, a war, from a welter of confusing and contradictory material, is a very responsible job. To present such news in its proper perspective is a very difficult job.

4. Today newspapers are mass media and as such they must be written to reach a mass readership, not just a highly literate few.

c. Copy Preparation - Do's and Don'ts: Though rules regarding copy preparation are the first things one learns as a sub-editor, copy is not well-prepared in most newsrooms and leads to a lot of confusion and delay. Sometimes the copy is dirty, sloppy and unreadable. It is very necessary that copy should be typed well and with proper space between the lines and the margins. It must also be properly indicated where a paragraph begins, where a story continues and where it ends. If these simple matters are handled indifferently, there will be needless confusion. Some rules to be observed in copy preparation are as follows :-

1. Copy should be slugged properly.
2. Paragraphs must be clearly marked.
3. No word should be split at the end of a line.
4. Sentences and paragraphs should always be ended on a page and not spill over to another page.
5. If a story runs more than a take, the word 'more' is written in the lower right hand corner or a diagonal arrow is drawn pointing in that direction.
6. If a story ends, use an end mark
7. If material is eliminated, but you want it restored, write in the margin the word 'stet' and indicate the part to be restored.
8. If the name of any person or place or thing has an unusual spelling but is right, put a light check mark above the word so that the printer may not be in doubt and make a mistake.
9. When you eliminate anything in a typed copy, mark the words to be deleted very neatly by typing.

d. News Writing - In short, news writing is the personification of Accuracy, clarity, good judgement, and responsibility. Flamboyance, generalities, pretensions, high-flown phrases, wandering sentences have no place in a modern newspaper. That does not however mean that newspaper writing has to be dull and drab. Between the extremes of fine and dull writing lies the newspaper style.

e. The Style Book: Does the spelling 'grey' sound wrong to you? Or does 'gray' sound incorrect? This is an example of the difference between the UK and US styles of writing. It is imperative that a reporter picks or develops a writing style and sticks to it to avoid confusing the reader. The disciplines needed to make newspaper writing conform to the house style are listed in good newspaper offices in what is known as the Style Book. Most casual readers of newspapers are not aware that virtually all publications follow style rules of one type or another. If writers did not follow a given style consistently, the reader would subconsciously- feel that something was wrong because of variations. Many regular readers would note such variations as "one rupee", "1 Rupees". "Rs.1.00", "Rs.1.00" or say "convenor" and "convener". Readers get confused if in a single issue of a newspaper there were different styles. Most newspapers therefore, set the style for everything that goes into print. Editors may set the house style by prescribing the use of a particular dictionary, specifying which of "the alternate spellings in that dictionary should be used, or even by overruling a dictionary and arbitrarily prescribing their own spellings. These standards of preference, or style, relate to the manner of dealing with spelling, punctuation, word division, capitalisation, abbreviation, the form of titles, and whether numbers will be figures or spelled, etc. Conformity to the accepted style in the preparation and handling of copy has to be mandatory. Any newspaper which tries to maintain its style will win the confidence of its readers. Any changes in style will be noticed at once by them and they will slowly begin to lose their confidence in the paper. In the absence of any standards in writing, there will be endless arguments between reporters and sub-editors and conditions in the newsroom will be chaotic. A newspaper's physical appearance reflects the thinking of the people who produce it. If it is slipshod and inconsistent, then the reader forms that idea about its character.

f. Making the News Meaningful : The ultimate aim of all editing is to make the news meaningful for all the readers. In polishing the language, writing the headlines, selecting and fitting the news into available space, arraying it or displaying it in the paper - in all these processes the chief concern of the sub-editor is to present the news as attractively, intelligently and effectively as possible.

g. Readable Writing : The largest single factor in meaningful writing is readable writing. Readable writing has much to do with the style of writing. The style of newspaper writing is different from the style of writing employed by authors of books or from that of novelists. Newspaper writing is writing for the people. While one should not

underrate the intelligence of the average reader, one should not overrate his vocabulary. Some journalists have aptly described a newspaper as the schoolmaster of the people, the common masses.

The following points have to be borne in mind in relation to readable writing

1. Simplicity and clarity are the chief characteristics of all news writing.
2. If a big word is more easily understood because of its frequency of usage or currency than a shorter word which is rarely used, use the bigger word by all means. For instance, the word 'election' is easily understood. There is no need to change it to 'poll' every time one comes across the word.
3. At the same time, there is no justification for the use of words like accelerate, ameliorate, beverage, bereavement, conflagration, encomium, eradicate, espionage, espouse, extempore, inundate, haemorrhage, jeopardise, laceration, materialise, necessitate, paucity, reiterate, vituperative, etc.
4. Words with affixes - that is prefixes and suffixes - must be avoided. Examples- dissimulation (pretence, hypocrisy), extermination, eventuate (happen, result), attitudinise (speak, write, behave affectedly).
5. Sub-editors must pay attention to the sentence pattern or structure. Long, winding sentences with too many complex clauses impedes the smooth flow of language. Long sentences should be split up into simple, short ones.
6. Sentences must not sound choppy and unpleasant in a hurry to make them short and simple. In determining the pattern of sentences, the ear is the best guide.
- h. Art of Condensation: One of the first things that a sub-editor has to learn is to practise the art of condensation. He must know how to write without padding. The main problem that newspapers have to face is that of space. Therefore, it is necessary that reports are tightly written. All verbiage and unnecessary details must be eliminated. Newspaper reports must be brief and to the point. The first attempt of wordiness is enough to injure one's style. Long sentences and involved passages bore the reader. Verbosity should not be permitted to destroy the spontaneous sparkle of original writing.

Examples to show how to trim excessive words or convoluted sentences:

1. The report stated that the annual rate of increase in the cultivable area brought under cultivation in Maharashtra during the plan period lagged behind most of the other states. (29 words)

Trimmed sentence - *The report stated that the annual rate of increase in irrigated area in Maharashtra during the plan lagged behind most other states.* (22 words).

2. It is generally expected that new buildings to house the J. J. Hospital will have been completed by the time the next monsoon sets in. (25 words).

Trimmed sentence - *The J. J. Hospital's new buildings are expected to be completed before the next monsoon.* (15 words).

3. The reason for Mr. A's resignation from the post of defence minister was that the public clamour for his removal from the cabinet was growing every day_ (27 words).

Trimmed sentence - *The growing pressure of public opinion forced Mr. A to resign as defence minister.* (14 words).

4. It was not long before that he made a clean breast of the crime that he had committed. (18 words).

Trimmed sentence - *He soon confessed to his crime.* (6 words).

i. Over-the-top Adjectives : One must avoid over-the-top adjectives and adverbs. Adjectives should be used not as often but as seldom as possible.

2.5 QUESTIONS:

1. In a newspaper, the team consisting of editorial and reporting staff completes various assignments, which include news gathering, news selection, news editing and page making etc. under the leadership of the _____. (**editor**/reporter/peon/trainee)
2. The ABC of Journalism are Accuracy, Brevity, and _____ (**Clarity**/Calamity/Consequences/Cowardice)
3. A newspaper's editorial and reporting team generally sit under one roof, known as the _____, for completion of their tasks. (**newsroom**/boardroom/detention/cell)
4. The major departments of a newspaper publishing house are editorial, circulation, and _____ (**advertising**/writing/painting/layout)
5. An experienced and visionary professional who heads a newspaper organisation is known as the _____ (**Chief Editor**/Reporter/MBA/Stringer)
6. Due to the advent of digital technology, media is produced and consumed on _____ (**digital devices**/paper/OB vans/air)

7. The newsroom setup for _____ comprises a fully equipped editorial department with online reporters and online editors. (**online media**/offline media/radio/podcasts)
8. A _____ is a newcomer who joins a newspaper just after the completion of his/her professional degree. (**trainee**/Editor-in-chief/IT head/Area Circulation Head)
9. The _____ is the face of the publication, and they are responsible for representing it at publishing conferences and social events. (**Chief Editor**/IT Head/Distributor/Newspaper boy)
10. A _____ gathers information about news stories in the local area. (**news reporter**/friend/king/President)
11. It is a crucial characteristic of the great editor that they _____ the reporter throughout any firestorm that ensues. (**stand behind**/ignore/disown/wash hands off of)
12. The main function of the Sub-Editor is the job of "_____ " the content of the paper. (**policing**/privatising/condemnation/freeing)
13. A good sub-editor has common sense, a lot of information, and an understanding of the _____ (**reader's point of view**/writer's point of view/ideology/rebelliousness)
14. In presentation of copy, If a story ends, the writer must use an _____ (**end mark**/comma/question mark/backstroke)
15. News writing is the personification of Accuracy, clarity, _____, and responsibility (**good judgement**/poor judgement/carelessness/negligence)
16. In Copy Presentation, if writers did not _____, the reader would subconsciously- feel that something was wrong because of variations. (**follow a given style consistently**/fight a given style/disregard a given style/copy-paste)
17. The ultimate aim of all editing is to make the news _____ for all the readers which is achieved by polishing the language, writing the headlines, selecting and fitting the news into available space, arraying it or displaying it in the paper (**meaningful**/ meaningless/funny/sorrowful)
18. For more readability of news, long sentences should be _____ (**split up into simple, short ones**/left alone/elongated/ambiguous)
19. The main problem that newspapers have to face is that of _____ and therefore, it is necessary that reports are tightly written. (**space**/ink/ideas/structure)

20. The _____ of a newspaper is designed to attract readership and to optimise the newspaper's effectiveness in presenting information. (**layout**/packaging/news stand/distributor)
21. In Copy Presentation, If material is eliminated, but you want it restored, write in the margin the word ' _____ ' and indicate the part to be restored. (**stet**/stat/suit/sweet)
22. The traditional newspaper front page displays _____ and makes the reader jump to an inside page to continue the story. (**only the first part of the articles**/the entire article/one word/conclusion)
23. A good sub-editor carefully _____ indecency and vulgarity of language. (**guards against**/insists on/ignores/introduces)
24. An editor-in-chief needs excellent _____ to ensure they can prioritise tasks, plan and complete projects by their deadlines, remember important details and maximise their efficiency and productivity. (**organisation and time-management skills**/unpunctual behaviour/slow movements/anger)
25. Any form of print media be it newspaper, magazine, journals etc. has its limitation in terms of its _____ whereas online media with availability of internet has wider canvas. (**reach**/beauty/news/creativity)



WRITING

Unit Structure

3.0 Objectives

3.1 Special use of language in journalistic writing

3.1.1 What is journalistic language?

3.1.2 Characteristics of Language Journalism

3.1.3 Specific features of journalistic linguistic style

3.2 Mechanics of writing

3.2.1 The Basic Rules of Writing Mechanics

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3.3 Main types of journalistic writing: form, purpose, and style

3.3.1 Editorials

3.3.1.1 Four Types of Editorials

3.3.1.2 Writing an Editorial

3.3.2 Reports

3.3.2.1 Writing a report

3.3.3 Features

3.3.3.1 Types of Feature Stories

3.3.3.2 Feature Story Examples

3.3.3.3 How to Write a Feature Story

3.4 Questions

3.0 OBJECTIVES

- To help students recognise the characteristics of journalistic writing
- To help students understand the mechanics of journalistic writing and distinguish it from non-journalistic writing
- To help students understand the types of writing in journalism, including editorials, reports, and features, and apply them in actual

3.1 SPECIAL USE OF LANGUAGE IN JOURNALISTIC WRITING

Introduction:

Mass communication is a process in which a person, group of people, or an organisation sends a message through a channel of communication to a large group of anonymous and heterogeneous people and organisations. You can think of a large group of anonymous and heterogeneous people as either the general public or a segment of the general public. Channels of communication include broadcast television, radio, social media, and print. The sender of the message is usually a professional communicator that often represents an organisation.

The language of journalism is a field that offers a challenging outlook on its subtleties and power in each journalistic genre. This is especially useful when it comes to serious beats like crime, business, and finance. This type of language helps understand how journalists create their stories or reports, shape points of view, deliver expected news and how media language is different from other languages we encounter.

Investigating, interviewing and fact-checking activities are basic components of journalism, transmitted to media consumers, in order to inform and persuade, but also to reinforce public beliefs, using manipulation techniques. Whether the journalistic purpose is writing for newspapers, magazines or new media, all reporters have the fundamental mission to learn and practise their language as specialists with all linguistic nuances required in their profession.

Journalists can also use in their reports coded messages through their carefully selected words and sentences. Self-censorship in using words is often practised by journalists creating a provocative and uncomfortable situation for themselves. This involves expressing sentences differently in order to avoid threats against them and their writings. A comprehensive vocabulary will bring stories and broadcasts to life, enabling journalists to better describe the world around them. Using words correctly might provide a shade of meaning and understanding to the journalistic lexical level they aim to reach.

The use of language in the presentation of news and elsewhere in the presentation of media, represents a form of interaction between language and society which affects us all. We are interested in how media works, how language works and particularly how the two interact. Its contents should be accessible to people who have interest in these issues as well as to people who study such matters. Responsive communication among people and between nations is worth striving for. The language of news media is prominent in society and it is interesting to find out how it is produced, how it is shaped by values and how it affects our perceptions. Mass communication is an expensive process. Unlike interpersonal

communication, feedback for mass communication is usually slow and indirect. Journalism language is perfectly reflected in mass communication as concerns its organisation within the journalistic system.

3.1.1 What is journalistic language?

Journalistic language embodies the following features:

Simple – the main task as a journalist is to help people understand what is happening around them. Not every reader will have your knowledge of language, so you must simplify it for them. You should be able to examine the most complicated issues and events then translate them into straightforward, simple language which your audience can understand. This means writing in short, sharp, concise sentences.

Formal – it avoids being colloquial. In order to inform as many readers, viewers or listeners as possible, regardless of their own language skills, formal language is used. This is the ‘proper’ English that is taught in schools and is easily understood by everyone in the country. It means avoiding the use of slang, and words and phrases that some readers might not recognise.

Concise – if you’re a journalist working for a newspaper or website you need to be able to stick to a word count. This is the number of words required for a particular article. Word counts are needed in order for the newspaper or website to manage space and accurately create its layout. If you’re a journalist working in radio or television you need to be aware of airtime – again, this restricts the length of the piece you are working on, in order to make sure it fits into the news programme.

With a larger word count or more airtime you can cover more issues. With a smaller word count or less airtime, you need to be able to use concise language to fit all of the important points of your story into your news piece.

The importance of grammar, spelling and punctuation -

Bad grammar, spelling or punctuation can affect meaning. Get it wrong and you can completely change the meaning of a sentence. Journalists also need to be incredibly accurate with the facts and information they convey, so the correct spelling of names and places is vital too. You don’t want to confuse or mislead your readers, so grammar, spelling and punctuation are very important.

3.1.2 Characteristics of Language Journalism

Style books - These are books which lay down rules for language you must follow in your particular paper or broadcasting station. You should ask your editor or chief of staff for a copy of your organisation's style book. Unfortunately, many small or new organisations do not have their

own style book. Most media outlets use AP style—the style established and constantly updated by the Associated Press—as the foundation for basic news and media writing. AP style provides consistency in writing across media outlets and publications. Familiarity with the latest edition of the AP stylebook is essential to write messages intended for media outlets. The stylebook is available both online and in hard copy. In general, AP style has evolved to ensure that media writing is accurate, impartial, and clear to the audience.

1. Short, sharp, clear sentences - Whether you write for newspapers, broadcasting or the Internet, you should always aim for words and sentences which provide the maximum amount of understanding with the minimum risk of confusion. If words do not add to understanding, throw them overboard.

2. Sentence length - There is no single rule about the length of sentences in news writing, but you should set yourself a target for the maximum number of words you use. We suggest that you never use more than 20 words in any sentence, except in special circumstances. If you follow this rule, your sentences will be simpler, there will be less room for error and you will make a more efficient use of words.

3. Lively language - The words you use will help to make your story easy to understand. Some words should be avoided, either because they are difficult to understand or because they are fat and lazy and do not help to push your sentence along.

4. Using new words - Many careless writers introduce new words without thinking how they will be understood by ordinary people. Sometimes they change nouns into verbs, in order to make sentences shorter. The danger with this is that the resultant verb is often less precise than the original phrase and is less readily understood by people. Avoid using verbs such as: To author (use to write) To hospitalise (use to admit to hospital or to be in hospital) To parent (use to be a parent or to act like a parent) You must be very careful about introducing new words which your readers or listeners might not understand. Stay with familiar words.

5. Sentence structure - It is not enough to write short sentences using simple words. You also have to construct your sentences in such a way that the ideas are easy to understand. One of the best ways of doing this - using the active voice. Wherever possible, write in the active voice. That is the way most people speak. People do not say "the bus was missed by me", they say "I missed the bus".

Eg: The correct way: Import duty on meat and vegetables will be reduced by ten percent. The special subsidy for rice exporters will be increased by five percent. These changes will come into effect after the next budget. The incorrect way: Duty on imported meat and vegetables will be reduced by ten percent and the special subsidy for rice exporters will be increased

by five percent but these changes will not come into effect until after the next budget.

6. Paired negatives - Paired or double negatives in English are not only bad grammar, they also usually create confusion, especially in the spoken word. For example, the sentence "He was happy" is easy to understand. So is the sentence "He was unhappy". But what do you understand by "He was not unhappy". Was he happy or unhappy? Do you see the confusion? Make it a rule: avoid paired negatives.

7. Objectivity- Your language must not only be easily understood, it must be fair. You should not use words which give a biased view of a person, an event or a situation. Many words develop special, biased meanings because of the way they are commonly used in a community. In some cases, you cannot avoid using such words. Take care that the words you use reflect the meaning in the community and not your own opinions. In particular, you should be careful about using words which describe disputes or conflicts. In these cases, each side to the dispute may choose to use the words which reflect well on them and badly on their opponents. As a journalist, you should try to steer the middle course.

8. Quotes - You are on safer ground when you use words in quotes. That way the reader can judge the bias through the eyes of the person you quote. (In radio or television, it is better to use a recording of people speaking the actual words, called actuality.)

3.1.3 Specific features of journalistic linguistic style

Each article must be clear in concept, organization and language, otherwise it needs to be rethought and rewritten. This rule is most appropriate to the journalistic style than to any other style. Newspapers are often read in crowded and noisy places by people who have other things to do and who use to read the news in a more superficial way, so things must be clearly presented on the paper. We must take care to include every stage in a narrative, every event in a sequence and every step in a reasoning.

Media communication has several particularities which distinguish it from face-to-face communication and offer advantages to the linguist: multiple originators, a mass simultaneous audience, a fragmented audience, absence of feedback and general accessibility to the public. All these particularities have a deep effect on the shape of media language, on how it is produced, on audience's ability to perceive media content and on communicators' ability to make themselves understood. Media generates a lot of the language that is heard in society. Media language is often criticised and the presumed bad effects are common in the public debates ironically conducted in the newspapers' own columns. It is intended for mass public consumption and offers the potential for good quality recording of spoken language in radio or television situations.

Note: Focus on accuracy and details

When you write for the media, you represent not only your personal brand but also the broader organisation for which you're producing content. Precise writing and transparency give newsrooms credibility; misinformation can severely diminish the integrity of the media outlet. Selecting appropriate sources and verifying information obtained from those sources, referred to as fact checking, can help minimise inaccurate writing. Accuracy also means using proper grammar and language appropriate to the audience.

Ensuring accurate reporting and writing can be challenging. Fast-paced media environments make it tremendously difficult to thoroughly gather information and fact check it in a short amount of time. For example, in 2013, during coverage of the Boston Marathon bombings, reports of five additional explosives found in the area were later found to be false. In addition, the New York Post ran a photo on its front page of two men that it alleged were the suspects that federal investigators were searching for at the time. The men were innocent, and while the Post apologised for the error, the men later sued the media outlet for defamation.

Outstanding attention to detail is necessary in order to catch errors in content, grammar, and punctuation. Taking the time to slowly review your message will save you from the consequences of misinformation or careless errors. Similarly, a big part of the writing process involves editing and revising your work, either by you or by an editor. Few writers can produce material that cannot be improved or does not need to be altered for style or content reasons.

3.2 MECHANICS OF WRITING

Mechanics and grammar are the rules and conventions that inform communicative practices among members of a discourse community like journalists and reporters. Mechanics rules are for governing written language. When writers violate conventions related to mechanics, readers are likely to be confused.

Mechanics are also a socio-cultural-rhetorical construct. Mechanics evolve over time as communication technologies and discourse communities/communities of practice evolve. Mechanics evolve over time as technologies empower new methods of composing.

3.2.1 The Basic Rules of Writing Mechanics:

Writing mechanics goes hand in hand with grammar. These principles complement the basic rules of grammar, and apply them specifically to writing, so grammar is still fundamental.

Mechanics vs Grammar

Mechanics and grammar are interrelated concepts. For some users, they are equivalent terms. Traditionalists make this distinction, however: Grammars govern the language patterns of oral discourse. Mechanics govern the language patterns of oral discourse. While this distinction between mechanics and grammar is nice and tidy, it breaks down in practice.

Here are the most important principles of writing mechanics:

Reported speech

Journalism often involves reporting what another person has said. For this we can use direct speech – quoting the speaker’s exact words in inverted commas – or we can use reported (indirect) speech.

The thing to be aware of is that if the ‘said’ word (‘claimed’, ‘insisted’) is in the past tense, the verb in the reported speech must be changed so that the tenses always match. For example, imagine politician Alan Smith says: ‘I am resigning.’ You can write:

Present tense – Alan Smith says he is resigning

Perfect tense – Alan Smith has said he is resigning

Past tense – Alan Smith said he was resigning

Singular, plural and collective nouns

Singular and plural nouns should not be mixed. For example: ‘The jury (singular) took four hours to reach their (plural) verdict’ is incorrect. ‘The jury (singular) took four hours to reach its (singular) verdict’ is correct.

Collective nouns, such as governments, companies and other bodies, should be treated as singular.

Parts of Speech

The parts of speech are the basic categories that words belong to, and they govern how the words relate to each other. Writers need to understand nouns and pronouns, verbs and adverbs, and how to correctly use prepositions and conjunctions.

In English, for example, we usually place adjectives before the noun they modify (“black coffee” “small dog” “beautiful flower”), and adverbs after* the verb they modify (“said angrily” “walked quickly” “hugged gently”).

Sentence Structure

A complete sentence contains at least a subject and a verb. A typical English sentence uses the word order subject+verb+object (“the boy

bounced the ball”), but there are a huge range of correct ways to put together a sentence.

Capitalisation

Capitalization is tricky, because it has overlapping rules with grammar, writing mechanics, and also writing conventions and style guides. Check your writing conventions for rules on capitalization in titles and headers, but here are the most frequently used rules of capitalization:

- Capitalise the first word of a document, the first word of a sentence, and the first word of a direct quote within quotation marks
- Capitalise proper nouns, including the names of people, places, and companies, and capitalise their initials or acronyms
- Capitalise the days of the week, months of the year, and historical eras (“the Great Depression”)
- Capitalise nicknames, and also kinship names when they are used in place of a personal name (“he loved Mom’s cooking”)

Abbreviations

Modern language is full of TLAs (Three Letter Abbreviations), and writers should not assume that readers know the abbreviation or acronym in question. Always introduce an abbreviation or acronym the first time you use it in a piece of writing.

The most common method is to first write out the abbreviation or acronym, capitalising each letter, and introducing the acronym you will use going forward. For example, “the Food and Drug Association (FDA)” or “English as a Second Language (ESL)”.

The Three H’s: Homonyms, Homographs, and Homophones

The three H’s are a frequent source of writer mistakes, misspellings, and misadventures. To put it briefly:

Homonyms are two identical words with different meanings. For example, “sentence” as a part of speech, and “sentence” as a punishment for a crime. For clarity in writing, try to avoid homonyms unless the context makes the meaning crystal clear.

Homographs are two words with the same spelling, but different meanings and pronunciation. For example, “wind” as the movement of air, and “wind” as a twisting or turning action. When writing, readers can’t hear differences in pronunciation, so avoid homographs unless, again, the context makes the meaning very clear.

Homophones are words that sound the same but are spelled differently and have different meanings. Common trouble words for writers are

“there/their/they’re” or “two/to/too”. Spellcheck will not always catch and correct homophones, and they can dramatically affect the meaning of a sentence. When in doubt, use a dictionary to make sure you are using the correct form of a homophone.

3.2.2 The basic building blocks of sentences are:

A clause

A clause contains a subject and verb, and can be a complete sentence. When joined correctly with conjunctions and/or punctuation, multiple clauses can be used to make compound sentences.

A phrase

A phrase is a collection of words without a subject or verb, used to modify the other parts of a sentence. “Underneath the table” or “despite the opposition” or “with a big smile” are all examples of phrases.

Some of the most common sentence construction errors are:

Fragments

A sentence fragment lacks a subject or a verb. “The red pen that the girl had” is a fragment, while “the girl had a red pen” is a complete sentence.

Run-ons

A run-on sentence isn’t just a long sentence, and run-ons can be short. A run-on sentence simply doesn’t use conjunctions or punctuation correctly, so that the two clauses are fused and unclear. “The train jumped the track the passengers were not injured” is a run-on sentence. It could be corrected with “The train jumped the track. The passengers were not injured.” or “The train jumped the track, but the passengers were not injured.”

Comma splices

A comma splice is a specific form of run-on sentence where a comma is used incorrectly. “The train jumped the track, the passengers were not injured” is an example of comma splice.

Dangling participles

A dangling participle is a sentence where an adjective or participle is used incorrectly, so it’s unclear which noun it modifies. For example, “Topped with cheese, I ate the burger.” Because of the placement of the modifying participle, this sentence reads as though I was topped with cheese, instead of the burger.

Faulty parallelism

Parallel sentence construction uses the same structure and format in all parts of a sentence, so the parts agree with each other grammatically. For

example, in the sentence “the book was both fun to read and for talking about”, the presence of the word “both” requires that “to read” be paired with a second infinitive verb to make a parallel sentence. You might fix it with “the book was both fun to read and to discuss” or “the book was fun to read and also to talk about”.

Redundancy

Redundancy is unnecessary repetition, and should be avoided. “Evil villains,” “geriatric old people,” or “we must now at this time immediately” are all redundant phrases.

Punctuation:

Correct punctuation is essential for clarity in writing.

The most common punctuation errors are:

Misused apostrophes

The apostrophe has only three purposes:

- To form possessive nouns - The apostrophe replaces the words “of the”. For example, “the table’s leg” instead of “the leg of the table”
- To form contractions - When you are replacing letters with an apostrophe. For example, “don’t” instead of “do not”, or “I’m” instead of “I am”
- (Rarely) to form a plural in letters or abbreviations - The apostrophe isn’t used to form a standard plural, but can sometimes be used to indicate plurals in instances like “he got two B.A.’s.”

Misused quotation marks

Quotation marks are always used to distinguish exact speech, and never for emphasis. Be cautious about the use of scare quotes, and review how to use them correctly.

Commas

Commas are arguably the most used and abused form of punctuation in English. Aside from the Oxford comma debate, commas are used incorrectly in lists, in conjunctions and splices, in quotations, in phrases... if you’re unsure when and how to use a comma, here is a great resource.

Spelling

English spelling is difficult, but needs to be correct. Use a spellcheck, use a dictionary, use a proofreader, but make sure you get it right.

3.3 MAIN TYPES OF JOURNALISTIC WRITING: FORM, PURPOSE, AND STYLES:

3.3.1 Editorials

An editorial, leading article, or leader is an article written by the senior editorial people or publisher of a newspaper, magazine, or any other written document, often unsigned. Australian and major United States newspapers, such as The New York Times and The Boston Globe, often classify editorials under the heading "opinion". Editorials are typically published on a dedicated page, called the editorial page, which often features letters to the editor from members of the public; the page opposite this page is called the op-ed page and frequently contains opinion pieces (hence the name think pieces) by writers not directly affiliated with the publication. However, a newspaper may choose to publish an editorial on the front page. In the English-language press, this occurs rarely and only on topics considered especially important; it is more common, however, in some European countries such as Denmark, Spain, Italy, and France.

An editorial is not a reported newspaper article. While a good editorial article may include some original reporting, the purpose of an editorial is to convey the author's personal opinion. Editorial writers typically write in the first person, and many pride themselves on tackling controversial topics that grab a reader's attention. Most editorial writing is cordoned off from the news section of the newspaper, making it clear that editorial essays are not the same as news reporting.

Editorials have:

1. Introduction, body and conclusion like other news stories
2. An objective explanation of the issue, especially complex issues
3. A timely news angle
4. Opinions from the opposing viewpoint that refute directly the same issues the writer addresses
5. The opinions of the writer, delivered in a professional manner. Good editorials engage issues, not personalities and refrain from name-calling or other petty tactics of persuasion.
6. Alternative solutions to the problem or issue being criticised. Anyone can gripe about a problem, but a good editorial should take a proactive approach to making the situation better by using constructive criticism and giving solutions.
7. A solid and concise conclusion that powerfully summarises the writer's opinion. Give it some punch.

3.3.1.1 Four Types of Editorials:

1. ***Explanatory or interpretative:*** Editors often use these editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort like a food drive.
2. ***Criticism:*** These editorials constructively criticise actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.
3. ***Persuasion:*** Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.
4. ***Praise:*** These editorials commend people and organisations for something done well. They are not as common as the other three.

3.3.1.2 Writing an Editorial:

1. Pick a significant topic that has a current news angle and would interest readers.
2. Collect information and facts; include objective reporting; do research
3. State your opinion briefly in the fashion of a thesis statement
4. Explain the issue objectively as a reporter would and tell why this situation is important
5. Give opposing viewpoint first with its quotations and facts
6. Refute (reject) the other side and develop your case using facts, details, figures, quotations. Pick apart the other side's logic.
7. Concede a point of the opposition — they must have some good points you can acknowledge that would make you look rational.
8. Repeat key phrases to reinforce an idea into the reader's minds.
9. Give a realistic solution(s) to the problem that goes beyond common knowledge. Encourage critical thinking and proactive reaction.
10. Wrap it up in a concluding punch that restates your opening remark (thesis statement).
11. Keep it to 500 words; make every word count; never use "I"

Example:

I. Lead with an Objective Explanation of the Issue/Controversy.
Include the five W's and the H. (Members of Congress, in effort to reduce the budget, are looking to cut funding from public television. Hearings were held ...)

- Pull in facts and quotations from the sources which are relevant.
- Additional research may be necessary.

II. Present Your Opposition First.

As the writer you disagree with these viewpoints. Identify the people (specifically who oppose you. (Republicans feel that these cuts are necessary; other cable stations can pick them; only the rich watch public television.)

- Use facts and quotations to state objectively their opinions.
- Give a strong position of the opposition. You gain nothing in refuting a weak position.

III. Directly Refute The Opposition's Beliefs.

You can begin your article with transition. (Republicans believe public television is a "sandbox for the rich." However, statistics show most people who watch public television make less than \$40,000 per year.)

- Pull in other facts and quotations from people who support your position.
- Concede a valid point of the opposition which will make you appear rational, one who has considered all the options (fiscal times are tough, and we can cut some of the funding for the arts; however, ...).

IV. Give Other, Original Reasons/Analogies

In defence of your position, give reasons from strong to strongest order. (Taking money away from public television is robbing children of their education ...)

- Use a literary or cultural allusion that lends to your credibility and perceived intelligence (We should render unto Caesar that which belongs to him ...)

V. Conclude With Some Punch.

Give solutions to the problem or challenge the reader to be informed. (Congress should look to where real wastes exist — perhaps in defence and entitlements — to find ways to save money. Digging into public television's pocket hurts us all.)

- A quotation can be effective, especially if from a respected source
- A rhetorical question can be an effective concluder as well (If the government doesn't defend the interests of children, who will?)

3.3.2 Reports

A report is a fact of a story that is currently happening or that just happened. Writing a news report is easy if you report on the subject clearly and write in a style that is clear, concise, and active. One should gather answers to the 5 W's and H questions while writing about an event or something that happened.

Differences between essays and reports:

Essays	Report Writing
Presents information and opinions	Presents facts and information specifically, no opinions
Written for everyone in general	Written for a specific audience, a report concerns itself to only a certain set of people related
The structure is casually flowing in paragraphs	The structure is very crisp and clean, using pointers and numbered headings and sub-headings
Essays usually have room for expression of one's opinions, need not be supported with graphical proofs	Using tables, graphs, charts to prove a point is very common
An essay has a logical flow of thoughts but no need of a summary	A report often needs a quick summary addressing highlighting points
Doesn't have an appendices	Often has appendices
Both essay and report writing need formal writing, analytical thinking, solid reasoning behind every conclusion, careful reading and neat presentation, but a report-writing layout is very different from essay writing	Crisp, often pre-designed layouts

3.3.2.1 Writing a report:

1. Gather the information

Gather the information you need to construct your story. In non-fiction, like in journalism, this may require visiting the location where the story

takes place, interviewing witnesses and people involved in the event, and using online search engines for further research.

2. Find your angle

Every news story has an angle—the theme and focus of the piece that makes it newsworthy. A human interest story will have a different angle than a hard-hitting political piece. News stories reveal their angle in the first paragraph. Find the angle of your story and present it in the first paragraph, page, or chapter.

3. Write a strong lead

Every story needs a great opening. In news writing, this is called a lede. This opening paragraph delivers the story's essential information by answering the five W's: who, what, where, when, why. These are the building blocks of any good story, whether it's a fictional narrative, technical writing, or a content marketing article. Lead with a strong summary of events that hooks the reader from the top.

4. Structure your information

Good journalism presents the information of a story in order of importance, in what is known as the inverted pyramid structure. The most important information, the lede, is at the top. The next section is the body of the story that contains other supporting details. The bottom section, the point of the pyramid, contains any extra information that might be interesting to an audience. Even in creative writing, it's important to lead with the who, what, why, where, and when of your story to let the reader know what the story is about.

5. Use quotes

Good journalism usually includes interviews with people involved in a story. This provides different perspectives and keeps the reporter in the role of an outside observer, similar to the third-person point of view in a short story or novel. If you're writing a non-fiction book, quotes are essential to create a well-rounded piece. In fiction, your characters will provide quotations through dialogue.

6. Write simply

Journalists use short sentences to deliver a story. News writing often uses the active voice as opposed to the passive voice—i.e. “She drove the car” rather than “The car was driven by her.” The active voice is more direct, uses fewer words, and has a quicker tempo. To hone this skill, think like a copywriter. In copywriting, the main objective is to write simply with a clear, concise message.

7. *Verify your sources*

Telling true stories requires a journalist to gather information from numerous sources. Reporters need to verify the information from their sources to ensure accuracy. In freelance writing, when you turn in your story, you should always provide links to where you found information and a phone number for each person you interviewed.

8. *Edit your work*

A newsroom is a fast-paced environment with a steady stream of stories passing from writers to editors before they go to print. All writers should do a spell check and edit their work for clarity and content. Take a cue from news writing and have a professional editor refine your story before you publish.

3.3.3 Features

A feature is a longer piece of writing than a news story. Features come in many different types and are widely used in magazines, newspapers and online. A feature will often cover an issue in greater depth than a news story would do; or it might look at an ongoing story from a different angle. Features generally fall under the category of soft news.

Differences between news story and feature:

	News Story	Feature
Content	Recent or breaking news	Any issue: could be news-related or human interest
Intro	Summarises the story in a nutshell	Often has a human focus or tells an anecdote
Sources and Angle	Can, but doesn't always, contain more than one source and angle	Always contains a variety of sources and angles
Structure	Inverted pyramid	More flexible: can take linear or a non-linear structure/ include story-telling. Conclusion is important

The feature story definition is more about the writer's writing style than the topic being written about. Though feature stories can be written about various topics, they share specific characteristics, including:

Lead: The lead is how the feature story begins. In a hard news story, the first paragraph tells the reader the who, what, when, where, and why; however, a feature story may begin with several paragraphs that use anecdotes or descriptions to lead up to and introduce the story. The writer

uses traditional storytelling elements such as description, scene-setting, quotes, and background information to help the reader visualize the story.

Pace of the story: The pace of a feature story is typically more leisurely than a hard news story, because the writer is trying to tell a story.

Length: Because the writer is focused more on storytelling, they take their time to make sure the story is complete, which means the length of a feature story may be longer than a hard news story.

Focus on the human element: The focus of a feature story is on the human element. Feature stories are often called people stories, because they focus on the people in the event, whereas hard news stories focus more on a specific event. Hard news stories may mention who was part of the event to explain what happened, but the focus lies more on talking about the event than the people involved. For example, a newspaper may write an article about a fire occurring in a building to tell the community about it. The story may mention the tenants, but the focus would be more on the fire. However, if the newspaper publishes a story about a specific family in the building and how they overcame the fire, that would be a feature story, or a news feature.

3.3.3.1 Types of Feature Stories:

The news feature story: It focuses on topics in the news; however, they are called "people stories," because they tell stories about people featured in the news. They are also called "behind the news" stories, because they focus on the people involved in the news events.

A profile feature story: It focuses on an individual such as a politician, celebrity, athlete, or CEO. It includes information about the individual and how they got to where they are now.

A live-in feature story: It is an in-depth story about a particular place and the people who live there. It can also be about a company or a business and the people who work there. It is called "live-in," because the writer has to spend a great deal of time with these people to tell their stories. It is also known as a "day-in-the-life" or "week-in-the-life" story, because it often focuses on the individual's daily life living or working in the featured place. These stories can cover longer periods of time, sometimes spanning weeks or even months. Another name for these stories is ultimate feature story, because the writer follows the individual for days or weeks to get to know them and tell the story in a way that immerses the reader.

A sports feature story: is the story behind an athlete. It is not about how the player is performing in the sport but rather who the player is and how they got to where they are. These stories provide a more personal touch about competing. The writer may use statistics to help tell these stories, especially if the athlete broke a record, as well as interview the athlete.

David Randall, author of *The Universal Journalist*, defines a full-text feature story as an article that features excerpts from books, stories, or interviews. He also defines a how-to feature story as one in which the writer uses research to write an article that helps the reader solve a problem or explains what to do in different situations. In his book, Randall also defines a color piece feature story as one that informs the reader about a specific theme or topic.

3.3.3.2 Feature Story Examples:

Sports feature story example:

Sky Sports posted an article that discussed the history of the WNBA throughout the past 25 years. This article is an example of a sports feature story, because it tells the story behind the organization.

Live-in feature story example:

The Guardian posted an article summarizing the top US feature stories of 2017. This article included a feature story titled, "My month with chemtrails conspiracy theorists," which is an example of a live-in feature story. The writer applied to be part-time farm hand to learn about why the people who ran the farm believe that the government shares chemtrails.

How-to feature story example:

The Guardian article in the above example also included a feature story titled, "America's midlife crisis: lessons from a survivalist summit," which is an example of both a live-in and a how-to feature story. The writer attended the Ohio Preppers and Survivalists Summit to learn about what survivalists do.

3.3.3.3 How to Write a Feature Story

1. To write a feature story, the writer must first pick what type of feature story they are going to write.
2. Next, they should determine the article's purpose (e.g., to instruct, to persuade, or to entertain the reader). Knowing what type of feature story is being written will help the writer determine their purpose.
3. The writer should consider their audience, including age, status, attitude, culture, lifestyle, and what language they speak. Understanding the audience will help the writer determine what information to include in the article and how the article should be written.

To summarise:

What makes a feature story?

A feature story is defined by how the story is told and what it is about. It is told using the circular narrative style, meaning that each event is discussed individually, with the last event connecting to the first event in the conclusion. People are the focus of feature stories.

How do you write a feature story?

The writer determines what kind of feature story they will write. They then choose the topic and brainstorm and research the topic. The writer should write the story, ensuring a beginning, middle, and end. The following feature story elements should be included: Lede, headline, sub-heading/deck, byline, hook, nut graph, wrap up, and kicker.

What are the types of feature stories?

There are several types of feature stories. A news feature story is about people in the news. A profile is about a specific person. A full-text feature story features excerpts from a book or an interview. A live-in feature story is written by a writer who lives with the person or spends a lot of time with the organisation to write the story. A sports feature story is the story behind the athlete. A how-to feature story helps the readers with a problem.

What is an example of a feature story?

An example of a feature story is an article about a group of children coming together to raise money to help the community after a storm. The damage from the storm may be featured on the news, but a feature article would be about the children and how they helped.

3.4 QUESTIONS:

1. Channels of communication include broadcast television, radio, social media, and _____ (**Print/Paint/Memes/Kabootars**)
2. Investigating, interviewing and _____ are activities that are basic components of journalism. (**Fact-checking**/gossiping/manipulating facts/grapevine)
3. _____ in using words is often practised by journalists creating a provocative and uncomfortable situation for themselves. (**Self-censorship**/self-quality/criticising others/hiding articles)
4. Unlike interpersonal communication, feedback for mass communication is usually _____ (**slow and indirect**/fast and confusing/unwilling/boring)

5. Journalistic language embodies the following features - Simplicity, Formality, and _____ (**Conciseness**/confusion/long/unclear)
6. This is not a characteristic of Language Journalism - Short and clear sentences, Sentence length, Objectivity, Negativity. (**Negativity**)
7. When you write for the media, you represent not only your personal brand but also the _____ for which you're producing content. (**organisation**/boss/friends/favourite colleague)
8. Mechanics are also a _____ construct. Mechanics evolve over time as communication technologies and discourse communities/communities of practice evolve. (**socio-cultural-rhetorical**/fake/useless/political)
9. _____ are two identical words with different meanings. (**Homonyms**/Homographs/Homophones/Antonyms)
10. _____ are two words with the same spelling, but different meanings and pronunciation. (**Homographs**/Homophones/Antonyms/Homonyms)
11. _____ are words that sound the same but are spelled differently and have different meanings. (**Homophones**/Homographs/Antonyms/Homonyms)
12. A _____ is a collection of words without a subject or verb, used to modify the other parts of a sentence. (**Phrase**/clause/half-sentence/punctuation)
13. _____ is unnecessary repetition, and should be avoided. (**Redundancy**/Facts/Figures/Grammar)
14. An _____, leading article, or leader is an article written by the senior editorial people or publisher of a newspaper, magazine, or any other written document, often unsigned. (**editorial**/feature/report/note)
15. Editorials have introduction, body and _____ like other news stories. (**conclusion**/gossip/entertainment/emojis)
16. The Four Types of Editorials are interpretative, criticism, persuasion, and _____. (**Praise**/Put-down/Judgemental/Exploratory)
17. A _____ in journalism is a fact of a story that is currently happening or that just happened. (**report**/meme/emoji/journalism)
18. The first step of writing a report is _____. (**Gather the information**/finding an angle/writing a lead/verifying sources)

19. A _____ is a longer piece of writing than a news story. Features come in many different types and are widely used in magazines, newspapers and online. (**feature**/report/journalist/editorial)
20. The Types of Feature Stories are news feature story, profile feature story, and _____ (**live-in feature story**/old features/celebrities/STICKY)

