



## SYLLABUS

Class – B.A. (HONS.) MASS COMMUNICATION

II Year

Subject – Editing

<b>Unit-I</b>	Concept & definition of Editing, importance of Editing.
<b>Unit-II</b>	Principles of editing
<b>Unit-III</b>	Online editing
<b>Unit-IV</b>	Structure of an Editorial Department Role of news editor, deputy news editor, chief sub-editor. Qualities of a good sub-editor.
<b>Unit-V</b>	Editorial policy & Editorial Page



## UNIT-I

### INTRODUCTION

Indian newspapers at one time were mostly occupied with speeches and they shut out the real hard news from within the country and outside. They have now grown up and the space given to speeches and handouts is much reduced but they still form a considerable part of the daily newspaper compared to the western press. Speeches and handouts are important only in so far as they are newsworthy and not because a very important person is making a speech or a handout has been issued by an important government department. The sub-editor must always dig for news in a speech or handout and discard it ruthlessly if the speech is unproductive. He should take out the essence which is of reader interest.

In a news organization, editing plays a pivotal role. A news item or a news story, as it is called, is written by hurried reporters, and is rough edged like raw diamond. Hence, the copy is polished and honed by a team of editors, who form the Editorial Desk. The team, also called the desk persons, works under tremendous pressure and severe time constraint. The desk persons work well past midnight, and ensure that your newspaper reaches you on time in the morning.

The main consideration in editing is to tell the story in the fewest possible words. Condensation is essential because there is more material than can be used. The second consideration is clarity. Clarity is obtained by avoiding intricate sentence structure and by using familiar words. The third consideration is forceful expression. The sub-editor must constantly seek the most effective way to express the ideas of the story. The fourth consideration is respect for accuracy. It means looking out for small factual errors which disfigure an otherwise good story. A news story can be made to seem less or more important according to the judgement of the sub-editor. **The importance of a story depends on:**

1. the position given to it in the paper.
2. the amount of space given to it.
3. its presentation; in particular the headlines used and whether it is supported by photographs or not.

The features of a good story are a good selection of facts, accuracy and as vivid a description of the scene and atmosphere as possible.

### EDITING AND ITS NEED

A newspaper office or news agency receives a large assortment of news items. These originate from different sources, mainly local sources and wires (teleprinter and telex). The news copy is written by experienced and inexperienced people, and, hence, lack uniformity. The copy has different shapes, follow a different style, and generally lack readability. The news reporters are the main news writers. They are in a hurry, especially in the evenings, when the news development gathers momentum. The copy written by them under pressure is bound to carry errors of all types. In any newspapers, there is always a shortage of space for all news items, which are received in the office. The newspaper's advertisement department is ever eager to grab the valuable but limited space. Moreover, newsprint and means of production cost a lot of money. Ultimately, a newspaper's success largely depends on the space and its most efficient, judicious and economic use. Hence, within the space set aside for news, as much news as possible needs to be packed to serve a divergent readership. Considering these factors; editing of the news copy becomes essential.

### WHAT IS EDITING

All incoming news items, collectively called copy, is sifted, before being processed, to achieve a balance of news between that originating within the organization and that pouring in from outside. Sorting out and sifting also helps induce parity between the well-written articles and those written by the inexperienced reporters. In the process, the unwanted matter gets weeded out. Only the newsworthy stories are finally selected. These are checked for grammar, syntax, facts, figures, and sense, and also clarified for betterment, and are condensed for economy of space.

Space is a major constraint in any newspaper. Simple economic consideration dictates that space should not be wasted. Despite limitation of space, comprehensive coverage has to be given to news. Hence, all



information and facts that come in cannot be published. They have to be sized up, dressed and given an identity. This will ensure that every story earns its place in the paper's pages.

You can lead a horse to water, but you cannot make it drink. And, one you have placed your newspapers in the hands of your reader, you are faced with a similar problem: You cannot make him read it. But there is a way to persuade him to read your report, by the use of good headlines. Imagine a page of a newspaper without one single headline. The reader would be served a solid, grey, unpalatable mass of type, each story differing from its neighbour only in length. Apart from breaking up the page, headlines are needed to draw the reader's eye to each story, and attract him to read every word of it.

**According to a noted writer, "A good story has it won impact. If you concentrate on putting things first and telling it in a straightforward simple way you cannot go wrong."**

### **DEFINITION**

News editing is tailoring news items or a news story to the required shape and size, using the right kind of expressions and symbols. A copy is edited to highlight the "news sense" in a story, and to bring uniformity of language and style in an issue of a newspaper.

### **NEWSROOM**

The newsroom in a newspaper or a news agency office is the hub of the entire activity in a news organization. The Editorial Desk (also known as the Editorial Department or Copy Desk or News Desk) is the nerve centre of a newsroom. It is here that every day the newspaper issues are planned and made.

However, in a news agency, the news desk is the final stop before a story is sent to the transmission room or creed room for transmission on the wires. In news agencies, where news operations are computerized, such as the Press Trust of India (PTI) or the United News of India (UNI), the edited copy is transmitted directly to the newspapers by the News Desk itself.

### **DESK MANAGEMENT**

The newsroom is headed by an editor or a chief editor or an editor-in-chief or a chief news editor. The designation varies according to the choice of the organization. He plans and directs the day's news operations. He is supported by a team consisting of the news editors, chief sub-editors (chief sub), senior sub-editors and sub-editors (sub).

The news desk usually operates in three shifts: morning, afternoon and night (till late in the evening, even up to 2.30 a.m.). In between, there are two link shifts-morning and evening-which are headed by the news editors or chief subs. They are also called 'slot' men. Ideally, in a newspaper, it is the news editor who plans and directs page making, while the chief sub helps and implements it.

In a news agency, news editors and chief sub-editor looks after the smooth functioning of the news desk. They plan and write "leads" (updated versions of developing stories). Here, there is an additional shift called "Extra Night" (from 2 a.m to 8 a.m.), which is managed by a senior sub-editor.

### **WHAT MAKES NEWS?**

News has a number of characteristic elements. Five conventional determinants of the news values are:

- i) **Proximity:** The near the origin of news, i.e. the closer it is to home, the more is its impact. For example, on a particular day, there may be 45 deaths in a boat tragedy in Bangladesh. But on the same day, a local bomb blast that kills five people is sure to have more impact on the readers.
- ii) **Timeliness:** News grows old quickly. It decays and perishes fast. The more recent its occurrence, the more worthy it is. On the contrary, an event that happened, six months back. but is discovered and reported now could grab the front page. For example, the bank securities' scam involving Harshad Mehta and others, or the Bofors gun deal.



- iii) **Prominence:** Names make news and the newspapers like to use as many local names as possible. For example, if the Vice-chancellor of a university gets hurt while playing cricket, few people will take note of the incident. But, if a public figure like a minister is injured in a game, we have a more interesting story. When the film celebrity, Satyajit Ray, and the Nobel Laureate, Mother Teresa, were hospitalized, most papers carried everyday reports on their health.
- iv) **Consequence:** A reader's interest is aroused in a large measure if an event or occurrence affects him, and more so, if he participates in the event. He is eager to know what will this mean to him in the long run. How will it affect him and his family. For example, weather stories attract consistently high readership. A brief storm that leaves behind some casualties, and causes heavy damage in a town or city, will receive better coverage, will be given a good display, and attract large readership.

A steep hike in the prices of petrol, cooking gas, milk or an increase in water and electricity tariffs will have widespread consequences

- v) **Human interest:** Any interesting story about people and their peculiarities, and their infinite variety, make for wider readership. The human interest stories are pure identification. These are the little things that have happened, or could happen to yourself or to your neighbour or friends. These stories are worth little or nothing as news in any strict sense. Yet these are worth telling. For example, a 30-year-old woman with a baby in her arms is trapped in a building on fire. Such a story interests the readers.

The five elements cited above, generally, have a direct bearing on a majority of news stories. In addition, there are various other elements that could come into play in judging the news:

- i) To be newsworthy, a story must interest a large number of the readers.
- ii) A story's worth is determined by its impact on the readers. That's why the functioning of the government and the politicians receive a lot of coverage. On the contrary, lack of impact sometimes makes news; and also, the unusual, odd, provocative, intriguing, moving and educative make news

Scientific discoveries, even the hints of some, find space in the newspapers. For example, any seeming step toward the cure of cancer or AIDS is sure to generate headlines. even though the scientists might not have discovered the drug or vaccine. But the hint will be newsworthy. Archaeological events, relating the present to the past, could make headlines. The state and local news always rank as the major focal points in the newspapers. These are followed by (the order of selection depends on the Desk) - accidents, accords, agreements or pacts, announcements, business, the common people's interest (rise in milk or sugar prices), crime, cultural events disasters, education, elections. environment, fashion, health, labour, obituaries, 'and tragedies.

### HOW TO EDIT A COPY?

A news story must play upon the event reported therein. Ideally, read every story, preferably thrice-once for familiarization, once while you edit, and the third time to check your work. If the story has no glaring problems, and if you fully understand it you would be ready to edit it. Now, you are concerned with spelling, punctuation, grammar, consciousness of expression, smoothness of writing, general accuracy and comprehensibility.

Format: A news story is divided in to two parts - the opening Para called the "intro" (introduction) or the "lead", and the body. The lead describes, simply and briefly, what happened. The body documents and elaborates the lead



Adequate attention should be paid to the lead, the most vital part of the story. Written in a single sentence, it should grab the reader and compel him to read the body. Normally, the lead is in about 25 words, or may be less. At the maximum, it should be limited to 40 words. The intro should be concise and crisp. It should not puzzle the reader, but summarize the story. Details should be dispersed and blended in the subsequent paragraphs.

**Opening para:** Conventionally, the news story has followed the "inverted pyramid" structure. The most significant information is placed at the top, the story's beginning and other details follow in their order of importance. Thus, the story tapers to smaller and smaller details, until it disappears. It may begin with the five Ws and one H, *i.e.*, the who-what-why-when-where and how lead. Basically, a news story should answer what, when and where. The answers should find place in the opening para. The three other questions - who, why and how - do not necessarily arise in all the news copy. In case they do, the answers are accommodated in the subsequent paras. Each succeeding para should add an essential detail without being dependent in content or style on what follows.

### The inverted pyramid style enables

- i) a new story, to be self-contained, even if para are deleted at the bottom due to space; shortage [consequently, a coherent story is left at each point where it could be cut];
- ii) a hurried reader to skip over many stories in a short time by just reading the opening paras [those with greater interest could read a story completely];
- iii) a sub-editor, to write the headline gets in the gist in the first few paragraphs; and
- iv) a sub-editor to change the order of paragraph or insert new material, even after the matter has been sent to the press for composing.

If the news is not in the opening paragraph, trace out where it is buried. Bring it to the top, and also locate its supporting details. If there are two important news points or angles that vie for the top spot, assess and evaluate which one is better and catchier. This could call for rewriting the entire news item.

Next, see if the second paragraph supports the lead. It should deliver the promise made in the opening paragraph. The third paragraph should continue the development implicit in the lead and in the second paragraph. This helps a lot while trimming the story, and makes for easy comprehension by the reader. If there are any direct quotes, ascertain if these should be retained. Find out if there are opinions, and make sure these are suitably attributed.



## UNIT-II

### Principles of Editing –

**Limited words** – It is always very necessary to use essential and limited words to develop a news story without hampering the news value of a story. Every news comes from different sources in different shape but a sub editor must edit news according to the space available in the newspaper.

**Clarity** – The story must be clear. Usage of more words than required can confuse the readers. Watch cross heads and see that they do not break the sense of the story. Sub editor must be aware of mixing of tenses and the proper usage of grammar.

**Forcefully expressed** – The sub-editor must constantly seek the most effective way to express the ideas of the story. For this sub editor must give the main point of the news in the first paragraph. He must use short sentences and small paragraphs. Readers also lose interest in reading long sentences. Short and crisp grabs attention of the readers.

**Accuracy** – The news story should be accurate. Preserve the evidence whether a notebook or original copy from which the story was rewritten until the danger of challenge has passed. Sub editor must check names, titles, facts, figures, dates, addresses etc. Wherever slightest doubt exists, he must know the reference books which will clear his doubt.

### Make it important – The importance of a news story depends on -

- The position given to it in news paper.
- The amount of space given to it.
- Its presentation, in particular headlines used and whether it is supported by photographs or not. Headline should be such that would grab the attention of the readers and would create interest and force them to read.

**News elements** – News has a number of characteristics elements. Five determinants of the news values are –

- Proximity** – The near the origin of news i.e. the closer it is to home, the more is its impact. For example – on a particular day there may be 60 deaths in a train accident in China. But on the same day, a local bomb blast that kills five people, is sure to have more impact on the readers.
- Timeliness** – News grows old quickly. It decays and perishes fast. The more recent its occurrence, the more worthy it is. On the contrary, an event that happened six months back, but is discovered and reported now could grab the front page.
- Consequence** – A reader's interest is aroused in a large, measure if an event or occurrence affects him. He is eager to know what will this mean to him in the long run. How will it affect him and his family. For example – A steep hike in the prices of petrol, cooking gas, milk or an increase in water and electricity tariffs will have widespread consequences.
- Human interest** – Any interesting story about people and their specialities and specifications and their infinite variety, make for a wider readership. The human interest stories are pure identification. These are the little things that have happened, or could happen to yourself or to your neighbours or friend. These stories are worth little or nothing as news in any sense.
- Prominence** – Names make news and the newspapers like to use as many local names as possible. For example – when the film celebrity; Satyajit Ray, and the Nobel Laureate Mother Teresa were hospitalized most papers carried everyday reports on their health.

### Golden rules of editing –

- Give the main points of news in the first paragraph. Take care of the rule of 5Ws and 1 H.
- Headline should provide meaning and convey the message and should attract readers.



- Check names, titles, facts, figures, dates and addresses. The sub-editor should keep a proper watch on these.
- In a dispute, both the party's views has to be provided.
- Use short sentences and short paragraph. Make it short and crisp.
- Repeat names in court cases rather than refer to them as accused, witness, etc.
- Indicate correctness of doubtful spelling by saying 'correct' within brackets.
- Beware of foreign names.
- Define long, unfamiliar words, especially, scientific and medical terms.
- Do not begin sentences, with words like a 'serous charge' or a 'certain offence'.
- Do not begin sentences with words like : 'a' 'despite' or 'because'
- Reporters to give a rather artificial flow to the story 'meanwhile' often use the word. Cut it out.
- Use concrete words, words that make the reader see, hear, smell or taste. Which would give the readers a complete picture.
- Be careful about pronouns. The misuse of the relative pronoun and punctuation are the most common grammatical errors in the news stories.
- Editorializing any trace of personal opinion or a value judgment should be eliminated from the copy unless it is a feature or news analysis.



## UNIT III

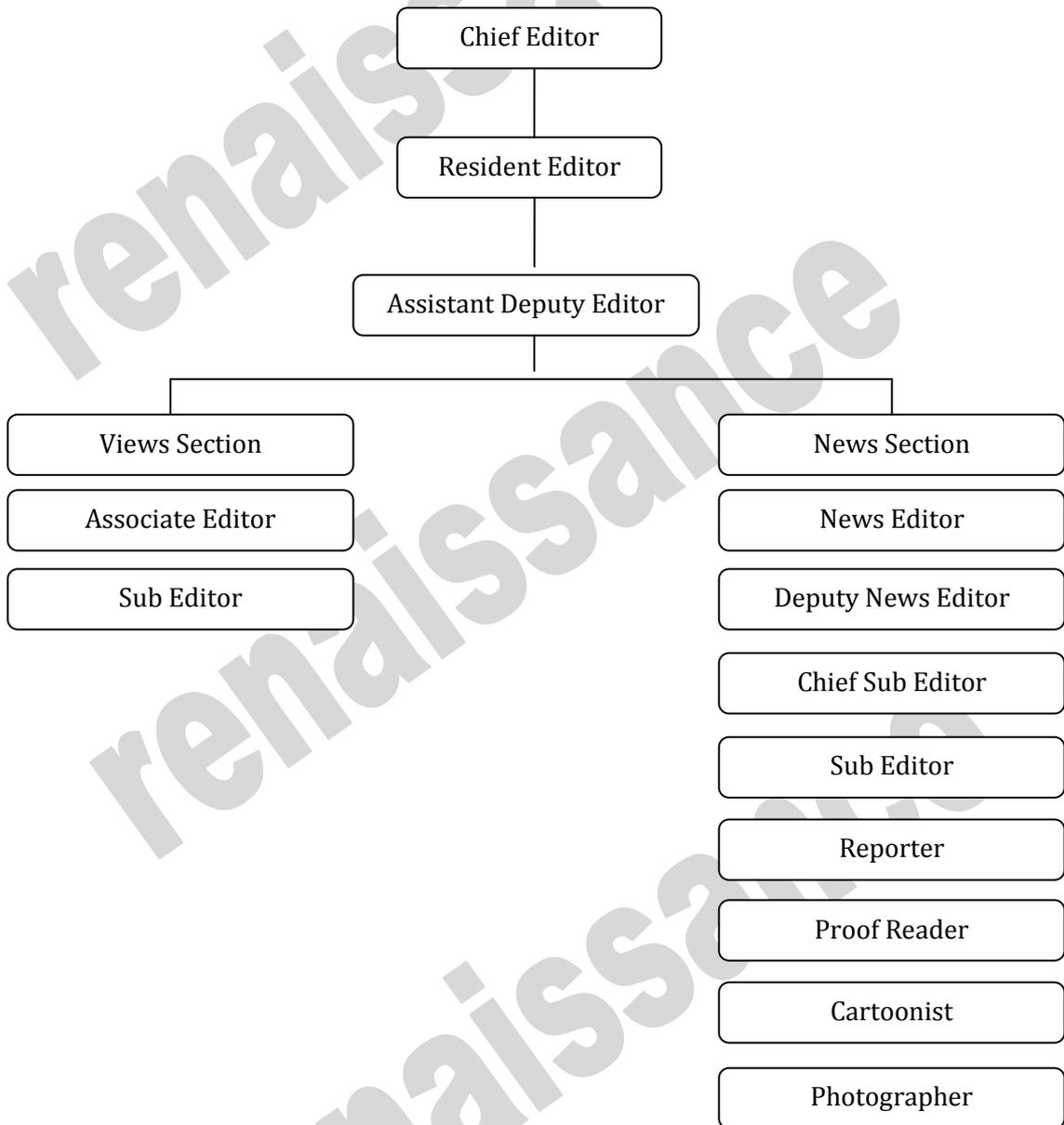
### **On line editing**

Newspaper production is one area where technological revolution has made sweeping changes. It is interesting to note that though the newspaper is printed on paper, most newspaper offices are becoming paperless places. Computers have replaced paper. Filing of stories, editing and photo editing are all done on a computer. So it goes without saying that a reporter or editor in the present time should be familiar with the computer. Knowledge of computers is a basic requirement for a newspaper job. Nowadays cartoonists also prefer to draw on the computer. Graphs and charts can be created on a computer easily. Photographers use laptops for editing and filing photos. Editing on the computer has its advantages. Words and sentences can be corrected on the screen. There are a wide range of type faces available. Pages can be set on the computer. The pages so set can directly go to the press. Regional languages have also developed their own keyboards.



UNIT IV

**Editorial department:** The editorial department is responsible for providing news and the reading matter for the newspaper. It includes news, art and many other subordinate sections. Reporters gather news from different places in the country and also from abroad. Photography section provides photographs. Cartoonists supply sketches of personalities and events. Editorial and special writers contribute articles, including feature articles. Editors also obtain special articles, illustrations and features from outside the organization for publication in their newspaper. The material is put forth in such a way that caters to the need of majority of related activities. Typical organizational structure of an editorial department of any news press :





## Division of the Duties

The editorial staff provides material for publication and prepares the subject matter called 'copy' for the printer and the engraver. Big newspapers have elaborate editorial staff consisting of many editors and sub editors as incharges of various sub sections designated as Editor, Managing Editor, News Editor, Sunday Editor, Sports Editor, Women's Editor, Picture Editor, Society Editor, Drama Editor, Literary Editor, Music Editor, Art Editor etc. Small newspapers combine many of these positions, or drop some altogether and have an editorial staff consisting of ten to fifteen persons. The editorial department is the record section of a newspaper. It also maintains a library, where, beside other relevant books, extensive files of clippings and photographs are maintained.

**CHIEF EDITOR:** The chief editor is the senior most authority of the editorial department in a news paper organization. He is like the captain of a ship who provides the direction to the organization. He takes the final decision, as his name goes regularly in the print line. He is responsible for whatever is being published in the newspaper. He decides the style sheet and policy of organization and provides guidelines. The person has to be very knowledgeable, perfect and up to date so that he can solve the problem which comes across everyday. He should be capable of managing the organization properly and should also be able to decide new plans to increase the circulation and readership. The chief editor takes regular meetings of the entire department and takes feedback from the department heads as well as from the readers.

To be the editor of a daily newspaper with a nation-wide circulation is an ambition which very few journalists can attain. Like the newspaper itself the functions and responsibilities of the editor keep on changing. When there were few newspapers the editor was regarded as a potentate who ruled by the force of his personality and was a terror for his opponents. The editorial board of a large newspaper carried more power than it does now. The reason being newspaper has become a commercial organization rather than a political institution as it used to be in the olden days.

**NEWS EDITOR:** He is a head of the news section. He works as a bridge between the senior and the junior authorities. This is also a post of great responsibilities. He should be active and takes care of the coverage and outlook of the newspaper. The news editor is responsible for the smooth functioning of the organization. He keeps a careful eye on the routine side of news collection. The news editor should be able to read the mind of his reader and select a story accordingly which has news value. The news editor should be able to identify right or wrong and should have interest in news of all kinds. His team comprises deputy news editor, Chief sub-editor, sub-editor trainee sub-editor. As the head of the desk, the news editor plays a very important role in the layout of the newspaper. He is responsible for the day-to-day running of a newspaper. He plans layout of newspaper edition, receives news copy, photographs, and dummy page layouts marked to indicate columns occupied by advertising, confers with management and the editorial staff members regarding placement of developing news stories. Determines placement of stories based on relative significance, available space, and knowledge of layout principles, marks layout sheets to indicate position of each story and accompanying photographs. Approves proofs submitted by composing room. May write or revise headlines. May edit copy may perform related editorial duties as required.

**SUB EDITOR:** The sub editor is a versatile man in the newspaper. He knows something of everything and everything of something. His sound general education and training will help him edit easily and efficiently all kinds of copies full of technical terms and complicated issues. He gives a hurried look at the story and grasps the contents. He also finds out whether the most important feature or talking point has been given the first place in the lead, and the body of the story has been developed fully giving unimportant details at the end. Press sub-editors are journalists who work for:

- National daily or weekly newspapers,
- Local and regional newspapers,
- Magazines,



He is responsible for ensuring that the tone, style and layout of final copy match the publication's house style and target market. The role involves processing all the copy before it is published to ensure that it is accurate, makes sense and reads well. He also lays out the story on the page and may also be involved with overall page designing. As with many roles in journalism, sub-editing is a demanding role that requires constant attention to detail within a fast-paced working environment. Work activities vary and can depend on the extent to which production and layout work falls within a sub-editor's remit. Only senior sub-editors would be expected to have much legal knowledge, but there are common activities that form much of the work of most sub-editors.

These include:

- Editing copy to remove spelling mistakes and grammatical errors.
- Rewriting material so that it flows or reads better and adheres to the house style of a particular publication.
- Ensuring that a story fits a particular word count by cutting or expanding material as necessary.
- Writing headlines that capture the essence of the story or are clever or amusing.
- Liaising with reporters or journalists to clarify facts and details about a story.
- Editing press releases or reports.
- Checking stories to ensure they are accurate do not break the law or go against the publication's policy.
- Cropping photos and deciding where to use them for best effect.
- Writing the captions for pictures.
- Proofreading complete pages produced by other sub-editors.
- Working to a page plan to ensure that the right stories appear in the correct place on each page.
- Laying out pages and, depending on the nature of the role, playing a part in page design.
- Adding last minute news stories.
- Keeping up to date with sector issues, e.g. by reading related publications.

### Qualities of a sub editor:

**Calmness:** be calm and composed. You should not get excited when a big story break- be it a disaster, calamity, the assassination of a big political leader or the collapse of a government.

**Decisive:** take quick and correct decision. The editorial department has no place for indecisive.

**Memory:** have a sharp memory for counter checking facts, if necessary.

**Grasp:** size up the situation as it unfolds and estimate its relevance.

**Non-partisan:** never take side.

**Self confidence:** have confidence enough to correct a bad copy written by anyone, even the senior most reporters.

**Know your reader:** know the particular readership. This means you should engage one hand with subbing and the other with the pulse of the reader.

**Skeptical:** do not accept anything at face value. You should approach everything as a source of potential error.

**Mature:** be mature enough to correct only bad copy and not just make changes for the sake of changing.

**Knowing:** sub -editor required to have some knowledge about the things, including how these are compared with the past events.

**Stability:** have enough stability to make under pressure.



### Elements of newspaper

<b>Byline:</b>	Tells who wrote the story; may include the writer's title.
<b>Classified ad:</b>	An ad that appears in the classified or "want ad" section of the newspaper.
<b>Column:</b>	A vertical division of the layout that helps give structure to the pages. Newspaper stories and images are measured in column; inches: the number of columns wide by the number of inches long.
<b>Cutline/caption:</b>	Explains what is happening in a photograph or illustration. The use of "cut" dates back to a time when images in the newspaper were printed from carved wood and etched metal. A cutline or caption sometimes may include a photo credit, the name of the person who took the picture.
<b>Dateline:</b>	The location from which a story was sent, usually given at the beginning of a story. The term was first used at a time when news often took days to reach a reader, so the date and location of the event were included in the story.
<b>Display ad:</b>	An ad for a business or organization that appears on a newspaper page.
<b>Editorial:</b>	A type of story on the editorial page that expresses an opinion of the newspaper and encourages the reader to take some action.
<b>Flag:</b>	A display used by a newspaper to indicate section pages or special pages.
<b>Logo/Plate name:</b>	Combination of typography and artwork identity of newspaper.
<b>Folio line:</b>	The date and page number that appears at the top of each newspaper page.
<b>Headline:</b>	large type written and designed to summarize a story and get the reader's attention.
<b>Index:</b>	Tells the reader where regularly featured pages, such as sports, weather and local news can be found.
<b>Jump line:</b>	The line that tells the reader on which page the story is continued.
<b>Lead:</b>	The beginning of the story, which summarizes it and/or grabs the reader's attention.
<b>Masthead:</b>	The formal statement of the newspaper's name, officers, management and place of publication. It usually appears on the editorial page.
<b>News Article:</b>	A news article is a report on an event that has taken place. Articles may include a byline, body text, photo, and caption. Typically, newspaper articles that appear closest to the front page or within the first section are those that editors consider to be the most important and relevant to their readers.
<b>Feature Articles:</b>	Feature articles report about an issue, person, event with added depth and more background details.



**Editorials:** An editorial is an article written by the editorial staff from a specific perspective. The editorial will offer the newspaper's view of an issue. Editorials should not be used as a main source of a research paper, because they are not objective reports.

**Editorial cartoons:** Editorial cartoons have a long and fascinating history. They offer an opinion and convey a message about an important issue in an amusing, entertaining, or poignant visual depiction.

**Letters to the Editor:** These are letters sent from readers to a newspaper, usually in response to an article. They often include strong opinions about something the newspaper has published. Letters to the editor should not be used as objective sources for a research paper, but they could prove valuable as quotes to demonstrate a point of view.

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## UNIT V

### Editorial page

Writing editorials is one of the most important, high-profile and controversy-ridden responsibilities of The Channels editors. College leaders—from students and faculty to key administrators—read editorials to see what the best, brightest and most informed students advocate on pressing campus issues. The editorial writer has tremendous power to influence opinion and policy, a power that brings with it awesome responsibility. In general, an editorial is a strongly worded opinion column that seeks to persuade or enlighten. The editorial writer should thoroughly research and understand all sides of an issue, then develop this background into a well-supported and argued opinion. Even when disagreeing, the editorial writer should strive for a tone that is courteous and fair. Editorial topics and positions are developed by consensus of the editorial board. The editorial writer may be written by an individual team, but the writer or writers always speak for the board majority. Editorials are unsigned.

### Types of editorials

**Persuasive**—meant to influence readers or policy makers, to urge them to take a particular stand.  
**Explanatory or Analysis**—still opinion, but mostly casts new light on ongoing issue. Localization of state or federal issue good example of this.

**Obituary**—laudatory in nature. Commentary on person leaving public service is similar type.

**Endorsement**—in political races.  
**Goals of editorials**  
• To make people think  
• To influence policy makers, to sway a pending decision by government agency.  
• To localize issues for readers, to bring it home for them and give it relevance.

### Editorial Policy

Editorials are written in a simple, direct and persuasive language. Generally they should run about 12". Longer editorials must be approved by the editorial board. The editorial opens with power and closes with purpose. Begin with a premise or strongly worded opinion then wrap up with a conclusion that restates the premise. If the reader has to wonder about or search for the editorial writer's opinion, then the piece is not a success. In the body, provide facts, information and statistics to support your premise. You may pull broadly from past news stories. Provide facts, supporting material. The facts (evidence) should be as complete as possible in the space allowed. Avoid repeating arguments in the body, even if using different language. The strongest editorials acknowledge the opposing viewpoint, then use sound reason to refute it. No issue is black and white, and the informed editorial writer will note the merit of the opposition's views. Finish with a conclusion that restates the premise. When the editorial includes criticism, the writer should provide a solution or a plea for reader action.

### Other guidelines

Editorials should be based on campus developments that already have been reported in the news column of The Channels. To do otherwise makes the editorial column the vehicle of reporting, and that is not its function; its function is analysis, comment, and opinion. An editorial may, when odd publication dates require it, appear simultaneously with a news story on which it comments.



**B.A. (HONS.) Mass Communication II Year**

**Sub. - Editing**

Remember who you are writing for and explain everything. Make sure you briefly restate the issues you are opining about. Expect that readers know nothing about the issue.

Strive to show how the editorial subject will directly affects the reader.

As with all good writing, avoid overgeneralizations and assumptions. Follow same• rules as reporting when it comes to libel and use of language. Be careful. Always take the high road. No personal attacks or mean-spirited attacks.

A cartoon should be assigned to illustrate the theme of the editorial.

Editorials should include praise as commonly as attack or criticism.

Beforehand, someone should ask: "Who will the editorial hurt?" or "Who will protest vigorously?" Ponder the responses and be prepared to face the consequences