



SYLLABUS

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

VI Semester

Subject – Editorial Writing

UNIT – I	The Editorial Page: Its Need & Content Typography & Layout Editorial Policies.
UNIT – II	Definition of Editorial, Style of Writing, Purpose of Editorial
UNIT – III	Quality & Responsibilities a) Editor b) Asst. Editor Editorial Conference Special Article
UNIT – IV	Comparative Study a) National b) Regional c) Morning and Evening News Paper & their characteristics Editor's Guild
UNIT – V	Ethics of Editorial writing Eminent Editors



UNIT I

The editorial page: Its need and content

The editorial page is the most important page in a print media (i.e. the news papers, magazines and other forms of print publications). This page is basically meant for views, analysis and revaluation. This is the page where the views are the most important factor rather than straight forward, direct news. This page is specially meant for the intellectual readers, opinion makers and the thought creators. Hence the language of this page is also dignified and of a higher level. This page is basically dominated by comments and analysis, rather than objective reporting of factual information.

The views and analysis presented in this page directly impressed and dominated by the policy and style sheet of the media organization. Though it is very objective and credible page, but is often influenced by the policy of the media. On the basis of the content served on this page, the opinion makers make their distinct opinion on various topics.

The opinion page is designed and created by the senior staff of the media organization who have a wider knowledge of current affairs, plans and policies of the government, international relations etc. the creators of this page must be well acquaint with the national and international happening and they must be aware of the rapidly changing global scenario. They keep a keen eye on changing scenario. The editorial page staff is comprised of highly knowledgeable people with clear vision, unprejudiced thinking and best writing skills.

The readers of this page are also very special and belong to an intellectual class of the society. They are usually highly literate people who influence the thought process of others. They are the opinion makers who decide the direction of thought process of others. They play an important role in the development of any country. Such readers could be policy makers, beaurocrates, political thinkers, social workers, thinkers, philosophers or professors. But it doesn't mean that the common people cannot read this page. Moreover their thought process is directly influenced by the editorial content.

Normally a single page is reserved for the editorial and views content in a news paper but in some newspapers, one more page is dedicated to the editorial content. Such page is known as the OP-Ed page which stands for the Opposite Editorial page. This trend was initiated by the Indian Express newspaper, but it now adopted by several other publications.

Need of the editorial page- It could be unanimously said that the editorial page is like the window of the print publication through one can peep towards the brighter side of the truth and reality. In the words of veteran journalist late Khushwant Singh' the function of the editor in a print media is largely, if not entirely directional, political and administrative. Virtually the only part of the print publication on which an editor can impose his personal stamp is on the edit page. The rest is on the mercy of the news editor who presides over the desk, the chief of bureau and the reporters. Very often the editor only sees his hand work when the paper is delivered to him in the early hours of the morning. Then all he can do is to perform a kind of postmortem in the hope that improvements will follow'. Hence it could be stated clearly that the editorial page is very important.

- It provokes thought process and discussions among the common people as well as the policy makers.
- The influences the public opinions.
- It suggests the right direction to the society.
- It provides detailed back ground knowledge and detailed analysis of the issues.
- It presents the future aspects and impacts of any policy and programme made by the government.
- It provides suggestions and solutions on various burning problems.



The content of the editorial page- The major contents of the editorial page are as follows-

- **Editorial-** These are the main articles which are written by the chief or associate editor or the editorial board of that particular print organization. The editorials are never byline articles except some exceptional cases.
- **Editorial cartoons-** Cartoons can do much more than enrich popular culture and make us laugh. They are sarcastic items which are equally important and significant as the leading articles and editorial are. They contain deep and intensive meaning and are highly appreciated by the readers. They give a lighter mood to the editorial page which is otherwise considered as very serious type of page. Editorial cartoons can be a powerful form of expression. They can grab the attention of readers in a single glance. Unfortunately, some are so vague that they are hard to understand. One study reported in Journalism Quarterly revealed an overwhelming failure of nationally syndicated cartoons to get their message across. Most interpretations offered by readers were not at all what the cartoonist had intended. The goal, when selecting cartoons, is to make sure that the readers get the intended message. An effective way to achieve this is to have a cartoon reinforce a message that is contained in an accompanying editorial. In addition, cartoons should be timely and well-drawn.
- **Editorial columns-** this is usually the work of one author who uses a byline or photo with his/her writing. it normally deals with national-international issues which are of current relevance.
- **Editorial articles-** also where byline is used to give author's name.
- **Institutional editorials,** written by a publication's editorial board and stating the paper or organization's stance on an issue. These types of editorials usually have no bylines and are attributed to a statement coming from the paper itself.
- **Letter to the Editor-** It is a healthy sign for the newspaper when readers submit letters. That shows they are actually reading the paper and are using the op-ed pages as they should be used—as a public forum. If some controversy is stirred because of what appears in the paper that, too, is a healthy sign. That shows that the newspaper is causing readers to think and to get involved. Letters or articles from the reader expressing or stating their opinion, resolution, and suggestion of a particular issue that is in the public interest such as traffic jams, pollution, education, bridge construction, floods, and so on.

Occasionally, it may be a letter from someone to praise or blame something occurring in society such as praise for the sacrifice of the police's hard work and the blame for their accepting bribes.

Typography and Lay out

Typography may be defined as the theory and practice of letter and typeface design. In other words, it is an art concerned with design elements that can be applied to the *letters and text* (as opposed to, say, images, tables, or other visual enhancements) on a printed page. Once a concern mainly of book publishers and newspaper and magazine editors, typography has today become, with the explosive growth of powerful electronic-publishing and word-processing tools, a text feature that no aspiring communicator can take lightly or ignore. Particularly with the enormous range of font options available in recent years, the opportunity to facilitate, magnify, impede, decrease, intensify, or subdue the impact of a message by altering typographic variables has become very important. It is very necessary for the editorial page to have a very impressive and eye catching typography and lay out to attract the reader. Typography is mainly concerned with the style and size of typefaces. In printing, a complete set of type (consisting of letters, numbers, punctuation marks, and other special symbols) of the same style and size is called a **font**. In computerized word processing, a **font** is a particular style of typeface of any size. Fonts are usually differentiated in two ways: (1) *serif vs. non-serif* and (2) *variable width vs. fixed width*.

Serifs are the distinctive finishing strokes (both horizontal and vertical) that can be applied to letters to produce a chiseled, lapidary look. Variable width fonts use proportional spacing between letters,



bunching them together in certain cases (note, for example, the compressed "tt" in the word "letter") while widening them out in others.

A layout is a design for the overall appearance of a printed page--with particular emphasis on the effective positioning and arrangement of page elements. (In advertising and publishing, the term may also refer to a preliminary sketch or plan for an advertisement or article.)

By far the most important consideration in page layout is spacing. Readers love and crave white space. They shun and may even flee in horror from clogged, cramped "gray pages"--that is, from pages that are covered top-to-bottom, side-to-side, corner-to-corner with thick, crowded, undifferentiated text. It is very necessary for the editorial page as it is already being considered as very monotonous and boring page, though it contains intellectual content and analysis.

Following points should be kept in mind while designing lay out of the editorial page-

- **Variable spacing.** Documents that employ a single unvarying line spacing (whether single, double, or triple) paragraph after paragraph, page after page, can produce a sense of dull uniformity. You may wish to vary the line spacing intermittently to reduce monotony or to highlight a particular section.
- **Headings and sub-headings.** Like newspaper headlines, these devices not only break up the cluttered look of a gray page, but also assist the reader by indicating main sections or sub-sections of a document.
- **Indents.** As a rule, anything that increases white space also enhances a document's appearance and readability. Indents add white space and give shape and definition to a paragraph.
- **Block quotations.** A block quotation is a quoted section of text of three or more lines. By convention, these chunks of quoted material are usually single-spaced, indented on both sides, and set off from the surrounding text. In effect, this highlights the material and makes it easier to recognize.
- **Bullet lists.** Information that can be presented in list form is generally easier to comprehend and remember than the same information presented in a regular paragraph. As a rule, bullet lists should be used when the exact order or sequence of the items (as in a grocery list, for example) is of no particular importance. The bullet symbols themselves should be appropriate to the overall document and page design: for example, the use of "smiley-face" bullets or other whimsical icons might be perfect for a children's textbook; but they might seem slightly out of place in an editorial page.
- **Number lists.** Number lists should be used to present information where the exact order or sequence is important.
- **Figures, Tables, and Illustrations.** Images--from simple drawings and stylized icons to detailed diagrams and photographs--inevitably attract a reader's attention and are certain to counteract the effects of a gray page. And the same may be said for charts, figures, and tables--especially when they involve the use of color. (But, here again, skillful, truly professional page designers take care not to add *too much* color or imagery to a page--which can produce a busy or noisy effect. Such designers also make sure to place a figure or illustration exactly where it belongs on the page--positioning it not only to add balance and harmony to the entire page but especially to maintain the figure's proximity and relationship to the illustrated text.

Here are some rules for typography and lay out designing of the editorial page-

- Insert only a single space after all punctuation
- Use proper 'em' dashes, 'en' dashes, and hyphens
- Use proper quote and apostrophe marks
- Use True Small Caps
- Add letter spacing to capitalized text and small caps



- Use old style figures when appropriate
- Use caps properly
- Use bold text properly
- Use copyright, register, and trademark marks properly.
- Avoid underlined text
- Increase line spacing to improve readability in body text
- Body copy size should be very proper.
- Altering fonts is a must.
- Legibility of fonts
- Decrease line length and increase margins
- Avoid letter spacing lowercase body copy
- Word spacing should be fairly close
- Ideal column width must be maintained.
- Justification of text is necessary.
- Choose the alignment that fits
- Rules of hyphenation must be followed.
- Avoid beginning three consecutive lines with the same word.
- Always spell check.

Editorial Policies

An editorial policy is indispensable for the print publication. It provides authors and editors with guidance on how to handle the content of the editorial on the basis of its objective and mission and of the demands of its target readers.

On the basis of this policy, guidelines on editorial style and content authorization procedures can be drawn up and distributed to everyone who is adding content to the page. This will guarantee a coherent presentation of information within the page. Editorial style will also have to be individually adapted to the target audience and to the degree of specialization of each level of the site. Texts should be short and concise and navigation to related text obvious and quick.

In summary, the editorial policy must provide the editors with guidance on:

- The objective of the page.
- The target reader group and main communication messages to convey
- The article and style policy
- The thematic/organisational structure and content aggregation approach and levels
- The rules and procedures regarding the provision, approval, and use of content
- The users' feedback collection, management and analysis

The editorial policy could differ for every newspaper and it varies from publication to publication. However some basic rules must be followed as editorial policy. Some of them are as follows-

- The language must be very dignified and sophisticated. This page is usually read by the intellectual class people hence the language should be of their level of understanding. It must not be defamatory and must not contain double meaning words.
- The presentation must be very authentic and unbiased.
- The decorum of the editorial page must be maintained.
- The facts must be cross checked.



UNIT-II

Give them proper definitions. Some of them are as follows-

- An article written for the op-ed section of the newspaper in which an editor expresses an opinion about an important issue facing the city, state or nation.- **James Roger.**
- The word editorial means a commentary in a publication expressing the view of its editors or publishers. It can also mean comments on television expressing the opinion of the station or of relation to an editor or editing.
- An editorial is an article in a newspaper or other periodical presenting the opinion of the publisher or editors.
- The editorial is a statement broadcast on radio or television or a written statement that presents the opinion of the owner, manager, or the like, of the station or channel.
- An editorial is an article that states the Newspaper's ideas on an issue these ideas are presented as opinion.
- An editorial is an article published in the newspaper section or in a magazine in which the writer expresses his statement of opinion on an issue.' The writer of an editorial may be the editor himself, the publisher or a person unconnected with the newspaper.

Style of Writing

An editorial is an article that presents the newspaper's opinion on an issue. It reflects the majority vote of the editorial board and the governing body of the newspaper made up of editors. It is usually unsigned. The editorial writers build on an argument and try to persuade readers to think the same way they do. Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue. In short we can say that an editorial is an opinionated news story. The editorials are written in a specific manner. They are written after deep research and complete evaluation. There should be no room for errors and ambiguities in them. To write a perfect and flawless editorial, following points must be kept in mind-

1. An editorial must contain Introduction, body and conclusion like other news stories.
2. An editorial is written with the objective of explanation of the issue, especially crucial and important issues.
3. An editorial must have a timely news angle.
4. The editorial should also contain opinions from the opposing viewpoint that refute directly the same issues the writer addresses.
5. The opinions of the writer must be 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 should be presented in it. Anyone can gripe about a problem, but a good editorial should take a pro-active approach to making the situation better by using constructive criticism and giving solutions.
7. A solid and concise conclusion that powerfully summarizes the writer's opinion. Give it some punch.
8. The editorial writer should present facts honestly. He should never mislead the readers or distort a situation or place any person in a false situation. It must not be based on half truth.
9. The editorial writer should draw objective conclusions from the stated facts basing them upon the weight of evidences and upon his considered concept of the greatest good.
10. The editorial writer should never be motivated by personal interests, nor use his influence to seek special favours for himself or others. He must hold himself above any possibility of corruption.

Types of Editorials:

1. **Explain or interpret:** 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. **Criticize:** These editorials constructively criticize 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. **Persuade:** 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 organizations for something done well. They are not as common as the other three.

Process of Writing an Editorial:

Pick a significant topic that has a current news angle and would interest readers.

Collect information and facts; include objective reporting; do research

State your opinion briefly in the fashion of a thesis statement

Explain the issue objectively as a reporter would and tell why this situation is important

Give opposing viewpoint first with its quotations and facts

Reject the other side and develop your case using facts, details, figures, quotations. Pick apart the other side's logic.

Concede a point of the opposition — they must have some good points you can acknowledge that would make you look rational.

Repeat key phrases to reinforce an idea into the reader's minds.

Give a realistic solution(s) to the problem that goes beyond common knowledge. Encourage critical thinking and pro-active reaction.

Wrap it up in a concluding punch that restates your opening remark (thesis statement).

Keep it to 500 words; make every word count; never use "I".

- The lead must contain objective explanation of the issue or the controversy. Include the five W's and the H.
- Pull in facts and quotations from the sources which are relevant.
- Additional research may be necessary.
- Use facts and quotations to state objectively their opinions.
- Give a strong position of the opposition. You gain nothing in refuting a weak position.
- 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.
- Use a literary or cultural allusion that lends to your credibility and perceived intelligence.
- Give solutions to the problem or challenge the reader to be informed. A quotation can be effective, especially if from a respected source
- A rhetorical question can be an effective concluser as well. Consult the library or any computer lab.

The purpose of an editorial:

The editorial section of a paper expresses the opinion of the paper's editor (or editorial board) on various issues and events. They also contain letters to the editor that articulate opinions about a specific editorial or article that has been in the newspaper. An editorial page is meant to serve as a forum for open discussion on an issue. An editorial allows a writer to intentionally express his or her opinion on a current issue. Editorials, like news stories and features, require research. Readers are not likely to be persuaded by an opinion if there are not facts to back it up.

The editorial provides a forum for the opinion of readers and editorial staff in order to:

- Provoke thought and discussion.
- Influence public officials.
- Suggest a course of action.
- Provide background and analyses events.



renaissance

college of commerce & management

B.A. (HONS.) Mass Communication VI Semester

Subject – Editorial Writing

- Presents a long term vision on government plans and policies and helps readers to review them.
- It makes people aware about the changing circumstances surrounding them.
- It helps to make a common consensus over a critical issue.
- It helps people understand the forthcoming impacts of government schemes.



Unit III

**Qualities and responsibilities of-
Editor**

The editor is like the captain of a ship. He is important because of his being legally and procedurally responsible for publishing or not publishing any news items. A person who handles the overall editing responsibilities in any mass media (print, Internet, television, etc.) is called an editor in chief. Editing is like quality control, where a check is made on the content (authenticity and relevancy to the topic), language (grammar and content flow) and aesthetics (photos, images, sound, audio and video) of the articles or documents appearing on the specified medium. An editor in chief is required to change, modify, paraphrase or condense the content in order to enhance its quality and approve or reject the piece based on preset grounds. The job description also involves relationship building and communication with the author. The editor in chief is required to use his creative skills and human resource skills to handle two contradicting jobs - maintain a cordial relationship with the author whose article he is expected to tinker around with. The job description varies slightly depending on the type of editing, for example, whether it is technical editing, business editing, etc. The pay packages also vary accordingly.

A good editor should have high principle and social aim, interest in the progress of the nation, a unique approach and a desire for novelty and a creative ability. The success or failure of a newspaper depends on its editor who is the organiser and the coordinator. He has to act according to the views of people's liking. The editorial need not be written by the editor but the topic has to be decided by him. He should be an expert in writing special articles.

An editor must possess following qualities-

Team Spirit- Under normal circumstances, the editor is the representative for the editorial department in situations such as planning meetings with other publication department heads. As strong editor is one who will not buckle under pressure. Editors will always go to bat for their staff members. Since editors must possess a strong reporting, writing and editing background, editors must be willing to fill in when reporters, assistant editors or copy desk members are unable to perform their jobs.

Leadership quality- The editor is the leader of the whole editorial team hence he must possess the leadership qualities like handling all with proper coordination and protecting the rights of the subordinates.

Command over language- This is a very important pre-requisite for an editor as he has to deal with day to day writings.

Good Writing Skills- The editor must possess this quality as he has to often write the special articles, leading articles and other write ups.

Enriched Vocabulary- The enriched vocabulary makes the writing skills of an editor more perfect and effective.

Keen eye on changing circumstances- Editors must monitor changes in the field and media management. Editors often attend workshops and conferences to acquire knowledge of what is new in the field. An effective editor will understand what worked 10 years ago in the field may not apply anymore. In today's web-based world, the editor must thoroughly understand how to merge the print and online publications to serve its readers. Publications that fail in this area will not survive tough markets.

Good contacts with the society- This is very necessary as the editor has to maintain direct relationship with various sections of the society.

Observation of changing national and international scenario- This is necessary because he has to write several articles for the society and its betterment.

Decision making power- Editors are responsible for setting the tone of the newsroom. While leadership is conducive to a successful publication, editors must be willing to take risks and stand up for their decisions. Editors are not made overnight, as these individuals spend time building their career through learning every aspect of the business. In addition, a bachelor's degree in journalism solidifies their expertise and ability to uphold the First Amendment right to freedom of the press.



Hard Worker- There is no definite time slot for working in the media field hence the editor must be physically fit and a hard worker to work in stiff schedule.

Knowledge of law- Editors usually have the final say in what stories, photos and graphics are run in a publication. The duty of the editor in this role is to ensure that laws are not violated through the use of the above-mentioned material. Monitoring content for copyright, slander and libel infringements fall under the editor's jurisdiction. In addition, editors must understand when it is acceptable for reporters to file a motion with the state's Freedom of Information office.

God communication skills- This skill makes the editor popular among his team and his behavior is appreciated by everyone.

Cooperation with the reporters- With the assistance of supporting editors, the editor of a publication entrusts reporting duties to the writers who are assigned to a certain beat. Although the editor knows what each beat requires, the editor's place is to ensure that all aspects are reported on fairly. When reporters miss an important story on their beat, the editor steps in to make sure the story is completed. The editor also works closely with reporters on special story assignments and enterprise pieces.

Multi tasking and multi-talented- The tasks assigned to an editor require an individual who is able to handle multiple duties effectively at the same time. An editor is an administrator and coach who help subordinates tackle questions related to their jobs. In smaller publications, the editor's job duties spread beyond the newsroom, which will require a greater amount of multitasking. Editors who also serve as publisher exhibit knowledge in areas of circulation, advertising sales and production.

Responsibilities and Duties

An editor has three kinds of responsibilities -

- Towards his readers
- Towards his team
- Towards the owners of the organization where he works.

The general responsibilities of an editor are listed below. These are the ones that make this job such a highly paid one. However they are not as light and easy as they look. It is especially bad when you are improving someone else's work, when you could be opening the same effort doing your own (and of course getting the author credits for it).

- Cross checking the facts, spellings, grammar, writing style, design pages, photos etc. is the final responsibility of an editor. The article that comes to him for approval is generally one that has already gone through initial editing processes, but still, should something be wrong with it, the final accountability being that of an editor, he is also required to go through it again.
- It is the responsibility of the editor to reject a piece of writing that appears to be plagiarized or ghost written by another sub-editor. He should check that a particular piece is neither self-plagiarized, nor has been published before elsewhere.
- He is required to make light as well as heavy edits to the content in question. Light edits involve light editing work, i.e., work that does not require making substantial theme changes, structure changes and writing style changes. When all of these require some heavy attention, the editing is called heavy editing.
- He may be required to contribute editorial pieces in the publication industry. He is also responsible for all the content that is approved for publishing and is often accountable for it, if he is working for any of the types of print media. The publication's standards of performance depend heavily on its editor.
- He is required to motivate and develop the staff under him on an occasional basis. Whatever is written in the article should be up to the mark, readable, and matching to the mission and scope of the institution. He also sets various guidelines and policies for his/her subordinates. Often, the responsibilities are seen to expand to the operational and strategic planning of the organization as well.



B.A. (HONS.) Mass Communication VI Semester

Subject – Editorial Writing

- It is necessary for him to conduct team meetings on a regular basis, which will keep the team members updated. Assigning responsibilities to all team members and ensuring that they are completed on time is one of the major responsibilities.
- If it is a magazine we are looking at, it is the editor's responsibility to see that the issue is full of content and no area is left empty. They are also required to handle reader's complaints and explain and account for them.
- An editor in chief of a book or journal oversees all the stages of the book, from the manuscript form, all to the published book stage. He performs all the aforementioned editing tasks on the entire book.
- It is his responsibility to cross-check all citations and examine all the references provided in the content. In case of journals, it's the editor who sets and tries to implement the ethical standards.
- A technical editor has the added responsibility to check the technical soundness and technical quality of the content. For this, he is required to have the technical skills in the related field or product. For technical editing, he should know how to use tools such as Darwin Information Typing Architecture (DITA) and DocBooks.
- He requires skills of proofreading, copy editing, developmental editing, line editing and editing for search engine optimization.

Assistant Editor

The assistant/ associate editor is a very important part and parcel of the print media organization. He usually writes the editorial and other articles published on the edit and OP-ED pages. Apart from this they also support senior editorial staff in the administration of the commissioning, planning and production of publications. The level of responsibility and the range of tasks vary depending on the size of the organisation and the type of publication.

The editorial assistant role is the usual starting point for careers in editorial work. Progression to more senior roles such as features editor or commissioning editor may be possible once the necessary skills and experience have been acquired. Editorial assistants perform a range of administrative and editorial tasks necessary to get publications published. They act as the liaison for the many people involved in the publication process, from the receipt of copy from authors through to the handover to production staff.

Duties may include:

- supporting editorial staff in all activities leading to publication, including acting as a personal assistant to commissioning editors and overseeing tasks such as issuing contracts and dealing with royalties;
- liaising with other in-house teams, writers, photographers, printers, designers and production staff to negotiate and monitor timescales for stages in the publishing process;
- dealing with the administration of work commissioned to freelance writers, picture researchers, photographers, stylists and illustrators;
- organizing and researching projects to tight deadlines;
- summarising written material;
- correcting manuscripts;
- obtaining rights to use materials from other publications;
- using computers for word processing, desktop publishing and email;
- dealing with phone and email queries, e.g. from writers and the public;
- Filing, photocopying and other routine administrative tasks.

In some areas of editorial work (e.g. for an in-house company publication), the work may also involve:

- writing articles and reports;
- amending articles;
- collating the work of several authors;
- Using specialist electronic publishing packages (e.g. QuarkXPress and/or InDesign).



Editorial Conference

The editorial conference is basically meant by a meeting of editorial board in which the editorial writers meet and put their heads together to decide the strategy of the content designing of the editorial page and its lay out. They discuss various topics on which they have to prepare their write ups. These topics could also be discussed with the non-writing members who also participate in the meeting and are directly or indirectly concerned with the editorial page and its policy making. This category may include owners, managing editors, cartoonists, proof readers and in some cases the sub editors. Such conference is lie a suitable stage on which people of diverse areas sit together, discuss on various issues and related topics, put their heads together o solve the problem and decide what could be the best for the editorial page content.

At a newspaper, the editorial board usually consists of the editorial page editor, and editorial writers. Some newspapers include other personnel as well.

Editorial boards for magazines may include experts in the subject area that the magazine focuses on, and larger magazines may have several editorial boards grouped by subject. An executive editorial board may oversee these subject boards, and usually includes the executive editor and representatives from the subject focus boards.

Book publishers may also make use of editorial boards, using subject experts to select manuscripts.

Almost all academic journals have an editorial board consisting of selected, unpaid experts in the academic field covered by a journal.

The main reasons to organize the editorial conference are as follos-

- Policy Making.
- Page content and lay-out designing.
- Discussion on controversial issues.
- Coming on a consensus on disputed issues.
- Deciding daily working strategy.

Special Articles

These are the special write ups written on the editorial page. They are usually written by famous journalists, columnists or by educational and political experts. Such articles are written on contemporary issues, changing international scenario, political affairs or any other issue of current importance. The language of these articles is very dignified and matched the temperament of the editorial page. The writing style is very sincere and is full of idiomatic phrases and analogy. They are usually the analysis of government policies and their future impacts. uch articles are read by the opinion makers, policy makers, thinkers and educators.

The main subjects covered for such special articles are-

Political affairs

Government policy

National- international issues

Economic development

Science and technology

Foreign affairs

Communal harmony

Agriculture



Unit IV

Comparative Study

National, Regional and Morning and Evening and their characteristics

The comparative study of edit page of different newspapers is done on following basis-

Placing of the editorial page- Whether the editorial page is situated in the middle pages or at any other place.

Op-Ed page- It stands for the opposite editorial page which is found in some newspapers, specially in English dailies. Such Op-Ed page concept is not very common for Hindi newspapers.

Content of the Editorial page- Normally the editorial page contains the editorial, leading articles, special articles, letters to the editor, regular columns and cartoons. There may be certain innovations in the editorial content, for example some newspapers give space to the tweets and facebook comments.

Colour and designing- Whether the page is coloured or black and white. Does it contain the photographs? Are the photographs coloured or black and white? Is the alignment horizontal or vertical? These are certain criterion to be discussed at the time of comparative study.

Letters to the editor- These are the symbols of the democracy in a newspaper as they provide a platform to the readers to present their views. Certain newspapers provide ample space to the letters while some offer a comparatively less space.

Number of the editorials- These are written by the newspaper staff. In some papers only a single editorial is given while some may provide two or three editorials daily.

The issues covered- The editorials usually cover the national-international articles. But some local newspapers, specially the eveningers give more importance to the local issues.

Number and formats of the columns_ The columns could be regular, weekly or fortnightly. They may be related with religion, culture, education, motivational thoughts, economics or science and technology.



Unit V

Ethics of Editorial Writing

International standards for editors-

- Editors are accountable and should take responsibility for everything they publish
- Editors should make fair and unbiased decisions independent from commercial consideration and ensure a fair and appropriate peer review process.
- Editors should adopt editorial policies that encourage maximum transparency and complete, honest reporting.
- Editors should guard the integrity of the published record by issuing corrections and retractions when needed and pursuing suspected or alleged research and publication misconduct.
- Editors should critically assess the ethical conduct of studies in humans and animals
- Peer reviewers and authors should be told what is expected of them.
- Editors should have appropriate policies in place for handling editorial conflicts of interest.
- As guardians and stewards of the research record, editors should encourage authors to strive for, and adhere themselves to, the highest standards of publication ethics. Furthermore, editors are in a unique position to indirectly foster responsible conduct of research through their policies and processes. To achieve the maximum effect within the research community, ideally all editors should adhere to universal standards and good practices. While there are important differences between different fields and not all areas covered are relevant to each research community, there are important common editorial policies, processes, and principles that editors should follow to ensure the integrity of the research record.
- Editors should regard themselves as part of the wider professional editorial community, keep themselves abreast of relevant policies and developments, and ensure their editorial staff is trained and kept informed of relevant issues.

Editorial Principles

- Accountability and responsibility for content-Editors have to take responsibility for everything they publish and should have procedures and policies in place to ensure the quality of the material they publish and maintain the integrity of the published record.
- Editorial independence and integrity-An important part of the responsibility to make fair and unbiased decisions is the upholding of the principle of editorial independence and integrity.
- Separating decision making from commercial considerations- Editors should make decisions on academic merit alone and take full responsibility for their decisions. The sponsorship and role of the sponsor must be clearly declared to readers.
- Advertisements need to be checked so that they follow journal guidelines, should be clearly distinguishable from other content, and should not in any way be linked to scholarly content.
- Editors should ideally have a written contract setting out the terms and conditions of their appointment with the publisher or owner. The principle of editorial independence should be clearly stated in this contract. The publishers and owners should not have any pressure on decisions on content for commercial or political reasons.
- Editors should not attempt to inappropriately influence their journal's ranking by artificially increasing any journal metric. In general, editors should ensure that papers are reviewed on purely scholarly grounds and that authors are not pressured to cite specific publications for non-scholarly reasons.
- If a journal operates a system where peer reviewers are chosen by editors (rather than posting papers for all to comment as a pre-print version), editors must protect the confidentiality of authors' material and remind reviewers to do so as well. In general, editors should not share submitted papers with editors of other journals, unless with the authors' agreement or in cases of alleged misconduct.
- Editors are generally under no obligation to provide material to lawyers for court cases.



- Editors should not give any indication of a paper's status with the journal to anyone other than the authors.
- Encourage maximum transparency and complete and honest working.
- For multidisciplinary and collaborative research, it should be apparent to readers who has done what and who takes responsibility for the conduct and validity of which aspect of the research. Each part of the work should have at least one author who takes responsibility for its validity. For example, individual contributions and responsibilities could be stated in a contributor section.
- Editors should have policies that require all authors to declare any relevant financial and non-financial conflicts of interest and publish at least those that might influence a reader's perception of a paper, alongside the paper. The funding source of the research should be declared and published, and the role of the funding source in the conception, conduct, analysis, and reporting of the research should be stated and published.
- Editors should make it clear in their information for authors if in certain
- Sections of the journal (e.g., commissioned commentaries or review articles) certain conflicts of interest preclude authorship.
- Among the most important responsibilities of editors is to maintain a high standard in the scholarly literature. Although standards differ among journals, editors should work to ensure that all published papers make a substantial new contribution to their field.
- When genuine errors in published work are pointed out by readers, authors, or editors, which do not render the work invalid, a correction (or erratum) should be published as soon as possible.
- If serious concerns are raised by readers, reviewers, or others, about the conduct, validity, or reporting of academic work, editors should initially contact the authors and allow them to respond to the concerns. If that response is unsatisfactory, editors should take this to the institutional level. In rare cases, mostly in the biomedical field, when concerns are very serious and the published work is likely to influence clinical practice or public health, editors should consider informing readers about these concerns.
- All publications should consider the best mechanism by which readers can discuss papers, voice criticisms, and add to the debate.
- Editors may reject a paper without peer review when it is deemed unsuitable for the journal's readers or is of poor quality. This decision should be made in a fair and unbiased way.
- Editors are in a powerful position by making decisions on publications, which makes it very important that this process is as fair and unbiased as possible, and is in accordance with the academic vision of the particular journal.
- All editors should be fully familiar with the journal policies, vision, and scope. The final responsibility for all decisions rests with the editor.

Eminent Editors

Prabhash Joshi (15 July 1937 – 5 November 2009) was an Indian journalist, especially Hindi journalism, writer and political analyst. He was strongly in favour of "ethics and transparency". He played a part in Gandhian movement, Bhoodan movement, and in the surrender of bandits and in the struggle against emergency. Prabhash Joshi was born in Ashta near Bhopal, Madhya Pradesh to Pandarinath Joshi and Leela Bai. Prabhash Joshi began his career with Naya Duniya, Indore, was the founder editor of Hindi daily "Jansatta" in 1983. He was the founding editor of Hindi daily Jansatta, a publication of the Indian Express Group. He, a Gandhian, changed the definition of Hindi journalism with the publication of 'Jansatta'. He was with the Gandhi Peace Foundation and edited the Hindi version of Everyman's, a journal devoted to advocating Jayaprakash's views and sponsored by Ramnath Goenka. This journal campaigned for JP's movement for purity in public life.

He was also famous for his writings on cricket. He was a popular television commentator and mainly invited for his views and comments on national politics during the Lok Sabha and Vidhan Sabha. He had been writing a Sunday column for Jansatta entitled *Kagad-Kare* over the last many years.