



SYLLABUS

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

III Semester

Subject – REPORTING-I

Unit-I	Journalism: Concept, Types-Citizen Journalism, Embedded journalism, sting journalism.
Unit-II	Concept of news, values, sources of news, news-gathering, structure of a news report. 5W & 1H Lead: meaning, types question lead, suspended interest, quotation, non-traditional structure of a news report.
Unit-III	Concept and kinds of beat. Categories reporters-City, special correspondent, foreign correspondent, Stringer, Columnist, Functions & Responsibilities, follow-up story.
Unit-IV	Headlines: Meaning, Types, Importance of Headlines.
Unit-V	What is an interview, types of interview, interviewer & its qualities. Press conferences. Press release.



UNIT-I & II

JOURNALISM - INTRODUCTION

Journalism is the practice of investigating and reporting events, issues and trends to the mass audiences of print, broadcast and online media such as newspapers, magazines and books, radio and television stations and networks, and blogs and social and mobile media.

- The product generated by such activity is called journalism.
- People who gather and package news and information for mass dissemination are journalists.
- The field includes writing, editing, design and photography.

With the idea in mind of informing the citizenry, journalists cover individuals, organizations, institutions, governments and businesses as well as cultural aspects of society such as arts and entertainment. News media are the main purveyors of information and opinion about public affairs.

WHAT DOES A JOURNALIST DO?

The main intention of those working in the journalism profession is to provide their readers and audiences with accurate, reliable information they need to function in society. There are many different jobs in journalism. For instance, a news journalist might be involved with:

Researching stories. Newspaper, magazine and web stories require research before writing. All writers have to conduct research and gather information before they can start writing. Journalists use three tools to gather information for stories: observation, interview and background research.

Writing hard news and feature stories. Hard news stories are short, very timely and focus on telling you what's just happened starting with the most important thing first. Feature stories, on the other hand, are not as timely, yet need a topical *news peg* (reason for existence). Newspaper and Web features, and magazine articles, are more in-depth and less rigidly structured. They might be interviews, travel reports, how-to articles, profiles, tear jerker's, etc.

Shooting photographs and video. Photojournalists in print and on the air use their still and moving images to tell a story with very few words. Multitasking is more and more a part of life in media, which makes photography a useful skill for writers to have.

Editing stories. Editors prepare and improve the work of other people. They correct grammar errors and straighten out organizational issues. They write headlines and make sure the publication has a consistent style. At many publications, copy editors are an endangered species and journalists are expected to get it right the first time with no safety net.

Checking facts. Newspapers rarely employ people to check facts in articles. Magazines still do check facts, but it's becoming less common.

Planning issues. Editors are responsible for all the content in a newspaper, magazine or website. As journalists advance upward in job responsibility, they do less actual writing and more planning and management of other writers, editors and designers.

Laying out pages. Editors design and lay out pages mixing copy written by reporters with photos shot by photographers and other art. At smaller papers, reporters sometimes lay out pages in addition to writing the copy for them and shooting the photos for them. Magazine editors, on the other hand, usually have an art department to design pages. Whoever designs it, layout is accomplished using software such as Quark XPress and Adobe InDesign. Ability to use those programs is a valuable skill for a journalist.

IMPORTANCE OF JOURNALISM

Journalism is an import profession. Its importance cannot be denied in modern world. It is universally acknowledged that pen is mightier than sword. Journalism is highly important because:

1. It protects society from aggression.



2. It becomes the voice of society and don't let anyone to exploit it.
3. It protects human rights.
4. It serves as a mirror and project the images of politician and leaders etc.
5. It challenges act of autocracy and dictatorship/
6. World has become global village, people stay connected through mass media around the world.

CONSUMERS OF JOURNALISM

1. Public masses
2. government
3. NGO's
4. Organizations
5. youngsters
6. professionals
7. businessman
8. students etc

FUNCTIONS OF JOURNALISM

1. Provide information
2. Influence people through opinions, advertisements, editorials etc.
3. Provide entertainment
4. Advertisement takes place
5. Educational function (provide education to people on various topics)
6. Provide latest NEWS
7. Image building role (it build image of a person as good or bad)
8. Defend propagandas of anti-state elements.
9. Builds public opinion.

THE ELEMENTS OF JOURNALISM

According to The Elements of Journalism, a book by Bill Kovach and Tom Rosenstiel, there are nine elements of journalism . In order for a journalist to fulfill their duty of providing the people with the information, they need to be free and self-governing. They must follow these guidelines:

1. Journalism's first obligation is to the truth.
2. Its first loyalty is to the citizens.
3. Its essence is discipline of verification.
4. Its practitioners must maintain an independence from those they cover.
5. It must serve as an independent monitor of power.
6. It must provide a forum for public criticism and compromise.
7. It must strive to make the significant interesting, and relevant.
8. It must keep the news comprehensive and proportional.
9. Its practitioners must be allowed to exercise their personal conscience.
10. It's the rights and responsibilities of citizens.

GUIDING PRINCIPLES OF JOURNALISM:

1. Journalist should always adopt rationale approach.
2. He should be neutral and impartial.
3. He should have a broad vision for journalism.
4. Journalist should remain updated with current events.
5. He should be scientific in his approach.
6. He should be professionally trained.
7. Journalist should be a patriot, familiar with norm, culture and taboos of society.
8. He should perform his duties in highest public interest.



ETHICS OF JOURNALISM

American society of newspaper editors (ASNE) prescribed the following canons of journalism in 1923 which are as follows.

- 1. Responsibility:** The journalist should be a responsible man and perform his duties responsibly.
- 2. Freedom of Press:** Freedom Of press shall not be used as a weapon against any one. Journalist shall report the news in its true sense and shall not try to make someone's image.
- 3. Independence:** The policy of a newspaper should be independent and shall not favour any political or administrative figure. There shall be no bias and prejudices against any one.
- 4. Sincerity, Truthfulness and Accuracy:** self explanatory
- 5. Impartiality:** The newspaper editor shall show impartiality. He shall stand neutral in all cases.
- 6. Fair play:** The journalist shall show a fair play. They shall not misuse their position and shall work in the best interest of society.
- 7. Decency:** The journalist shall not give detail of any unethical crime.

TYPES OF JOURNALISM

The general field of journalism has become specialized with various types of writing, depending on the audience and motives of the writers. Distinctions are also made to separate various journalism genres as categories of writing. Some types include:

- **Citizen journalism:** Here, it is not the professional journalists who are responsible for the news reports. Any citizen can participate and report news to the media. He/she collects and reports news to the media and participates voluntarily to offer help to the media. They bring to notice issues that may have been missed by media houses.
- **Embedded journalism:** Embedded journalism, the practice of placing journalists within and under the control of one side's military during an armed conflict. Embedded reporters and photographers are attached to a specific military unit and permitted to accompany troops into combat zones. Embedded journalism was introduced by the U.S. Department of Defense during the Iraq War (2003–11) as a strategic response to criticisms about the low level of access granted to reporters during the Persian Gulf War (1990–91) and the early years of the Afghanistan War (which began in 2001).
- **Advocacy journalism** - writing to advocate particular viewpoints or influence the opinions of the audience.
- **Broadcast journalism**- writing or speaking which is intended to be distributed by radio or television broadcasting, rather than only in written form for readers.
- **Investigative journalism** - writing which seeks to add extra information to explain, or better describe the people and events of a particular topic.
- **Yellow journalism** (or sensationalism) - writing which emphasizes exaggerated claims or rumors.
- **Fashion journalism:** Fashion journalism is all about articles or reports related to the fashion world. Journalists are also known as fashion writers or fashion editors. The primary job is to cover the latest in the fashion business or develop lifestyle articles. Such fashion articles can be found in magazines and newspapers. Today, there are many television channels that cater only to fashion, which gives ample opportunity for journalists who have a passion to cover such topics.
- **News journalism:** Here, the primary aim of the journalist is to report news in a straight-forward manner that covers all the required facts. The style is direct with focus on the gist of the story with other necessary points. The news style should be concise and precise. The facts must be crosschecked which makes the news item as authentic as possible without any media bias. Here, the news story can be for the print media, television, radio, etc. Such news pieces often cover politics and social movements. News stories based on political suppression, public movements or abuse of human rights have proved instrumental in effecting many a social change, or giving voice to the oppressed. Similarly, cultural events are also covered in news journalism.
- **Celebrity journalism:** As the name suggests, the journalist is connected to news and events related to celebrities from the entertainment world and also includes celebrities from other fields such as music, sports, dance, art, politics, etc. This journalism is all about news that is related to their



professional and personal life. Reporting gossip is one of the angles of celebrity journalism, wherein journalists are often accused of misconstruing news or quotes in a deliberate fashion. This journalism is particularly popular with newspapers, magazines and television.

- **Investigative journalism:** This type of journalism is about unearthing facts and studying cases that may require more efforts, which can take months or even years. Journalists who specialize in investigative journalism create headlines with news that expose scandals. Sometimes, persistent follow-up of a story proves beneficial to uncover some hitherto unsolved cases. This would require in-depth research from the journalist along with evidence.
- **Sports journalism:** Here, journalists spend hours reporting on a particular sport event. A journalist has to report the accurate facts and statistics related to that event. Interviews with celebrity sport stars are yet one of the interesting features of sports journalism. Although sports-lovers watch the live coverage thanks to the media, there are many people who still enjoy reading or watching in-depth details about the event.
- **Environmental journalism:** There are many journalists who prefer to cover issues related to the environment and its protection and conservation. Environmental journalists may only report about the news while some work for a cause.
- **Business and finance journalism:** Here, the journalist or reporter covers in-depth reports about the latest in business, launch of products, stock markets etc. There are many shows dedicated only for business news on television whereas in newspapers, one can find a special section dedicated to this subject.

CONCEPT OF NEWS VALUES

The news values are the basic elements of news. They make the news perfect, authentic, credible and objective. The basic news values are as follows:-

- Change
- Conflict
- Disaster
- Progress
- Prominence
- Proximity
- Human Interest
- Timeliness
- Consequences
- Cause

SOURCES of NEWS

It is very important for a news reporter to develop maximum sources of news. The sources of news are those center from where the news could be gathered. On the basis of availability the sources these are of three types:-

(A) Expected sources: These are the places from where it is very sure that some information could be gathered. These are the regular sources like collector office, municipal corporation, Hospitals, Police Stations, parliament and assemblies, Press Club, Press Conferences, Convention and meetings, press releases etc.

(B) Unexpected Sources: These are the sources which could not be estimated first hand. Information and news suddenly comes from these places. Sudden place called, news bulletins etc. could be better source for such news.

(C) Pre-estimated sources: These are those sources where the reporters contact on the basis of prior estimation, intuition and an his own experiences. If reporter thinks that he can get information from a particular place, he keeps on wandering there in search of same good news.

STRUCTURE OF A NEWS REPORT

A News is written in inverted pyramid format. This is comprised of Headline, Introduction (Lead,), Content (body) and conclusion.

1. Headline: According to this concept, maximum emphasis is given to the headline. It must be very attractive, eye catchy and should encourage the reader to read further. It must attract the reader in the first blush so that he/she take interest to read it furthers.



2. Intro/Head: The second part is the introduction. It is also called the head or intro. It should contain the gist of the whole news so that the reader could be acquainting with the content and subject of the news. The intro should be short, simple concise and very interesting. It must have capacity to bind the reader to read the story completely.

3. Content: This contains the detailed description. It is normally bigger in size and usually has more than one paragraph if the story is double column or bigger than it. In this the rest information about the story is given.

4. Conclusion: This is the last part of the news story and is given least importance in case of a news report. It is written in such a style that if it is removed even at the eleventh hour, the importance of the news value is not affected.

5 W'S & 1 H

These are the most important elements of a news report. These are the basic questions which arise in the mind of a reader/viewer and we try to answer either all or few of them.

These are:

- What (happened)
- When (happened)
- Where (happened)
- Why (happened)
- Who (did)
- How (happened)

NEWS GATHERING

News gathering is the process of creating a story, from finding sources and facts to coming up with a story angle. Different types of news stories have different reporting processes. For example, news stories that are about a specific event that the public should know about need to be researched quickly. There is less honing in and crafting of a story idea. You get the facts, talk to the right people and write the story. "Soft" feature stories should take more time because you have more time to write them. Start with a story topic and then formulate it into a story idea, which depends on the angle, the information available about the topic and a time peg (why you are publishing it at that time as opposed to any other time).

METHODS OF NEWS GATHERING

1. Interviewing- Interviewing knowledgeable people , Experts, witnesses, officers, managers, leaders, officeholders, politicians, social scientists, physical scientists, applied scientists, humanists, Corresponding by email and letters .

2. Observation-

- Observing events
- Attending speeches, lectures and public addresses
- Conducting experiments and tests

3. Research-

3.1 Searching the Internet

- General search engines, academic search engines, Web home pages, Web articles, Web journals, Web magazine articles, news Web sites, books on the Web, email discussion groups, Web archives
- Searching the library

3.2 Electronic library catalog, general books, scholarly books and journals, reference books, periodicals, archives, bibliographies, indexes, biographies, government documents, Web sites, electronic databases

- Inspecting government documents
- Reading personal papers
- Viewing audiovisual materials



- Watching videos and television programs
- Surveying with questionnaires

Checking facts- By the way, while it might seem that double checking facts would be very important after a story is written, newspapers rarely employ people solely to check facts in articles. Magazines still do check facts, but the practice is becoming less common. The consummate professional writer will check facts anyway, either personally or with help from an editor.

LEAD

Meaning - It is the very first paragraph of any news or story which is usually given the highest importance in that the lead contains the basic glimpse of the story but does not inform much about it, just to retain the curiosity of the reader. The lead should be simple, attractive, crispy, substantial and eye catchy. It should not be of more than five or six lines. It contains the essential facts of the story. It is basically the introductory part.

Types -

1. Summary Lead -

It is the most commonly used type of leads in an inverted pyramid story. It tries to answer most of the 5 W's & 1H.

- ✓ What happened?
- ✓ Who did?
- ✓ Where did it take place?
- ✓ When it happened?
- ✓ Why did it happen?
- ✓ How did it take place?

2. **Blind lead** - It is written in two paragraphs. The first paragraph contains the basic briefs of the story names. Long or complicated identification specifications etc. are avoided in the blind lead and details are given on the second paragraph of the lead.

3. **Quotation lead** - In this type, the direct quote, said by a person, is used as the lead. The basic point of the speech is taken to form the lead.

Example: "You really don't know what freedom is until you have had to escape from terrorist captivity", says Tom Dennon, an Air Force pilot stationed in Iraq.

4. **Dialogue lead** - When conversation between two are mentioned in the introduction, it is dialogue lead.

5. **Question Lead**- When several questions are put in the first paragraph, it is question lead.

6. **Suspended Interest lead** - In this type of leads, the main focus is given on creating curiosity in the first paragraph only hints are given in the lead and the details are given in the body part.

7. **Poetic introduction** - When lines of poem or rhymes are used in intro, it is a poetic intro.



UNIT-III

CONCEPT AND KINDS OF BEAT

There is division of labor in the reporting staff. The units allotted to reporters and special correspondents are called beats. A reporter may be in charge of police, crime news or hospital news so the police, crime, or hospitals will be his beats. Reporters can have more than one beat. In fact all the government departments, political parties and institutions where news is expected are listed and distributed as beats among the reporting staff. The allotted beat is the responsibility of the concerned reporter and he should make arrangements to get all the news from his beat.

Big news which is broken by a reporter is called a scoop. A reporter cannot have scoops every day but if he is regular at his beat he will not miss a scoop when it is possible to get.

Definition: A journalism beat is a particular topic or subject area that a reporters covers. Generally, beat reporting covers the broad variety of journalism career opportunities, with glimpses into the working conditions and every day experiences on crime, sports, business, government, and environmental.

Beat reporting is the craft of reporting on an issue or particular sector, organization or institution over time. Beat reporters build up a base of knowledge on and gain familiarity with the sector, allowing them to provide insight and commentary in addition to reporting straight facts. This distinguishes them from other journalists who might cover similar stories from time to time. A news beat is an institutional or issue area that generates enough news and reader interest to make it worthwhile for a newspaper to assign a reporter to cover it on a regular basis. Traditional beats are government agencies, such as the police department, courts, schools, and city hall. Certain issue areas such as health, business, and environment are also regular beats on most newspapers. Beats could also be imagined quite differently. For example, if they chose to do it, newspapers could assign reporters to explore and write regularly about, say, childhood, work, ethics, psychology, or any other area or field that might help readers understand the world they live in.

TYPES OF REPORTING

What makes a beat a good beat for both writer and reader is variation in levels of analysis. That is, a good beat has stories that can be told with lots of concrete detail but also with broad themes that speak to abstract issues and ideas. Beats are places (literally or figuratively) where ideas flourish as well as where events happen. A good beat reporter always operates at both the micro level and the macro level of analysis. To paraphrase the old 1960s slogan, you have to think globally, report locally.

GENERAL REPORTING-Reporting means gathering facts and presenting them objectively with ail news writing skills. It is an active, creative, long and tough process of news, gathering, ideas and opinion collection, fact finding in order to serve the general public by informing them and enabling them to make judgment of the issues of the time.

The reporter either he/she is general assignment reporter, beat reporter or specialized reporter wants to know at all costs, what is going on and why, what has happened and why and who is involved in what manner. He/she reports it to satisfy the curiosity of the public by giving due coverage to 5Ws & 1H which the people want to know.

News is not planted and cultivated in neat row for efficient harvesting and not necessarily in the tidy news offices. They are not developed in a vacuum. News is more likely to be found among the people, institutions, organizations, history etc. By the reporting of short news stories the reader can receive the information about the citizens, social, cultural and religious groups. Conducting interview is another part of reporting. Through interview news, personal ideas and opinions can be reported. Without reporting process there can be little business in news, and without news there can be no newspaper.

POLITICAL REPORTING - Generally the coverage of a political campaign political personality is not sufficient. Much time and coverage needs to be given in following a candidate around and listening to the



political speeches over and over again. Most of the political reporter's time is spent while covering the purely political aspects of government and personalities who run the government. He/she goes beneath the surface of routine political events and comes up with stories of great importance. For political reporting the broad knowledge of election laws, system and organizational setup of different political parties, political organizations, precampaign activities, campaigns, election practices, polling laws and techniques and way of result coverage and their proper interpretation are required by the political reporter He/she has to interview candidates, write biographical sketches and evaluate the candidates' position on major issues during a political campaign

EDUCATION AND RESEARCH REPORTING : Research and education go together Through research one can add new knowledge which is necessary for educating the nation and also for national development. The research programmes of different institutions and their findings and achievements should be reported. The education system, its merits and demerits are the main sphere of education reporting. Public and private schooling and what is happening in universities and colleges regarding academic activities and developments, teachers and students training facilities, co-curricular activities, unions and associations should be highlighted in the news stories. The budget allocated for education and its utilisation, literacy rate and programmes to increase literacy rate, adults education are the topics about which public has some curiosity to know. Trends in classrooms teaching and dozens of other significant problems can also be reported. The education and research reporter is normally expected to cover activities at all levels of the research and schooling system from policy making to the teachers in the classrooms. The research and education beat offers the opportunity for many routine stories as well as major news breaks, features and interpretative pieces.

ENVIRONMENT REPORTING - The environment affects everyday life. People, sensitive about it, demand the due coverage of environment and the factors causing pollution, etc. Therefore the environment reporting can become a human service reporting. What are the government measurements for the prevention of pollution and what is public part in creating and preventing the pollution. Nowadays environmental protection has become a political movement and a sensitive reporter uses the techniques of all kinds in environmental reporting. It merited attention, with most of the early focus being on water pollution, air pollution, sanitation and urban sprawl, etc. The reporter has to cover the horror stories about the possible diseases and destruction of the planet. The reporter has to point out particularly the development of what he/she considers dangerous system for producing energy and importance of energy for national development. Through environmental reporting the public can be well aware about the rate at which natural fuels are being consumed and pollution caused by the burning of these fuels. He/she has to inform the readers about present happenings and future impact on human life.

RELIGIOUS REPORTING - Religious news are also part of the newspaper contents. It is one of the most sensitive beats, and demands great care and responsibility on the part of the reporter covering various religious events. However, impartiality is the only effective means to deal with this beat. The reporter has to report in fair, factual, impartial and unbiased way and maintain objectivity.

The religious reporter must have clear understanding of religious sects, groups, organisations, institutions and worship services in the country and particularly in the city where he/she is working. The reporter uses simple way of explaining the news events for general readers by interpreting the religious voiding, terminologies

In religious reporting political motives of the local and national leaders must be covered. Incorrect use of titles in religious reporting discourages their interest while their correct use builds confidence in the reliability of the news. A reporter has to be cautious in religious reporting and should always keep in view the highly sensitive nature of religious ideologies, conflicts and controversies.



SPEECH REPORTING- Speeches are the basis for sound stories published daily in the press. All those speeches taking place from time to- time in the city are important to the participants but few are worthy of news coverage. Advance stories are also being written about speeches through which the readers are informed about the person to be delivering the speech, venue and topic, etc. The reporter in speech reporting must be well aware of the ways of covering an event, and how to get, write, arrange and structure the facts of speech in a news form. The additional information can be gathered at the end of the speech or to clarify some points which is a good practice.

The most significant criteria in speech reporting are to include all the positive as well as negative aspects of various speeches. The reporter takes only the essential parts of the speech and report these points in a concise way. The main points of the speech go into the lead or intro while quotes go into the body of the story.

CULTURAL REPORTING - Cultural reporting requires a reporter to cover not only individuals i.e. artists, craftsmen etc. but also to cover different cultural organizations, institutions and other events by upholding public interest. For this he/she has to dig out that how many cultural organizational setups exist in the city. The cultural reporter is actually a cultural promoter. The reporter has a great responsibility to stimulate interest and participation in various cultural functions. He/she has to get ideas, opinions and news about culture from different materials printed by these organizations. When actually covering culture, it is preferable to visit the scenc of cultural activity personally. Familiarity with cultural heritage and history is a special qualification of cultural reporter. He/she must be conscious about manipulation by the artists. The cultural news story writing style and contents must be based on information, entertainment and of general public interest. Music world-cinema, theatre, television-literature, fairs etc. have great newsworthy material of public interest.

SPORTS REPORTING - Sports reporting field is broad and interesting enough to challenge the finest talent. The sports coverage remains the life blood of most sports pages. More opinions and news analyses appear on these pages. Sports reports are read mostly due to their contents and style. Sports reporter should take into account all the compulsory elements of the sports news item while reporting a news event. Sports reporting requires qualities of background knowledge and judgment, critical evaluation of sports besides sound general knowledge about games and their rules & regulations. The performance of the teams should be covered fairly, impartially and in an unbiased way. The quality of a written sports item depends on the quality of its reporting. The sports reporter who, among other things, Knows the players well, the strategy they use during game, key incidents, crowd behavior and the game which he/she is covering, is able to write an interesting sports story. But while writing a sports story or its advance story the reporter must follow the regular news writing and reporting principles in building the story and other requirements of sports writing Sports reporting ranges from straight news reporting through all degrees of interpretation and feature writing and the editorialized column. A sports event may be treated in any one of these degrees or in all of them combined. For an important sports event, an advance story, a straight story, similarly background, prediction, follow-up types of stories may be used.

PARLIAMENT REPORTING- Parliament and its proceedings have always been the main interest of newspaper readers. Parliamentary reporting offers opportunities to the reporter to conduct first hand study of the practical working procedure, responsibilities, role and functions of parliament, their members, different officials, the offices which they hold and their biographies besides the working of government. He/she remains in touch with the parliamentarians who may become an important source of news. In parliamentary reporting, all the techniques, proceedings and requirements of political and court reporting are involved because it is highly technical and sensitive. It needs professional skills and there are chances that even an experienced reporter may misinterpret the arguments and the proceedings. He/she must, have access to legal parliamentary literature, reports, periodicals to improve his/her knowledge and skill. A parliamentary reporter should be well acquainted with the legislative



procedure in both the Houses of parliament and could write reports of adjournment and privilege motions, as well as of questions hour, tea break discussions on private bills and proceedings of the Senate. A lot of information can be obtained through private dealings with the members of the parliament. Parliamentary report has to be composed in prevalent parliamentary terminology.

COURT/CRIME REPORTING- Reporting crime news can be a demanding task and at times, if properly done, it even amounts to public service that perhaps can even be deterrent to certain types of crimes. However, crime news reporting needs technical care on the part of reporter while covering his beat. A crime reporter should know what is meant by crime. The basic principle of crime/court reporting is that NOTHING is permitted which may prejudice the right of any accused to a completely FAIR and IMPARTIAL trial. Crime and court reporting may be completed in four steps, i.e. the crime, the arrest, the trial, the verdict. In the selection of facts for crime/ court news story, the reporter must be well-alert and these facts should be carefully handled by observing the ethics of crime/court reporting. The length, the headline size and lead formation of a court/crime story is determined by the seriousness of the crime and court proceedings.

WAR REPORTING - The coverage of war imposes major responsibilities on reporters. On the one hand, they must exercise the greatest care not to spread rumors and on the other hand, they must expose themselves to danger if necessary to determine the magnitude of war event. But whatever they do. They must always be conscious that careless war reporting can cause untold harm in a tense situation. The greatest care must be taken in reporting killings, injuries, prisoners, property loss and the area captured etc. The kind of weapons being used in the*war can also be reported. The position of armies on land, in the air or oceans, bombing on different areas and types of bombing can be explained. The ISPR in Pakistan also releases information about war situation.

The cause of war, beginning of war, major areas of war and who is at fault must be covered in war reporting. The fundamental precautions regarding war should be followed. Different news story types can be used in war reporting to give full coverage of war.

TYPES OF REPORTERS / CORRESPONDENTS

City Reporter - The city reporter gathers the news from various beats of the city. Mostly the member of city reporters is highest in any news paper organization. They are assigned by various beats.

Special Correspondent - The person, who is assigned a special assignment apart from the regular beats, is known as special correspondent. He is normally a senior reporter and is given responsibility to cover issues of greater importance like war, Olympics etc.

Stringer - Stringer is a free lance journalist or photographer who is not a regular employee of the news organisation and is paid individually for each piece of published or broadcast work. At a same time the stringer can work with different organization.

Foreign Correspondent - The Foreign Correspondent is the special correspondent who covers the foreign issues for the media organization. He normally covers the international affairs and reports from the abroad. Issues related with international relations, mutual falls, summits, convention etc. are covered by the foreign correspondent.

Columnist - The columnist is a special journalist who writes for the publication in a series. The article or write up, through has different content, usually comes at a specific place in the publication with the same title. The column of the columnist could be daily, weekly, fortnightly or monthly. The column is usually written on specific issues and is different from the routine news. The columnist can write his personal views in the column.

Type of columnist -

- Film (Jayprakash Chouksey)
- Advice (N. Raghuraman)
- Women affairs (Veena Nagpal)



- Food columnist
- Critic
- Gossip
- Humour

FUNCTIONS AND RESPONSIBILITIES OF REPORTERS /MEDIA CORRESPONDENTS

- 1) Report and write news stories for publication or broadcast, describing the background and details of events.
- 2) Arrange interviews with people who can provide information about a particular story.
- 3) Review copy and correct errors in content, grammar, and punctuation, following prescribed editorial style and formatting guidelines.
- 4) Review and evaluate notes taken about event aspects in order to isolate pertinent facts and details.
- 5) Determine a story's emphasis, length, and format, and organize material accordingly.
- 6) Research and analyze background information related to stories in order to be able to provide complete and accurate information.
- 7) Gather Information about events through research, interviews, experience, and attendance at political, news, sports, artistic, social, and other functions.
- 8) Investigate breaking news developments such as disasters, crimes, and human interest stories.
- 9) Research and report on specialized fields such as medicine, science and technology, politics, foreign affairs, sports, arts, consumer affairs, business, religion, crime, or education.
- 10) Receive assignments or evaluate leads and tips in order to develop story ideas.
- 11) Discuss issues with editors in order to establish priorities and positions.
- 12) Check reference materials such as books, news files, and public records in order to obtain relevant facts.
- 13) Revise work in order to meet editorial approval or to fit time or space requirements.
- 14) Photograph or videotape news events, or request that a photographer be assigned to provide such coverage.
- 15) Develop ideas and material for columns or commentaries by analyzing and interpreting news, current issues, and personal experiences.
- 16) Transmit news stories or reporting information from remote locations, using equipment such as satellite phones, telephones, fax machines, or modems.
- 17) Present live or recorded commentary via broadcast media.
- 18) Conduct taped or filmed interviews or narratives.
- 19) Edit or assist in editing videos for broadcast.
- 20) Write columns, editorials, commentaries, or reviews that interpret events or offer opinions.
- 21) Write reviews of literary, musical, and other artwork based on knowledge, judgment, and experience.

FOLLOW UP STORIES

A follow-up is a journalist's term for a story which is written so that you can report more of a story which has already been published or broadcast. Those extra details can be new facts, later developments, reactions or new issues which have been raised by the original event. What all follow-ups have in common is that they depend for some of their news value on a story which has gone before.

Why are follow-ups needed?

Follow-ups are needed because one story on its own may not cover all aspects of an event or controversy properly. Although life goes on second-by-second, day-by-day, journalists cannot report it all. Journalists have to concentrate on bits of life and report them to their readers or listeners in 20 centimeter stories or 40-second news reports, three-minute current affairs segments or half-page features. Journalists impose



space and time limits on their reports which do not always reflect how important the event is in the real world.

Journalists also attempt to show continuing events in self-contained "chunks" called news stories. With the amount of information now available from throughout the world, you have no alternative if you are to share out your limited time effectively.

The term *follow-up* will have no meaning to your readers or listeners; it is simply a label we use as journalists.

We use follow-ups for a variety of reasons:

Continuity-*Follow-ups show how different parts of life are connected. Whenever we finish writing a story, at that point we limit our report of the event or debate to a single moment in time. Follow-ups help us to set stories in context over a longer period of time and to explain cause-and-effect.*

To satisfy curiosity-*When we arouse the reader's or listener's curiosity with a news story, we have a duty to satisfy that curiosity. With issues or events which are self-contained, a well-written news report or feature article will tell your audience everything they want to know. However, very few events and issues can be packaged so conveniently. Many news reports raise questions, particularly: "But what happens now?"*

To add balance-*Because of a shortage of time or because sources were not available when you needed them, you are often forced to run stories which are not properly balanced. The follow-up gives you a second chance to provide that balance.*

To cover missed stories-*No matter how good a journalist you are, you will occasionally miss stories which the competition gets. Perhaps the first you know of this is when you hear the story on another station or read it in another newspaper. By that time, it is usually too late to report the same story yourself. It is usually best to accept that you have been beaten for this story, and try to produce a follow-up.*

The structure of follow-ups - Although follow-ups rely on previous stories for their news value, you should still treat them as separate stories when writing them. They should be written in the inverted pyramid style, with the most important aspect (the news angle) first, in the intro. Although the news angle will usually refer to a previous story, your story will not be news if it only reports something your readers or listeners already know. The strength of the follow-up is that it tells your audience about a new aspect of an old story, preferably in a refreshing and lively way.

Background-*All follow-ups must contain at least one paragraph of background to put the whole story in context. That background can come anywhere in the story. The more essential it is to understanding the latest aspect, the higher up the story it should come.*

If the follow-up is full of new and very important material, you may have to put the background near the end of the story, even in the last par. If you do this, it is sometimes useful to insert a few words of background higher up the story, again just to place the story in context.

Sources-*Some follow-ups, such as a reaction, automatically suggest a different source to that used in the original story. With other kinds of follow-ups it may be more natural to go back to the original source for more information.*

Such stories could be news of a plan, with the follow-up a story about the plan in action. In this case, you might go back to the same source for new information.

The diary -A journalist without a diary is totally at the mercy of events. The diary allows you to plan ahead and keep track of current events and controversies. If you see the chance for writing a follow-up some time in the future, make a note in the diary to remind you. (You must, of course, look at the diary every day, otherwise the reminder will be useless.)

It is important to enter details of possible follow-ups whenever they suggest themselves. The police may announce that they are charging a man with murder. If you run the story, you should also make a note in



the diary of where and when he will appear in court. An association may launch a charity appeal; you should make a note to check how much they raised.

Anniversary follow-ups - It is also useful to do the process in reverse - to go back over old stories to find ideas for follow-ups and updates. One useful method is to go through the diary, cuttings or copy files for six months, a year or five years ago. There will be many stories which have developed since, but you have not covered recently.

Prelims -Preliminary stories (called prelims) are the opposite of follow-ups. Prelims are stories you write before the event happens. When you are told about an important forthcoming event, as well as putting the date, time, place and other details in your diary, you can also write a preliminary story. These are particularly useful on "slow news days", when there is not much happening elsewhere.



UNIT-IV HEADLINES

Meaning – The heading is the most important part of the news story. It is written before the introduction. Accuracy, vigor, attraction and simplicity are the basic priorities of a headline. Writing headline is an art. The headline is an art. The headline must be able to drag the attention of the reader. It must be very short but attractive. It should not have too much punctuations and repetitions. The headline is usually written in the present tense.

Simple guidelines for headline writing –

- 1) It must fit.
- 2) It must tell a story.
- 3) It must not be just a label.
- 4) It must not preach or editorialise.
- 5) A headline must excite a reader and make him want to read, first by telling the reader what the story is about & doing it in quick and easy form.
- 6) A newspaper may be judged pretty accurately by its headlines. With right headlines & pleasing display, even a dull newspaper can be considering brightened.
- 7) It is wise to allow a full character between words, that is the width of a whole letter rather than a half. If only a half is allowed, some headings may appear too tight & therefore difficult to read. The urgency of the heading is also increased by the use of the 'active' voice & not the passive. Example – "Masked men shoot bank manager" is better than "Bank merger is shot by masked men." As well as implying such verbs as "are" & "is" the definite & indefinite articles can generally be omitted. Drooping "the" and "a" also economizes on words as well as adding speed to the reading of headlines.
- 8) Headline space is precious. It should not be wasted.
- 9) The headline must be attractive, this means that the sub must choose the best headlines type available & concentrate on it. For contrast he may use roman or italic, lower case or caps and either a bolder or lighter version of the same face. If this range is not always available, the sub should pick one other type which "marries" well with what he has. But whatever the type face he has used the art of laying out a page lies in giving just the right headline size, starting with big headlines at the top of the page and grading them proportionately as one goes down. Bold types can be a size smaller than light type, caps, again. Smaller than lower case. Each story must look as if it is separate & not belonging to the next.

Types of Headlines

1. **Cross line** – It is written in all the eight/five column of the paper.
2. **Banner** – It also covers all the columns of the paper but is not written in each one.
3. **Drop line** – It is usually multi-deck head line. The words are written in a way that lines took like a ladder. It is also known as step head line.

XXXX
XXXXX
XXXXXX

Flash left

XXXX
XXX
XXXXXX

Flash Right

XXXXX
XXXX
XXX



4. **Inverted pyramidal** -

XXXXX

XXX

X

5. **Square indention** -

X XXXXX

X XXXXX

X XXXXX

6. **Waiste headline**

X XXXXX

) X XXX (

X XXXXX

7. **Flag or streamer** - This heading its given in very thick font & broadest type.

8. **Skyline**- This heading is given the upper side of the title plate.

9. **Eye brow or kicker** - Given on the upper side of headline.

10. **Deck line** - Given as a sub-heading on the lower side of the main Headline.



UNIT-V

WHAT IS AN INTERVIEW, TYPES OF INTERVIEW, INTERVIEWER & ITS QUALITIES

Conducting interviews for news stories is an important skill for any journalist. A “source” – anyone a journalist interviews - can provide elements that are vital to any news story:

- basic factual information
- perspective and context on the topic being discussed
- direct quotes
- ideas on how to approach the story
- names of other people to interview

Things You’ll Need

- a thin reporter’s spiral notebook
- several pens and a pencil if it’s winter (pens freeze in cold weather)
- a tape recorder or digital voice recorder (optional)
- a video camera for interviews you plan to webcast

Preparing for the Interview:

Research – Do as much research as possible. If you’re going to interview, say, a cardiologist about heart attacks, read up and make sure you understand terms such as “cardiac arrest.” A well-prepared reporter inspires confidence in the source.

Developing Questions – Once you’ve thoroughly researched your topic, prepare a list of questions to ask. That will help you remember all the points you want to cover.

Keys to a Successful Interview

Establish a Rapport – When starting out, don’t abruptly launch into your questions. Chitchat a little first. Compliment your source on her office, or comment on the weather. This puts your source at ease.

Keep it Natural – An interview can be uncomfortable, so keep things natural. Instead of mechanically reading out your list of questions, weave your queries naturally into the flow of the conversation.

Also, maintain eye contact as much as possible. Nothing is more unnerving to a source than a reporter who never looks up from his notebook.

Be Open – Don’t be so focused on getting through your list of questions that you miss something interesting.

For instance, if you’re interviewing the cardiologist and she mentions a new heart-health study that’s coming out, ask about it. This may take your interview in an unexpected - but newsworthy - direction.

Maintain Control – Be open, but don’t waste your time. If your source starts to ramble on about things that are of no use to you, politely – but firmly – steer the conversation back to the topic at hand.

Wrapping Up – At the end of the interview, ask your source if there’s anything important that you hadn’t asked about. Double-check the meanings of any terms they used that you’re unsure about. And always ask if there are other people they recommend that you speak with.

A Note About Note-taking – Beginning reporters often freak out when they realize they can’t possibly write down everything the source is saying, word-for-word. Don’t sweat it. Experienced reporters learn to take down just the stuff they know they’ll use, and ignore the rest. This takes practice, but the more interviews you do, the easier it gets.

Taping – Recording an interview is fine in certain circumstances, but always get permission to do so.

The rules regarding taping a source can be tricky. According to Poynter.org, recording phone conversations is legal in all 50 states. Federal law allows you to record a phone conversation with the consent of only one person involved in the conversation - meaning that only the reporter is required to know that the conversation is being taped.



However, at least 12 states require varying degrees of consent from those being recorded in phone interviews, so it's best to check the laws in your own state. Also, your newspaper or website may have its own rules about taping.

Transcribing interviews involves listening to the taped interview and typing out virtually everything that's said. This is fine if you're doing an article with an extended deadline, such as a feature story. But it's too time-consuming for breaking news. So if you're on a tight deadline, stick to note-taking.

PRESS CONFERENCE

What are press and media conferences?

Press conferences (also known as news conferences) are occasions when someone with something to say which they believe is newsworthy calls reporters together so that they can tell them all at once. The person calling the press conference usually makes an announcement or statement first then allows reporters to ask questions.

The terms, media conferences or media calls, are also used occasionally, though usually about an event to which a company publicist invites the media - not necessarily just journalists - in order to promote a product, performance or a celebrity, e.g. a visiting singer or actor. In this chapter we will concentrate on press conferences for journalists.

All sorts of people organize press conferences for all sorts of reasons. A politician may call one to announce a new policy or to deny an allegation. A scientist may call one to reveal a discovery. A police chief may call reporters together to give details of a crime or to ask for public help in solving a case.

Advantages

The main advantage of a press conference to the person calling it is that they do not have to repeat themselves to several different reporters at separate interviews. It also means that their announcement will have maximum impact by being in all the media at the same time (assuming that all the reporters think it is newsworthy).

The main advantage to the journalist is that it reduces the chance of individual newspapers or broadcast stations missing the story. It also allows them to share the workload of questioning the interviewee. If one reporter forgets or overlooks something, another reporter will probably think of it.

Disadvantages

There are disadvantages to the media in press conference, the major of which is that it is more difficult to get an exclusive story from press conferences. When every reporter hears the same words from the interviewee, they cannot keep secrets from each other. There are ways of getting round this problem which we will discuss later.

Press conferences can also give false importance to the topic being promoted. Promoters try to convince journalists that by getting them all in the same place at the same time the topic is of great importance, when often it is nothing more than free publicity or advertising.

Logistics

For the journalist, press conferences are similar in nature to speeches, and can be covered in much the same ways. Here we will discuss the logistics or method of covering press conferences.

It is usual for the person who called the press conference to say what they want first then allow the journalists to ask questions. The speaker controls the situation from the start. They even control where and when the press conference takes place, although if journalists do not like the place or the time of the press conference they should let the organiser know. This is especially important if someone plans to hold a press conference after your deadline for stories.

Many journalists regard press conferences as gifts from the organiser, not to be questioned. Remember, if someone calls a press conference it is usually because they need the publicity you can give them. That gives you some control over the situation.



As with covering speeches and meetings, there are several things you need to remember to make your task easier.

Preparation

As a journalist, you should never go out to cover any story without knowing roughly what to expect. Some research is vital. This can range from asking your editor or chief of staff what the press conference is about to a full-scale search through your local reference library for background material.

Press conferences are usually called to present the latest development of something, whether it is a financial policy or a mass murder. Your background material must, therefore, be as up-to-date as possible. It is not wise to attend a press conference at which a scientist is going to reveal a new source of energy without knowing something about what energy sources are currently available.

Your newsroom library or cuttings files should provide you with information. Don't forget to look in your picture library when appropriate, for example, in technical developments.

Ask other people in the newsroom. If a politician calls a press conference and politics is not your round, go to the political correspondent for advice. Also use your contacts outside the newsroom for background information. It is bad manners to ask a political opponent to provide you with questions for the politician, but an off-the-record talk with a critic might produce valuable background on which to base some questions.

Once you have done some research, try to prepare some questions in advance. These should be good enough to provide you with a story if the announcement itself is not very newsworthy. Remember, people who call press conferences will not always have your skill in recognising a news angle.

Your questions do not have to be on the topic the organiser of the press conference wishes to talk about. For example, if a public figure has been accused of corruption then calls a press conference to announce a new move in foreign policy, it is quite fair to ask them questions about the corruption allegations. They may not wish to answer them, but that should never stop a good journalist from asking questions.

Many people are suspicious of reporters' questions, and may ask you to provide written questions in advance. This is acceptable if their sole purpose is to give you more accurate answers. It may, however, be an attempt to stop unpleasant questions. If you suspect that this is the case, you should try to get a promise that you will be allowed to ask other questions at the press conference itself. These are called supplementary questions. If they will not agree, you must ask yourself (and your editor) whether the press conference is worth attending.

On arrival

As with covering a speech or meeting, you should try to arrive in good time for a press conference. Because some journalists are bad time-keepers, many organisers will wait until the major media organisations are present before starting the press conference. However, you cannot rely on this. Besides, it is bad manners to arrive late for any appointment.

Positioning is quite important, especially at large press conferences. You should always sit near to the speaker, so that you do not miss anything said (even whispers to an aide or adviser). If there are many journalists present, sitting in the centre of the front row will ensure that you are not overlooked at question time. It is important that you hear questions from other reporters. If you are seated at the front and you cannot hear the question, you can be sure that the interviewee will not hear it either, so it will have to be repeated anyway.

If you work for radio or television, or wish to record the press conference to support your notes, arrive with enough time to set up your microphone in front of the interviewee. For recording question time, you should either sit beside the interviewee holding the microphone so that you can point it towards questioners at the right moment, or use a tape recorder which has two microphones (usually stereo machines), one positioned in front of the interviewee, the other pointed towards the questioners.

If you work for radio or television, you should also ask for an individual interview when the conference ends. Apart from the fact that you can get better quality sound and pictures in a one-to-one interview, every news organisation likes to give its audience the impression that it is the main supplier of news on



an event. A babble of questions from other journalists at a press conference destroys that impression for broadcasters. Radio and television reporters should make a note of all interesting questions - whether their own or from other reporters - and ask them again during their one-to-one interview.

When the conference starts

Establish straight away whether what is being said is "on the record" (in which case everything can be quoted); "background" or "unattributed material" (in which the information can be quoted but not the name of the informant); or "off the record" (in which neither the information nor the informant can be quoted). "Off the record" information is for the reporter's personal information. Too much "off the record" information will undermine the credibility of your story, so try to get the interviewee to make statements "on the record" whenever possible. (See Chapter 59: Sources of information and Chapter 60: sources and confidentiality.)

You should also establish at the start who the speaker represents on this occasion, if it has not already been made clear. For example, is the Police Minister speaking as a minister or as an MP? Quite often, an organisation may provide a spokesperson to give a press conference. This could be a public servant, a secretary or a press officer. Ask immediately whether they are speaking personally, for a department or for the government.

As with a speech or a meeting, you should make good notes of what is said. Mark the important points in your notes as you go along. A statement may not be clear or may raise an interesting question. Make a quick note of anything you will want to ask at question time.

Question time

Always try to ask at least one question, if only to show your presence.

Phrase all your questions either (a) to clarify statements you did not understand or (b) to get new information. Avoid asking friendly questions simply to cover up an embarrassing silence.

It is difficult to get an exclusive story from a press conference, because every reporter hears all the statements, questions and answers. If you have gone to the press conference with some information which you think will give you an exclusive story and it is not mentioned during the conference, do not mention it during question time. Wait until the other reporters have left then ask your questions. If speakers are unwilling to give a private interview, tempt them with a statement like: "There is something important I want to ask you that I don't want anyone else to hear." It may spark their interest and you will probably get your interview.

Not only should you note what is said at a press conference, but you should also be aware of what is not said. If you go there expecting a certain announcement and it is not made, don't shrug your shoulders and leave. Ask about the topic. They may have something to hide.

At the end

Do not be in a hurry to get away, unless you are facing a tight deadline. Hang around on the chance of getting background information, picking up a bit of gossip or simply developing contacts.

If you have arranged a face-to-face interview, remind your interviewee and take them somewhere quiet to conduct it. If several reporters have been granted individual interviews, make sure that you get your turn.

If you work for a newspaper or television, you should ask for any pictures you think you might need. For example, if a police chief says they are hunting an escaped criminal you should automatically ask if they have a picture of the man for publication. Also, if you want to illustrate your story with a picture of the speaker, think how you can get a better picture than simply a shot of him at the press conference. For example, if the Health Minister is launching a campaign to test people for chest cancer, will he pose for pictures with an X-ray machine - preferably being x-rayed himself?



PRESS RELEASE

A press release, news release, media release, press statement or video release is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Typically, they are mailed, faxed, or e-mailed to assignment editors and journalists at newspapers, magazines, radio stations, online media, television stations or television networks.

Elements of press release

Technically, anything deliberately sent to a reporter or media source is considered a press release: it is information released by the act of being sent to the media. However, public relations professionals often follow a standard format that they believe is efficient and increases their odds of getting the publicity they desire. The format is supposed to help journalists separate press releases from other PR communication methods, such as pitch letters or media advisories. Generally, a PR body consists of 4 to 5 paragraphs with word limit ranging from 400 to 500. However, press releases can be anywhere from 300 to 800 words.

Some of these common structural elements include:

- **Headline** – used to grab the attention of journalists and briefly summarize the news.
- **Dateline** – contains the release date and usually the originating city of the press release. If the date listed is after the date that the information was actually sent to the media, then the sender is requesting a news embargo, which journalists are under no obligation to honor.
- **Introduction** – first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.
- **Body** – further explanation, statistics, background, or other details relevant to the news.
- **Boilerplate** – generally a short "about" section, providing independent background on the issuing company, organization, or individual.
- **Close** – in North America, traditionally the symbol "-30-" appears after the boilerplate or body and before the media contact information, indicating to media that the release has ended. A more modern equivalent has been the "###" symbol. In other countries, other means of indicating the end of the release may be used, such as the text "ends".
- **Media contact information** – name, phone number, email address, mailing address, or other contact information for the PR or other media relations contact person.