



## SYLLABUS

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

II Year

Subject – REPORTING-I

<b>Unit-I</b>	Journalism: Concept, Types-Citizen Journalism, Embedded journalism, sting journalism.
<b>Unit-II</b>	Concept of news, values, sources of news, news-gathering, structure of a news report. 5W & 1H, Beat



## 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.