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**S.Y.B.A.**

**JOURNALISM**

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**S.Y.B.A. JOURNALISM**

**(Reprint) February, 2017**

Published by : Incharge Director,  
Institute of Distance and Open Education,  
University of Mumbai,  
Vidyanagari , Mumbai-400 098.

**DTP Composed by : SHREE GRAPHIC CENTRE**  
28,MANGAL WADI, MUMBAI - 4  
**Printed By :** Mumbai University Press

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**APPENDIX 'B'**  
**S.Y.B.A.**

**General Applied Component**  
**JOURNALISM**

**Syllabus Outline:**

1. Principles of Journalism
2. Brief historical survey
3. Organisational Structure of the Newspaper
4. Reporting
5. Editing
6. Writing

**Detailed Syllabus :**

**1. Principles of journalism:**

- (I) Nature and scope (including types of Journals).
- (II) Guiding principles of journalism.
- (III) Professional ethics; standards and canons of journals.
- (IV) Duties and responsibilities of the journalist.
- (V) Freedom of the press and its limitations.

**2. Brief historical survey:**

- (I) Major trends In Indian Journalism before and after Independence.
- (II) Struggle for freedom of the Press.
- (III) Establishment of Press Councils and News Agencies.

**3. Organisational Structure of the Newspaper:**

- (I) Editorial
- (II) Advertising
- (III) Circulation
- (IV) Research and Reference

**4. Reporting:**

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

**5. Editing:**

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

**6. Writing:**

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

**PROJECT WORK**

Project Work: (20 marks) based on Topics 4, 5 and 6 :

**REFERENCE BOOKS:**

Bond Fraser F.            An Introduction to Journalism (A Survey of the Fourth Estate in all its forms).

Brucker Herbert.        Communication is Power (Unchanging Values in a Changing Journalism).

Chalapati Rau,	History of Indian Journalism.
Chalapati Rau,	The Press in India
Charnley M. V.,	- Reporting.
Critchfield Richard,	Indian Reporter's Guide.
Crump Spencer,	Fundamentals of Journalism.
Evans Harold,	Newsman's English.
Epstein Edward Joy,	Between Fact and Fiction; the problem of Journalism.
Griffith John L &	
Weston Edward G.,	Programmed News-writing.
Hohenberg John.	The Professional Journalist.
James Lewis,	The Active Reporter.
Jarrio & Johnson,	The Complete Reporter.
Krishnamurthy,	History of Indian Journalism.
Mankekar,	D. Press Vs. Government.
Sethi Patanjali,	Professional Journalism.
Teel Leonard Ray &	
Taylon Ron	Into the Newsroom (An Introduction to Journalism).
Westley Bruce,	News Editing.
Williamson Daniel R.,	Feature Writing for News papers.





## **DEFINITION, NATURE, SCOPE OF JOURNALISM**

The world today has come closer with instant communication by satellite, radio and television, linking all its parts. Only a few decades ago the death of the newspaper had been anxiously forecast. Many newspapers and magazines were unable to compete with television in speed and vividness. But a substantial number of journals continue to comment the loyalty of readers.

The shrinking of the world has increased the appetite for news. The faculties involved in the gathering and presenting of news are basically the same in the print medium and its electronic counter parts.

The newspaper reporter with his pencil, the radio correspondent with his microphone and the television correspondent with his camera take you to the scene of action. Television viewer sees event taking place before his eyes late midnight. A 'Daily' reaching his doorsteps early in the morning contains the same news but 'why' and 'how' part of the intro-paragraph makes the difference. Television gives us the illusion that we know exactly, what has happened as if we have seen it with our own eyes. But if we read about the same event in the following morning's newspaper we come to know many aspects of the event hidden beneath the surface. What television and radio cover in two hundred words receives ten times more space in the newspaper.

In this respect, radio and television on the one hand and the print media on the other are complementary, Television, according to one commentator, has been responsible for widened readership for newspapers. It has been a boon to newspaper readers' interest in sports and in other fields. News bulletins transmitted by the electronic media serve to stimulate the individual's

appetite for news and information, for more detail and more depth. Readers satisfy that appetite by reading their newspapers. What is journalism?

Basic idea behind the journalism is that of communication. Communication means to express feeling, ideas, thoughts, views and see to it that the other person/s or group understands the message clearly and correctly. 'Communication' mean to transmit ideas, message, information to other persons. Its plural means 'transportation'. We, the students of journalism, are concerned with its first meaning; i.e. to pass on message or Information.

Communication is either inter personal, group or it can be meant for the masses. Best example of interpersonal communication is 'telephonic talk'. Here the other side i.e. the receiver responds immediately. Classroom teaching - learning is an example of group communication. Editorials In the newspapers, talks or news Items or radio and television are the examples of mass communication. Here we are In contact with the larger sections of the people. The number of people at the receiving end may be in thousands lakhs or even million and above. Take for example - The Prime Minister's speech which is transmitted on All India Radio. The number of listeners may be counted in crores.

Newspapers, Magazines, Radio, television are known as mass media and journalism is the oldest medium of communication. Journalism is also termed as 'Press'. The power of the printed word is expressed effectively when it is called the 'Fourth Estate' - the three other being the legislature, executive and the judiciary.

Today the term journalism is used to cover all forms of writing through which news and comment on the news reach the people. All that happens, and whatever happens to hold the Interest of the people, and all thought, action and ideas which these happening stimulates, become the basic material for the journalist.

Eric Hodgins says, 'journalism is the conveying of information from here to there, with accuracy, insight and dispatch in such a manner that truth is served:

Leslie stephens says, 'journalism consists of writing for pay on matters of which you are ignorant.' Both of these concepts flourish under the guarantee of freedom.

The term 'journalism' has its origin in Latin term 'diurnal is' which means 'dally'. However today this term is applied to a wider section of writing which is known as 'field of Journalism'.

Webster's dictionary describes journalism 'as a craft of collecting and editing material of current interest for presentation through news media or the editorial or business management of an agency engaged in collection and dissemination of news.'

A journalist has been described as one who is a writer and aims at a mass audience.

Some of the definitions of the term journalism are as follows :-

- (a) The systematic and reliable dissemination of public information, public opinion and public entertainment by modern mass media of communication.
- (b) Journalism is a report of things as they appear at the moment of writing, not a definitive study of a situation:
- (c) Publication of news and views is journalism.

The root meaning of the term journalism, its dictionary meaning and, various definition given above highlight 'information function' of the Press.

There is a difference between an event taking place and an event that is reported. Therefore, it is said that -the news is a timely report of an event:

Therefore main functions of journalism are: a) To inform, b) To interpret, c) To educate, d) To formulate public opinion and bring public opinion into focus, e) To publish advertisements fulfill consumer needs and f) to entertain.

A journalist brings public opinion into focus. Recently resentment in the minds of the native people in Dabhol about the Enron Power Project was made known to the public by the print media. State Government had to take up this issue seriously and reviewed the, project and decided to scrap it in the interests of the people.

Press can also mould public' opinion. Editorial space is utilised mainly to give interpretation of the main events. Editorials, Articles. letters to the editor play significant role in the area of public opinion.

Electronic media are under government control and thereafter press assumes more responsibilities. Media can topple the governments as it happened in Watergate scandal. Three former Chief Ministers of Maharashtra had to go as a result of the pressure put by the public opinion.

The journalist must be an earnest student of the flow of public opinion. Polls of public opinion, election results, informal soundings here and there help him to determine the movements of the tide of public opinion.

Public opinion is an attitude deliberately reached at by individuals or groups after studying pros and cons. With the help of public participation the press aroused awareness against the atrocities during the emergency.

**Nature of journalism:** Besides 'news function' other aspects like views. Comments are also given prominent place. Themes of Indian journalism have changed from time to time. Main themes of Indian journalism before 1947 A.D. were political freedom and social reforms. Eminent personalities like Lokmanya Tilak were actively working in the field of journalism. 'Kesari' is a landmark in the history of Indian journalism. Newspapers in those days were 'views papers'. People were eager to know what Tilak said and they were anxious to read 'Kesari'. After 1947 A.D. the role of 'Press' was seen from the angle of nation building and efforts were made to strengthen Press.

#### **Journalism and literature:**

Mathew Arnold defines journalism as "literature in a hurry", But this statement has to be examined critically. The modern journalist will not be happy with this definition. In fact it is very difficult to draw a line of demarcation between journalism and literature. In literary writings the author expresses his own thoughts and experiences while the journalist expresses those of the community. Literature is timeless; journalism must be timely. Great thinkers and writers have contributed to journalism as well as literature. History of journalism in Maharashtra finds abundant examples of this type of versatile writing.

#### **The Press is an institution of Society:**

The Press is an agency of mass communication. Technological developments gave the press the scope, variety and immediacy required to make such an agency. The Press is an agency of the science of dissemination of information. (news and opinions)

The Press has prospered with the advancement of technology and it assumed a larger degree of responsibility. It also was forced to take into itself a moral and to some extent a legal accountability for its performance. A practicing journalist must have a nature conception of the importance of objectivity in news gathering and writing. This does not mean the absence at the right to slant news or express opinion, when a journalist is writing on an editorial page and taking full responsibility of what he is writing. Thus, journalism as a vocation presents at one and the same time the dual need for objectivity and personal conviction.

### **The Press in a Private Industry X Public Service:**

As private business the press has to follow the considerations of economic logic. It has to compete with other newspapers and therefore there "is incentive to try to improve the end product i.e. copy of a newspaper. This in turn provides a practical challenge to the quality and nature of journalism, turned out by members of the fourth estate.

Public service function of the Press is even more important.

Today's society has become Complex and therefore we depend upon agencies of communication. The Press is the older and more influential than other media, Newspapers and Magazines who have good circulation must provide the facts and thus keep information of the subscribers updated: They must also serve as leaders, moderators and critics of events, ideas and actions in the public interest. To perform this function the Press should remain free from pressures. It is difficult and once the Press accepts its public service function it should accept public service accountability.

The mass communication is a potent instrument of influence on society. Given a free press and a free people the science of mass communication may be a benevolent and constructive institution - in a "controlled" society it may be and is used as 'one of the principal methods of enslavement.

### **Field of journalism:**

The term journalism is associated with newspapers but this is only one area of journalism. There are other areas of journalism and in today's modern world many more areas like satellites are being explored for catering the needs of communication. The entire spectrum is known as Field of journalism. There are five different categories of journalism:

(1) Newspapers, (2) General magazines and reviews, (3) Class. trade and professional journals, (4) News magazines and magazine digests and (5) radio and television.

Satellites and computers have entered the field of communication and changed the dimensions of communication.

### **Newspapers are essentially news organs:**

Event is put into "news shape" and displayed in proportion to its relative value and timeliness. Reporting of new, strange, interesting and significant events becomes news and it is displayed according to its importance. News can be classified as local, state, national or international from geographical point of view; or it can be classified according to the subject matter - crime, finance, sports, society, science or politics.

### **General Magazines and Reviews:**

have occupied a distinctive place in journalism, Magazines publish fictional, factual and discussion material. The magazines contain articles. Stories, essays, sketches and editorials which convey thoughts, ideas, facts and function according to their editorial policy.

A review is a distinct type of periodical. And subjects are dealt with from the editorial point of view and they are critical in nature. This type of writing is published in magazine form or nowadays review material can be put in to "news shape". Many newspapers and magazines have review sections of different types.

### **Class, Trade and Professional journals serve special groups:**

Material published in this types of journals is gathered, compiled and written for the benefit of a limited group of individuals. These specialized magazines or journals, are concerned with the, advancement of the field to which the publication belongs. Each type of publication in this category may be national, sectional, state wide, or even local in its distribution.

### **News magazines and Magazine Digests are becoming more and more important:**

News magazines serves to summarize, organize, condense and disseminate the most important news worthy facts, which may be published by any of the journalistic media - particularly the news reported by the metropolitan press.

In general style of presentation the news slant and general word pattern with the lead technique are observed. In format, method of distribution, editorial direction, it resembles the general magazine, as well as the review.

### **Magazine - digests:**

are condensations of the most important stories and articles, more especially the latter, appearing in various publications. It has become a distinct category of critically selective groups of condensed magazine articles.

### **Radio journalism :**

In many ways radio journalism is quite different from published journalism. This applies to news casting as well as advertising.

There are many forms of radio journalism. One of the most important is the commentary of which there are two general types - namely the review and the editorial.

Commentaries may be created by different types of script material, such as the essay which produces a co-ordinated and smooth broadcast, the outline which permits, flexibility of expression, and "the topic script which insures naturalness often at the cost of unity and, sometimes of good taste.

Radio news takes the form of the spot newscast, dramatized news of various kinds or direct newscast which is reporting as opposed to interpreting and columning. The direct newscast may take different forms, including the bulletin, the straight report, the review, or the human interest feature. Radio journalism gathers its news in much the same way as do other agencies of journalism.

Writing for radio requires the knowledge of certain techniques of journalism and the understanding of radio as such. In general, whether writing is script for a commentary, a newscast or a radio commercial, copy is more "condensed, terse and telegraphic" than newspaper or magazine copy. In addition, such copy is usually conversational by nature. A radio editor must be as skilled in "radio sense" as a city editor is in "news sense".

Television journalism is emerging as one of the major source of information, interpretation, education, entertainment and advertising and even consumer guidance.

This vast developing field of journalism offeres many opportunities to young graduates and also pose challenges before them. All these fields of journalism have certain responsibilities and a great variety of opportunity for constructive service. Each of the five categories have a variety of reader - audience-appeal.

The newspaper attracts men of varied ability. Its newsroom and editorial sections have served as a proving ground for many men of varying character and ability.

Newspaper work is often a pathway to creative writing. Recognized novelists, playwrights, essayists have served as apprenticeship in some city rooms.

There is wide opportunity for magazine journalism to help clarify thought, and all worthy literary devices may be used to that end. When well done. Magazine articles are among the very best literary efforts of modern times.

Getting a satisfactory job requires patience. Much depends on the general business conditions at the time. During the past few year there appears to be a rise in the opportunities 'Business journalism' 'class, trade, professional journals' Advertising' and careers in television and even radio journalism. Non metropolitan journalism is one worthy field. Newspapers published in towns under 15,000 in population are referred to as non metropolitan which Included country weekly and the small town daily. Both have intimate contact with the public they serve. Any journalist will benefit by at least some direct experience on one of these newspapers. The publishing of a successful weekly, semi weekly or small-town daily is an honourable vocation rich in satisfactions. In the handling of news on small papers, strict attention must be given to local

items. Such papers are slowly and completely read and errors of omission and commission are quickly noted and long remembered. As in all other fields of activity, opportunities almost always exist for the able and energetic person. In non metropolitan journalism in almost any section of the nation.





## PRINCIPLES OF JOURNALISM

### GLOBAL PRESS PHILOSOPHIES :

In order to understand principles of Journalism in general and in the Indian Context in particular as will have to take a global view of a glant arena in which large and small press systems are actively engaged In their activities. They all have rather specific sets of directions, but these directions vary considerably. These press systems have guiding concepts which are tied rather tightly to the traditional types of governments they represent. Out of the wide and Intricate press design a few ideological patterns take shape and stand out.

In 1956, 'Four Theories of the Press' was published. It discusses the media's responsibilities and attempts to explain why the media vary so significantly from one society to another, The authors, Fred S. Sisbert, Theodore Peterson, and Willbur Schramm, emphasized the close relationship that exists between the media and certain basic beliefs that each society holds. These bellsls are about the nature of humanity, the nature of society and the state, the relation of citizens to the state, and the nature of knowledge and truth. The authors found four different theories of beliefs that societies hold about the media. The theories are : (1) Authoritarian, (2) Communist, (3) Libertarian, (4) Social responsibility,

### Freedom of Press :

The Indian Constitution confers no special rights or privileges to the press as does the American First Amendment.

By the end of the eighteenth century, the Libertarian Theory had spread through most of Western Europe and then to America, where it influenced the

men who wrote the U.S. Constitution. Thomas Jefferson voiced a part of the Libertarian Theory when he declared that governments should maintain a framework within which individuals could develop their own capabilities. Jefferson admitted that individual citizens might err, but he believed that the majority would make sound decisions. Jefferson added that the press was an essential source of information for the citizens who needed to be educated and informed.

The U.S. Constitution mentions the press only once to declare that Congress cannot abridge its freedom. The Constitution does not define the term "Press" or place any restrictions upon it. The authors of the Constitution feared that the press might be harassed and regulated by the government, not that the government might be inconvenienced by the Press. The press given no legal responsibilities; it cannot be censored or forced to publish anything contrary to its own beliefs. Thus the Libertarian Theory is more than an abstract philosophy. It had a direct influence upon the Constitution, and it continues to protect journalists at work to the United States today.

A responsible press is another prerequisite for the healthy growth of the Press. From this point of view we should note views of the twentieth century thinkers.

Twentieth-century thinkers believe that the media should remain free, but they now add that the media have certain responsibilities. The major premise of their new theory the Theory of Social Responsibility is that freedom carries concomitant obligations: and the press, which enjoys a privileged position under our government is obliged to be responsible to society for carrying out certain essential functions of mass communication in contemporary society." The 'commission on Freedom of the Press' in the United States published its report in 1947. The report dealt primarily with newspapers. The commission studied all the media in the United States, including books, magazines, movies, radio and newspapers. The commission declared that newspapers must provide:

1. "A truthful comprehensive and intelligent account of the day's events in a context which gives them meaning."
2. "A forum for the exchange of comment and criticism,"
3. "The projection of a representative picture of the constituent groups in the society."
4. "The presentation and clarification of the goals and values of the society.
5. Full access to the day's intelligence.

These requirements point at the ethical standards to be followed by the journalists. Accuracy, objectivity, comprehensive news gathering and presentation. (This includes publication of significant ideas of opponents). The commission felt that newspapers' past performance was clearly inadequate, and it warned that if the papers continued to abuse their freedom, new laws might become necessary to protect the public.

The commission's complete report, which filled a 139 - page book, is considered the first clear summation of the Theory of Social Responsibility.

The report was criticised for setting vague goals for journalists. How could journalists determine the 'goals and values of society'? Journalists also complained that it is impossible to report all the news. They have to be selective and must discriminate. The recommendations of the commission overlooked the fact that journalism is a private business; it entertains also and has to earn a profit in order to survive. However, journalists were even more disturbed by the threat of new government controls.

Despite their criticisms of the commission's report, journalists have gradually accepted many of the Theory of Social Responsibility's most basic premises. Journalists generally agree that they have a responsibility to serve the public. They frequently acknowledge "the public's right to know" and they believe in the importance of their role as watchdogs over government, which has remained a part of the Theory of social Responsibility.':

During a speech at Marquette University in Milwaukee, Wisconsin, William B. Burleigh, managing editor of the Evansville (Indiana) Press complained about the emphasis frequently placed upon the first part of the First Amendment which guarantees the media's freedom : Too low (journalists), it seems to me concern themselves with the other half of the equation, in which any freedom must be weighed, the question of responsibility, "He added" The Bill of Rights recognizes the right of the people to a free press. Note well that doesn't say right of publishers or of reporters. Neither is a special caste. The right belongs to the people. And to the degree that this confers any privilege on the press, it at the time places obligations on us, obligations to compile, and publish useful, sound, thoughtful information for the citizenry."

Newspapers are unique barometers of their age. They clearly indicate the climate of the societies to which they belong. The newspaper operates in what is at once the most universal and the most sensitive area of public interest. It prints topics of common curiosities as well as disclosures made by the authorities. (meant for public information). The Press has traditionally three linked responsibilities : to collect and publish news; to interpret and comment

on it; to act as a watchdog of public interest in areas of public concern where executive power may be arbitrarily used. It is in its responsibility as an agency of public information, inquiry and protection that the traditional case for the freedom of the press rests.

**independence:**

Every newspaper has a distinct personality. The image of a newspaper is created by the editor very carefully. Therefore the Editor's freedom is also a must for healthy growth of journalism. Mr. B.G. Verghese was removed from the editorship of the Hindustan Times by its owners. He had to go because the type of independent journalism he practised hurt the varied interests of the Birlas who had close relations with the ruling part. The threat to independent Journalism from big business has been increasing. Of late, several business houses have been showing increasing interest in starting newspapers. This is particularly evident in Bombay where buying and selling of newspapers is in full swing. All sorts of rumours are in the air and there is every indication that in course of time not a single newspaper will be left in that city which was once a citadel of press freedom. [Press at crossroads in India - Foreword by K.R. Sunder Rajan]

It is interesting to note that about the time Birla was seeking to penalize George Verghese for his editorial conduct Verghese became a recipient of the prestigious Magsaysay Award (1975). The citation praised the intimate knowledge of the subject, combined with historical perspective displayed by Verghese in his writings and stated : "Verghese practiced journalism within these exacting criteria with a perspicacity matched by few of his colleagues any where."

Apart from Freedom and responsibility the principle of independence is also required for the prosperous growth of the press.

High Court judgement on the Verghese case has thrown light on the concepts of the freedom of the press and independence of the newspapers. Of Editor, the judgement stated : The editor is the living ultimate voice of the press and speaks through the paper. The value of the newspaper is in its contents, the selection of which is the sole and undivided responsibility of the editor.

Arthur Hays Sulzberger, President and publisher of the 'New York Times' told the American Society of Newspaper Editors in 1949 : 'The public has the right to demand as accurate, full and impartial a news report as the public itself is prepared to support. It has the right because freedom of the press is one of its own fundamental freedoms which in effect it vests with a relatively small number of its citizenry. And the press suffers and freedom everywhere suffers where a community fails to demand

and receive its rights in this respect... I hold it is the duty of every newspaper of general circulation to inform its readers on all sides of every important issue, and that it fails in its responsibilities when it does not do so. We believe it to be our duty to give all available sides to a story and to present the news without any criterion except objective news judgement. We recognise the difficulties in obtaining strictly factual information although we constantly try to achieve it. Always we make this distinction between interpretation and opinion and we earnestly seek to exclude the latter from our news columns".

Journalists have now and then interest in developing ethical guidances even though the need for it has always been there. Their reluctance is due to several factors. They want freedom to act in a crisis and in crisis situations. They fear judges would make guidelines into a rule of law and they prefer self enforced professional standards.

### **Ethical Standards are important :**

A beginner on a newspaper or magazine of the better class will be introduced to the codes or ethical standards followed, and it will be greatly to the Journalists advantage not to deviate very much from these standards.

The Code of ethics adopted by the American society of Newspaper Editors in 1923 has been generally accepted by editors and publishers throughout the nation as one of the best expressions of the principles of journalism. These canons of journalism includes - I) Responsibility, II) Freedom of the Press, III) independence, IV) Sincerity, Truthfulness, Accuracy, V) impartiality, VI) Fair play and, VII) Decency.

For years, the canons were the only code adopted voluntarily, without any public pressure, The canons told newspaper editors what they should do. They reflect the belief that people are rational, intelligent beings - that they should be given raw facts as fairly as possible and should be allowed to reach their own conclusions about those facts.

The media have adopted a dozen or more codes of ethics, but few of the codes have had much impact upon their performance. All the codes in effect today are voluntary; none can be enforced. Besides newspaper codes there are 'movie codes', 'Broadcast Codes', 'The Comic Book Code'.

The Journalist's Code - The society of Professional Journalists, Sigma Delta Chi, voluntarily adopted a new code of ethics at its international convention in 1973. The code declares that journalists must seek the truth and have a responsibility to "perform with intelligence, objectivity, accuracy, and fairness." They should accept

"nothing of value", because gifts and special favours might compromise their integrity. Journalists commented critically and reflected that - "Ultimately the individual journalist will act ethically to the extent he himself is an ethical, thinking person.

Despite their problems and limitations, codes of ethics undoubtedly are better than nothing at all. The codes at least force journalists to think about and to publicly acknowledge their responsibilities and to formulate for the attainment of their goals.

### **Principles for code of Journalistic Ethics :**

The first press commission wanted that the following principles should find place in a code of Journalistic ethics :

- (1) As the Press is a primary instrument in the creation of public opinion, Journalists should regard their calling as a trust and be ready and willing to serve and guard the public interest.
- (2) In the discharge of their duties journalists shall attach due value to fundamental human and social rights and shall hold good faith and fair play in news reports and comments as essential professional obligations.
- (3) Freedom in the honest collection and publication of news and facts and the right of fair comment and criticism are principles which every Journalist should always defend.
- (4) Journalists shall observe due restraint in reports and comments which are likely to aggravate tensions likely to lead to violence.
- (5) Journalists shall endeavour to ensure that information disseminated is factually accurate. No fact shall be distorted and no essential fact shall be suppressed. No information known to be false or not believed to be true shall be published.
- (6) Responsibility shall be assumed for all information and comment published. If responsibility is disclaimed, this shall be explicitly stated beforehand.
- (7) Unconfirmed news shall be identified and treated as such.
- (8) Confidence shall always be respected and professional secrecy preserved, but it shall not be regarded as a breach of code if the source of information is disclosed in matters coming up before press council, or courts of law.
- (9) Journalists shall not allow personal interests to influence professional conduct.
- (10) Any report found to be inaccurate and any comment based on inaccurate reports shall be voluntarily rectified. It shall be obligatory to give fair

publicity to a correction or contradiction when a report published is false or inaccurate in material particulars.

- (11) All persons, engaged in the gathering transmission and dissemination of news and commenting thereon shall seek to maintain full public confidence in the integrity and dignity of their profession. They shall assign and accept only such tasks as are compatible with this integrity and dignity; and they shall guard against exploitation of their status.
- (12) There is nothing so unworthy as the acceptance or demand of a brief or inducement for the exercise by a journalist of his power to give or deny publicity to news or comment.
- (13) The carrying on of personal controversies in the press, where no public issue is involved, is unjournalistic and derogatory to the dignity of the profession.
- (14) It is unprofessional to give currency in the press to rumours or gossip affecting the private life of individuals. Even verifiable news affecting individuals shall not be published unless public interests demand its publication.
- (15) Calumny and unfounded accusations are serious professional offences.
- (16) Plagiarism is also a serious professional offence.
- (17) In obtaining news or pictures reporters and press photographers shall do nothing that will cause pain or humiliation to innocent, bereaved or otherwise distressed persons.

#### **Laws resated to the Press :**

Freedom of the press exists under Law. - Law affects journalism as it does any other institutional division of life's activities.

Libel is a fundamental phase of that Law of the Press. Libel is perhaps the greatest danger for the publisher. If his newspaper, or other publication, oversteps the bounds, defaming person or property, he may be subject to both civil and criminal libel.

A libel may be defined as a malicious publication, expressed either in printing or writing, or by signs, diagrams, cartoons or pictures, tending to blacken the reputation of a living person so as to expose him to public hatred, contempt or ridicule.

Libel laws are framed so that citizens of a country get protection against a misuse of a free press. If there is evidence, a journalist can defend himself. A Journalist should quote the sources correctly. It is suggested that he can make use of words like 'alleged', 'suspected', 'accused' or 'charged' instead of straight forward words showing actions of the persons.

Contempt of Court Act, 1971 relates to the willful disobedience of judicial

orders and the like, and to any publication which interferes with or undermines the administration of Justice. For example a journalist is guilty of contempt of court if he comments on the integrity and competence of the judge or he publishes a report on a case held in camera (in the private chamber of the judge).

### **Contempt of Parliament :**

Parliament expects a newspaper writer to be more cautious than a private citizen in airing his views, as 'his views are widely published'. His comments on parliamentary proceedings or on the performances of any member of the House on the floor cannot contain any personal attacks. Also, if the language is vulgar or abusive and his comments are not seen as fair or justifiable, his criticism constitutes a breach of privilege and contempt of the House.

### **Feroze Gandhi Act :**

The Parliamentary Proceedings (Protection and Publications) Act of 1950, provides that no person would be liable to any proceedings - civil or criminal – for publishing in a newspaper, a substantially true report of any proceedings of either House of Parliament. The Act was repealed during the Emergency but after the Emergency it had been reenacted. The Act permits the press to report defamatory statements in Parliament without it being considered a breach of privilege. This Act, however applies only to the proceedings in Parliament, not in state legislatures,

The Official secrets Act, 1923 : prohibits obtaining, collecting, recording or publishing of secret government documents or photographs or sketches or models, It is this Act which prevents Indian Journalists from publishing inside information about the confidential documents of the government.

The major constraint on the freedom of press in India are the Official Secrets Act, the Parliamentary Privileges, the contempt of Court Act and Press Ownership pattern.

The Official Secrets Act, 1923 deals with two kinds of offences : (a) Spying. and (b) Wrongful communication etc of secret information.

Section 5 of the Official Secrets Act hinders the publication of information not prejudicial to legitimate national or private interests but whose publication may



be in the interest of the community and against the interest of the party in power. It is, therefore, essential to restrict its operation by specifically defining the types of information which need protection from disclosures.

Following the demand for repeal of Section - 5 of this O.S.A., the Second Press Commission had recommended for the abrogation of this section in its report submitted to the Government In 1982, but the Government rejected the recommendation in May, 1986.

Parliamentary Privilege is yet another concern for the journalist. Parliamentary correspondents are often subject to harassment by touchy members of Parliament do not recognize a Journalist's right to edit copy according to the needs of his paper without distorting the contents of a speech made by a member. Sometimes presiding officers in collusion with the ruling party prevent publication of inconvenient parliamentary Committee reports.

Right to privacy - The third Press Commission, headed by Mr. K.K. Mathew,

Retired Supreme Court judge, recommended enactment of law relating to right to privacy.

The question that always arises whenever an investigative report is published is whether the report is sensational or news ? Privacy does not pose any problem to an ordinary citizen, but for newsman each news story, whether it be a report or a picture or a cartoon, may pose a problem if the public person does not take kindly to the report, picture or a cartoon. Any enactment of law relating to right to privacy should not curb the rights of a journalist because the Press lives by disclosures.

The press ownership in India is concentrated in the hands of a few Industrialist families who hold a chain of newspapers. The Hindustan Times is owned by Birlas. The Indian Express by Ramnath Goenka. The Statesman is owned by Tatas, and The Times of India is owned by Ashok Jain. These families have significant economic stakes or interests outside the newspaper business. In a study of the concentration of economic power in India one must take into account this link between industry and newspapers which exists in our country to a much larger extent than it is found in any of the democratic countries of the world. Under these circumstances the editor cannot exercise his freedom and do his job independently.

The journalist as a class are supposed to fight against vested interests and privileges, but they have themselves become a privileged class. The comforts and contacts have become more dear to them than the good of the common man. It is time journalists in India re-examine their responsibility.

One of the ways in which the press, freedom can be ensured is to see that newspaper owners do not have any other interest except the running of the newspapers. This situation prevails in 'Hindu' in India 'Le Monde' in France, in some newspapers of USA and UK and in most of the newspapers in scandanrian countries. Attempts to run newspapers as co-operatives have failed in this country.



## **JOURNALISTS & THEIR QUALITIES, DUTIES RIGHTS & RESPONSIBILITIES**

The practice of journalism is an applied art, it is also business enterprise. But journalists avoid the term 'Profession' for their job and they expect a sense of dignity to be associated to their work. The equipment of a well qualified journalist consists of character, native ability, acquired technical skill and a liberal education. His Job Involves responsibility and, it is of great importance to the society. If he is performing his functions upto the standard he can be looked with high esteem.

The layman thinks about newspapers when the term journalism is uttered. As the students of journalism we should be aware about is various facets.

### **Adequate preparation is necessary:**

A journalist has to use a diversified store of knowledge. He is set for an important and urgent task and therefore he should be in a 'ready' position and start working in the field with zeal to achieve maximum goals.

Journalism has certain responsibilities and a great variety of opportunity for constructive service.

### **Qualities of a journalist:**

A journalist must maintain physical fitness and he should have the stamina to work day and night In order to meet hectic schedule of his work. Job of a Journalist is strenuous and he has to work under physical and mental stress. He has to meet a particular deadline and it requires to possess qualities like punctuality and regularity. Timeliness is an important factor in the routine work of Journalists.

A Journalist has basic formal education. He is preferably a graduate of any discipline. Formerly it was said that a journalist is 'a jack of all trades but

master of none'. But modern competitive journalism has changed this attitude. Besides, this is an age of specialization and there is a need to attain proficiency and skill and be specialized in a particular field e.g. parliamentary proceedings are reported by journalists who have attained mastery over reporting the working of both the houses. Besides, his mother tongue he should be conversant with national language i.e. link language. Good command over English is a must! It is desirable to know additional foreign languages say for example, Russian, German, French, Arabic & so on. .

A journalist may opt to work on either editorial side or reportorial side but he should have knowledge of typewriting, shorthand and nowadays computer software.

He should develop an ability to do translation work at a brisk pace. Knowledge of Law may be additional qualification. Basically he should have a zeal to work relentlessly.

A journalist must be able to get along with the people of diverse types. He must be able to mix in all kinds of company with all kinds of people from different walks of life.

A journalist must inculcate a quality of being patient in strange and difficult situations. He must be tolerant of the opinions of others, (sometimes his opponents also) and report faithfully what, he sees and hears without being partisan on one side or the other. The journalist will have to possess the courage of his conviction, a faith in his own ability, the patience to stick to a story or to a source for a story and the preserverence to get to the bottom of a story. A journalist should possess good general knowledge.

### **Experience:**

Whatever academic courses you choose, you do need experience writing on deadline for publication. There is truth to the saying that you can learn best by doing. There are two obvious laboratories for begining journalists. One is a campus newspaper; another is community newspaper. Student newspapers traditionally have been a natural bridge from the classroom lessons to practical experience. Community newspapers in cities or in suburban areas often cooperate with journalism schools.

Libel is considered to be a serious mistake in journalism. An occasional libel is usually for given on a University newspaper. By contrast the consequences in the professional world would be quite serious.

One other obvious advantage of practicing your journalism in college is that you will learn the importance of typing.

With computer systems being improved and exchanged, there is no certain way to become familiar with a particular newspaper's computer operation except through on-the-job training. If the newspaper has no training staff, you must ask some journalist to give you a fundamental explanation of the key board and its functions.

"No one had time to teach me how to use the VDTs (Video Display Terminals)" recalled one bright young journalism intern. "For the most part. I taught myself • trial and error style - and I asked a lot of questions when problems presented themselves. The VDTs were a source of fear, frustration, and intimidation for many weeks."

### **Attitude towards journalism:**

The following paragraph throws light on the duties of a journalist. It also reflects journalist's attitude to his work.

"Most of us have not helped down a corrupt president or gotten a wrongfully convicted man out of jail. But some of us have gotten laws changed or influenced decisions on national and foreign affairs or nudged corporations into recalling faulty products. Many of us have written stories that have helped save an historic building or brought a fistful of checks for a needy family.

Newspaper stories can make a difference in people's lives. And that's why like to write them. They aren't always earth-shaking. In fact usually they're not sometimes they merely make a reader smile and feel good. But even that is not such a small thing.

The really twenty-four-carat, wonderful thing about journalism, for me, is that while you are going about being useful, you can have a glorious time. You can have a million roles. You can be a police officer, a fire fighter, a lawyer, a diplomat, a soldier. And when you have finished your story. You can go on to be something else. You are paid to go to some of the most dramatic events. The coronation of a queen, the inauguration at a: president, or, more likely at first, the swearing - In of a mayor. Of course, there are ghastly missions, too, like covering plane crashes, and murders. Some reporters spend their whole careers in one town; others explore the globe.

The best newspaper reporters can write about anything. They can write hard and crisp and they can write as soft as the morning dew."

This paragraph by Joseph B. Treaster, reporter, the 'New York Times' refers to certain duties of a reporter in particular but his contention also applies to other professionals in editorial department.

Need for training: Journalism is not a profession into which a person with a flair for writing can simply leap, any more than some one with a flair for first aid can just step into practicing medicine. In this area of rapidly changing information technology. There is a new seriousness and competitiveness in journalism. and training In a variety of skills helps the new entrant in the field of journalism.

A beginner without college training will certainly be at a disadvantage in the market for a Job in daily and even weekly journalism. Such a training is given in America. In India we have colleges that give degree courses in journalism. But elaborate training is still a need in this profession. Newspapers like 'Times of India' have well equipped Libraries with reference section. But training of journalists in other newspapers is yet to be accomplished.

Training in journalism is comparatively a new concept. The profession of journalism unlike that of law, medicine has no prescribed qualifications or statutory test for those who pursue it or Intended to take it up as their vocation. Many leading Journalists in earlier times thought that one would understand a degree or diploma course in horticultures or veherology. But how can any academic organization train one to write crisply, cogently and charmingly. This belief that journalists are born, not made remained firmly rooted even In the west till the nineteen twenties when the need for training In journalism dawned upon persons connected with the press.

The idea of training in Journalism was originated in India by Dr. Annie Besant in 1920. Dr. Annie Besant founded the National University at Adyar, Madras under the auspices of Theosophical Society. The University had courses in Arts, Science and Commerce and the subject of Journalism was added to Arts Faculty as a part of the English department. The Poet laurate Rabindranath Tagor was the Chancellor of the University. Dr. James H. Cousins was the head of the department of journalism. The subjects taught were: history of journalism, press laws, editorial practice and newspaper administration. Among the teachers of Journalnism were such eminent persons as N.S; Rama Rao, Yadunath Sarkar, Seshagiri Rao and C.S. Trilokekar and Paranjpe . They were experienced Journalists and lawyers. .

Dr. Besant took special care to see that all students got practice in the field. This journalism course lasted for five years. 25 graduates completed the course.

S. Sadanand, editor and founder of 'Free Press Journal' believed in training and many senior Journalists got a training, for a free and 'fearless press from him / under his, guidance.

Kasturi Srinivasan, an ardent admirer of Gandhi and the editor of 'Hindu' in 1039 made an equally great contribution to the Idea of training Journalists. The

Studentship in journalism was offered every year for training as apprentices in the 'Hindu' editorial department. The opportunities are offered to graduates of only Indian Universities.

The British Royal Commission emphasised the importance of recruiting men with good general educational and journalistic background for working as journalists in newspapers.

The Press Commission and the Committee on small newspapers in India have both laid special stress on good educational background for recruits to the profession of journalism. It is perhaps for this reason that the Press Council has been entrusted with the task of providing facilities for the proper education and training of persons in the profession of journalism.

### **Rights of a journalist:**

Freedom of expression is one of the most fundamental human rights. The journalist also enjoys this right. In the United States, he is expression than what is granted to the citizens of India. Journalist has access to information that is usually beyond the reach of the common man. Nature of his work demands this freedom. Therefore he gets certain privileges.

1. He does not solely depend on the set or regular sources of news . He wants to visit the site of events, meet and present eye witness account of that event. Therefore he should get free access to the sources of news. Sometimes journalists make use of same sources again and again. This tendency should be discouraged.
2. A journalist has a right to print without any prior permission or restraint. A professional journalist is supposed to be well aware of his responsibilities and editorial policies of his paper.
3. It is journalist's right to print without the fear of any, reprisal or imprisonment. The Government, the political parties, private organisations can threaten journalist for his fearless reporting. There should be no unjustifiable imprisonment or forceful seizure of material of the journalist. Of course of journalist has to follow the 'Laws related to Press'.
4. The Press can not work without a regular supply of news print or other printing material, one of the ways of controlling its freedom is to curtail this supply, which is often exercised by authoritarian states.
5. A journalist has a right to distribute information without any interference.

The Constitution of the United States includes the Bill of rights so as to protect the individual from the government. The United Nations (UNO) also has upheld freedom of information as a human right for only through this freedom, a society can make progress and attain welfare of the people.

### **Responsibilities of the Press:**

Along with certain privileges a journalist is entrusted certain amount of responsibility. Various commissions have also worked on this topic and they have come out with the following set of responsibilities :

1. First and foremost duty of a journalist is to give "a truthful comprehensive and intelligent account of the days' events in a control which gives them meaning." This duty implies impartial gathering of news and its comprehensive display.
2. Educational function of media is equally important. Journalism acts as a forum for the exchange of comment and criticism. In a developing country there are certain issues which get priority in the media. Atrocities on weaker section of society, child labour, rural development, modernization in agriculture, family welfare, literacy campaigns, awareness programme against social evils like corruption, dowry get prominent place in the news and editorial coverage of the media.

New economic policy has given importance to topics like entry of multinational companies, entry of foreign media, trends in share markets and other related matters which have become a part of modern standard of living in urban areas.

National newspapers like 'The Times of India', 'The Hindu' are trying to reach the standards of 'quality journalism' and try to upgrade their standard so that they can come on the world map of the media.

3. The projection of a representative picture of the constituent groups in the society is an important function of the Press. People in India belong to different races, religion and culture. Press is expected to give 'just', coverage to each of the elements of its society. News papers in India should cover problems not only of the urban population but give, a proportionate coverage to rural tribal people. Current trend in Indian journalism is to give place to local news at distinct level in 'Dak editions', of their dailies. Leading newspapers like 'Times of India' and 'Indian



Express' publish 'Pune' edition or 'Nasik' edition of their daily once a week.

Indian Press always faces a problem as regards to minority groups. They always feel ignored and insecure. By and large, Indian newspapers have given balanced coverage of news. 'Time of India', especially has given coverage to the feelings of the minority community in its editorial section as well as news section.

4. The media's impact on the cultural life of a country is being hotly discussed, involving a kind of philosophic debate about the role of the media. It has been argued that the family, school, church and community determine cultural levels more than the media. It is counter argued that the media are not selective about the issues and responses their programmes create. The younger generation is considerably influenced by the television culture of glamour, adventure and romance. Film magazines make a roaring business and children's literature is published to a comparatively small proportion. There is always a world of advertisements, using sex as an appeal. A recent advertisement of shoes on media has created controversy. The media do transmit high culture sometimes but it is diluted. So that people can no longer distinguish between the right and the wrong.

Walter Lippmann has drawn a distinction between "news" and "truth". News coincides with truth in only a few limited areas such as cricket scores or ejection results. But modern journalism has added a new dimension. People in power try to keep truth hidden from the people and modern journalism tries to seek truth. It tries to expose to the public what is being wrongfully concealed. This is an area of in depth reporting and investigative reporting. But there is a large area of news where there are obvious limitations to this search for the truth. Therefore we should take into account these limitations.

It has been said that journalism is not a search for the truth. Journalism is and must be a search for the relative truths that alone keep us sane in the world. It is a relentless search for what can be known and not what cannot be known. News men must refrain from thinking of themselves as professionals who set right things, who undo wrongs. They are gatherers and disseminators of information and are not historians. Journalists work under pressure trying to learn what they can and present it coherently bearing in mind the amount of time it takes to print and distribute a newspaper or the need to be ready to go on the air when the clock strikes 9 p.m.

Journalism involves learning and telling as much of a story as possible in the time available to do so. A journalist must always be aware that the story he investigates and writes about with care and accuracy is incomplete and can be changed by events that may occur in between the time he turns in his copy and the time the paper or magazine for which he works is printed. The best story can be outdated in less than a day after it is published. Not even television, despite its capacity to show events as they happen, can get the whole story. It can get only as much of it as the camera can see or as will (it into the seconds allotted to it in the night news bulletins.

However there is persistent effort by journalist and also media men to keep the reader or the listener or the viewer update on information that surrounds him. Newspapers as well as radio and television stations have asked citizens in their communities to serve on advisory boards that meet at regular intervals to comment on their performance. Fred Fedler mentions advisory boards in United States of America in his book on 'Mass media'.

In the BBC newsroom control is exercised on a day to day basis through the daily editorial conferences which are known as the morning meetings. As there are two news departments (radio and TV) the meetings are in important means to control at the divisional level since they are linked by radio circuit over which discussions of mutual problems take place and news judgements are exchanged.

As radio and television journalism has become an important part of modern journalism we may take into account some critical comments on news coverage of these media.

A common criticism of radio and TV news is against the repetitious broadcasting of news already out in exactly the same words. Two major causes of this consumer - discouraging repetition are (1) failure of stations to rewrite consuming stories and (2) failure of stations to rewrite agency copy.

Rewriting can freshen the news broadcast in two major aspects. It can present new angles and it can make the news sound newsier and less like repetition by the use of different words in a different approach.

(Here is the news - Rangaswami Parthsarthy P. 55. 77]

'Rave is the journalist who does not think of the profession with some glee. True there are certain conditions of employment low salary and the tendency of editors to forget what a glorious story you wrote last week. But these clouds

are frequently offset by silver linings that have become legends in themselves: the power of the press, the glory of bylines, and the thrill of being among the first to know.'

['Into the Newsroom' - Leonard Ray Teel. Ron Taylor. P. 11]

Daily - newspaper publishers run the presses every day. Theoretically there are no days off in journalism, just as hospitals and police departments. So, like hospital workers and police officers, journalists work assorted shifts. In between 'shifts, the reporter and editor are always, like a doctor, subject to being called at home for emergencies.



## **FREEDOM OF THE PRESS**

The nations of the world are communicating increasingly and have an impact on one another. The media of mass communication are growing in number and potency and contribute greatly to this interaction in communication at the world level. World renowned organisations like Unesco (UNESCO) conduct seminars, symposia, clinics and workshops and conferences to deal with wide range of issues and problems in journalism and communication. We often talk about this in terms like 'Global mass communications and 'international journalists' and 'mass communicators'. Accordingly an attempt can be made to give a panoramic view of 'global journalism' such studies have been made and theoretical considerations are given special attention to deal with the important issues on the global scene - e.g. the growing debate about international communications problems among nations and the New World Information Order.<sup>1</sup>

### **1. Global journalism - John C. Merrill P. 2**

The global press has tremendous power today as a purveyor of vital information. Physical means of communicating news and interpretation throughout the world are well developed and capable of providing the quantity of messages needed for proper understanding among peoples. But while messages flow more rapidly out in greater quantity than ever before, questions of quality of impact, of significance, of balance, of truth, and of motive come to the forefront. And while on the surface there appears to be adequate information moving through most parts of the world, governmental pressures, secrecy, censorship, and propaganda impede the meaningful and free flow of news. As governments become more sensitive and cautious when confronted by the press, the universe of frank and open news reporting is restricted,

and honest and thorough going dialogue becomes more difficult. As informed public opinion is needed throughout the world of judicious decisions are to be made a free flowing and intelligent supply of news and views must nourish this public opinion.

On the world scene as on the national scene, a truthful and unfettered press can best serve the people. At least this is the view from the libertarian standpoint of the western democracies. Such a free press can go far to mend differences among nationalities, classes and groups, it can frustrate the plans of war-hungry leaders and rulers.

### **The authoritarian theory :**

Authoritarian states dominated Western Europe from fifteenth century to seventeenth century and their political systems had a significant impact upon the press. In authoritarian states peace and order, security and progress - The advance of civilization - were more important than individual liberties and therefore citizens in the states were expected to serve the state. The authoritarian theory made its appearance in a form in sixteenth century England. A press system which serves in the main capacity of a governmental propaganda agency under a "strong man" type of government might be called an authoritarian press system.

The leaders of authoritarian states considered printing a threat to their power and issued licenses to regulate its use. The licenses were given to a limited number of people who supported the goals of the state. Writers and publishers who criticized the government, its leaders or policies could be charged with treason and sentenced to prison.

Nazy Germany had an authoritarian press and so do several countries in South America. Developing countries in Asia, Africa and the Middle East often, employ the same type of system.

**The Communist Theory :** took its roots during the first quarter of the present century. In a communist society, according to Marx, the functions of the press should come from the central function - the perpetuation of and expansion of the socialist system. Means of communications should exist to transmit social policy and not to aid in searching for truth. The Press must be owned and used by the state and directed by the communist party or its agencies. Self criticism by the press is encouraged so long as it is about any failure to live up to communist planning. The communist theory is based on the premise that the masses are too fickle and too ignorant and unconcerned with government to be entrusted with details of its operation.

While the communist press is owned by and operated by the state, the authoritarian press is privately owned. Another difference is that control by government in the communist system is constant and uncompromising, whereas government control in an authoritarian system can change considerably with the particular leader in power.

Status of media in the changing scene of the Soviet Union during last couple of years needs further thinking on this topic.

The Libertarian Theory: took roots in England and on the new continent of America in seventeenth century. Political theories began to question the Authoritarian Theory during the sixteenth and seventeenth centuries. Established institutions in Western Europe were under attack. The Protestant reformation challenged the authority of the Catholic Church and political revolutions challenged the power of authoritarian governments. At the same time, new discoveries were expanding human knowledge in the fields of geography and science. These changes contributed to an intellectual revolution that emphasized the role of individuals and their right to make decisions for themselves. Thinkers now began to argue that humans are rational moral beings and that they have the right to determine their own destiny. Earlier people were considered servants of the state. Now, political theorists argued that Society was composed of autonomous individuals who created the government to protect their rights. If it failed (the state failed), they believed that the citizens had the right to change or abolish it.

Exponents of this libertarian press movement during the eighteenth century - characterized by John Milton and John Locke - insisted that governments keep hands off printed material. Individual liberties were emphasized by these philosophies. Liberties that have manifested themselves in the American Declaration of Independence and the Constitutional guarantees of free speech free press and religious pursuits.

Today the libertarian press measures its social utility by how well the public is kept abreast of government activities. Theoretically at least, the libertarian press is a fourth estate! supplementing the executive, judiciary and legislative branches of government. This according to the theory, is one of the main ways the libertarian press accepts its social responsibility.

### **The Social Responsibility Theory:**

Had its roots in the Libertarian press system. It goes beyond the Libertarian theory because it places a great many moral restrictions on the press. Instead of emphasizing freedom for the press, it stresses responsibility.

Hutchins Commission report published in 1947 critically examined the concept of freedom of press and maintained that the importance of the press in modern society makes it absolutely necessary that an obligation of social responsibility be imposed on the communication media. This leads to advocacy of a regulatory system to watch the actions of the press and keep to it functioning properly and suggestions were made accordingly.

Journalists in the United States have traditionally advocated social responsibility by the press, but they have seen the government's role of enforcement as a definite trend toward socialism and as a danger to the free press.

Third World countries have gravitated toward a kind of press responsibility concept which would increasingly make journalism a kind of co-operating partner with the governments for the sake of national progress and development. Most Western journalists see this Third World - UNESCO trend. like the Hutchins Commission Concept of the 1940s as a threat to open and free communication.

The social responsibility theory is not of the kind is not a parallel theory as the others. It might be said that all press systems are socially responsible if they satisfy the norms, codes and prerequisites of the press in a particular society. When a press system does not mirror its country's political philosophy, it is then irresponsible. In other words a social responsibility theory does not seem to exist alongside, or in addition to the authoritarian libertarian and Communist theories. It is a part of all of these other three theories.

Many governments in the Third World Countries (non-aligned or developing World), firmly believe in a supportive or co-operative press which has moral obligations to help the governments combat evil forces which would threaten national security and stability.

The authoritarian and communist theories are quite similar in many ways. Both systems of the press are authoritarian - perhaps totalitarian. The authoritarian press knows what it cannot print, and beyond that the editors are given considerable freedom and discretion in their editorial decision making. Press in the communist system's mainly concerned with printing what it is told to print. In short. It knows what is must print.

Libertarian theory is under heavy fire from critics of all types. The social responsibility advocates feel that they know what the press should do to be responsible.

And they believe that this concept of responsibility should take precedence over the older, traditional concept of freedom.

It should be borne in mind that a good case may be made for the contention that as libertarian press system become "more responsible" it loses more and more of its freedom. At least this is a danger of which freedom-loving people must be aware. Freedom of the press can slowly, but rather easily, be fast under the popular banner of social responsibility.

The flow of international news and information is largely in the hands of the big world news agencies. Charges of inadequate and biased reporting and news dissemination by the international news agencies are often made in media conferences.

Chief targets of this criticism are the news agencies of the West - the United States' Associated Press (AP) and United Press International (UPI), Britain's Reuters, and France's Agence France - Presse (AFP).

According to Third World spokesmen, the being western news agencies have a virtual monopoly of news dissemination and fail to provide the world with a realistic picture of what is really happening. News is too biased, especially in respect to the Third World; It is too heavy on items of poverty, illiteracy, riots, revolutions, volcano eruptions, antics of national leaders, skyjackings, etc. They ask : why is there not more news about good things that are going on - bridge building, highway construction, new schools, and the like ?

The Third World wants from Western journalism (1) a kind of balanced flow of information in and out of the Third World; (2) more thorough incisive, and unbiased news coverage of their countries on a continuing basis and (3) more emphasis on good or positive, news of the Third World, including largely educational news of a progress type which has come to be called "development" news.

Western journalists admit that there journalism. But they point out that there is an unevenness in the news flow within countries. They also say that what the Third World means by development news is really not considered particularly newsworthy by Western journalists.

Most of the developing World must rely for global and regional news on the four big western agencies - AP. UPI Reuters and AFP plus in some instances, the other international agency, TASS of the Soviet Union. A Third World newspaper receiving the Big Four of the West and TASS would have some half million words pouring across its desks every day.

Third World countries' displeasure with the big transnational news agencies has led to the creation of their own press agency pool to exchange news of common interest and develop a new style of journalism that gives priority to



on sensational and more positive events and processes. Since 1976, the non-aligned movement of the Third World has operated the New Agencies Pool of Non-aligned Countries.

Tanjug, the Yugoslav government news agency, transmits most of the daily tile including reports to and from some 40 national agencies. The news they exchange is mainly composed of communiqués, protocol visits of diplomats and texts of speeches. Also represented in the file are economic, ecological and cultural items.

In addition to the non-aligned news pool, there is also interpress, which calls itself a "Third World news Service" Government agencies pay it to rewrite and process their news reports and to provide them with an incoming file of reports. Interpress also gets UNESCO funds to promote its special activities and interests; in a sense, interpress is a kind of globally oriented public relations firm.

Much of the news of the constructive type, - news of cultural and economic development; of agricultural, technological and industrial progress; and of items that promote trade and co-operative relations among the Third World nations. It takes the form of' features, special articles, analytical pieces and backgrounders.

Western journalist react that most of the information flowing through these organisations is made up of government propaganda and handouts from autocratic leaders; the news therefore, cannot be objective or credible.

Among the students of the world press there appears to be a consensus that Press Freedom is losing ground all through the world. Every year the surveys indicate that the press everywhere is becoming more controlled except in a few scattered countries.

Surveys by such organisations as the Associated Press and the Inter American Press Association regularly point a dismal picture of deteriorating press freedom in most parts of the world. Western concepts of press freedom are certainly not accepted everywhere and that there are many semantic problems in dealing with this subject. It is also noted or observed that although press freedom (from a United States viewpoint) is generally being lost throughout the World, there are regions where it is holding its own or even improving slightly.

North America has a great amount of press freedom. Latin America has very little. Europe is highly polarized, with, the nations of Western Europe largely enjoying very free press systems and the countries of Eastern Europe going to the other extreme.

The Middle East is polarised into free press and controlled press camps. But unlike Europe the press is facing increased restrictions. Many of the emerging

Nations of Africa and Asia are in a state of flux, generally gravitating toward more control. This is reflected in their press systems, too, where controls are exerted in the name of responsibility, stability or national goals. The Australian press system is remarkably free and so are those of Japan, New Zealand and Singapore. In Africa no press system can be considered very free. South Africa exhibits characteristics of press freedom, but large percentage of the population have no access to, the press at all.

Government pressures on the press of the world can be placed in the following categories : -

**(1) Legal pressures:**

The Indian Constitution acknowledges that there cannot be any such thing as absolute and uncontrolled liberty and makes provisions authorizing the state to restrict the exercise of the freedom guaranteed under Clause 1, Article 19, within the limits specified. Thus Clause 2, Article 19, as subsequently amended under the first Amendment to the Constitution, enables legislature to impose reasonable restrictions on the exercise of freedom of speech and expression in the interests of the securing of the state, friendly relations with foreign states, public order, decency, or morality; or in relation to contempt of Court, defamation or incitement to an offence.

**Securing laws:** No country allows the press total freedom in publication of information. The publication of news which might endanger national security is everywhere prohibited.

**Press Laws:** Press laws deal specifically with the rights and restrictions of the press. Most of the press laws throughout the world are more restrictive than protective, as exemplified by those in such countries as Turkey, India and many of the Middle Eastern and Latin American countries. However, some actually stress the press's rights and make them explicit as in the case of Sweden. Typical of the stricter press laws are the "desacato" laws of Latin America which prevent the press from being "disrespectful" to government officials. The United States, Belgium, Switzerland and Britain have no press laws.

**Penal Laws:** In most countries the law forbids malicious slander or libel - that is statements, whether true or false, maliciously intended to damage the honour or reputation of private individuals.

Nearly all countries forbid publishing information likely to impede the course of justice. Some countries forbid publishing evidence until it is

heard in open court; but every country where the press is free permits publishing the actual proceedings. Among the severe restrictions found in most countries are laws prohibiting the publication of news or comment likely to bring a court of law into contempt.

- (2) **Economic and political pressures** : Government advertisements. Distribution of news prints, a location of grants of various kinds are different ways to exert pressures on newspapers and journalist. Special favours and priviledges are granted to pro-government papers.
- (3) **Secrecy**: This type of indirect pressure, taking the form of hindering press access to government sources and records. is quite common throughout the world press systems.
- (4) **Use of direct censorship and force**: is common in communist and other dictatorial nations.



## **JOURNALISM IN INDIA BEFORE 1947 A.D.**

James Hicky, an Englishman, published the first newspaper in India called the "Bengal Gazette" in 1780 A.D. This paper was in English and it was meant for the Englishmen who were living in India. In the following ten years by 1791 A.D. there were five papers in Calcutta, three in Bombay and two in Madras. All these papers contained reports of the proceedings of the British Parliament, social events in England and news of interest to the army personnel. They also reported the arrivals and departures of the British people. Right from the beginning the British press in India at this time attacked the administration and irritated the provincial governments.

In response to the commercial need of the Indian merchants in Bombay the English newspapers of Bombay started publishing advertisements in Gujarati from 1797 A.D. Thus the first Indian language in which some news was printed was Gujarati and the news pertained to commerce.

The birth of Indian Journalism was in Bengal. Gangadhar Bhattacharya published the "Bengal Gazette" in 1816 A.D. in Bengali. This paper survived only one year. At this time the Serampur missionaries started a monthly "Dig Dhurshan" in 1818 A.D. and a little later "Samachar Darpan" a weekly, in Bengali. These missionary papers attacked the Hindu religion. In order to counteract this Rammohan Roy and his associates started "Brahminical Magazine" in English and "Brahmin Sevadhi" in Bengali to refute the attacks on Vedanta. Roy also questioned in these papers the authenticity of the concepts of Christianity. In 1821 A.D., he started "Sambad Kaumudi" in Bengali. He edited in 1822 A.D., 'Miratool Akbar' a newspaper in the Persian language. In these papers he expounded the higher principles of Hinduism and condemned the practice of Sati. He also criticised many of the acts of

British administration. His another objective was to refute the propaganda made by Serampore missionaries against Hindu beliefs. His writings provoked the colonial government on the one hand and also the orthodox Hindus on the other, besides irritating the Christian missionaries.

Roy described his editorial duties in his writings and stressed the role of newspapers as a watchdog of freedom of expression.

The beginning of the Vernacular press by Roy drew Indian attention to the controversial social and political issues of the time. John Adam, the newly appointed acting Governor-General took a very harsh view of the rise of Vernacular press and he drafted and implemented new regulation called the 1823 Press Act. Adam's regulations were directed against Indian language newspapers. As a result of these regulations Roy's 'Miratool Akbar' ceased publication and his appeal to the Supreme Court against the press regulations was rejected. Out of fear the Indian newspapers kept out of all political and administrative matters for the next five years. The period 1823 A.D.-1828 A.D. was the darkest period in the history of journalism in India. It saw the deportation of remarkable editor Buckingham. (Sir James Silk Buckingham was the editor of the 'Calcutta Journal'. He presented a wide section of news in his paper including a correspondence column. His contribution to the struggle for freedom of the press is remarkable).

Raja Rammohan Roy was one of the greatest Indian reformers, of modern times. He belongs to the galaxy of builders of modern India and can be more appropriately called the 'Father of Indian language journalism'.

In 1822 A.D., Ferdunji Marzban started a Gujarati weekly "Bombay Samachar" with news of commercial interest. While the aim of Roy was to educate the people about Hinduism and propagate social reformation, the aim of Marzban was to serve the commercial interests.

Another characteristic of Indian journalism in the first decade of 19th century was the co-existence of the British owned press and the Indian owned press operating in two water-tight compartments. However both fought for the freedom of press.

Editorials published by Roy irritated the Government and lead to the enactment of the Vernacular Press Act of 1823 A.D. which placed many restrictions on the freedom of the press. Every newspaper had to obtain a license from the Head of the Government because it was thought that circulation of printed matter which was seditious tended to disturb peace in the society.

During the following period 1825 A.D. to 1857 A.D. the Indian press was relatively free from interference from the Government on account of the liberal outlook of Lord William Bentinck and others. The press Act of 1835 A.D. repeated many of the restrictions on the freedom of Indian press except that every newspaper had to declare before the Magistrate details about the press, editors etc.

According to historians the material published in the press during this time was greatly responsible for the revolution of 1857 A.D. During the year 1857 the press was issuing statement of highly provocative nature. The editorial columns as well as correspondence columns were full of inflammatory incitement. On the other hand, the Anglo - Indian newspapers wrote articles asking the government to take revenge against the India press as well as Indian people. As a result of this, the 1857 Act was promulgated to restrain the circulation of printed books and papers. The Act required license for running a press. As a result of this, out of 35 popular publications in 1853 only six survived in the later part of 1857; The Muting and the resultant legislation under Canning dealt a severe blow to Indian and English journalism in the country and ruined the printing press for several years. Since that time the tension between the Indian and the Anglo-Indian became a dominant feature.

Political journalism in India is traced to 1861 A.D. when the Indian Councils Act empowered the government to nominate distinguished Indians to legislature. Public opinion was greatly stirred by this reform which enabled Indians to be associated with the government in some form for the first time. Many of the great newspapers which flourish even today were established in this period. 'The Times of India' was established in 1861, 'The-Pioneer' in 1867. 'The Statesman' in 1875, 'The Hindu' in 1878. However people were not satisfied with mere nomination to legislatures. Further the Press became more critical of the government and administration.

During the regime of lord Northbrook there was a great food shortage in Bihar. Newspapers described it as a famine. The Bengal / government began to send thousand of rupees in relief. Lord Northbrook favoured continuation of relief and Sir George Campbell, the Lt. Governor of Bengal thought that the relief should be discontinued. Robert Knight supported Campbell publically in his official Gazette. This opened once again the controversy regarding the old problem of connection between Government servant and newspapers.

In January 1875, Knight founded the Indian Statesman. The statesman introduced Sunday short feature and variety. Knight did substantial work to awaken national thinking on All - India lines. He bridged the gulf between the past and the future by rousing Anglo - Indian journalists to consider Indian

subjects. Like Buckingham, Knight promoted the critical spirit towards the Government in Indian writers. Knight promoted social causes (problems of people) through his journalism. Among the causes promoted by him were - the Strangers Home around 1862 to take care of the numerous loafers and poor destitute Europeans in Bombay; the creation of Bombay Port Trust; the adoption of the Tulsī Pine Scheme for supplying water to Bombay; the awakening of the public opinion for improving civic amenities and reducing the high death rate of Bombay; checking the unrestricted levy of the house tax.

A survey made in 1876 revealed that the Indian language press was quite popular and powerful. The Indian language press was bitter in its comment against the administration.

The Amrit Bazar Patrika was started as a Bengali weekly in March 1868 by Sisir Kumar Ghosh and his brothers from the village of Amrit Bazar in Jessore district. In 1871 it shifted to Calcutta. The Amrit Bazar Patrika was the outstanding newspaper of this period and fought many battles both for the freedom of the press and national emancipation.

Convinced that suppression of Indian Vernacular press was necessary once again, Lord Lytton on March 1, 1878 passed the Vernacular Press Act. One of the most comprehensive and rigorous Acts, this Act empowered the Government with more effective means to punish seditious writings. Printers and publishers of an Indian language press had to execute a bond that they would not publish any thing that would excite the feelings of disaffection against the Government.

Lord Rippon, the next viceroy of India was very liberal in his outlook. He repealed the vernacular press Act in 1881. He also repealed the Press Act of 1857.

Surendranath Banerjee, the editor of a Bengali journal, undertook a lecture tour of the country in 1877 to campaign for the recruitment of Indians in Government service and for constitutional changes. He roused the Political awareness of the people and politics became a dominant interest in the press.

This activity led to the enactment of the Press Act of 1879 requiring the printer and the publisher to execute a bond.

The year 1885 saw the establishment of the Indian National Congress which further intensified the nationalist sentiment. Most prominent members of the Congress were editors of newspapers like Dadabhai Naoroji, Ranade, Narendranath Sen, Subramanya Ayer, Apte, Agarkar, Malbari and others. The 3 main themes of the Indian press were social reform which started in 1820, the political reform which started in 1861 and nationalism which started in 1885.

These 3 themes continued right upto 1947 when India became an independent state. This period saw a change in the outlook of the Indian newspapers. They concentrated more on "news" rather than on "views". Thus in spite of the various incidents which affected the press, the period from 1857 to 1885 witnessed a phenomenal rise in number of newspapers in India in English as well as in the Indian languages. Particularly the Indian language press was very powerful in expressing its views against the administration.

While Ranade was an ardent advocate of social reform. Tilak emphasized that social reform had no place until political freedom was attained. Aurobindo Ghosh hailed Tilak as a leader with clear perception of the needs of the country. Thus the leaders who emphasised political emancipation became more powerful in the beginning of the 20th Century. Tilak carried on a campaign for national liberation through journalism. Through "Kesari" Tilak wrote on Social, Political and economic subjects for the enlightenment of the masses. Its mission was popular education and public agitation. Through the "Maratha" Tilak addressed the more advanced sections of the community. He also intended that it should serve as the authoritative organ of educated public opinion in relation to the Government and to the Englishment in India. Bengal partition in 1905 further intensified the nationalism and national politics.

The Montagu - Chelmsford report released in 1918, was accepted by the moderators, but they suggested important amendments. The extremists rejected it outrightly. The sedition committee report in 1919 created further resentment in the Press. The Rowlatt Act was passed in 1919. The Act provided for the trial of political offenders by Judges without juries and legal, internment without trial by provincial Governments of persons suspected of having subversive aims.

The Government did not respond to the Indian public opinion to repeal the Act. It adopted harsher measures.

The conduct of General Dyer and Lt. Governor of Punjab 'Dwyer came in for strong condemnation in the Indian press but the Anglo - Indian Press condoned General Dyer's action and they justified the excesses of the martial law regime. Though every effort was made to prevent news from the Punjab reaching other parts of India, a great deal did leakout and the Indian, newspapers described the Jalianwalla Bagh massacre as cruel and frightful. Due to this reporting the British Government can down hearily on it. For example, the Amrit Bazar Patrika forfeited, its first security of As.5,000 and a deposit of Rs.10,000. The Tribune was asked to furnish Rs.2.000 security. Its editor was sentenced to imprisonment and five. The Punjabee was forced to close down. The Hindu and the Swadesimitran in "Madras" were asked to furnish securities of Rs.2.000 each and the Hindu was banned from the Punjab. The Bombay Chronicle lost its editor, Horniman, who was deported.



As the law member of the Viceroy's Council, Sir Tej Bahadur Sapru in 1921 appointed a committee with himself as chairman to go into the Press laws. Written evidence was called for and witnesses were examined. Eight prominent journalists were approached but they were unwilling or unable to appear, before the Committee. Kasturi Ranga Aiyangar of the Hindu and McCarthy of the Rangoon Gazette gave their evidence in camera.

The Press Law Committee recommended the repeal of the 1908 and 1910 Acts. Years between 1910 and 1920 were eventful from the point of view of the Indian Press. The Imperial Press Conference was held in London. Surendra Nath Banerjee, represented for the Indian owned press and Stanley Reed represented for the British press in India. Due to the efforts made by Reed cable charges were drastically cut and cheaper press rates came to existence.

From 1920 the tempo of the national movement increased rapidly and found its expression in the Indian newspapers. The news of Gandhi's Non – cooperation Movement, Satyagraha and the demonstrations filled the pages of every language newspaper in all parts of the country. In 1922 on the recommendation of the Press Committee, the Press Act of 1908 and 1910 were repealed. Congress party met at Goa to discuss the issue of elections.

There were differences of opinion and C.R. Das, Vallabhbhai Patel and Motilal Nehru formed the Swaraj Party. They wanted to take part in the poll and carry on the fight against the British within the legislature. They started their own publications to propagate the ideas of Swaraj Party.

The appointment of Simon Commission in the late twenties under Lord Irwin to assess the working of 1919 Acts increased anti-British Sentiments. On April 1930 the Congress Party at the historical Lahore session asked for complete independence for the first time. Gandhi's Civil Disobedience Movement, the Salt March at Dandi, the terrorists attack, in Chittagong, Bengal newspapers attack on the Government and numerous leaflets, Pamphlets and political propaganda, both open as well as underground, flooded the country. In 1930, the Press Ordinance. one of the six ordinances to control the Press was promulgated.

The government dealt with acts of terrorism and inflammatory literature firmly and The Swadeshi Movement, covered prominently by the Press, as in The Hindu led to imprisonment of leaders like Gandhi and Nehru and editors like S.A. Brelvi (Bombay Chronicle) and Ganesh Shankar Vidyarthi (Pratap).

In 1930, S. Sadanand founded the Free Press Journal, a daily, published from Bombay, The first issue of the paper came out on June 13, 1930.

The Free Press Journal played a major role in the freedom struggle. Sadanand believed in free and fearless press. His main ideals were nationalism and public service. His journal had a considerable hold on the government. The Phenomenal figure of As.70,000 as forfeited security, proves its command over the rulers. Soon after partition, Mr. B.G. Kher, the first Chief Minister of Maharashtra, offered Sadanand the refund of the forfeited security, but Sadanand politely declined saying that it was paid for a different cause.

News came from its parent agency, the Free Press (Setup in 1927), which gave its readers the material of their choice. This exclusive news material contained the facts relating the daily arrests of national leaders, the vast procession, the mammoth public gatherings, the shooting of Congress fighters and the blows given to them and the Lathi charges and finally the statements of popular spokesmen. All this news material was published in bold types and in prominent places. Banners stretching over the entire page were introduced.

From 1917, the Gandhian era in politics began. He became a dominant figure of the Indian political scene from 1920, till his death in 1948. He edited in his life time a number of journals. In 1904 he took over the editorship of the "Indian Opinion" in South Africa which was published in English, Tamil and Gujarati. In 1919, he established the 'Young India' in English and 'Navajivan' in Gujarati.

In 1933 he started the "Harijan". Though all these various papers' enjoyed wide circulation he scrupulously avoided publishing any advertisements. His articles were often circulated by the news agencies to the daily press, and were published all over the country either on the same day or on the following day. Thus Gandhi conducted his political work and his constructive work through the weeklies and contributed very greatly towards inculcation of nationalism and self restraint in the Indian Press.

During the Quit India movement and World War II. Press in India played a commendable role in reporting the struggle for freedom fairly. It opposed communal riots and partition of the country.

The National Herald. Hindustan Times. The Tribune fought for freedom during the World War II and the Quit India movement.



## **PRESS IN INDIA AFTER 1947 A. D.**

Press enjoyed complete freedom after 1956. Jawaharlal Nehru had a deep and abiding faith in Press freedom. Nehru had exceptional journalistic qualities. Chalapati Rau, former editor of the 'National Herald' has mentioned his journalistic qualities in one of his books. Once Nehru wrote a report of a public meeting which was so graphic and well written that it surprised many. "I would rather have a completely free press with all the dangers involved in the wrong use of that freedom, than a suppressed or regulated Press" - Nehru has expressed his views about the Press Freedom in these words.

During the debates of the Constitution Draft Committee. Dr. Ambedkar (the Chairman) supported the contention that freedom of speech included freedom of the press. Free India's constitution upheld the citizen's right to freedom of speech and expression, which included the freedom of the press. While the obnoxious (offensive, disagreeable, hateful) Press Acts, were repealed or amended, the official Secrets Act and Sections 0' the Indian Code dealing with disaffection, communal hatred and incitement of armed forces to disloyalty, were remained. 1951, The Press Objectionable Matters Act was introduced and passed to check increasing writings with communal overtones. The Press vigorously protested against this Act which was allowed to lapse in 1956.

The national and regional press covered the campaigns of the first national elections of 1951-52 with professional skill. Formation of the linguistic states, second and the third elections, the Chinese attack and the take over of Goa were the other important events covered by the Press.

In 1952 Nehru announced the formation of Press Commission composed of such eminent persons as Justice G. S. Rajadhyaksha, Dr. Zakir Hussain and

M.Chalapati Rau. The Commission released the report on July 14, 1954, making following recommendations :-

- 1) It recommended the appointment of a press Registrar at the Centre and its counterparts in the states to maintain all records and statistics relating to newspapers and magazines.
- 2) It recommended the establishment of a Press Council. A permanent Press Council should be established, to keep a watch over the press and to secure maintenance of certain editorial and business standards.
- 3) It recommended that the editor should be vested with administrative control over his staff, that appointment in the editorial department be made in consultation) with him and all members of the staff be made to realise that they are working towards a common goal under the leadership of the editor.
- 4) It supported the price-page schedule with a view that it would affect in the number of newspapers in the country.
- 5) Uniform rate of commission should be paid to news agents, to eliminate payment of excessive commission and other unfair methods of competition.
- 6) Printing of prize coupons in daily papers should be stopped. They create bogus circulation.
- 7) Advertisers should formulate a code of ethics and raise the ethical standard of advertising.
- 8) Measures should be taken to prevent the expansion of monopoly control of newspapers.
- 9) Measures should be taken to favour the growth of district papers. So also development of monthly journals should be encouraged.
- 10) It favoured emergency legislation for preventing press excesses rather than the incorporation of the provisions of the Press (objectionable matters) Act into the Indian Penal Code and the Criminal Procedure Code.
- 11) It recommended the adoption of legislation relating to working conditions salaries and benefits enjoyed by journalists.

The Press Commission set following objectives for the Press Council :

1. To safeguard the freedom of the Press.
2. To help the Press to maintain its independence.
3. To study development in the Press, which may tend towards concentration or monopoly and if necessary, to suggest remedies.
4. To review the ownership structure and its impact on the performance of the Press.

It also suggested code of ethics: Freedom in the honest collection and publication of news and facts and their rights of fair comment and criticism are principles of journalism which every journalist should always defend.

It also stressed the responsibilities which the press has to keep in mind while performing its duties.

#### **Press Council : .**

A free press and a responsible press are the two prerequisites for the healthy growth of journalism; journalism in turn will safeguard democracy. A free press should be free from pressures from any quarter be it the state, sections of the society, political and other interests, and interests within itself. The Press should have enough strength to withstand corrupt practices and other evil influences. Therefore Press has to be responsible and follow certain ethical standards of ethics so that their credibility in the public mind is established. The first British Royal Commission on the Press had felt that the means of maintaining proper relationship bet the Press and society lay not in Government action but in the Press itself.

If any Section of the Press does not act responsibly and fails to observe norms of ethics, there must be some machinery to deal with it. Government machinery can get things done; but the best way, consistent with the freedom of thought and expression, is self regulation by the Press itself. It is out of this that the concept of a Press Council or a Court of Honour has evolved. If the Press does not regulate itself the Government might try to do it. This must not happen. A free Press should govern itself and not allow the Government to govern it. So it is desirable that the Press should have a self regulatory mechanism which is free from interference and influence of Government while on the one hand a Press Council is required to deal with cases of violation of journalistic ethics and to maintain high standards, on the other it must be a watchdog and defender of the Press freedom.

Under the Press Council Act, 1978 the first Press Council in India was constituted in 1979; the second in 1982; the third in 1985 and the fourth on Sept. 28, 1988. It is meant to safeguard the freedom of Press maintain and improve the standard of newspapers and news agencies. Mr. Justice A.S. Sarkaria is the present Chairman.

Nehru realised that for the successful functioning of a democratic set up, the freedom of the press was absolutely necessary. He strongly stood for editorial independence. As prime minister he consulted opposition leaders on important issues concerning national and international affairs. Nehru himself was a good journalist and during the freedom movement he closely guided the National Herald in its news display and editorial policy as the founder, and chairman of the paper. Nehru had a good command over the English language and wrote in a lucid and simple style.

Although Nehru supported the amendment of Article 19(2) of the Constitution and helped the passage of the 1951 Press (Objectionable Matters) Act, he did not implement them vigorously. Perhaps, he may not even have moved the amendment, if he had not witnessed communal disunity, demand for separate states and opposition to Hindi.

Even during Emergency (1961, Chinese aggression) the imposition of Press restrictions was minimal. The journalists respected the limitations to a large extent.

The post-independence press was over supportive of the new government, and failed to critically examine its policies. Even though Nehru was mainly responsible for having not visualised the possible confrontation with China and exposed the country to Chinese attack in a state of military unpreparedness, the Press failed, on the whole, to take up the role of responsible opposition to the government as it did during the Prime Ministership of Indira Gandhi.

#### **Mrs. Gandhi's rule:**

In contrast to Nehru's period, the period of Mrs. Gandhi's rule was characterized by confrontation between the Government and the Press. Her nationalisation of the banks, insurance companies and abolition of privy purses frightened the Indian business community, resulting in adverse comments in the newspapers owned by industrialists.

The Central Censorship order addressed to all printers, publishers and editors, prohibited the publication of news, comments, rumours or other reports relating to actions taken by the Government in accordance with the proclamation of Emergency (June 26, 1975). Maintenance of Internal Security Act of 1971, Defence of India Act of 1971 and other Acts, in any newspaper, periodical or other documents without their first being submitted for scrutiny to an authorised officer of the Government.

The Chief censor was given total responsibility for supervising and directing censorship. During this period the Chief censor used to send to every paper detailed instructions about the coverage of news items and photographs. 'Indian Express' later on published censored copy of the first page of its paper where there were so many blank columns and too little matter printed.

During the emergency many journalists were jailed, newspaper offices were raided and power supply was cut off to printing presses. The Press as a whole did not stand up against the emergency. It crawled during this period where as it was expected to bend only.

Among foreign journalists who were expelled from India during the emergency were : Peter Hazelhurst of the '-London Times'. Loren Jenkins of 'Newsweek'. Peter Gill of the 'London Daily Telegraph' and Lewis M. Simon of the 'Washington Post'.

In U.P. Prachaa Janya, a weekly. Tarun Bharat. a daily and Rashtra Dharma, a monthly - all Hindi publications of Jana Sangh were forcibly closed by the police. In West Bengal journalists of the Amrit Bazar Patrika, Gouri Kishore Ghosh and Barun Sen Gupta, were jailed. Piloos Modys 'March India'. J.P.'s Everyman and Prajanily and George Fernandes' Pratipaksha suspended publication. Janata published by Nanasaheb Goray and Sadhana (Marathi) edited by S.M. Joshi were banned.

'The Indian Express' and the Statesman faced the Government's repressive tactics with courage. The Indian Express was cool to Government pressure to publicise the benefits of the 'Emergency'. The Government then arrested Kuldip Nayar, Express News Service editor, dissolved the Board of Directors and appointed a new board consisting of persons approved by the Government in 1975 the Government suspended all Central and State Government advertisements in the 'Statesman'. The news agencies were merged into one agency known as 'Samachar' Press, Council ceased functioning. It functioned from November 1966 to January 1976, under the Press Council Act 1965. But the emergency regime wound it up.

The underground press was, however, very active. More than 34 printing presses were seized and over 7,000 people arrested in connection with the publication and circulation of underground literature. A.D. Gorwala's Opinion, Quest, and others were forced to close down. Underground literature flourished in Gujarat, Tamilnadu, Bihar and Maharashtra. Letters from JP and George Fernandes, were published regularly. From Bihar alone more than 2,000 titles were circulated.

The RSS distributed underground literature in the form of news sheets Which contained only news and quotations. They were published in English and the major Indian languages. Indians Abroad published anti-emergency literature e.g. Swarajya (England), Satyavani, Indian Opinion (USA).

### **Janata Government Rule:**

Indira Gandhi was defeated in 1977 polls. Her defeat was viewed by the press as victory of democratic values and rejection of the authoritarian rule in India. The London Times commented -

"Her rule, her leadership and her emergency have been rejected." It also cautioned the new government about its difficult task of nation building. Indian press was obviously jubilant and published large front page photographs of Jayaprakash Narayan and Morarji Desai and gave comprehensive coverage of the victory of 'Janata Party'.

In an interview, Prime Minister Desai said. "Fundamental rights should never be touched, whether there is emergency or not. They must be maintained under the constitution," L.K. Advani was appointed as the Minister for Information and Broadcasting. Like many other ministers in Desai's new government, during the emergency. He had experience of the field of journalism. He was a joint Editor of 'Organizer' from 1960 to 1967. Advani declared his intention to repeal the legislation curbing the press. Within one month, Desai government repealed the Prevention of Publication of Objectionable Matter Act of 1976. Parliamentary Proceedings (Protection and Publication) Act of 1977 got approved. Freedom of the press thus returned to India and the status of the press was restored to that of the pre-emergency era.

The Second Press Commission was appointed under the chairmanship of Kuldip Nayar, a well known journalist. The Commission was entrusted with the job to look in to all aspects of the press in India. Verghese Commission was appointed to investigate the autonomy of the mass media, particularly government controlled radio and television. One of the recommendations of the Verghese Commission, to provide equal time to opposition parties on radio and television, has already been implemented.

Newspapers gave favourable coverage to Desai's speeches about the freedom of the press and it did not go out of its way to attack Desai.

Although the Indian press held Mr. Desai in high esteem. it could not ignore the political, economic and social chaos in the nation. From 1977 to 1979, the newspaper carried stories of labour strikes, student violence, increasing inflation. political turmoil, party defections, cabinet resignations and the inept handling of Mrs. Gandhi's prosecution.

In the 1990 general elections Mrs. Gandhi came to power with convincing victory over her rivals. Her party commanded more than two third of the parliamentary 525 seats, where none of the opposition parties could win more than forty one seats.



Soon after Mrs. Gandhi was sworn in as Prime Minister she was asked a question about press censorship during the emergency. She said -

'Censorship was a special remedy for a very severe, acute disease. We don't think that particular disease will hit the country again. Nor do we want to give the same medicine'. These words express a note of caution; otherwise Indira Gandhi was never known to be in cordial terms with the press. The key word of Indian politics in the post 1980 poll was "caution". The ruling party the press and the people were cautious and excesses by any one of these institutions was checked by the others.

### **Press during Rajiv Gandhi's regime:**

After being sworn in as Prime Minister. Rajiv Gandhi talked about press freedom during the his chat with the newspaper men. But his cordial relationship with the press did not last long. His two statements at a Press-Conference on July 8, 1985 demolished his image and invited adverse comments from the press. He defended emergency and stressed that if the conditions prevalent in 1975 crop up again, he would not hesitate to impose emergency. Secondly, he categorically rejected the idea of granting autonomy to radio and television and said that electronic media could not function' the way press behaved.

Authoritarian tendency was revealed from these statements and editorials of 'The Statesman', 'Indian Express' and 'The Times of India' to serious cognizance of it Rajiv Gandhi's statements were criticized.

The relations between the Press and Rajiv Gandhi deteriorated further in the year 1985-86. Income tax raids on the big business houses, price increases of essential commodities just before the budget session, events taking place in the Congress and the Muslim Women's Bill. The editorials 'Rushing backwards' (The Times of India) and 'Giving in to the fundamentalists' (Hindu, May 8, 1986) blamed the Rajiv Gandhi government on the issue of Muslim Women's Bill and commented harshly for professing to take the country to 21st Century but in effect resorting to retrograde measures.

The role of journalists in the controversies of the President - Prime Minister relationship and the prime minister versus the former Union Finance Minister. V.P. Singh should be examined critically. In some newspapers comments were passed as news items. This is totally unethical as news is sacred and comments are free and the right place for the comments is the editorial page. The comments offered in these controversies were partisan and did not give an objective picture. The increasing tendency on the part of the journalists of leading dailies to be partisan and politicize the profession poses the greatest threat to the freedom of the press in the post independence era.

### **Trends in Indian journalism :**

After independence newspapers in English have grown both in influence and popularity. Statistics show that there is a constant increase not only in the number of newspapers published in English but also in their circulation.

Another significant feature is the publication of newspapers in Indian languages by the Owners of English language newspapers.

There were 28 multi-edition dailies during 1968 with 71 editions. Circulation of multi edition dailies constituted 37 percent of the total circulation. For example, the Indian Express was published simultaneously from 7 cities and had the highest circulation of 0.4 million (Press in India-1969).

The English language press continues to command the highest circulation in one quarter in 1956 as well as in 1967. This trend continues even now which can be clearly revealed from the statistics given at the end of this chapter.

There is also a steady growth in the circulation of Indian language papers though the increase in circulation of these papers is not in proportion to the increase, in the English language press. Though Hindi is a national language, English papers which are being published in all the states show that English is continuing its role as a vital medium, of Inter-State Communications. The circulation of the Malayalam and Tamil papers have increased enormously, being next only to Hindi and being more than the Marathi, Gujarati and Bengali language papers.

The state circulation clearly indicate that English press is weak in the Hindi regions and strong in the non-Hindi regions. The bulk of the Hindi papers (nearly 70%) are being published from the smaller cities and towns. (Press in India 1969) The smaller cities and towns appear to be more active in the field of dailies than in the field of periodicals.

It is significant that neither an English daily nor an Indian language daily has any chance of becoming a national newspaper with an All India Circulation. Time will tell whether at any time Hindi, will be able to have an all India circulation.

One of the significant features of the Indian press is the phenomenal growth of Indian language papers since 1959. For example, the Hindi paper 'Navbharat Times' published in Delh, belonging to the 'Times of India' group started its publication in 1950. It reached a circulation of 60,000 by 1960 and more than doubled itself in 1969 when it had it circulation of 0.14 million. Another Hindi

daily 'Hindustan' from Delhi sold 57,000 copies in 1960 and went up to 0.11 million in 1969. The Bengali paper 'Ananda Bazaar Patrika' grew from 0.17 million in 1965 to 0.23 million in 1969.

One of the significant development in Indian Press after independence is the starting of Indian Language dailies by the owners of many of the prosperous English language dailies. For example the 'Indian Express' group has been publishing four -Indian language dailies. The 'Loksatta' in Marathi and 'Dinamanil' in Tamil are very successful papers.

### **Indian journalism trends:**

It may be predicted that the future expansion of the Indian press will take the path of starting newspapers in small towns giving district news and carrying advertisement of consumer goods used by the non-affluent sections of the population, in contrast to the present tendency of the newspapers in English as well as in the Indian languages which emphasise the international and national news and carry advertisements of consumer goods popular among the affluent section of the society. Already in Karnataka state there are a number of all small town dailies giving news of the town and the district.

Indian language papers must develop their own character by devoting more space to state, District and local news. They must also alter their style of writing. For example, 'Ananda Bazar Patrica' changed from classical to the spoken language and also simplified its spelling. As a result of this there was rise in its circulation.

In the recent years there is a tendency to cut down the long speeches of the politicians and devote more space for feature articles. There is also a tendency to 'provide women's columns and column for children. The demand for photographs, cartoons and comic strips has increased in the recent years. The feature articles by the foreign columnists like Drew Pearson, Walter Lippman, late Kingsley Martin, were in great demand. Indian feature writers emerged like M. Roy, Frank Moreas, Chalapathi Rau, Mankekar, Prem Bhatia, Durga Das. K. Ranganaswamy and others.

Bombay's tabloids Mid Day and the Daily have entered the competition. Besides, the crop of new 'glossies' like India Today, Gentlemen, Bombay and Onlooker are luring readers away from The Illustrated Weekly of India.

There is a healthy trend of professionalism in get-up and printing by making use of technology.

The growth of the regional and local press and, above all the rural press is another trend in today's, Indian journalism. There is rise of the rural press in Andhra Pradesh, Karnataka, Tamilnadu and Kerala.

Business dailies and journals have come up in large numbers in recent times. Investigative reporting is becoming popular in magazine journalism as well as dailies.

One of the Chief defects of Indian Press is the continuing emphasis on political events and political speeches and the neglect of reporting and analysis of the development activities in the country. The lengthy reports on political defections and details regarding 'toppling game' make not only depressing reading but gives a distorted picture of the events in the country. The immediate need in India is a reduction in the emphasis in political reporting and an increase in development reporting.

### **Ombudsman:**

Some newspapers in the United States have appointed Ombudsmen usually experienced editors, to investigate complaints about their performance. Until the Ombudsmen were appointed, persons dissatisfied with a newspaper's performance were not attended properly.

Ombudsmen serve as impartial arbitrators. They now receive and investigate the complaints and are empowered to publish any corrections that they consider necessary. In many cases, the Ombudsman also read and comment on their newspapers' performance even before receiving any complaints. On larger newspapers, it is a full time job.

The Washington Post appointed its first Ombudsman in 1970. One of the Post's editors explained "We were being robbed of our one essential asst, without which no reporter or news, caster can operate, which is public confidence or to Use the more fashionable word 'Credibility' "Times of India" has appointed Former Justice of India Mr. P.N. Bhagwati as its 'Ombudsman'.

### **The Foreign Media Spectre:**

There are at least 7 proposals before the Union government for foreign newspapers to have Indian Collaboration. The proposals envisage Indian editions of leading Financial Times, Wall street Journal, New York Times, The Guardian. The international Herald Tribune Time Magazine, the EUE group of France and the Paul' Mann Chain. The Indian participants include Ananda Bazar group, publishers of 'Business Standard', Living Media, Publishers of 'India Today' Magna publications. Publishers of 'Parade' and the 'Deccan Chronicle'.

The anti-entry lobby has castigated the western media as a tool of cultural imperialism, western business and foreign policy interests and a frivolous critic

of the third world. Those opposed to this advocated the entry of the foreign newspapers for the sake of plurality, competition and the reader's right to know. Globalisation, they pointed out, was unstoppable.

Justice R.S. Sarakaria, Chairman of the Press Council of India, argues that foreign media intrusion is harmful. The fate of free press in India was extricably linked with the survival of India as a sovereign democratic republic, says he.

The debate goes on.

### **Trends in journalism:**

The world's newspapers are quite diverse with respect to emphases and content.

In capitalist nations newspapers normally devote 40 to 65 per cent of their total space to news and editorial matter. The remaining space is occupied by advertising. The typical newspaper provides its readers with such items as features, photographs, editorials and essays, columns, letters to the editor, invited and freelance contributions, news analysis, long verbatim speeches, government announcements, comic strips and cartoons, cross words and other puzzles, weather reports and maps, horoscopes and other journalistic fluff, stock market charts and graphs of various kinds, and a potpourri of editorial tidbits.

In communist countries newspapers are puritanical in their news presentation, giving very rarely or no sensational news of crime, disasters etc. Usually they are filled with official pronouncements, news of development and progress, and stinging editorial propaganda against the non-communist world.

In the Third World Countries, the papers are normally small and poorly printed and are struggling economically. Some of the papers resemble capitalist journals and others more often resemble those of communist nations. They are certainly inconsistent by and large. The same paper may play up Western style sensationalism and also give prominence to long essays and articles about national development.

Growth of newspapers and their readership is stagnant in the developing Third World, according to UNESCO. In Africa there are still countries with no daily newspaper at all; and in all but 10 African countries, the average daily circulation is less than 20 copies per 1,000 people. Newspapers remain an urban and elite form of communication in the developing countries. Newspaper defenders insist that newspapers are far more important than the circulations might indicate.

Despite many barriers to newspaper growth around the world, the press is growing. New publications are springing up on every continent, many of them

Catering to specialized audiences. In Europe the press has been growing more slowly since 1970, but it is still vigorous in spite of many economic problems. In Africa, South America and Asia newspapers are generally small and struggling, but their quality is slowly improving as more young people are getting journalistic training .

Bombay is among the cities which have the greatest number of daily newspapers.

There are certain cities throughout the world which because of their location, size or political importance are especially prominent as collecting centres and transmission points for the World news - Calcutta, Bombay and New Delhi are among them.

### **International quality Newspapers:**

Quality (or elite) journalism is that which has an impact with intellectuals and opinion leaders throughout the world. It is journalism which diplomats, educators, writers, theologians, economists and scientists take seriously. It is the kind of journalism which libraries and Universities in all countries feel must be made available to their students. It is the kind of journalism, in every country, that serves as a kind of model for the mainstream serious journalists and newspapers. It is that which is most quoted, alluded to and respected;

Quality journalism is found in quality newspapers of the World. These newspapers are dedicated to being journalistic opinion leaders, to having a real impact on national and World policy, to being respected by serious, educated and concerned citizens for their thoroughness, balance, integrity; and all desire to serve as role models for other newspapers in their societies.

Quality, or elite, newspapers must have influence - at least they must be taken seriously - not only in their own countries but also in other countries. These elite papers may be essentially of two types: (1) those published in free or libertarian nations and (2) those published in controlled or authoritarian nations. Each group is dedicated to its particular press philosophy and takes its responsibilities, as it sees them, very seriously. Considerable emphasis is often placed today on social responsibility in determining the elite status of a newspaper.

Asia, with the exception of China, Japan and India is virtually without an elite press. Japan stands out among the three for its high development of and progress in, quality journalism - and popular journalism, too, for that matter.

India's problems relative to the elite papers are much more acute than are those in the USSR, China or Japan. A multiplicity of languages (coupled, of course, with economic deficiencies) seems to be the main barrier to more and

better elite journalism. At present the major elite papers of India are published in English, the three most important being the 'Statesman' of Calcutta, the 'Hindu' of Madras, and the 'Times of India' published in Bombay and Delhi. In addition to the language problem, the Indian Press must contend with a low educational system, scarcity of training facilities and trained journalists, and old and crude printing equipment.

Elite newspapers along with a sizable group of middle - area papers (located somewhere between the mass appeal and the elite) form the great bulk of the world's newspapers. It is really the state of elite news papers in any country which offerers the best insights into the health and, general level of journalism.

**Largest circulated Dailies, '1994**

Malayala Manorama (5 units)	748788
Times of India (6 units)	711063
Punjab Kesari (3 units)	613903
Indian Express (15 units)	537727
Matrubhumi (5 units)	492658
The Hindu (7 units)	478139
Eenadu (7 units)	475830
Anand Bazar Patrika	458104
Sandesh (4 units)	439186
Navbharat Times (4 unit)	385499
Hindstan Times (2 unit)	377190
Daily Thanthi( 10 units.)	360458

[Manoram Year book,1995]

## **ORGANISATIONAL STRUCTURE OF NEWSPAPER**

Behind every successful newspaper we find great organisational effort, skill and vision. Today's press, called the Fourth Estate, has acquired the dimensions of a full-fledged business organisation, involving capital investment and other factors of production.

Newspapers may be small or large, having a variety of ownership such as industrial houses, political parties, individual or government ownership. They all have to function alike, as a free enterprise with an intention of profit-making, in addition to their social, political and other commitments.

A full-fledged newspaper organisation has a well-developed system of information gathering, processing and printing, publicity, circulation and management of these functions. The organisation can be divided into three major sections - the mechanical, the editorial and the business section.

The business aspect of the newspaper is to decide the policy of the newspaper and provide the finances. The policy may be independent, neutral or partisan. A partisan newspaper is one that supports a political party or a group in any controversy in public affairs. Such a newspaper has strong convictions about the broad issues of the party or group values. An independent newspaper owes no continuous faith towards a party, it may support some other party too. It makes up its mind independently, of any association with a party or group. Whereas, a neutral newspaper refuses to take sides. Usually we find that many newspapers are neutral about certain issues only; hardly any newspaper is completely neutral upon all issues. Such a newspaper can be called spineless because a newspaper cannot escape taking sides against evils in life like crime and corruption.



Apart from policy-making, the business activity includes administration, circulation, advertising, auditing and promotion. The newspaper owners today are like any other entrepreneurs. The administration contains its board or governing body representatives of all departments, giving most of its attention to the financial side. The owner himself may be the publisher or may employ a publisher. Generally, the main business administrative officers are the publisher or owner, business manager, circulation manager and the plant in-charge. The editor also may be on the board. The administrative office is like all other offices, staffed with accountants, cashiers, clerks, stenographers, typists etc.

The department which gathers a major portion of the newspaper revenue is the Advertising Department. Its smooth functioning leads a newspaper to prosperity and success. The success depends on (i) Whether the editorial department creates the greatest possible amount of reader - interest. (ii) Whether the mechanical department produces an attractive paper and. (iii) Whether the circulation department succeeds in maintaining wide distribution of the paper. It gathers and assembles the copy of the advertisements. It gives contracts to advertisers for space, gets a copy prepared, gets it approved by the advertiser, makes the necessary changes. bills the copies, and sends them for page making. Classified advertising is the most important of all ads for the newspaper as well as the public. The revenue earned by the advertising department depends on the popularity and extent of circulation of the newspaper, and also on the prompt services and quality of ads given by the department.

The circulation department is responsible for a proper distribution of the newspaper. All the other depts. bring their material in. the circulation department takes it out. If the reporters and editors do an excellent job but the circulation department fails to get the paper into the readers' hands in time, all the editorial work has gone waste. This department requires well-co-ordinated personnel and style of work. City editions as well as dak editions have to reach the reader in time before the news becomes an already known stale story. A metropolitan newspaper with many daily editions needs a complex set-up for circulation department, which includes road and air transport facilities. Giving excellent editorial work and quick. wide circulation at a low cost of price is indeed a great achievement of the newspaper management. Circulation department always works under tight time schedule.

Business activities of a newspaper include promotional activities and routine services like janitorial services, maintenance of stocks, mailing, sales promotion etc. Promotional services are inviting tourists and visitors. establishing rapport with readers and other sections of the public, advertising the newspaper through electronic media, in other papers, on billboards, organising shows and competitions etc.

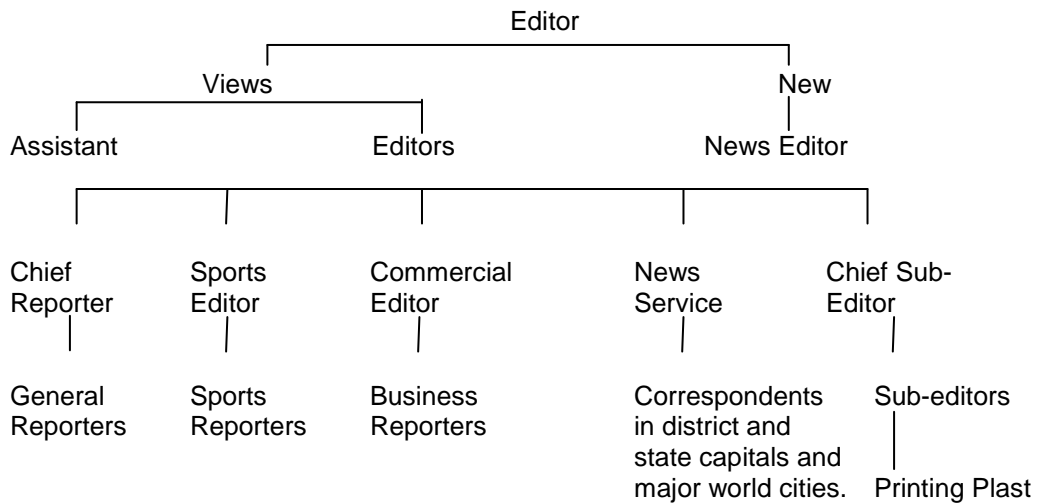
The mechanical jobs in the newspaper organisation, are related to printing the newspaper. This involves type, setting, preparing the galley proof and printing of the approved dummy pages. The composing room has typesetting machines which transform copy into lead columns, set advertising matter, prepare headlines, and assemble this material for printing. There is the engraving room in which photographs are retouched and improved, and art-work is done, along with cartoons, comic strips and illustrations. The press room is the place where the actual operation of printing takes place.

There is one more very important department, 'the Research and Reference Section. It is the place where all the information is stocked – i.e. cuttings, clippings, various reference books like encyclopedia, photographs, pictures and such things. Such documents and books help the reporters and feature writers. Clippings of news issues, biographies of important people come in very useful for writing obituaries, for quick reference work. Today, clippings and cuttings have been replaced with online databases. The progressive nature of a newspaper is usually dependent on how richly equipped is the Research and Reference section. This section preserves history and its links with the present. For instance, memories of the World War II came alive on the 50th anniversary of the attack on Normandy, which was widely covered all over the world by the media. Old photographs were printed with new information, giving a new understanding of what the war meant to the world. Research and Reference Section is always a source of inspiration to investigative reporters, editors and, feature writers.

Finally, there is the Editorial Section, which makes the newspaper, in which we find the most hectic activity of reporting, editing, proof-reading and page-making. Whether the newspaper is metropolitan or country – based, the editorial department is always a busy department.

The editorial department usually includes news, art, and many other sections. The metropolitan newspapers have a large number of people working, compared to small, country newspapers. Reporters gather news-global, national, state a local; photographers, similarly employed, provide pictures, cartoonists supply cartoons. Editorial and special writers compose articles, special columns, and other features. Free-lancers too contribute features and articles. The editorial department, prepares the copy for the compositor and printer. Headlines are written, pictures and photographs are retouched and mounted. The editorial department has to work in coordination with the Advertising department to prepare complete pages.

The newspaper can be divided into two parts - news and views. The editor is, the head of the whole editorial team and is responsible for the paper as a whole. In practice, the News side is looked after by the News Editor while the Editor on the Views side and guides the News side. In very large metropolitan papers, there may be associate editors in charge of sports, financial matters, women's editions, editorial writers, librarians, Sunday editors, City editors, Science editors, editors for fine arts, columnists, literary editors etc. as well as specialised area editors like in aviation, 'travel and tourism, farming and gardening, movies and pictures etc. The editorial department also includes reporters, photographers, artists, clerks and other administrative staff. The diagram below can help a brief sketch of this department.



## **CHALLENGES OF 21<sup>ST</sup> CENTURY FOR PRINT MEDIA**

The 21st century is going to be a very busy age the space age, the age of electronics and computers. It will have an ever-increasing demand for instant communication networks and free flow of information round the clock. The print media, therefore will have to gear up to cater to the needs of quick supply of information for a busy civilisation of tomorrow.

The media today are growing. Their work and responsibilities have multiplied owing to the ruthless efficiency, norms and the constantly changing lifestyle. They have to maintain proper infrastructure and technology. Presently they face a dual pressure - that of an ever increasing population of readers and exploding, almost chaotic volumes of information flow coming to them.

Science and technology have revolutionised the process of news gathering and production of newspaper. The American and Japanese newspapers have changed almost beyond recognition because" of introduction of automation.

Gone are the days of drafting data from. the teleprinter into a news story, on paper with ink. In a fully automated modern newspaper the journalist's report or story reaches the computer straight from the reporter or sub-editor who use VDT (Video Display Terminal) to type or edit the copy. A small T. V. screen attached to the key-board enables the reporter or the sub-editor to see the copy coming up on the screen as he types it. After completion, each page can be stored and sent to the News Editor's desk.

Then, there is the CPU the Central Possessing Unit or the computer which stores all the typed material. The text on the VOT can be reviewed backward or forward or can be altered. News agencies regularly use computers to transmit messages to their client newspapers.

The news room has an electronic system of editing. Every story has a code number. As soon as the required story appears on the screen, the sub-editor can edit it on the VDT and give it a headline. The reporter also has a VOT which he uses for putting his story into a computer from where it goes to the sub-editor.

The printing room also has undergone changes today. Previously letters and lines were composed on monotype and linotype machines with molten lead. Today's typesetting is 'cold type'. The typesetter is a photo composition device. Pages are created photographically, instead of physically in metal type. The typesetter sets type by taking pictures of letters, with the help of a computer. When the photo paper is developed, in high speed machine, the lines of characters make up the story as edited. In American and Japanese newspapers most of this work is computerized and automated. In future, the newspaper will soon be able to eliminate the process of posting stories on pages, as well as elimination of typewriters. Today we can get facsimile newspapers. Ready pages are sent by newsrooms to other offices by fax and are only assembled and printed there, thus enabling early availability of newspapers in distant places.

Computerisation and automation have encouraged research and reference work in newspaper offices. Maintenance of books, files, cuttings and clippings is no more a tedious job, as all this information is stored in floppies and compact discs. Communication is facilitated by computer networks for quick reference.

Nowadays databases or online libraries have come into existence. They can place an enormous amount of information to the reporter, with great specificity. Their data are so vast that it may take months to pick a particular bit of information. But these databases can be searched using specific key words and carefully crafted search phrases. So, the mass of accumulated literature in any field can be narrowed to the appropriate information within minutes. The database has the ability to search millions of pages of information in seconds to find a single mention, e.g., a person's name.

Online libraries are made up of the past editions of a variety of newspapers and magazines. A reporter in Hawaii can rapidly and efficiently search through hundreds of newspapers and magazines, news files in U.S., as well as news files and agencies in, Japan. U.K., or translations from the Soviet agency Tass. To report on a new disease, for instance, he can go through hundreds of medical journals and court records all over the world, in no time. In return he can question hospital authorities, pathologists, coroner, patient's statements and other recorded details. All this helps him to draw his conclusions from the widest range of public information and focus the result of his search on a pinpointed problem.

Information is electronically stored, digitalized, Articles, books, journals are stored into a binary electronic code which can be searched at a speed which is incredible. For example, locating a personality in who's who in India, in a print version would take a very long time for a reporter, but the online library locates within seconds. Till today, such information was stored in dictionaries, encyclopaedias, or clippings in a newspaper library. But today, all this becomes a small component of a manmoth electronic information resource.

This new system requires heavy investment which is possible for developed countries. Newspapers in the developing countries also face another problem training the editorial staff to use the electronic system and to take care of it, for the 21st century challenges the newspaper to adopt new methods of operation and acquire proficiency in them.



## **WHAT IS NEWS, NEWS VALUES, NEWS GATHERING**

Today's, world is a news - hungry world. Day in and day out the print and electronic media pool up and pour out volumes of information, and yet we say, 'So, what's the news?' We belong to a rapidly progressive world and feel we better find ourselves a niche by updating our minds.

What is 'news'? Is it something that is new to us? What is new to one person may be very old stuff for another. Can we define news as 'any freshly occurred event'? Everyday, the rising sun can become news then. The newspaper cannot take role of any fresh event that is trivial, is habitual or is predictable easily by common logic. And yet, a sunrise can become news, if the sun's eclipsed, even if the eclipse is predicted; for the element of 'news' here is how exactly the eclipse, occurs and, its effect on environment and so on. So, the rarity of the eclipse makes it the news.

'The New York Times' carries a slogan. "All the news that's fit to print. The slogan is controversial, for the criteria of 'fitness' for print depend on the readership, their culture, attitudes and norms. A well-established periodical like Debonair can print pictures which are considered to be 'fit for print' for a considerable time and one time day these pictures are confiscated as obscene. Newsworthiness or an event his also in the eye of the reporter and the editor.

The reader's interest too makes an event news. Whatever creates amusement, surprise, alarm or caution, fascination and amazement in the reader can become news. The story of discovery of dinosaur's eggs or the corpse of an 6000 years old aboriginal man from icy mountains becomes news for the reader because it is connected to past history which is a subject of amazement wonder, curiosity. Stories regarding frequent marriages and divorces of movie stars in royal families, life - style of the wealthy or those in the underworld become news because they create amusement and wonder.

They make the readers identify with characters in these stories and imagine what they would do in a given situation. Sometimes a personality fascinates the reader. e.g. stage performances of Mike Jackson created 'Michael Mania' and were given great coverage by media. A familiar personality for Indians today is Mr. T.N. Seshan, widely popular for his rebel - image. Such names make news.

Whatever has adventure and drama becomes news. Strange feats e.g. eating of iron pieces, television sets and pins and blades are news. Grand celebrations, wild ... life stories, discoveries regarding science and technology are full of wonder and amazement and thus become news. Adventure with romance make excellent theme for reader's interest, hence stories of war and peace, conflicting situations like hijacking and kidnapping, 'great' robberies and escapes, stories of sex and crime catch the reader's eye fast because of the exciting 'how' element in them. Considering all these factors, we can define news in the following ways :

News is something revealed. This presumes that it was suppressed and not desired to be revealed. News is something which someone wants to suppress. Because of the 'someone' behind or in the story, the news becomes important'.

A more detailed definition is : news is any event, idea or opinion that is timely, that creates interest or affects large number of people in a community and that is capable of being understood by them.

Yet another definition: news is a compilation of facts and events of current interest or importance to the readers of the newspaper printing it.

News is anything and everything interesting about life and materials in all their manifestation.

News is information that is meaningful for the people. Sometimes a simple event becomes news because it has great utility for the readers; e.g. introducing new bus routes or local trains specially for lady - commuters. We can broadly categorise news as follows :

**Hard news:** News of important public events such as actions of government, social or economic trends, education, international relations.

**Soft news:** Information that is less important than hard news but often more interesting, even tantalising: gossipy items about celebrities, offbeat incidents, sensational crime cases, items noted for reader interest.

**Straight news :** Presentation of unvarnished facts without an attempt to analyse, interpret or capture human interest.



**Spot news:** A sudden happening, such as a fire, a jury verdict. or a political decision, as opposed to trend stories.

A journalist must know to distinguish between a 'news issue' and a 'news event'. The 'news issue' is largely an ongoing situation or problem, like a long-standing dispute like the Enron project. It can begin with a dramatic, unexpected or accident-like manner; or it initially happens to be a minor issue but later assumes considerable importance, creating a kind of fever. News events have a comparatively short life. Sometimes the reporter's skill and perception can 'make' news out of a simple, ordinary event.

**News Values and News Gathering:** As said earlier, a newspaper office gets an unending flow of news items from news agencies and other sources. The editorial department has to select them and arrange pages of the newspaper. Selection and presentation of news is a hectic job, as the edition has to be completed by specified time schedule. Each newspaper organisation has a different kind of ownership, basic policy according to which news gets coverage. Dailies, weekly supplements, special editions, tabloid papers, are all designed differently and select news accordingly. This selection is done also in consideration of what would appeal to the readership of that paper.

**Evaluation of news is based on the following factors:**

1. **Timeliness:** The reader wants to know the latest, the newest happening. If the story is followed up, it must say what new truth has been discovered by the reporters. The newspaper, which gives the already known details and fails to add new information cannot be considered efficient and its readership will decline. Today the print media have to face a tough competition from the electronic media, who broadcast or transmit several or hourly bulletins of news. Yet, the popularity of print media is not in jeopardy because they can cover the news in great details.

We find that afternoon editions in print have follow-up of the headlines of dailies, which are in turn followed up in greater details by dailies the next day. For instance, the story of an old chawl in Bombay collapsing in torrential rains. The story is covered with the details of the collapse either by dailies or by the evening papers depending on the time of the event. If it is during the day, we find the emphasis of the next day's dailies being given on the relief work and aid to the residents of the chawl, and not in the collapse as such, as it already a state news. Timeliness also means the need of the reader to know the event which has an effect on people's daily activities, such as shortage

of milk, loadshedding schedules, cur in water-supply etc. have to be reported with priority.

**Proximity:** The second important factor to determine the value of news is proximity of the news to the reader. Any event which is 'close' to the reader, which the reader can 'recognise' gains value. Every reader has a framework of his education, his cultural, geographical boundaries within which his mind can respond to events. Anything that is alien, unfamiliar, unimaginable fails to get any response from him. An Indian who has never visited the West or read about it, may not be interested in or able to recognise the problems the western people. For instance, a news story which tells that an excess crop of oranges turned so unmanageable that oranges had to be thrown into the river making the river water orange in colour. A story of this sort may not be even believed by an Indian farmer. However exciting or 'hot' the story may, all the efforts of the reporter are in vain, for it is not understood fully on account of poor proximity. The Indian farmer's wife may not understand why the Russian woman farmer refuses to have more children although she may not have even a single son. Local problems get much more attention from readers than problems which are far away in time and space. For the simple talk of India, news having futuristic importance too, Similarly has poor value. The editorial desk has to understand this framework of the reader's ideas and evaluate the news.

**Size:** The size of the news is important. If the persons involved in it are eminent individuals, a tiny story too gains importance, like simple ailments of well-known leaders. If a regular commuter has a suffocating journey in a crowded local train, it is no news; but if the railway minister travels second class in little discomfort it is news.

The size of the story implies the dimension or magnitude of the event. A natural calamity like flood or famine, a tornado or a hurricane becomes news for its capacity to destroy a vast area of land and kill many people. The World War II still appears in newspapers, for the extent of destruction it caused, the diplomacy and the lunacy behind it, the suffering and the agony of the victims have till today not been fully made known. Any new 'glimpse of truth about the Nazi killings still catches reader's interest. Sinking of a ship, an aeroplane crash, a colossal building collapsing in an earthquake make 'big' news. Riots, sudden 'bandhs', sudden failure of local trains or serial bomb blasts become big news on the front page because of their 'size'. Size indicates time span as

well. An archeological find, takes the reader back in time by a few hundred years. The discovery of pillars in the deep ocean, near Dwaraka in Gujarat which were dated to be a few thousand years old become great news, because every Indian has Dwaraka in association with Lord Krishna and the myths surrounding him. Soon, the 2000th year after the death of Christ will be a great year, bringing back memories of the beginning of Christianity. Time and its legends remains in the collective unconscious of the readers and come out afresh with a small event connected to it.

**Importance:** News is evaluated on the basis of its importance. This term has a relative meaning for various readers at different places and at different time. It is for the News Editor to decide what is important for his readers and choose from a plethora of cuttings collected from the teleprinters. Therefore evaluating news's purely subjective. If we compare the front pages of any two leading dailies, what strikes us that they give priority to the same event differently. Every newspaper has a mental link with its readers, and its priorities are well-accepted by them. This is why most readers are habituated to a specific newspaper and do not get any satisfaction with a substitute paper. This mental linkage applies not only to what is considered as important but also to selecting details of the story, the language and the 'angle' of the story. There are certain issues, however, which are beyond any controversy of importance, like an outbreak of war or riots, deaths of eminent people, changing political scenario, changing policies in national economy, education, administration or such other matters. Local news too is sometimes much more important than state, national or global news.

Evaluation of news is difficult because of the sheer volume of news items that are made available to the editorial desk everyday. Here is are the sources of gathering news :

- 1) One of the most important of all sources for a journalist is the news agencies like the Press Trust of India (PTI) and the United News of India (UN I). Newspapers subscribe to their services and receive news items through teleprinters or fax machines. There are syndicates like Asia Features which cover a wide span of events and supply them. Newspapers can develop their own systems like the TOINS (Times of India News Service)
- 2) Various government departments issue press releases, brochures, etc. Besides these papers, there is always the District Gazeteer. It gives a

great deal of information about every district in a state, with places of interest, the- history, culture and people of the district, their' life-style, faith, customs etc. and also anything special about the district, administration of the district, etc.

- 3) The Secretarial is a source from where a journalist can gather news about policies and schemes undertaken by the government, all kinds of developmental projects In moffussil areas, information regarding law and order, information about bureaucrats, ministers and their portfolios.
- 4) The Municipal Corporation is a source for all information regarding taxes, public health services, urban statistics, water supply and Sanitation, housing and other civic facilities.
- 5) Courts of law are the source for all minor as well as major judgements, important appointments, from bar and bench, enquiries and reports. etc.
- 6) Police coroner, Home Guards, fire brigade, hospitals are for information about disasters and tragedies;
- 7) The Legislature is a very important source on matters of public interest like the annual budget, various ordinances and bills.
- 8) All political parties have their headquarters in every city and town. They are a useful source for any enlightenment on political developments. The opposition part headquarters are the best source to collect any critique or commentary on policies or actions of the ruling party.
- 9) Universities and research institutes supply information the educational scenario fn the state.
- 10) There are a great number of social service organisatio, relief work groups and clubs, welfare projects, charity trusts, trade agencies, cultural organisations etc. which can help in matters of social welfare and rehabilitation of the weaker elements of society.
- 11) About commercial activities, we can approach various commercial corporations, trade chambers, stock exchanges, trade unions .
- 12) The Government of India runs information departments like the Press Information Bureau of the Union Government and the Directorate of Publicity in every state.

- 13) There are several Vocational Guidance Bureaus, the Employment Exchange, the labour commissioner's office. ambulance services. Tourism departments at the central and state levels.
- 14) Then, there are the press conferences, cocktail parties and such other functions giving news about items which need to be published. These conferences are hosted by industrial manufacturers, political parties. social welfare organizations, trade unions and diplomatic representatives from foreign countries.
- 15) An extremely useful source for a journalist is libraries and reference sections maintained by newspaper organisations themselves. They include clippings of all happenings, personality details, pictures, photographs etc. These documents are immensely useful in making any comparative study of a news item, either for reporting or for writing features etc.
- 16) Sometimes information comes from anonymous individuals and eyewitnesses, sometimes the reporter himself is an eyewitness to an event.

A reporter has to check the authenticity of information, especially coming from the last source. As regards government documents, authenticity is not in Question.

News gathering is done from these sources in many ways. There are certain 'beats' which reporters cover everyday, for instance, the police beat or the crime beat. The reporter goes to the police control room everyday for instance, the police beat or the crime beat. The reporter goes to the police control room every day, to the coroner's court to hospitals to find daily happenings. Another reporter may cover the court beat, visiting jails and custodies, interrogating, the prisoners.

Reporters are assigned the job of attending meetings of service clubs, political meetings, to watch for news'. They are also asked to interview people. In any case, the reporter has to keep cultivating his sources, constantly keep looking for stories. He keeps contacts with important individuals and tries to establish rapport with them. These individuals may drop hints to sensational news to come. They may not always welcome him and may resent or resist him and certainly do not want to figure in the news that is unpleasant. The reporter has to convince them that he respects them as individuals. If he has a professional attitude and helps them he is respected too in turn. He must know how to keep certain information "off the record", keep the sources anonymous and refer to them as 'reliable sources' or 'informed sources'. This makes the reader know that the sources are authentic and it also keeps the individual informers happy and safe.

Like 'beat' reporter there are specialists who have expertise in certain fields like science, sports, medicine, arts, education, law, business and finance, culture etc. They provide understanding and perspective to the trends in their fields. Reporters are also asked to interview personalities.

Investigative reporting is also assigned to journalists by the newspaper. Various types of reporting are discussed elsewhere.



## **WHAT MAKES A GOOD REPORTER**

A newspaper reporter carries an aura with him, as a media man. He is someone special in today's busy world of communication. Like the editor the reporter too makes a newspaper. He may or may not be on the front page, but a habitual reader meets him even in the hard news of every day. A newspaper sees a good reporter is in a great hazard.

There is something in him which makes other media. It is rigorous training and certain qualities of mind and character which go into the shaping of a good reporter.

A reporter is an employee of a newspaper organisation and is assigned a job only if he is trained and has talent. Reporting is a continuous activity in and outside the newspaper office, hence a reporter has to race with time and events. He is called the eyes and the ears of the newspaper, the main point of contact between the newspaper and the society at large. He is the first to sense, to gather and to feed the news to his office. He doesn't feed the news mechanically like a computer, or like a typist taking dictation. He gathers what happens and tries to pass the full truth of the happening on to the readers, who are eager and receptive.

Like all journalists, a reporter must have a good command over his language, for that is his tool. This is the first and foremost qualification for him. He has to narrate the full truth of a story with precision and brevity. He has to choose and pick the important elements of the story and ignore the redundant ones. He has to cut a long story short for want of space; he has to change his method of narration as per the kind of the story, the taste and the appreciation of the readers. He must not repeat, so he has to draft follow-up stories carefully. He has to guard against libel, yellow journalism, and follow rules of grammar. He wishes to reach the mind and the reason of the reader, so he has to think at the impact his story would make on him.

Needless to say, a good reporter is a well-read man, with good general knowledge. He is familiar with the history of man's culture and civilisation, literature, philosophy and art. He is also familiar with science and technology, trade and commerce, as these are the forces which have brought about great changes in the modern lifestyle and the modern worldview. Any reporter without this basic framework will not be able to choose and pick his stories. Reading of literature and philosophy give him an understanding of the human condition. Reporting is not merely enlisting facts in order of time, but also bringing to the reader the humour, pathos, joy, misery or so many other essentials of this human condition. The story of a Muslim woman burning herself and her five children to death because of her husband's second marriage, is an example in case. The story creates sorrow and pathos; but it also illustrates the tensions created within the social fabric of a community. Effective reporting reveals not only what is happening 'here and now' but also what lies beyond it. It is language skill which can make such revelations.

A good reporter has a special sense for news, he recognises it, he can sniff it. Once he gets the smell of news, he tries to reach it and fathom it, through whatever sources at his disposal. News gathering is an art and a struggle. People like reading sensational reports, but they frown at reporters at their own door. He is considered an intruder in their privacy, which makes news gathering difficult. An ambitious reporter would not be happy with one source, he would like to countercheck and corroborate the facts. People in uniforms, in public places or in their official roles give half truths; so the reporter would meet them when their masks are off, catching them unawares, wheedling out information about sealed secrets. He needs to be a good conversationalist, a charming confidant. He must know how to listen and catch unspoken words. How to read between lines, he must have the art of pulling the right questions to the right persons in the right way. He must know the whims and fancies of the VIPs, the big bureaucrats, business tycoons and bearded intellectuals. He has to seek appointments, keep them and follow them up, adjust his own schedule to suit them. Very often he comes across strange minds and matters, he meets them at odd times and odd places. News gathering is working under physical and mental strain.

Reporting and news gathering demand almost sagelike calm and poise, which is possible only if the reporter has a deep sense of commitment to truth. He must have an inner strength of character to stand avoidance, cynicism and threats coming from people, especially so if he is engaged in investigative reporting. He needs to be a courageous man. He is often confronted with giant personalities and powerful



groups, whom he may displease and risk his safety as well as his career. His only mighty weapon is his pen. Courage goes with confidence, and confidence with a good perception. This means the ability to receive information, analyse it, and figure out what it really means to the reader. For instance, may not have much significance to a very average reader, but it may mean a lot to an enlist reader. Perception is a skill which is to be cultivated with education and experience. Sell - confidence helps him to stand and accept criticism and to learn from it.

A reporter has to have a lot of perseverance, quiet persistence (not arrogant) to get elusive details of a story.

Finally, a good reporter is a tolerant person, a man with good judgement of human nature. Like a broad perception, judgement too is cultivated with experience. It is important to know that a person who has a very strong point of view and wants to change the whole world to accept it, cannot be a good reporter;

Duties and Responsibilities of a Reporter : Reporters of a major duties and responsibilities of the reporter, Reporters of a major newspaper are of four different categories. They are - 1) City reporters who cover the city and its environment, reporting news of local interest, governmental policy and statements, crime, social and cultural functions. 2) There are the mofussil correspondents in the districts of the state in which the newspaper is printed. 3) We have the national correspondents who are stationed in the country's capital and the capitals of the various states in it. 4) There are the foreign correspondents who supply news from the countries considered important for international news.

Reporters are those who see and write. The interpretative reporter writes what he sees and thinks to be its meaning. Reporters are also experts who write what they construe to be the meaning of what he has not seen. In all these three functions, they have to have good research ability and knowledge of the law.

To get facts is the first and foremost duty The reporter has to gather and select facts carefully. A local reporter must know his city very well, public places, roads and lanes, public & private institutions, the history and culture of the city and its various parts, its changing face and its future. He must know all the eminent persons who have contributed to its growth, but it is important that he maintains his distance from them and does not become a crony to anyone. The most respected and professionally best reporters are those who most strongly assert their own independence and rely on their own intellect and experience. He is not content with knowing what his sources think.

Whether the reporter covers local news or events abroad, it is essential for him to check facts. He should be careful that he quotes accurately. He should know the difference between a fact and a rumour, a fact and an accusation, or an act and an opinion.

He should cultivate a good style of reporting and not draft the news casually. It needs hard struggle to develop a simple and effective style of narration. Style, for a journalist is not an end by itself, but a means to achieve the effect of simplicity and clarity. He needs skill in using leads, endings, descriptions, quotes and anecdotes in his reports.

A reporter has to summarise speeches and official communiques or statements of policy. He should be able to locate the news element in such communiques with the help of his judgement. He should go for the positive and the specific in the speeches. Action mentioned in speech is much more important than mere opinion. The news in the speech may be lying hidden in its midst, as a hint, which he must identify and report in the right context. If the speech is given in the form of a handout, then it is enough to have a quick glance through it to locate the news in it. Unless the speaker is a very eminent personality, it is always the news that is more important rather than the speaker. The reporter must begin the report with the news. Direct quotations can be avoided except for the very striking points.

It is essential to quote the source properly, and to quote an authentic source. Many stories are buried in records and official documents which, if properly scanned, give evidence to the reporter. In large organisations, some of the best human sources are the second and the third tier people, they know better than what the persons at the top do.

While interviewing people, the reporter has to use his listening skills and attention to catch nuances which may need clarification. He should allow the source to talk, encourage him to do so, and ask only pertinent questions. He should not interrupt the speaker by adding his own opinion or bombard him with questions and confuse him. He should cooperate if the source insists on some information to go "off the record". It is necessary to summarise the interview.

Investigative reporting is the most challenging sort in today's newspaper world. It deals with a serious subject, is difficult to perform and needs a degree of thoroughness in exploring the subject. It deals more with issues and conditions rather than incidents and events. There is always the risk of reporting turning into a reporter's opinion, against which the reporter has to guard. He should not merely expose the issues or conditions but justify their exposure to the reading public.

**Responsibilities of the Reporter:** Gathering news and reporting is challenging and therefore interesting for an ambitious reporter. However, he has to be always mindful of his responsibilities as a media man, since media exercise great power over people's minds. As a journalist he has to follow the cannons of journals such as truth, objectivity, fair play, decency of language and so on. He has to guard himself against all possibilities of libel. His additional responsibility is that he must not be complacent with a few routine sources of news but try to, find his own sources and confirm the truth and full truth of an event. He must quote his sources properly, and not quote them when they request anonymity.

## TYPES OF REPORTING

A brief look at any of the leading newspapers like The Times of India is sufficient to prove that the sum and substance of newspapers is reporting. Print media report extensively on a great variety of issues everyday and the newspaper offices are busy assigning beats to bands of reporters and gathering information.

Reporters' beats are specific areas in the city like the Secretariat the Stock Exchange, Police Headquarters, Courts, the universities or any other institutions and offices. The reporter has to cover his beat locally, the correspondent covers events outside the city and sends his reports to the newspaper office. Beats have to be covered regularly and followed up. The reporter functions, in addition to covering beats, as a specialist, as an interviewer, as an investigator, as an interpreter too. With changing times certain trends seem to have acquired popularity and one among them is investigative reporting.

Investigative reporting is hazardous, adventurous, bold and secretaries. It usually is done by a team of expert reporters rather than singly by a lone reporter. Its purpose is to render extraordinary services to readers to dig and discover truth lying buried beneath simple-looking events, about matters related to public policy and life. This kind of reporting began during World War II and captured attention of all promising, ambitious reporters. Till today, investigations of actual stories of the World War are being investigated and the total picture and understanding of this international tragedy seems to be changing with each investigation. With increasing commercialization and mechanisation of life, increasing struggle for power at various levels, there seems to be a greater need for investigation of truth. A handful of American reporters revealed personal and political corruption in Washington – Watergate, a bribed Vice – President, electronic spying, cynical lying, by investigating files and documents. This reporting won great applause all over the world. Two or three reporters published top Pentagon secrets. In every country there are innumerable cases of corruption in public and private offices

which affect public life and services. They are major themes for investigation. The prestigious Pulitzer prize is given to reporting which serves a great social cause. Investigative reporter is different from most other reporting which is done after the news event happens. Investigative reporting is done to prevent disasters by digging out their causes, pointing out social, political or economic trends before they bring about any catastrophe. This reporting needs a lot of patience, perseverance and imagination, because the reporter gets to see only the surface of the event and often meets with roadblocks as well as his own peril. He has to find out his own style of investigation.

For investigation the reporter has first to confirm that there is something deeper than the surface. He needs to have courage, intelligence and readiness to work hard. Investigative reporting is expensive and progresses slowly, it is like the job of a crime detective. The team has to tap sources, gather evidence and build up the full case. The reporters have to guard themselves against the errors of personalized judgements and libel. Evidence is very important and the skill of the reporter lies in interpreting the evidence coherently. Malpractices in marketing and consumer services, in government administration, functioning of political parties, unfair practices in social, educational institutions as well as in medicine and health services etc. are some areas challenging investigative skills. The reward investigative reporting gets is immense - applause and reporter's satisfaction of having served his Society.

Interpretive reporting another addition to usual, routine reporting, a need of a multi - faceted modern society with various interests and hobbies. An interpretive reporter analyses, interprets and explains issues and ideas to the readers. This type of reporting generally means presenting news facts with the writer's evaluation. It is also called "journalism of cause-and-effect relationship". The reporters explain the 'background' of causes that lead to news facts. A health profile of Bombay, for instance, can be attempted in the light of increasing population, industries and transport. A report on consumption of electricity in a family can be attempted, showing waste of electricity meaning waste of natural resources. This report would highlight pleasure - loving motives and people's attitudes of carelessness and irresponsibility. An editorial is usually institutional, the voice of the newspaper, but an interpretive report represents only the writer. Editorials may serve many purposes, classification, opinion - shaping, illumination, incitement to action, entertainment; whereas interpretive reports present the writer's point of view of an issue. Good interpretation is the need of today's reader. Interpretation began to creep into the press in the World War I years. when it was evident that the American people had little understanding of the causes of the war.

In 1923. Time magazine introduced a new broad approach to the news that included backgrounding and interpreting it. Many newspapers added interpretive columns and commentaries by experienced journalists, usually writing about political events. The complex economic and social programmes in early 1930's encouraged expanded interpretation. Since World War II with the increasing size and complexity of government and society's institutions, interpretive news writing has become a fixture. The growth of transportation and communications as well as expanded education have helped the growth of this kind of reporting.

The reporter also writes as a specialist. The newspaper appoints reporters who can write with authority in particular fields - the governance, education, society and culture, arts, sports, science and technology etc. Papers like The Economic Times, Financial Times appoint reporters who can cover important events and policies like the yearly budget, five year plans, new bills, laws and ordinances, the industrial policy etc. Specialised reporting needs good training and pursuit of special interests in a selected area. It needs good reading and updating of information in the area. The area becomes the reporter's beat. His objective is to provide understanding and perspective to the trends in their complex fields. The specialist has to keep contact with professionals in the field. A sports specialist may be able to write only on certain games, or only national or international games. A music critic may be able to write only on Indian or Western music, and may be, on a particular kind of Indian music.

The reporter also acts as an interviewer, for the interview is fundamental to all journalism. The success of the interview depends on the conversational skills of the reporter. There are two basic types of interviews, but the first is informal interview, which can be conducted when the reporter covers his beat, questioning people in the place of the news event. For instance, eyewitnesses of an accident, representative 'common man' to comment upon any important event like the annual budget or a new law, a new bill, any new controversy, which needs to be discussed in the light of public opinion. .

The second type is the more formal, personal interview, in which the reporter is concerned with the individual and his or her views. The formal interview can be a 'news interview' or a 'personality interview'. The news interview highlights the interviewee's ideas and opinions which may interest the public. The personality interview is an attempt to write a profile of the interviewee's life and character.

Interviewing people informally requires resourcefulness and tact. People are not always cooperative or may be too excited to voice their opinions. Within a brief time-span the reporter has to catch them in a nutshell. Formal interviews

need preparation - making a case study of the person's background, his present status and position, the statements she or he has already made. The reporter has to take a prior appointment with the person or meet where and when he is available. He should be fairly conversant with the person's attitudes and opinions. He must read or listen to the person if he is a writer or a musician, see his films if he is an actor etc. The reporter also has to guard against going beyond the specified time. He has to make notes or record the interview. Most important part of all preparation is selecting a few pertinent questions, direct as well as suggestive and subtle. He should be careful not to annoy or offend the person with his language or hints which may embarrass him.

The reporter also has to cover speeches made by individuals on various occasions. Speech - reporting is frequent. Speeches are reflections on a situation, messages to the audience and the people at large, they are often commentary, evaluation and decisions. Speeches can be inspiring or provocative; they can be direct or indirect hints at a policy or a plan of action which may concern a large number of people. While reporting a speech, the reporter has to locate the - news element' in it. The news element may be the speaker himself e.g. the SEBI chief making an important announcement. Or, the news may be lying in a few of the spoken words, the sum and substance of the speech. The speech may mention a few names which create reader's interest. The news element also can be in a controversy or debate inherent in the speech; or a solution to a controversy. Sometimes unspoken words create reader's curiosity.

The reporter has to quote authentic sources in his report - the speaker or the speakers in their own words. He has to truncate the speech if necessary, keeping the phrases, sentences may be avoided, to save space.

Sometimes there are secondary incidents which overshadow the speech itself, such as protests from the audience; any humorous or pathetic incident. Noteworthy, to be reported in the lead. The speech should never get distorted.



## **PART - II**



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## Writing - Use of language, style

### What makes a Competent Writer:

Is the art of writing an inborn gift or can the art be cultivated? All aspirants to writing at some point or the other ask themselves this question. If writing is a talent given only to some rare and fortunate persons then the question is irrelevant: But we do know that the art of writing can be acquired by long and diligent practice. Of course writing cannot be approached with a set of well-defined rules and principles - they indeed have their use but they exist more to guide a writer rather than as a set of mechanical laws. It must be remembered that there is no "royal road" to good writing. One must make writing a habit. Constant practice is a must. "Writing makes a perfect man", said Francis Bacon and yet how many wish for short-cuts to success in writing. A perusal of the biographies of great writers will show that they wrote and wrote, undeterred by failures and disappointments before they reached even a small measure of success. Somerset Maugham, Arnold Toynbee and Arnold Bennett to mention a few great writers have toiled their way to success; Toynbee for example advises that not less than 400 words should be written everyday by anyone aspiring to be a good writer. It is this habit practiced with the regularity of a ritual that points the way.

The medium for writing is language and therefore a good command of the language is a necessary pre-condition for good writing. However this command over the language cannot be acquired without effort - it cannot be had just for the asking. It requires a thorough grasp of the grammar and structure of the language and a careful study of the different forms of writing. Language is a flexible instrument and its fine and effective uses can be learnt by the study of good writers of English - the best examples to whom one should go back again and again for guidance. Great literary writers know the use of language at its very best. A student of Journalism should not be under the impression what great works of literature are not relevant to him. On the contrary the greater his acquaintance with literary writers the easier would it be for him to use language effectively. As Grenville Kleiser paints out, a student of writing "must be a tireless and enthusiastic reader of the choicest books. In these he will find excellent models, will learn to appreciate the qualities most desirable in effective writing, will observe what to strive for and what to avoid". Acquaintance with such great writers as G.K. Chesterton, G.B. Shaw, Oscar Wilde, Charles Dickens and Jane Austen should form a necessary part of training.

Journalism is chiefly writing for practical purposes. It is a style of writing geared to reach the widest possible audience through the medium of the daily newspaper. A journalist thus is different from a creative writer. Basically, a creative writer uses language imaginatively. He has the freedom to indulge in the exploration of language and infuse into facts and events a good deal of imaginative representation. A journalist's ability, on the other hand is to use language with simplicity, in fact in using simple, precise language. A journalist makes sure that he is understood even by an average reader and also guards himself against the danger of misrepresentation. The criterion of journalistic writing is brevity and clarity whereas creative writers can indulge in devices of imaginative expression and style.

The two most important aspects of style as enunciated by Walter Fox are "the choice of words and the structure of sentences". A writer works with words - his basic medium is words just as a painter's medium is colours. The simple rule in the choice of words - choose good words, words that can communicate well and effectively. Good words are words that are direct, simple, plain and vivid, "Don't use words that are not generally used in daily conversation if you can help it" (Dr. Rudolf Flesch). The tendency to use long words where simple ones are enough must be avoided. The great French essayist Montaigne warned against the lure of unfamiliar words saying that those who go "quarter of a mile out of the way to hunt for a new quaint word" just for the pleasure of it are foolish. Words, say Montaigne must wait for the writer and the writer should not wait for the words.

In the following example one can notice, how simple words can be used to produce great effect - The British statesman, Winston Churchill said in the House of Commons in 1940;

"We shall not flag or fail, we shall go on to the end, we shall fight in France; we shall fight on the seas and oceans; we shall fight with growing confidence and strength in the air; we shall defend our island Whatever the cost may be. We shall fight on the beaches, we shall fight on the landing grounds. We shall fight in the fields and in the streets. We shall fight in the hills. We shall never surrender".

In this short extract, one can observe how Churchill has used short sentences and simple words to express England's firmness and determination to win the war.

H.W. Fowler in his book 'The King's English' has laid down some guidelines for the choice of words. They are :

- (i) Choose the familiar word to the unfamiliar word.
- (ii) Use or prefer the simple word to the circumlocutious.
- (iii) Choose the concrete to the abstract, and
- (iv) Use the short word to the long word.

Brevity is an important consideration in journalistic writing. So much of space in a daily newspaper, for example, is taken away by photographs and advertisements that it makes imperative the Quality of brevity. A reader today has little time to read long and ponderous writing and therefore when he seeks information in the print media he expects to find it in a brief and interesting form. Succinctness of expression implies that every word chosen must be appropriate - in short "justify its place in the sentence or be replaced by a better one, or if unnecessary, be eliminated. However, while choosing the accurate word, care should be taken to infuse it with interest - journalistic writing cannot afford to be accurate but dull. The reader's interest must be captured and sustained throughout a piece of writing.

There is an old joke in journalism about the newspaper reporter who covered the Johnstown, Pennsylvania, flood of 1889 and filed a lead that began with God standing on a mountaintop, looking out over the destruction. His editor wired back: Forget flood. Get interview with God." Editors, you will find, are very literal minded people. The best newspaper writing always has come from the perspective of God on a mountaintop, that view which is at once detached and involved.

Style is that quality buried in us all which manifests itself as a shout of distinction. Applied to writing. It is that broad stamp upon all the sentences and paragraphs that says, "Mine". The person who has found his or her style leaves some personal mark upon the work.

Good writing is like music. It has its distinctive rhythm, its pace, flow, cadence. It can be hummed. The great stylists seem to have an inner music. But even the not-so-great stylists can learn to play a tune or two with their words. In searching for your writing style. It is always wise to study the styles of others. You will find that style actually is not something you plan. It just sort of happens. This is especially true in newspaper writing, where the locomotive of genius often runs into the wall of deadlines. But the more experienced you become, the more naturally you will write the way you write.

When Walter Cronkite used the pronunciation "Feb-yoo-ary" for the second month of the year on the CBS. Evening News, he gravely informed his 28 million viewers that he had looked it up in a good dictionary. Not many younger broadcast journalists would have thought it necessary.

The older generation of journalists display concern for the purity of English language. When Red Smith won a Pulitzer Prize for his sports writing, the jurors praised his care and the respect for the use of language. This is a rare achievement. These journalists are deeply concerned over the deficiencies in basic writing skills that are so painfully apparent among many newcomers to journalism, including graduates of our finest universities.

Numerous hurry up remedies have been proposed to bring the new journalists up to the mark, none of them very practical. For if recruits don't know the basic rules of grammar and spelling, for whatever reason, they will have to learn them.

The news media cannot be casual about the uses of language. They must transmit news, opinions and ideas to mass audiences as efficiently as

possible. Their standards in the uses of language must be at least as high as those of the best-educated elements among their readers, listeners or viewers if they are to retain the public's respect .

There are no exceptions to the rule that correct gramatical usage is essential to good journalism. The preciseness of language sharpens the meaning of fact. That is why the two go hand in hand. The following gramatical check list includes some of the principal shortcomings of professional journalists.

**Adjectives** - Most writers, even inexperienced ones, quickly learn that adjectives are trecherous and select the few they use with care. George Clemenceau was editor of the newspaper, La Justice, he told a news reporter. "Young man, when you write a sentence you are to use a noun, a verb and a complement. If you use an adjective, you must ask my permission,"

**Adverbs** - The flat adverb sometimes is mistaken for an adjective. "Go Slow", is correct usage, slow being flat adverb (An adverb without the usually adverbial ending.) But "He drove careful" is obviously wrong. Careful being an adjective that modifies verb. "He drove carefully" will be the correct use of the adverb.

**Articles** - There is a notion among some editors that an article can be dispensed with in many sentences. For example

- Rash of activity broke out in city council last night.

- Dedication of bridge is set for Tuesday.

The indiscriminate omission of articles saves little space, leads to confusion, and annoys readers.

Ellipsis - The omission of words necessary to complete a sentence involves the use of ellipsis. There is a rule, modified by exceptions, that a word may be omitted if its meaning can be supplied or understood from a corresponding part of a compound sentence. The word to be supplied must be in the same gramatical form as the one to which it corresponds.

"One person was killed and another injured" is a correct sentence. But "one person was killed and 12 injured" is incorrect.

To be correct, the word "were" would go after 12.

Usage - Some words and expressions are frequently misused by news writers.

- broadcast - present and past tenses of the verb are identical.

- due to - must refer to a noun if used. It is wrong to write

"She agreed to go, due to her husband's insistence."

The correct one is -

"Her agreement to go was due to her husband's insistence." Often "because of" will serve the purpose better.

Lie, Lay -. Lay is the past tense of lie. "He lay down."

Lie is present tense. "It lies there."

Forecast - present and past tense of the verb are identical.

Media - plural noun.

Principal - An adjective meaning chief or main.

Principle - a noun means general truth.

### **Writing the Lead**

The lead is simply the beginning of a news story. When we are talking about short and uncomplicated stories, we mean the first, sentence of the story.

The lead for a longer, more involved news story, often consists of two, three or even four paragraphs. The summary lead is the most useful and the most used news lead. Learn to write a good summary lead and you will have taken a big step toward becoming a professional news writers.

The Summary Lead - mostly answers 5 W's and 'H'. It consists of

1. A statement of what happened.
2. Identification of people involved.
3. A time element.
4. A place.
5. Something of the circumstances of the event.
6. Attribution in some circumstances:

#### **Variations of the summary lead:**

The summary lead should be concise, but sometimes there is so much to be said in a summary that the lead becomes long and involved. The blind lead and the delayed identification lead makes lead short and concise.

The blind lead, by limiting the information in the first paragraph and picking it up in the second, attempts to give the reader the summary in two stages a partial summary in the first paragraph and details in the second. For example:

A 4-year old carotton boy was injured Saturday when he ran in front of a pickup truck on main street.

William Abbott of 26 W. Main St. is in stable condition at Carolton General Hospital.

This type of lead is effective only if what happened is sufficiently interesting to catch the reader's attention. It is a good lead only when what happened is more important or more intriguing than to whom it happened.

#### **The Delayed - Identification Lead:**

Here the name is given in the first paragraph of the lead, but full identification is held back and given in the second paragraph-sometimes later. For example:

Harry Crooks was in critical condition in Carolton General Hospital Monday night. He was struck by a car Saturday.

Crooks, 45, of 31 1 N CalhounSt. suffered a broken pelvis, right ankle and Collarbone when he was struck while crossing Wisconsin Avenue at Calhoun Street. He was knocked 40 feet from the point of impact.

Delayed identification leads leave out some information and by so doing make the first paragraph of the lead more concise and more readable. In this example, identification, age and street address of the accident victim are not

given until the second paragraph. In delayed identification leads, as in blind reads, the idea of the story is the important thing. Give the reader the broad outline and fill it in later.

**Other Aspects of the Lead :-** are datelines, credit lines and bylines. They are not really part of the lead, but rather precede it. The dateline precedes the first sentence of a news story. It identifies the story's point of origin. Credit line is carried as a separate line that precedes the first paragraph of the lead and gives information not included in the dateline or information that supplements the dateline. The use of datelines and credit lines varies from paper to paper and the newspaper's preferences are usually included in a style book. By lines on news stories identify the writer.

**Creative leads -** Leads usually follow conventional declarative sentences. Once in a while, however, the nature of the story you are writing demands something different. There are many ways to bring variety in the lead, some simple ways are as follows :

**Questions:**

- Anyone want a nice cat to give the premises a homely touch?
- Guess who wears the pants in South Carolina House now?

Everyone.

**The Imperative**

- Don't be in a hurry to retire.

**Direct address -**

So-you're one of more than 16 million Americans expected to quit smoking today in the Great American Smoke out. Good for you. But how long will you stay quit?

**News writing -** If you master the techniques discussed so far, you will find that you will be able to handle other writing problems. Whatever the subject matter, whatever the level - national news, local news, hard news, soft news, features - news writing is a skilled craft and a professional business. If you master the basic skills in news writing, you will have a good start on the road to becoming a professional writer.

**Chronological Style:**

About 1 a.m. today, Mrs. Harry Rosenberg was awakened by the sound of a car roaring out of the driveway of her home. She rushed to the living room where she discovered that her grand daughter, Judith Ann Roberts, 7, no longer was sleeping on the studio couch and that the front door was standing open.

Mrs. Rosenberg called her daughter, Mrs. Shirley Roberts, wife of a Baltimore attorney and labor leader, who was visiting her parents. Mrs. Roberts, the missing child's mother, notified police of her daughter's kidnapping at 1:10 a.m.

Police said the kidnapper sneaked into the home of the grand parents, stole the keys to the Rosenberg's car from the grandfather's trousers pocket and took the child away.

Four hours and ten minutes after they were called, police found the Rosenberg car abandoned in the strip of sandy land between Bayshore Drive and the shore of Biscayne Bay. Its wheels were mired in the sand' and the tire marks showed the driver tried frantically to get it out.

Judith Ann's nude and brutally battered body was found a block from the car in a clump of bushes off fashionable Bayshore Drive. It was caked with blood and dirt, indicated. She put up a brave fight for her life. The blue-eyed child had been raped and beaten on the head with a heavy instrument and a piece of gauze was knotted about her throat. Her flimsy seer sucker night gown, while with red polka dots, lay eight feet from her body.

**Same narration takes the following form in newspaper.**

**Newspaper Style:**

Judith Ann Roberts, blue-eyed, 7 year old daughter of a Baltimore attorney and labour leader, was kidnapped from the home of her grandparents here today, raped and beaten to death.

Police found the child's nude and brutally battered body in a clump of bushes off fashionable. Bayshore Drive five hours after her mother, Mrs. Shirley Roberts, reported her missing.

She had been beaten on the head with a heavy instrument and a piece of gauze \ was knotted about her throat . He flimsy seersucker nightgown, white with red polka, dots, lay eight feet from the body.

Judith Ann's little body was caked with blood and dirt, indicating she put a brave fight for her life.

Police said the killer sneaked into the home of grandparents, Mrs. and Mrs. Harry Rosenberg, about 1 a.m. Stole the keys to Rosenberg's Car from his trousers pocket and took the child from the studio couch in the living room where she was sleeping.

Mrs. Rosenberg was awakened by the sound of the car roaring out of the driveway. She found the child missing and the front door standing open, police were called at 1.10a.m. four hours and ten minutes later, they found the Rosenberg car abandoned in the strip of sandy land between Bayshore Drive and the shore of Biscayne Bay. Its wheels were mired in the sand and the tire marks showed the driver tried frantically to get it out.

Judith's body was found a block from the car.

Stylistic journalism has its place in the traditional form. But it also is changing the form. The inverted pyramid is slowly being supplanted by new shapes. The Wall Street Journal formula has given us the diamond, and even the traditional 'feature' has given us the limited use of the carafe, the inverted pyramid lead-in followed by a lengthy narrative.

The inverted pyramid: is inescapable in journalistic writing. It has one important characteristic that should be applied to all shapes of journalistic



writing. It requires a strong first paragraph. All good stories all good books, for that matter, have good first paragraphs.

**The Carafe** : is a spinoff of the inverted pyramid. It sets the upside-down stuff a top a narrative or chronology. In this form, the traditional lead-in explains the significance and the nut of the issue. Then developments follow in the classic story telling form. From beginning to end.

The straight narrative, telling a story from the logical beginning to the logical end. is almost never used in journalism. However, the narrative does have its place in journalism and the columnist Charles McDowell, advocate its greater use. The narrative can work well with a sidebar, those shorter stories that relate to some larger story.

**Meyer Berger**, a Pulitzer Prize - winning writer for the NewYorkTimes, used the narrative to tell the story of a crazed killer who had gunned down several people on the streets of New York. Berger simply began where the killer had begun, telling the story from the eyewitness accounts of the killer's movements that day.

**The Diamond** - Basically, the form has a narrative introduction, often an anecdote

or some personalized image, which leads to the nut graph, that paragraph where the point is revealed, followed by a Significant graph, relating the point to the world scheme of things. The nut and significance paragraph (lead) into the old inverted pyramid, wherein the relevant issues and background are discussed in order of descending importance.

There are variations on the formula, certainly. Sometimes, the nut graph may be followed by more anecdotal material before the Significance graph is inserted.

**The Goose egg** :

When in doubt, write in circles. Actually, stylists are rarely predictable in their approach, and those with experience can start a story almost anywhere and wind up with an interesting presentation. The best stories tend to be those that do, infact make a circle i.e. the story starts with a particular premise and then returns to it at the end. The goose egg is actually a classic form of story telling.

**Making people feel:**

No story, if it is to be written well, can be approached with indifference. Chances are, if there was no emotion involved, the issue wouldn't be news anyway. Although you must maintain your pursuit of objectivity, never write a story so blandly that it will not be read.

Remember, you are a reporter, not a recording secretary. You are the public's witness, and no witness sees events without being moved somehow. Where there is hurt, help the reader feel the hurt. Where there is humor, help the reader laugh. If the reader just wants the numbers, the reader can order the government reports.



## Journalistic Style

Journalism is a media of communication. While the writer therefore is communicating, he is building a bridge of understanding between himself and the reader. He may write to inform, to entertain or to influence but in doing so he must use language in such a manner as to stimulate the readers' interest.

The means of communication adopted is language, words and phrases are its important constituents and these must be used with the skill and precision of a craftsman.

The reader should always be a journalist's first concern and priority. The journalist writes for a readership and should write in a style that can produce a ready or easy understanding of even complicated ideas. A good reporter is one who has the right words at the right time, the right language for the right occasion.

The style of a piece of writing will differ according to the subject and its treatment. Some stories are written in a light view while some demand a serious treatment. But clearly, accuracy and directness are important.

The journalist must be able to make the style suit his subject. This ability is necessary if he should be effective as communicator. The principle attributes of style are suitability, simplicity, precision and poise.

### **Suitability :**

A serious subject must not be treated with levity or superficially.

If a story suggests action and movement the style should be terse, crisp and active.

Where a story deals with a narration of events a straight forward narrative style is best.

What is implied in these pointers is that the style must suit the occasion and the mood. It is only then that it will capture the attention of the reader.

However, passionately a writer may feel about his subject he should not wound the reader's susceptibilities.

### **Simplicity:**

Complexity of style must be avoided at all costs. Good prose is simple prose.

Even profound ideas can be expressed in good, simple prose. Phrases and words that are more in the nature of ornamentation should be avoided and directness of expression must be cultivated. The greatness of the Authorised version of the Bible for example lies in its simplicity and directness of appeal - such should be good journalism.

As a general rule it is important to avoid the passive voice as this tends to slow down the pace of the sentence.

While short sentences are to be used generally, an over-use of them might result in monotony, create a dull effect and prevent understanding. The ideal style would be to strike a balance between short and medium length sentences. In writing compound sentences, care must be taken to see that each subordinate clause or phrase is clearly related to the principal statement.

A journalist also needs to have a good and rich vocabulary.

**Poise:**

By poise, we mean a perfectly balanced style. This is the very core of style and it is the poise of language that gives what you write a tone, a shine and a quality. Several devices can be used to lend poise to your style. provided these devices are used with care and restraint. For instance figures of speech is a useful device but in journalism they must be used with restraint. A good one can add a touch of flavour to your writings.

Poise is also concerned with the sound of language. Even as we read to ourselves the words we can notice the rhythm and balance of the whole composition.

**Some guidelines for good writing:**

While we agree that the ability to write well is acquired by regular practice. There are certain guidelines which will be useful for all kinds of writing. Each kind of writing may require a different style or skill, but these basic principles or guidelines will apply to all of them. Let us now explain briefly what they are : -

- (a) Never write with the intention of pleasing the reader or to write according to his tastes, likes and opinions. This means that one should write what one honestly believes to be true, based on one's own observation and study of a problem. This gives one's writing a sense of conviction and originality.
- (b) Never write in broad, abstract generalised statement; for such a writing gives the impression of vagueness. All general statements must be supported by a concrete example and illustrations. Without concrete examples and illustrations what one writes may not succeed in making any impact on the reader.
- (c) One should always write with a definite purpose and a point of view. It is very likely that one may have too many things to say and too many points of view, but in trying to say too many things at one time within the span of an article will tend to confuse, the reader. It is likely that the writer himself may get lost in trying to say too many things. What is therefore important

is to say one thing at a time and to say it well. One should learn to focus on the idea that one wants to examine and explain it in all its various aspects. It is not necessary to cover a large and an, extensive area in an article; what is important is that it should say a few things, examine them thoroughly and present a point of view.

- (d) What one writes should be logical. The ideas contained in an article must be developed coherently and logically. As one proceeds from one idea to another and from one para to another, the reader should be able to see the line of the argument and the direction in which the writer is moving. This will ensure that the reader moves along with the writer.
- (e) Never write irresponsibly. It is wrong to think or assume that the reader will accept whatever you write or swallow whatever you want him to. It is easy to make sweeping statements, allegations and charges, but once they are proved false the writer's honesty and standing will be questioned. A writer, therefore, has a moral responsibility to the reader and this responsibility is best fulfilled by providing the reader such information and statements as can be supported or substantiated by proper evidence. Remember that the reader has always the means to check and verify what the writer has said. Writing therefore, without adequate facts is nothing but irresponsible writing.

“Use short sentences. Use short paragraphs. Use vigorous English not forgetting to strive for smoothness. Be positive, not negative .... Those were the best rules I ever learned for the business of writing. I've never forgotten them. No man with any talent, who feels and writes truly about the thing he is trying to say, can fail to write well if he abides by them.”

**- Earnest Hemingway**

Good writers have enriched the field of fiction as well as journalism. The literary person or author is creative in the sense that he makes something where there was nothing before.

The ordinary newspaper reporter records what happens in the world around him - a fire, a public meeting, a court trial, a speech. The star reporter or special writer is sometimes allowed to present news from his own particular point of view, with his own comment or interpretation of it.

### **Literary Journalism**

In so far as the journalist brings to his newspaper writing insight and Imagination he approaches literature. The fact that the staff member of a newspaper occupies high position does not mean that he possesses or uses ability of the literary journalist. The critic, the editorial writer, the columnist, the star reporter have to work hard to reach this status. A piece of literature can be produced even when a journalist is writing for a deadline. When San Francisco was devastated by the earthquake of 1906, Will Irwin was a young reporter for 'New York Sun'. Since Irwin had come from San Francisco and knew the city well, his editor asked him to write a story for 'Sun' readers about the city,

that had just fallen in ruins. Irwin wrote "The city That was" - a story that told of the beautiful, gay, picturesque San Francisco he had known so well. It happened to be an effective and splendid story and can be regarded as an example of literary journalism.

There have been literary journalists in America from colonial times to the present times. They have used journalistic writing for self expression and also as a training school for writing. These writers can be divided in five groups, humorists, essayists and critics and sometimes poets have been able to make direct use of their talents in newspaper columns. Novelists and short story writers have used newspaper work as an apprenticeship in seeing and evaluating human nature and human relationships.

Essayists and critics have a place on the newspapers. Joseph Addison and Richard Steele were newspapermen of the eighteenth century. Their essays in the Spectator are excellent examples of the eighteenth century. An American essayist and columnist of the 1840's, Nathaniel Parker Willis, was tremendously popular in his day, although he is little known now. James Gibbons Huneker achieved distinction as a writer of critical articles and sketches for New York newspapers. Edgar Allan Poe wrote some very significant criticism as a newspaper contributor. His critical evaluations were important not only for the age in which he wrote, but they are of value also to the modern student of criticism.

The literary journalist is concerned with his writing style. The literary journalist is not bound by the restrictions of straight news coverage imposed on the reporter. His problem is not solely to give people facts, but to make them feel. The problem confronting the literary journalist is one not only of what he says, but also of how he says it.

In literary journalism there are the realists like Earnest Hemingway, John Dos Passes, and James Farrell. There are others who have the biting satire of Sinclair Lewis in such a book as 'Main Street'. At the other extreme there are the romanticists, represented by Richard Harding Davis; In order to create their view of life for their readers, such men must give considerable thought to their writing technique.

Although this chapter deals with news writing, it is not easy to separate the gathering of news from the writing of it. News writing depends first on gathering of information and then on the sorting, analyzing and verifying of the information. It depends on an ability to recognize news and an understanding of news values and reader interests.

Reporting requires a number of techniques that together make up the newsgathering process. These techniques of reporting are interrelated and complimentary. The first technique is the stenographic, which requires only listening and note taking. The second technique is interviewing or questioning which requires the ability to ask questions intelligently and the ability to select what is important as news. Third is observing. At this level, reporters add their own powers of observation to the more easily learned techniques of listening and questioning. They learn to see and hear so that they can add what they themselves know to facts gathered in other ways. This is a harder skill to learn,

a more advanced technique. Fourth is investigation. Here the reporter makes use of knowledgeable people and written records as sources. At this point the reporter is not dependent on what people offer in press releases or speeches or what is heard during a city council meeting. The truly accomplished reporter makes use of all these techniques and operates at all these levels and to make use of independent sources provides the basis for accurate and meaningful reporting.

The newspaper in this electronic age is a better product - more creative, more sophisticated than ever before. Newspaper journalists today and in the future must be more talented, better educated and better prepared in newsroom practices if they are to write and edit and manage not just today's newspaper but the newspaper of future.

Writing and editing are creative skills that can be accomplished with pen or pencil on a typewriter or a VDT. Instructions for basic and necessary journalistic skill in terms of paper and copy pencil will have to be supplemented by an awareness that the skills required for editing in the traditional way will carry over to the VDT when you sit at the electronic keyboard.

Newswriters today produce their copy at the keyboard of a VDT. The two-finger artist, the slow typist or the sloppy typist is going to have a hard time of it. Editorial department has to develop a system for keeping track of all this copy so that each story would be published on the right day, on the right page and in the right edition.

Newswriters are expected to turn in copy that is clean and accurate. Clean copy means copy that is reasonably free from typing errors, type written revisions and penciled changes. Clean copy results not only from practice and experience, but also from a few basic rules. There are rules regarding striking a word, deletions, word division, spacing, paragraphing and editing marks (required for editing a copy with respect to paragraph, capitalization, Abbreviations. quotation marks etc.

### **Journalistic Writing:**

Writing is incredibly important at any newspaper, Journalistic writing is concise writing. Points are made quickly & briefly. William Faulkner, one of our most honoured novelist, would never have made it in the newspaper game. Editors would have criticized him for his two page sentences. Earnest Hemingway, another honoured novelist was also a journalist, & wrote like one. His short, snappy paragraphs are in the most durable tradition of journalistic writing. The concise form was born of necessity. Newspapers must tell many stories on any given day, & there is only so much space. Saying a lot in a little space is one of the hardest skills to learn in journalism. You will do it well only after much practice & some merciless editing.

Keep paragraphs short. Any paragraph that runs more than 5 type written lines is too long, usually. Three or four lines are prefer. Newspaper paragraphs do not contain a collection of sentences expressing a complete thought or theme. They are often one or two sentence segments of the thought. Paragraph writing is done according to, the needs and convenience of news writing.

Get to the point in a hurry. This has been done in the 1 first 2 or 3 paragraphs, known collectively as the lead.

Use action words, active verbs, add energy & excitement to a story & get it moving in a hurry. 'A person who dashed through a crowd' appears more interesting than one who was running down the street. In addition, the passive voice tends not only to slowdown sentences but often makes them awkward.

Keep in mind that you are a selector of detail, not a recording Secretary from the mass of information available to you, you are expected to select the most significant & interesting details & present them in a way that will immediately grab the readers attention & hold it. As you become more experience a reporter you will find that there is much more to be discarded than to be saved. Saving the best and putting it into proper order. Of significance is a measure of the newspaper writer's skill.

The newspaper writer collects facts & puts together the parts of the story in an orderly fashion. Traditional news story writing might be considered upside down writing. You give the punch line, then tell the joke in academic circles: this has become known as the inverted pyramid. Newswriter writes facts in descending order of importance. It is the standard narrative, inverted. Instead of beginning with a problem, such as a murder in a mystery story & ending with a resolution, you tell the resolution, in the beginning, then more steadily backwards to where the narrative normally would begin. This form of news writing has three key parts. The lead, the middle & the expendable ending.

The lead covers the most important facts of a story. The middle part give supporting detaifs & the ending contains additional details covering background information.

Today's journalistic style evolved during the past century. It is economical and suited to the needs of the medium. Its characteristics are-

1. Compact, usually short sentences, every word selected and placed for maximum effect.
2. Short terse paragraphs.
3. Conciseness, directness and simplicity, through elimination of superfluous words, phrases and clauses and through proper emphasis.
4. Factualness, without editorial opinion. puffs and boosts, unwise superlatives, adjectives, nouns or other dogmatic words.
5. Strong verbs and nouns preferred to trite, hackneyed and obsolete words and expressions.
6. Observance of the rules of good gramatical and word usage.

#### **Superfluous words:**

- The articles the, a and an often can be eliminated, as  
**weak** - The Booster students who heard the talk-

**Better** - Booster students who heard the -

- Sentences may be shortened and made more forceful by making verbs more directly as

**weak** - The Committee arrived at a conclusion.

**Better** - The Committee concluded.

**weak** - The society held a discussion on the matter.

**Better** - The society discussed the matter.

### - Saving words

As a general rule (usually)

At the present time (now)

Draw to a close (ended)

Due to the fact that (because)

In the immediate vicinity (near)

Invited guests (guests)

Reached an agreement (agreed)

Tendered his resignation (resigned)

with the exception of (except)

- Don't waste words in giving dates as -

**weak** - The meeting will be held this coming Monday.

**Better** - The meeting will be held Monday.

**weak** - The meeting was held at 12 o'clock noon.

**Better** - The meeting was held at noon .

- Superfluous phrases

**weak** - The meeting was held for the purpose of discussing the matter.

**Better** - The meeting was held to discuss the matter.

### - Superfluous clauses

**weak** - All citizens who are interested should attend.

**Better** - All interested citizens should attend.

### - Redundancies

absolutely necessary, advance planning, each and every, necessary requirements, other alternative, plain and simple, refer back, true facts, general consensus, new record. as ..

**Simplicity** - use of a simple word.

**agreement** is better than concordance.

**before** is better than prior to



**dog** is better than Canine

**farming** is better than agriculture

**nearness** is better than contiguity

**understand** is better than comprehend

- When two words are synonyms, brevity can be obtained by using the shorter, as –

**after** - for following

**ask** - for request

**buy** - for purchase

**get** - for obtain

**try** - for attempt

**use** - for utilize

### **Active and Passive Voice**

**weak** - The report was received by the mayor.

**Better** - The mayor received the report.

### **Proper emphasis :**

**vague** - some 50 persons were present.

**Better** - Fifty one attended

**weak** - The purpose of the student council meeting at 7 p.m. Monday in Swift Hall is to discuss the proposal to limit student activities.

**Better** - The Student Council will discuss limitation of student activities at 7 p.m.

Monday in the Swift Hall.

**Journalese** - Newspapers have used the following words very often .

Consequently the words have lost effectiveness. -

- brutal crime

- cops

- focus attention

- grilled by police

- gruesome find

- probe

- rush

- will be staged



## Definition, Types of Features

### Some definitions of a feature :

What is a feature and how does it differ from a news report?

An exact and complete definition of the word 'feature' is not possible. Several definitions of the word have been offered and some are given below:

- (i) "Longer bits in newspapers - a piece of writing which explains, amplifies and interprets issues with study, research and interview".
- (ii) "Feature story is not just recitation of facts but rather an adroit presentation of facts and associated ideas so as to spotlight that which is significant but not apparent to the casual observer".
- (iii) "In its broadest sense, it is material selected for presentation by a mass medium primarily because of some element other than the timeliness of its materials. The decency of the material is not the dominant characteristic. The peak of interest comes from one or other element."
- (iv) "A feature has its impact outside or beyond the realm of the straight news story's unvarnished who, what, where, why, how".
- (v) "Any story written by a newspaper man that is not news."

### Difference between a feature and a news - report:

A feature article and a news report have similar objectives, in as much as they both inform, 'entertain and affect "the emotions of the reader." But there are certain basic differences. News is a factual account of events, answering the basic questions that constitute a news-story-who, what, where, when, why and how. Of the facts that make a news story, the reporter has to give prominence to the most important 'of them all.

The feature begins by examining the news, analyses it in great detail and enables the reader to understand it in all its implications. It cannot content itself with the simple enumeration of facts as they have happened. It has to shed some new light on the subject and therefore calls for a thorough examination of the problem. Its purpose is "to both inform and entertain and also arouse curiosity, sympathy, humour and other feelings among the

readers." Take for example the announcement of the budget. While a news report would give the hard facts of the budget, the feature writer would also try to find out the reactions of the people drawn from the various sections of the society.

**A news** - reporter reports from the scene of action and is bound by a sense of immediate time. He has to see that the news he reports is published within a reasonable time, that [s before the news becomes stale. A feature-writer, on the other hand, reports at leisure. He has the time to think, to write, with perception and analysis. It is therefore expected of a feature - writer that he should not be superficial, slipshod or careless. He should be able to develop an angle or point of view. It is this angle or point of view that is the most important characteristic of a feature. Mr. Eddie Beechler of the Pittsburg Press says: "In my opinion the most important factor in a feature story is the angle. It must be written to catch the reader' fast and then continue to attract him with humour, human interest, suspense or some such tastic and finish with a good kicker ..... I believe that a good feature writer can take almost any subject and make a readable story out of it simply with skilful writing. Frequently, it is a writer who makes the story and not viceversa."

An advantage that a feature-writer has over a news - reporter is that he can give something of his own unlike the latter who has no scope whatsoever for independent opinion or thinking. The feature writer gives expression to his own voice, his own way of thinking and to his own degree of excitement and involvement in the subject.

In the matter of style and presentation too, the feature writer and a reporter differ. With more time at his disposal and freedom to react, the feature writer develops his own style and format of presentation. The reporter writing in a hurry and within certain deadlines has to write in a matter-of-fact and concise manner. In such a format there is practically no room for ornamentation or a literary style. This, however does not mean that directness and clarity of expression are not important for a feature writer. His freedom and scope lie in this that he chooses such words and phrases that assume "a personal role as a result of the relationship between the writer who is putting over a view, and the reader whose support he or she is soliciting." Choice of words is important in the process of persuasion. Another important is the need to inject a sense of movement, colour and imagination. The sentences have to be brisk and carry with them a sense of commitment to make reading interesting and compulsive. An awareness of the readers taste is necessary, if the feature-writer should succeed with them. While therefore the feature-writer has more scope and freedom than what the news-reporter has, it is by no means of easy fulfilment unless he is able to harness his faculties of organization, research, perspective, presentation and imagination in ample measure.

A news-report does not carry the name of the reporter, whereas a feature is written by a named author.

### **Feature Writers :**

A newspaper may have in its staff, reporters specialising in various areas of human and public activity and these may be asked to write features as and when situation demands. It is also a practice that the newspaper can invite specialists from outside to write features. Sometimes there are features that are written in a hurry within a short period of time. Such features cannot be expected to have an in depth study of the problem in hand. They merely put together facts drawn from various sources that are immediately available on hand and attempt to give relevant information on a subject of current importance in order to satisfy the immediate curiosity of a reader.

### **FORMS OF FEATURES**

The feature story is an important device to give news, depth, meaning and perspective. It is as Walter Fox points out "a three dimensional story" - it informs, provides a relevant context to the story and brings to the story a greater and significant meaning.

Features can be written on every possible subject. It resists classification especially in these days of journalistic experimentation. Until recently in newspaper journalism "feature" was related to stories with "human interest but now feature writers deal with serious themes and thus news feature has become more important. Investigative features is now a days popular. In the hands of an experienced reporter an investigative feature can provide insights not otherwise obtainable. A feature can be a series where the writer sets out to state his findings on a subject of current interest. Each series supports the other and presents a picture of an organic whole with a marked angle and perspective.

While the news-feature occupies a supreme position to journalism today, no less in importance is the human-interest feature. A human-interest feature is about individual human beings that capture the imagination of the reader. This need not be necessarily on well known personalities; it could be on less known men, on common men but whose life and achievements "have the power to move and teach us by their example". It needs a discerning and perspective writer to discover the man. Such features lacking as they do "news value". demand a high degree of writing skill to involve the reader in stories about comparatively unknown personalities or less known situations and events.

The personal profile is another aspect of the human interest feature. If the feature is about a personality who acquires significance because of his association with an event, the profile would be a news feature. If on the contrary, his importance is due to certain qualities perceived by the, writer, the profile would be considered a human interest feature.

In creating profiles, the use of descriptive details help the reader visualize the subjects physical appearance. Quotes from the subject and anecdotes that throw light on the character of the subject are also very important. "Readers want to 'see' the subject and 'hear' his voice." The writer should also be familiar with the basic skills of interviewing to be able to elicit as much information and views as possible from the subject himself - nothing gives greater authenticity than the subject's own words.

Features can also be written on places of interest, technical subjects, on organisations and institutions, on experiences, in fact on ever so many subjects that reflect "the spectrum of interests of the modern newspaper."

However, in the selection of a subject care must be taken to see that the topic chosen is of general interest to the reader and is also topical. Besides it should not be too broad but localised as to focus attention on a particular problem or area. A feature on Indian films, for example, would do well to focus on aspects like the latest trends or crime and sex depiction or the new faces in the industry instead of trying to cover all aspects in a broad sweeping manner.

Interpretative reporting, investigative reporting, depth reporting and human interest stories are modern additions in the field of journalism. They all have found place in reporting and feature writing. Today a news story can be 'featurised' by playing up a human interest angle.

Article is not different from feature now. What appears on the edit page as main article is nothing but a serious or analytical feature. PTI - Feature Service, INFA (India News and Feature Alliance), Publication syndicate, and Punjabi Feature Service mainly supply articles that appear on the edit pages of newspapers as main articles.

Feature has even crept into the editorial column. The interesting and light third editorial published in many newspapers is more a feature and less an editorial. It could be called 'feature editorial'.

Previously interpretation and opinion were areas reserved for editorial columns. Now interpretation is part of a reporter's duty. He not only gathers and reports the facts but also adds explanation or interpretation when it is necessary.

Though investigative journalism was regarded something new, in preindependence India the national press was full of such stories. As a result of such stories, the Indian press was suppressed by making Press Laws during the British rule. Examples of investigative reporting are found in the history of Amrit Bazar Patrica.

Ashwani Sarin's story on Tihar Jail maladministration published in 'Indian Express' in 1979 is regarded as a good example of investigative journalism. It caused uproar in Parliament.

In 1920 Lala Lajpat Rai's Urdu Daily 'Bandemataram' published very sensational disclosures about 'tyranny and torture that obtained in His Majesty's Prison in 'Multan'. The high official named in the disclosure sued the paper for defamation case. But It went against him and evidence and findings in the case were referred to in the British Parliament and in international Prison Reform gatherings. Lord Oliver, at one time Secretary of state for India, congratuated 'Sandemataram' for the spotlight on gross maladministration in prisons.

Depth reporting is one in which the reporter goes deep into the subject. It involves some investigation and necessary interpretation. The term has become popular after Neale Copple published his book 'Depth Reporting', in 1964. Some people also call it "in-depth reporting." All these terms mean that

the reporter tries to cover all aspects of the story and investigates as deep as possible and interprets facts thus gathered so that, the common reader understands them.

News story deals with more important facts while the feature deals with more interesting facts. Timeliness is more crucial in news than in feature. These criteria are relative and not absolute. But together they can be successfully applied to identify a feature or a news story.

According to the content feature can be classified into following categories.

**News feature:** It appears in news column but its news value content is lower as compared to hard news. Backgrounders, situationers, and story describing 'how' of an event come in this category of features. For example PTI issued a news feature based on the arrest of Charles Sobhraj and David Hall in Goa, Its title was 'As Dramatic as the escape'.

**Anniversary feature** - These kind of features appear on anniversaries and are planned in advance. The news peg is anniversary. Those who specialise in it are called calendar journalists. But even this kind of feature can have a human interest angle.

**Light or entertaining features** - Such features may or may not have a news peg. They are meant for entertainment, Middles appearing in several dailies are examples of this kind of features.

**Personality features** - deal with personalities, that are important or interesting. Such features should be high in human interest content. Obituaries also come in this category.

**Analytical features** - are called articles. They deal with a subject in depth and analyse its various aspects.

**Human interest features** - deal with ordinary persons in extra ordinary circumstances or extra ordinary persons in ordinary circumstances. They touch the heart of the reader and appeal to his emotions.

**Wild life features** - with the interest in environment and wild life on increase, features dealing with these subjects are also increasing in newspapers and magazines. They are normally accompanied by suitable photographs.

**Photo features** - mainly depend or rest on photographs. This is the case where photographs are supported by words. Loosly any feature accompanied by photographs is described as a photo feature.



## Guidelines for feature writers

### How a feature-writer works:

The feature writer must collect all the relevant material available on his subject. The sources are numerous starting from reference books and encyclopaedias to the latest articles appearing on the subject in newspapers and journals. Interview techniques can also be adopted to provide a direct understanding or insight into the subject.

Once the materials are gathered and set down on paper, they can be later rewritten to present an interesting, coherent and well-written piece. The feature writer should also think of a suitable title that will arrest the attention of the readers. Sub- titles can be appended to the main title to provide a link and make further clear the direction and course of the article.

As important as the title is the opening sentence and paragraph of the story. A dreary, languorous beginning or a very general statement may not create any interest in the reader who would then not hesitate to turn speedily to the next column or page. It requires considerable practice to know how to make an attractive beginning - study of good feature stories is a must to cultivate this ability. A catchy title and a good beginning helps 'sell' the article.

### **GUIDELINES FOR FEATURE WRITERS .**

Let us now briefly examine certain guidelines that feature writers would do well to remember, whatever be the kind of feature they are writing. These guidelines could apply to all of them and they are geared to the aspect of readers' interest.

#### **(a) Be Precise:**

Focus on facts; do not beat around the bush. The writer's ability to perceive the concrete will also help the reader to notice it. If the writer himself is wool-gathering or rambling the reader would end up in confusion.

#### **(b) The 'you' element:**

How does one involve the reader? How does one relate directly to the reader and make the reader a part of what you write or think or feel? As in advertisement techniques, inject the 'you' element to draw the reader into the situation and atmosphere of your writing." Here are some examples of how this can be done :-

- (i) "If you believe that to criticise the new policy ....."
- (ii) "You shouldn't think it silly to ....."
- (iii) "Ask any housewife and she will tell you ....."

**(c) Quotations:**

Quotations should bring out the characteristic of the story.

**(d) Break-up a big idea:**

A reader may get bored if he has to read a long and tedious feature. A story stuffed with too many figures and statistical details or one that is complicated can make reading uninteresting. In such cases, the feature broken-up or divided into small units or ideas ensures easy reading and comprehension.

**(e) Using past events:**

Many a times by referring to former situations or events the reader can be helped to understand the background of the story and place it in a proper perspective. However, in going backward, i.e. in recalling an event, the unity and continuity of the article should not be disturbed. It must be borne in mind that in using a past event, we are adding to the main theme of the feature.

**(f) Human Interest:**

When anything is shown as happening to somebody, a natural empathy is forged between the reader and the subject. If for example, you are writing about drug-addiction, illustrating what happened to a young drug-addict would be far more revealing and evoke a spontaneous interest in what you write. Such a presentation brings a touch of emotion or feeling and the reader easily identifies himself with the subject-matter. It is far better to show that something is happening to somebody instead of discussing a problem in the air.

**(g) Anecdotes and their use:**

One good anecdote can tell much more about a man than any number of descriptive sentences. If you are writing about the achievements of a great cricketer, narrating his achievements or enumerating his half centuries, and batting records made by him in one-day internationals may not as much convey the great player that he is as when you punctuate your article with appropriate anecdotes.

Anecdotes must have variety and highlight different aspects of a man's personality and achievements. The use of anecdotes gives the story a sense of completeness. While a feature writer may arm himself with all the facts, statistics, research, argument and point of view; while he may know the techniques of style, presentation and persuasion, he should as F.W. Hodgson observes, "develop an awareness of the readers for whom he is writing A good feature writer is adaptable. Assuming that he knows or has researched his subject, and has reader awareness, he should be able to address himself to a variety of newspaper audiences."



### **(h) Humour**

Humour if used in proper measure can make an article lively and interesting. Even a serious article can be punctuated with a sense of humour. A long, dry and tedious narration tends to make an article unreadable. It is here that humour can play a very important role in sustaining the interest of the reader.

There is no firm line between a news and feature story, particularly today when many news events are "featurized". For instance Monday may have been the warmest day so far this year. A broadcast news story may begin:

'Record heat toasted the city Monday, and there is no relief in sight: A featurized story in a newspaper may begin :

'John Hilkevich did what every one in the city wanted to do Monday. He spent the day getting a tan at the beach:

### **Hard and Soft news:**

A news story can be 'hard', chronicling as concisely as possible the who, what, where, when, why and How of an event. It can be soft, standing back to examine the people, places and things that shape the world, nation or community.

Sometimes, the distinction between hard and soft news is clear. When people are killed in a fire, there is immediate news value. The breaking stories will be written in typical inverted pyramid form that puts the most important points at the beginning.

However, when the governer visits town just so he can eat chili at his favourite downtown restaurant, the writer may choose an alternative to the inverted pyramid.

The story on the governor can be written as hard news, reporting that the official is in town to eat chili at his favourite restaurant. It can be written as soft news feature, letting the governor and others explain what makes this chili and this restaurant so good. Either way, the story must be written as objectively as possible in easy to understand language.

The reporter can handle the story as hard news and write it in inverted pyramid form, or she can write it as a soft news feature. Here is an example of each.

### **Inverted Pyramid:**

Burglaries have increased in apartment buildings here by more than 200 percent in the last year, and police say there is little they can do about it.

"Without a bigger budget and more manpower, we are powerless to reduce the wave of crime," Lt. Felix Ramirez of the burglary detail said. "The best we can do is hope witnesses will come forth and help us capture the criminals."

Ramirez blamed much of the increase on a climbing unemployment rate. He said another major reason is that most apartments in the area are occupied by students, who are at school all day long.

### **Soft News Feature :**

It was 5 p.m. Tuesday when Herbert V. Williamson walked in on three men who were burglarizing his apartment.

Panicking, the three thieves ran out and took off in their car. Williamson called the police immediately and then started to cry as he stared at his possessions dumped on the floor.

Fifteen minutes later, three men were arrested by police near the Saxton Street Mall after their car stalled. On the back seat were three paintings and hundreds of dollars worth of silver coins and clothing taken from Williamson's apartment.

Williamson and the three suspects are only a small part in the city's skyrocketing, burglary rate, which has increased more than 200 percent near the university in the last year. Police blame much of the increase on a rising unemployment rate, and they say there is little they can do about it.

### **TYPES OF FEATURES:**

Feature is an umbrella term for a number of soft-news stories that humanize, add color, educate, entertain or illuminate. A feature is not meant to deliver news first hand. It usually recaps major news that was reported in a previous news cycle. It can stand alone or it can be a sidebar to the main story, the mainbar. A sidebar runs next to the main story or elsewhere in the same edition, providing an audience with additional information on the same topic.

Types of features include :

- \* Personality profile
- \* Human Interest story
- \* Trend story
- \* In-depth story
- \* Backgrounder

### **PERSONALITY PROFILE**

A personality profile is written to bring an audience closer to a person in or out of the news. Interviews and observations, as well as creative writing, are used to paint a vivid picture of the person. People enjoy reading about other people, which makes a personality profile one of the most popular features in today's media.

Examples include an interview with a judge in a sensational murder trial and the story of a man in a wheelchair who just completed a cross-country trek to raise funds for handicapped children. Mary Gillespie once wrote a personality profile on her father, who was a prisoner of war during World War II. Her lead was, "didn't expect to cry:"

### **HUMAN INTEREST STORY**

A human interest story is written to show a subject's oddity or emotional or entertainment value. Examples include what Atlantic City does each year to prepare for the Miss America pageant, how to repair a washing machine and how people are surviving in the town with the nation's highest unemployment rate.

### **TREND STORY**

A trend story examines people, things or organizations that are having an impact on society. People are excited to read or listen about the latest fads, which makes trend stories popular. Examples include a look at summer fashions, a new religion or the language of teen-agers.

### **IN-DEPTH STORY**

An in-depth story, through extensive research and interviews, provides a detailed account well beyond a basic news or feature story. It can be a lengthy news feature that examines one topic extensively; an investigative story that reveals wrong doing by a person, agency or institution; or a first-person article in which the writer relives a happy or painful experience.

Examples include stories on cancer and how it has affected three families, how illegal aliens get into the United States and how one rock group made it to the top and another failed.

### **BACKGROUNDER**

A backgrounder - it's also called an analysis piece - adds meaning to current issues in the news by explaining them further. These stories bring an audience up to date, explaining how this country, organization, person or whatever got to be where it is now.

Examples include an analysis of the state death penalty shortly after a murderer is sentenced to death or a story explaining how the university food service won its exclusive contract.

### **FINDING A THEME AND DEVELOPING A STORY**

Before a feature is written it should have a theme or a purpose. Writers do not simply sit down and write features. They determine the feature's purpose - to teach something, to reveal something, to illuminate something - and then they do their research and organize their stories to help them achieve it. Each section of the story - the beginning, body and end-should revolve around the theme.

Writers also narrow their themes as much as possible. No one writes a feature on cancer. That would take volumes. The feature would be on the latest medicine, how certain foods reduce the risk or one person's valiant fight.

Once the theme is determined, all research, interviewing and writing should support it. Of course, something may come up during the research or interviewing process that alters the focus of the story, but writers try to stick to their original themes as much as possible. They determine their themes based on several factors :

Has the story been done before? Writers looking for something fresh or unusual. Even an old topic, such as cancer, can have a new theme.

The audience. The story should be of interest to the audience. If people cannot relate to the piece, they will not read it, no matter how well written it is.

Holding power. The story has to keep the audience interested. Emotional appeal is important here. Will the story make an audience laugh or cry?

Worthiness. Writers also must ask themselves (or their editors or news directors may ask them): "Is this story worth anything? Is the theme so narrow or so broad that it has no value?"

Feature is a term with a number of meanings. Human interest stories appeal to readers because of some special quality, a feature angle that will amuse them. Entertain them or touch their emotions. The great appeal of the feature story, whether it is funny or sad, is that it involves the reader. Features deal with qualities of human nature that we all understand. And they deal with the kind of things that happen, or could happen, to anyone. The feature exploits our interest in other people and reminds us that we all share common experience.

**Feature Angles** - Feature stories may be long or short, may be organized in a variety of ways and may have many different kinds of leads, but they are all alike in their emphasis on a feature angle. Here are some typical feature angles that were developed into entertaining human interest stories.

- A youngster makes nitroglycerin with his chemistry set and causes an explosion.
- A local resident calls police to get help in finding the owner of a large sum of money found in the street.
- University students stage a "study in" to protest limited library hours.
- Movers make a mistake and move a wrong building.
- A demolition crew makes a mistake and tears down the wrong building.
- A large number of small boys and girls turn up to buy bicycles at a police station.
- A young couple marries under unusual circumstances. -
- Up in a balloon.
- A mistake is made in a newspaper ad and customers rush to a local store for a "bargain".

The list is endless. Don't forget the lost child; the puppy that needs a home; the family reunited after many years; the child orphaned by an automobile accident or plane crash; the ring found after all those years; the two headed calf; the chicken with four legs; the surprised parents who expected one child and got twins or triplets; the divorced couple that remarries; the repentant criminal ....

All kinds of things happen to people, and human events run in cycles. They are something to laugh about, to sigh or cry over; and newspapers publish and will continue to publish such stories and readers will continue to read and enjoy them.

Feature stories can be written in a number of ways, but one of the simplest is to write a brief summary lead and then tell the story chronologically.

The feature story's effect depends first of all on the feature angle. The story itself is interesting, and all the writer has to do is tell it simply. It is almost a matter of just letting the story write itself.

**Creative leads** - some features depend not so much on playing with words verbal trickery - as on using language that is imaginative and creative.  
**Examples of creative leads-**

- "Ruly teenagers entering the  
Building..... 9, 280"

"Unruly teenagers entering  
building ... 17."

**-The New York Times**

- Anyone can forget where he parked his car for a day or may be even for a week. But for one year,- six months and 22 days?

**- Reuters**

- Richard Hays was in jail, while his twin brother, Kenneth, was out. But for a while, Kenneth was in and Richard was out when Richard was supposed to be In and Kenneth was supposed to be out.

(Associated Press)



## Forms of Writing

News is the basic form of writing for a newspaper. After putting in a few years of service, (say about 7 to 10 years) a journalist become the senior or at least experienced member of the staff. He then can choose between 'news' side and 'editorial' side. This practice is generally found in big news papers.

After discussing new writing, let us now turn to editorial page of a 'daily'. We have already seen how features, human Interest stories are written. Material like book reviews, reports on exhibitions, 'soft' news items, light reading material found in 'middles' and letters to the editor find place in editorial page of a 'daily'. Let us now discuss forms of writing including 'news story'.

### FORMS OF WRITING

#### 1. The news - story :

A reporter assigned to cover an event gathers the details of the story and fits it into the format of the five Ws and How (what, who, when, where, why and how). There are several ways of writings a factual news - story, like the inverted pyramid form and the chronological order forms etc. These have been discussed elsewhere in the course. However, it is for the news reporter to decide the manner of reporting a story. Only the reporter should take care to see that he does not editorialise. Sometimes where a reporter is wellknown, the story is allowed to carry the name of the author and in such a cases the story may Include opinion.

#### 2. Editorials:

In this editorial writers give their reactions or opinion on matters of special importance. They represent the policy of the newspaper - the attitude the paper takes towards matters of importantance. Sometimes a newspaper's editorial point of view may influence the public and the government.

Editorials are written after much thought and with conviction. They not merely present a problem but analyse it and suggest a fine of thinking or solution. They are written to praise or to criticise to urge or to condemn or

to satisfy any other mood depending on the writer's reaction to a problem. They must be written forcefully and interestingly for it is only then that the average reader would find them interesting.

**Features:**

These are stories about subjects of special interest. They can be informative or enlightening and may be about events of significance, films, people, books, science etc. Elsewhere in this course feature writing and its scope have been discussed in detail.

**Review:**

A variety of reviews appears in the daily newspaper. Films, T.V., programmes, plays and books are reviewed by critics who have sufficient background knowledge of the subject. The critic has freedom to give his own views but it will be a bad review if the critic is spurred by prejudice.

**Middle:**

It is so called because it appears in the middle of the editorial page, usually below the article and above letters to the editor. It is written in a lighter vein and sometimes while providing entertainment may also focus attention on some public inconvenience or grievance.

**Letters to the Editor:**

These are letters written by members of the public expressing their opinion on matters of local or national or international interest. They may also write about specific complaints, suggest solutions or may first want to bring public attention to certain issues. Letters to the editor are a necessary part of a daily newspaper and of late are acquiring a greater importance.

**Column:**

Almost all newspapers have columnists who write regularly, once a week or more frequently on subjects of their interest and specialization. The opinion of the columnist generally does not reflect the opinion of the newspaper but is written as they are by experienced journalists they have a special weight and value. Columns written by experienced and distinguished journalists or by men whose matter is very much a part of a daily newspaper, are eagerly sought by readers.

**News Story (again)**

Journalists are in the news business and he is expected to write news stories. To know what a news story is, of course, it helps to know what news is.

News is that which is timely, truthful, and of public interest with a deadline – panicked editors on his or her back, the journalist writing a news story must learn some tricks in pursuit of abbreviations of description. A bank robber becomes "the gunman"; a person standing neck deep in water. (whose name you forget to ask) becomes "one flood victim"

or "one stricken resident"; a state representative babbling lunacies at a press conference seconds before your deadline becomes "the controversial legislator" .

A talented writer often can put an original make on a news story, even under those conditions, but to be on the safer side, the veteran journalist is most inclined to handle a news story in ways that are tried and safe. Traditional news story writing might be considered upside-down writing. You give the punch line, then tell the joke. In academic circles, this has become known as 'inverted pyramid'.

Let us take a brief look at the various forms of writing. What the news story is the foundation upon which all other newspaper writing is based. To solidify its place at the heart of the Newspaper scheme of things, editors have given its content macho names, such as hard news, to distinguish it from sissy soft news, or spot news, to give it that we-were-there quality.

### **The Feature Story :**

For those drawn to journalism by the restless urge to write, the outlet is the feature story.

The feature story has its different names, too, given by editors fearful that the common term somehow debases the idea that newspapers are solely about the business of news. Hence, we have such recent terms as news feature and soft news.

Newspapers have had feature stories at least as long as they have had news stories, and the two types are by no means mutually exclusive. In the traditional sense, features are what used to be called human interest stories. Human interest story certainly has its element of news, helping magnify society's current styles and eccentricities. Editors have finally conceded that news at its best is the story of people. People news, in fact, became an obsession of newspapers in the 1970s, although few papers have pursued the concept with any consistency.

Features without some link to current events; of course, really belong someplace other than newspapers, and, any news story can be featurized.

Actually, the concepts of news and features have been blended for some time in other types of stories, such as the interpretive story, which tries to make sense of complex issues - a considerable writing job - and the investigative story, which is insistent in its featured detail of scandalous news.

### **The Interpretive Story :**

The interpretive story, variously dubbed in the trade, think piece, explainer, thumb sucker, and analysis, normally seizes on some pressing issue and endeavors to make everyone understand it. You get leads like this : "Inflation is a problem that won't go away, and experts say it will probably get worse." Or: "Can the Peachtree Plaza Hotel withstand a nuclear blast?" And headlines like: WHAT IF A SATELLITE FELL ON ATLANTA?



Clarity is especially important in writing the interpretive story, since the subject would not need interpreting if it were readily clear.

In such stories, it is best to do most of the interpreting yourself in the written version, since experts tend to speak expert-ese, a language foreign to non experts in your audience. It may be helpful for you as a reporter to know the following:

'A nuclear power plant in critical state is reliant upon the proper functioning of the high pressure coolant intake system to prevent the remote possibility of core meltdown.'

But it is best explained to your readers in more basic terms:

'Without cold water to cool off the little radioactive rods that boil water in a nuclear generator, the rods could melt, drop through the floor of the plant, and set off radioactive steam that could wipe out a city.'

That much readers should be able to understand. It is not your purpose in the interpretive story to establish that you have learned something. It is to help your readers' learn something. The interpretive story offers the best opportunity to play teacher to an ignorant world by making simple that which often is so disturbingly complex.

### **The Investigative Story:**

The investigative story begins with the premise that evil has not been erased from the world. Such stories are best approached with indignation, tempered with as much fairness as is humanly possible. Just laying out the cold, smoking-gun facts often suffices

: "Under the guise of promoting dental health, teachers at Daffy Elementary School routinely coerce students into surrendering their candy, which the teachers eat themselves, informed parents say." (Not all investigative stories end presidencies and unpopular wars.)

More than in most stories, attributions are vital in investigative - story writing to lend authority to your discovery and to make clear who is doing the accusing. The reporter never should assume the role of accuser in writing the investigative story, even if his or her facts are backed up by a chorus of eyewitnesses.

Investigative reporting may be the most glamorized position in journalism, but the writing of investigative stories can be deadly dull. When you publicly depict a person or institution as disreputable, you have to back up the claims with irrefutable facts, else the target can claim defamation and sue you. Hence, investigative stories tend to be long and meticulous and filled with qualifiers. When the people under scrutiny are wise enough to offer some public defense to the charges, that should be played high in the story to establish fairness. Because of the delicate nature of the investigative story, it is essential to make clear in your writing that fairness has been strived for. Therefore, any quibbling or alibis, regardless how feeble, that benefit the person or institution being held justly accountable in public print should be duly quoted. That is not to say that the story should be written so cowardly as to obscure completely that something incredibly suspicious has been uncovered. As is the case with any

kind of newspaper story, the investigative story should not be written in the first place if nothing important has been found.

### **Editorials :**

At larger newspapers, you won't get to write editorials until your hair begins to gray. The editorial pages, usually distinguished clearly from the news pages, are the primary place where newspapers allow - yea, demand - opinion. One of the easiest ways to spot a critic who is ignorant of the way newspapers function is to listen for the occasional attack upon the editorial pages as biased, one-sided, subjective, and opinionated. They are that's what they are supposed to be.

At most large dailies, the editorial pages reflect the reputation and integrity of the publication, as well as the will of the corporation, so publishers do not take lightly the selection of employees to serve the function of writing editorials. Thus, usually only the old and wise are so anointed.

There are two basic kinds of editorials in newspapers. There are the unsigned editorials, usually called staff editorial because they represent some consensus among the several members of the editorial board, the folks who work in the editorial department, with one writer assigned to go forth and lecture to the public on that issue. Most newspapers run three to five of these staff editorials each day.

Then, there are the editorial columns. These are the opinions with bylines and mug shots that identify the person writing them. These editorials amount to short, personal essays. Most large newspapers carry at least one column by a satirist or humorist to mix in with the prophecies of doom. Newspapers also employ a mix of local editorial columnists and syndicated columnists. Syndicated columns are distributed by syndication services, which pay the columnists fees based on how many newspapers buy the service. (Syndicates also sell other features to newspapers, such as comics, astrology predictions, how-to-do-it articles, and feature stories.)

### **Feature Columns:**

Apart from editorial columns, most large newspapers have general or feature columns. The featured columnist, as that writer is sometimes called, is allowed the latitude of opinion within certain limits. Such columnists - and some newspapers have several - deal with human problems rather than cosmic truths. Such columns magnify some subject merely skirted or perhaps ignored by the news pages. Featured columnists also are prone to write about their pets, children, and old sweethearts. Some featured columnists are funny; some are sentimental; some gossip about their friends and where they hang out.

The feature column is the stuff of which legends and acclaim are made. In the business, becoming a featured columnist practically takes an act of Congress, so don't expect to have to write a column unless most of your co-workers are dead and gone or unless your editors share the high regard you have for your talents. On smaller papers, luck sometimes strikes. On larger newspapers; you have to be both experienced and very good.

**Reviews and Criticisms:**

Reviews and criticisms basically are editorials applied to the arts. Reviewers and critics, however, do not so much attack the world as the works of the creative. Practically every newspaper has its reviewers and critics for fine arts, movies, television, and restaurants. Traditionally, a reviewer is more merciful than a critic in that a reviewer merely sums up the subject, whether it be a symphony concert or the latest episode of "Dallas". The critic is prone to ridicule and occasionally praise. However, newspapers tend to use the terms interchangeably and often call them editors, such as arts editor, music editor, TV editor, and so on. Increasingly, newspapers employ specialists in these areas rather than grabbing someone in the newsroom who happens to like-or loathe-certain movies, TV, types of music, types of art.

**Sports Writing :**

Sports writing basically is news and feature writing about sports. The intriguing thing about sports writing is that it often brings out the best in newspaper writers. One reason, we suppose, is that sports stories are generally action stories. Knowing how to write action is one of the best skills to have in the newspaper game and a few of the nation's best serious writers have been extricated from newspaper sports departments. Ralph McGill, James Reston, and Tom Wolfe are among the more famous. .

Another significant aspect of sports writing is that it has for generations combined the news and feature approaches, telling us first then that the Falcons lost miserably.

Since sports sections tend to be the best-read sections of newspapers, we will have to know. It's important place in the editorial section.



## Projects - Theory & Types

The use of open and distance learning has increased both in the UK and around the world. In India new Open Universities and Distance education institutions have come up in the form of IGNOU and many reputed Universities have their extension programmes in the form of Distance education units with the expansion of this infrastructure. Universities are also exploring possibilities of using a variety of teaching methods to impart education effectively. Most educators and trainers recognize the merits of including project work in their armoury of teaching methods. Despite certain practical problems there is a case for arguing that project work is desirable addition to the open and distance learning curriculum, necessary to counter the charge that the pre-digested learning units (typical of open and distance learning) spoon feed learners. They can also help motivate learners.

Full fledged project based learning does not come under the purview of the present Distance education set up of our Bombay University. But seeing the merits of inclusion of projects in teaching-learning process we feel inclined to incorporate a 20 marks compulsory question based on project work which is expected to be undertaken by every student.

Let us now try to understand, the basic concepts underlying the term project'.

The following criteria can be given in order to understand the term 'project :

1. Student selects topic.
2. Student finds out source material.
3. Student presents a report ranging between 1,000 words to 5,000 words.  
(depending on whether it is a mini project or project orientation.)
4. Lasts over an extended period.
5. Teacher assumes the role of adviser.

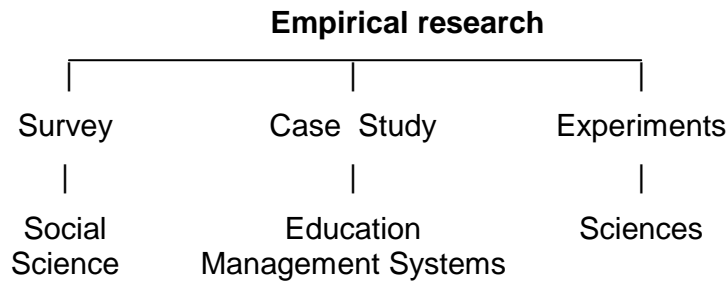
The initiative lies or rests with the student projects can be either unstructured or structured. A learner is responsible for unstructured project where he gets freedom to choose the subject and proceeds with his work till the end Independently. Structured projects are those where the topics are prescribed by the teacher (though the students may have some choice of options) and the methodology for collecting and analysing the information is also specified.

We would like to encourage unstructured projects being taken up by students; but we would also like to give guidance as to how to go about the project works; i.e. various stages of project work and illustrate how structured projects can be undertaken.

The term 'project' is used to cover a variety of activities which can be grouped in four fundamentally different types of inquiry :

**The literature review** : can be done by doing research in a library: An information search which uses primary or secondary data; empirical research which might involve a surveyor case study or an experiment; and design project that involve specification and / or construction.

It is found that certain varieties of project work are more common in some disciplines than others, literature review is undertaken or conducted in humanities. (i.e. languages and social sciences) Information Search can be found in all disciplines.



Design projects are carried out in the fields of technology, art and design. Writing a report on a project or writing a feature on a project links this discipline (i.e. research) with journalism. However among the four categories the literature review (newspaper review), survey best suit the needs of project work in journalism. We confine discussion to the following topics.

I Reporting

II Writing

III Editing.

**Project Examples:**

1. Write a report based on hard facts for your daily. That would mean - you are writing a hard news. e.g. Draught, famine, earthquake, bomb blasts, floods, riots and so on.
2. Narrate an event in chronological order and then rewrite it in Inverted Pyramid Style.
3. Featurinse a news or write a news with a style. e.g. Select a news item and rewrite if in the form of an interview profile/feature.
4. Write a 'scoop' for your newspaper. 'Scoop' means an exclusive story for a particular newspaper. e.g. Arrest of Charles Sobhraj was a 'Scoop' that appeared in Maharashtra times only.
5. Write a feature based on-development news I plans I activities of the government.
6. Write a profile based on an interview with an eminent personality.

7. Interview an eminent person from Industry. Trade or Commerce and present it in the form of an interview for your magazine.
8. Make a survey of working women / Adivasi women / women in media / working class women and prepare a feature highlighting plight of women in India.
9. Select a topic e.g. election reforms brought out by chief EC Seshan. Collect clippings from newspapers and prepare cover story for a magazine.
10. Topics based on editing:
  - a) Headline writing
  - b) Editing a copy
  - c) Writing a lead
  - d) Get some 'gallies' from a newspaper office (strip of news that comes on teleprinter continuously) and write a story in a style of your choice. Inverted pyramid, summary lead, blind lead or with literary style.

### **How write a project? - important stages.**

There are three important steps.

1. Selection of a topic.
2. Preparation.
3. Writing a project.

1. A student finds it hard to find out a suitable topic. One Distant Education student says ..

"There were so many possibilities. I just did not know what to do."

(O. D. L. project student)

This is a common problem. A student - understands theory part well but when it comes to application of knowledge, he faces problems of selecting a topic. A student of journalism should be a keen reader. He should read a daily regularly and read it keenly. It is desirable to read more than one daily to understand various aspects of any news.

After choosing a topic, after some reading and preparation a students may find it difficult or he may get an alternative which is more interesting. He can change topic once and then concentrate on that topic.

2. Preparation - He then tries to go to sources of more information. The main sources are:

- a) Libraries - He can find reference books and get relevant information about his subject. Back issues of certain weeklies / magazines / News magazines / Digests / Reviews also give additional information in their articles and cover stories. A student can refer 'Illustrated Weekly of India', 'India Today' or weeklies like 'Lokprabha' in Marathi.

b) Collection of clipping in a news paper / magazine and also get photo clippings.

c) A student can meet the concerned people, interview them and get more information about the topic. e.g. 'Mumbai Grahak Panchayat' president said in his speech. "It was 'Grahak Panchayat' who first created awareness among the consumer about 'Enron deal' and its adverse effects."

If the student wants to prepare a cover story on a topic like 'environment' he may interview the secretary or president of MGP and find more information.

c) Field trips - in this case visiting the sight if it is possible and obtain more information. e.g. If you are writing on 'New techniques in newspaper printing' you can visit a newspaper organisation and get more information.

There is some problem in getting access but you can visit a city paper instead of a big newspaper.

When you are at stage No. 2 - i.e. preparation, you may find certain difficulties regarding time management, distance, some distractions in the form of deviation from the topic selected. But you should remember that feasibility of the project is as important as involvement in the subject. e.g. 'Mazgaon' vidhansabha polls in 1994 was important for all the political parties. One of our students wanted to interview Shiv Sena Candidate and write a project on this important election. But he could not meet the candidate due to his hectic schedule (candidate's schedule) and he had to depend (the student) mainly on newspaper reports / interviews.

### **Writing a Project:**

Preface (about 50 - 60 words) : General observation about the subject - i.e. mass media / experiences of the students.

Contents - list all sub topics that are covered in your project

Introduction - would give details about hem topic is selected, how data is collected and the problems faced at various stages of selection, preparation and writing. (about 200 words)

Text on the selected topic that would run about 1000 - 1500 words.

Conclusion - Some important points to be stressed in the form of narration based on the topic.

Index - a list of reference books or any other necessary glossary (of terms / events / or achievements of the person, if it is a profile or an interview of an eminent personality.)

### **Some project topics for practice:**

- (1) Compare, analyse, treatment of the main news story today in any two or three of your town's / city's dailies. Which presentation and treatment appealed to you most?
- (2) Compare the layout, the kind of headlines and typography (selection of different types) employed to make the front page attractive. How photographs are used?

- (3) News follow-up - Select a news item which is appearing in newspaper for a long time. For example - 'Polls in Kashmir' Take out newspaper clippings to highlight issues involved in this particular news item.
- (4) Write a news report on an important meeting / function you have attended.
- (5) Choose a news report which strikes you as not being well written from a daily. Edit it yourself and give a headline.
- (6) Prepare a feature on a topic of current interest with the help of interview with fellow students / neighbours / colleagues in your office.
- (7) Tune to a programme on AIR - Spotlight, comments from press, sound Albums, new bulletin, slow bulletin - and prepare a text of that particular programme.
- (8) Prepare texts of an educational or informative programme on Television.

**More Project examples:**

Kirti College, Bombay, students of journalism have done projects on the following topics, last year. (1994)

1. Interviews of Eminent personalities from Industry, popular public figure in the field of religion.
2. Women in today's media included eminent women who have done career in various fields. This was group project and it was based on interviews', This can be said an example of structured project because guidance from teacher was taken at various stages. But due credit must be given to the students for the initiative they had taken and a lot more efforts were put in collecting information.
3. Interview of the General Manager of a firm was taken. A profile was prepared. Photograph were used. A good project under the guidance of teachers.
4. 'Cartoonists and their cartoon' highlighted place of cartoons in a daily.
5. 'Media Consumption habits' - was based on interviews. A questionnaire was prepared. Students stopped at the 'interview' stage and failed to sum up conclusions arising from points in answer sheets.
6. 'The year that was' - collection of Significant events covered by media in the year 1993-94.





## The Institution Called the Editor

Name the editor and you have named the newspaper. Minus the editor, the newspaper loses its image and appeal. He plays the role of a visionary, a social reformer, an intellectual commentator, the saviour of democracy and the stalwart of the institution called the newspaper.

The editor has many a function to perform, many a role to play. The first and foremost among his roles is that of a manager - managing the business of newspaper production. This requires advance planning, organisation of manpower and coordination of activities. He has to take quick decisions and make judgements in succession. He is the captain of the news team, he sets the standard and follows it with his team. The editorial department grows with him in perfection and refinement of editing job. It is the editor's knowledge, erudition and insight that inspire the team of journalists in the newspaper office.

The editor is bound by his duty to the general policy adopted by the directors and owners of the newspaper organisation, non-committal or committed to political ideologies. As the editor conducts the newspaper, he is responsible for everything that goes into print and for the team that brings out the daily. The Imprint Line, at the bottom of the last page clearly indicates his responsibility, such as :

Printed and published by the proprietors, Bennett, Coleman and Co. Ltd., by K. N. Amaria, at (1) The Times of India Press, -Bombay, Executive Editor: Gantan Adhikari,

Resident Editor: Dina Vakil.

The editor is responsible for any printing errors, information that is erroneous or any printed matter that can be considered as libel. He has to know press laws and keep vigil that they are not violated by his paper. It is the editor who faces all court cases regarding defamation of character. He has also to guard against any vulgarity of language and style that is in print in his paper. He is responsible for anything the paper does to show a bad taste and tarnish the image of his paper. Therefore, it is an arduous task to train his team in good writing and editing, to coordinate printing and proof-reading.

The editor is also a policy maker, he decides what his paper should print, this decision corresponds to the policy adopted by the organisation. Within the broad framework of the organisational policy, the editor chooses areas of broad coverage and priorities. He is granted certain freedom by his

organisation which he knows to exercise well. He has his own understanding and vision of the world and tries to focus editorial insights into it. He plans the policy how to focus, and with what objectives. For instance, the editor may think human rights as a very important issue and wishes to cover it in depth. He then will instruct the news editor to cover news about human rights with priority and give detailed reports. Later, the editor may write editorials and publish features and columns by experts. He may evoke and invite readers' response through their correspondence and publish their views frequently. He may ask his team to conduct interviews of experts, important personalities to give an elaborate awareness of human rights, their significance, practice or violation.

Editorials and the editorial page have a special Significance. The editorial page is the editor's tool to get reader's feedback and raising consciousness among the people. The editor's policy also includes language and style, approach to the readers. The language may be refined and subtle, or direct and provoking, depending on the issue under discussion. Editorials are social, political and ideological comments, they sometimes act as guidelines, evaluations, a dialogue with the reader, or 'ruminations over a theme of common interest. They are aimed at enlightenment of the reader, revealing the editor's mind and mission at large. They sometimes adopt a highly sarcastic and critical stand. sometimes a humorous one, sometimes strike a note of irony, pathos or high seriousness. The editor writes on the emergence and death of personalities, their contributions and social change corresponding to their ideas. The editor is a good writer and knows how on what theme, and when to write the editorial to create a desired effect. He chooses the right time and the right occasion to establish a dialogue with his reader. He can thus create an elitist culture. We can open any Sunday editor of a newspaper and realise the variety of journalistic writing, the variety of information. The editor also decides his policy about various supplements that are printed along with the main newspapers. e.g. the changing features of the mega-city like Bombay are covered by Bombay Times, which interviews eminent personalities and officials connected with the functioning of the city and civil life. The editor publishes special issues or supplements for special occasions, like hundred years of the cinema, events related science and technology, travel and tourism, agriculture and education, art and culture etc. In short, his policy is to enlighten the readership, introduce change and mould public opinion.

The editor has a team of news editors, correspondents, reporters, he has to delegate authority to them as per their area of specialisation. He has to choose the right person for special areas like foreign affairs; for financial matters etc. He may be a very erudite person, but he may not have time to cover areas like these efficiently within the deadline. He has to always mind the time factor in printing and publication of issues and hence must assign duties to the deserving persons in his team and also must make them work to observe the deadline. For this he needs good judgement of his colleagues, wisdom and experience to choose the right person for the right issue. It is a managerial skill to enthuse the team to work with a competitive spirit.

Meeting deadlines is a matter of continual stress and responsibility. The press has to face the competition with the electronic media who give quick and

varied news items. The editor has to take quick decisions to make changes while the printing goes on, in order to avoid repetition of matter or outdated matter. A good example can be counting of votes after an election is over, which gets quick coverage on the television. The editor has to show the fluctuations in party positions as efficiently as possible.

The editor is known through his writing. Choosing the right Issue, the right perspective, the right opinion and right evaluation of men and matters needs a highly cultivated mind. The editor is an intellectual leader of his society. He knows the 'pulse' of the people and their needs. He knows their problems and their attitudes. The readers tend to take his opinion as the right opinion, hence he has the moral responsibility to say what is in true course of the people. Editorials are respected and read with keen interest. Usually readers spare time and convenience to go through them, they never meet a cursory glance as news items do. It is therefore the editorials that establish a dialogue between the minds of the editor and his readers. It is essential that he has perfected the art of editorial writing - a changing style as per the changing situation. The editor's pen is active as readers rests through the night and meets him the next morning on the editorial page. As the editor retires to his bed he has given a thought and an insight to millions of readers who would be waiting to meet him the next morning - on the editorial page. He is the only leader, probably, who meets them everyday and has a heart - to - heart and mind to - mind talk with them everyday.

The editor is an inspiration to his team. He not only designs, controls and shapes the team, but also inspires them to take up the leadership role. An experienced editor can shape the career and mould the minds of a number of editors to come in future, who would be leaders of the country. He thus carries on the tradition of good editing, writing and intellectual leadership. He inculcates the values of worship of the pen, worship of truth. He practices intellectual honesty. He has his own vision and viewpoint, where he will never compromise, come what may. His views may not be necessarily accepted by his team or by the readers, but he puts them forth for serious consideration and controversy. In this respect he may antagonise his own newspaper organisers, he may antagonise the government, or the powerful political and industrial groups: but he is true to his viewpoint and expresses it vehemently. He generates controversy or debate which is essential to create an intellectual atmosphere, to make people think and find the truth.

He uses his freedom of expression and allows others to do so, he criticises and is ready to face criticism. If he has a sharp vision into the future, his readers may not be able to catch up with him, but time will show the truth in his statements. He becomes the lone crusader, and wins his battle long after he begins it, or does not win it at all.

The ex-editor of the Illustrated Weekly of India says that the editor "will have opinions but will not be opinionated. An editor without an opinion is like a river without water. He will go nowhere." Similarly, an editor with opinions makes the society flow like the river, and does not allow it to remain stagnant water.



## The Editorial Desk

The editorial department of a newspaper organisation consists of a whole team of sub-editors, reporters, chief sub-editors, chief reporters, feature editors, correspondents and proof readers. The team that actually drafts the news stories is called the copy desk. The copy desk to large newspapers are divided into local, national and international news desks. The copy chief or 'slotman' sits at the centre of the inside curve of the table known as the 'slot'. The head of the copy desk receives all stories, reads them and assigns each to a copy editor, considering each editor's writing and headline skills as well as special interest or expertise in certain areas like politics, science, economics, art, sports etc. The editor at desk goes through the story and rewrites into news. The edited and headlined story goes back to the chief who approves it and sends it to the composing room. Before the story is composed, it is made accurate, readable, concise, forceful and complete.

The editor has to keep in mind spelling and punctuation, word usage and grammar, style of the edited story. He has to cut it and tighten it. He gives a proper headline to the story. The editorial desk has to cope up with the speed and volume of news items arriving at the newspaper office everyday. A student of journalism must know the role and the duties of the chief sub-editor, the sub editor and the news editor.

The News Editor is the man who acts as a partner, with the editor; the editor frames the policy and philosophy of the newspaper, and the news editor implements it in the newspaper. If the editor represents the conscience of the newspaper, the news editor is the eyes and the ears. He plans the use of news items that keep flowing to his office from different sources. He prepares a plan of the next day's paper that is called the 'dummy'. It contains spaces for advertisements marked on it. He obtains photographs, special reports and other material like cartoon strips, crossword etc.; he discusses the items the reporters have covered and obtains a full picture of what is to go on the next day's newspaper. He times the city and the 'dak' editions of the newspaper. In India, the news editor has editorial as well as administrative responsibilities like assigning duties etc. the duties of the news editor are as follows :

1. The news editor is the overall in-charge of the actual production of the paper. He decides what news shall appear in what proportion of space and priority.
2. He decides the complete lay-out of the paper in consultation with the chief subeditor and chooses events and issues to be highlighted through features and columns.

3. He scans all incoming news, guides appropriate editing and display. He has the power to stop the press from printing any news that he does not want.
4. He commissions photographers or artists; he acts as a liaison with the Advertising Department, arranges staff assignment, leave or overtime.

The Chief Sub-editor :The next personality in the newspaper editorial department is the Chief Sub-editor, who is the actual in-charge of operations; he receives his instructions from the news editor. He is the man who gets the 'dummy' ready in time, perfectly edited. He has a team of sub-editors working under him.

#### **Duties of the Chief Sub-editor:**

1. The most important of all jobs for him is to ensure that the pages of the newspaper are ready in time, for printing, proof-reading "and circulation is a hectic activity. On a night shift, with fast printing machines, delay of five minutes means delay in printing thousands of copies.
2. He must ensure that the flow of copy is smooth, printing is help smooth and speedy .
3. He has to keep his team of sub-editors engaged, make a proper distribution of work, according to their ability and the total volume of editing jobs.
4. He takes care that no important news item is missing in the paper, no story is left incomplete.
5. The Chief Sub-editor has to guard against all errors of grammar and writing. He edits stories of necessary and cuts them to the size of the space available. He also has to guard against the language of the paper, he has to check that there is no libellous matter, no indecency or vulgarity of language.
6. He decides the order-of the stories to appear on the front and other pages. He checks the headlines and decides space for them and the size of blocks for printing, age-making is an important job and he has to complete it within the time schedule of editing followed by printing. He ensures that the pages are locked in time and 'puts to bed' at the stipulated hour.

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

### **What makes a good sub-editor:**

1. A good sub-editor must have a keen sense of news, to select the news element from given details. His news sense also tells him to condense news, without sacrificing the essence of it. He understands that tightening of copy should be done without distorting or damaging the essence of the story.
2. He has a sense of proportion and judgement to give a fair, balance report of facts.
3. He has the ability to draft an accurate report, without getting carried away by fancy, exaggeration or dramatising the story.
4. A good sub-editor has common sense, a lot of information, and an understanding of the reader's point of view. This helps him to keep away from adding his own viewpoints or opinions while drafting the news item.
5. A good sub-editor is conscious of the laws of libel, contempt and copyright. He carefully guards against indecency and vulgarity of language. He is aware of his responsibility as a journalist who influences and shapes public taste and opinion, and tries to achieve high standard of decent reporting.
6. A sub-editor has to work with his team at the editorial desk, hence he has to have team spirit, sense of cooperation.
7. Finally, the sub-editor has to have the strength to stand the stress of hectic, heavy load of writing, which may affect his health. He believes in the value of his profession, he needs moral courage to pursue the truth of events with fairness and objectivity.

### **Duties of the Sub-Editor:**

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

1. The Sub-Editor checks copy against errors of fact and interpretation. A good sub approaches a story with a healthy cynicism, not only about facts, but also the manner in which they are interpreted. He must know when to doubt.
2. He corrects errors of punctuation and spelling and mistakes of style. Style refers to such points as capitalisation, abbreviations, addresses, collective nouns, compound words, dates, figures, punctuation, titles, etc. Rules of style are not entirely a matter of correctness. Their main objective is consistency.
3. He cuts out unnecessary and wearsome details and verbiage. He must master the art of tight writing or condensation.
4. He prevents libellous matter, questionable allusions, innuendoes (depreciatory remarks), baseless charges, unsubstantial statements,

obscenity, salacious (lustful) reports of immoral activities of people, or anything that is in bad taste or unsafe to be printed.

A sub-editor must particularly beware of, getting his editor nicked for contempt of court or defamation.

A sub-editor who costs the newspaper hard cash in libel damages is never really forgiven, at least by the company's accountants. A sub-editor who lands his editor in prison can consider that he has ended his own career as a journalist.

5. He guards against propaganda in the guise of news. He must be able to detect attempts to secure publicity through handouts, press notes, etc.
6. He avoids expressions or statements that are likely to be misconstrued.
7. He deletes gruesome and lurid details, especially of murders, suicides and accidents, which make painful reading. He must see that the private lives and reputations of individuals are respected. He must not indulge in character assassination.
8. He eliminates all gossip, hearsay reports and speculative stuff.
9. He keeps out all stale news from the paper and tries to avoid repetition. He guards against duplication.
10. He bears in mind the editorial policy of the paper.
11. He sees that the reports published are objective, fair and are not coloured by the writer's feelings or opinions. His sense of responsibility to himself, to his profession, his employer and the public all conspire to demand of him his utmost skill in making every copy fair and objective.  
He must see that what is published is free from all bias, slant or partisanship of the writer. One of the basic canons of fair and responsible journalism is that the prejudices and preconceived opinions of the writer should not influence his reporting or writing. Reports of events, proceedings and controversies should be impartial and non-partisan.
12. He sees that the reports contain all the necessary details or facts. If they have been overlooked by the reporter, he supplies them.
13. He guards against axe-grinding. For instance, a politician having some private ends to serve might have issued a statement on some issue. A careful sub-editor will not allow such a statement to get into the paper. A good sub is careful not to take any statement at face value. He keeps a sharp ear open for the sound of axe-grinding.
14. He guards against absurdities and irregularities. Irregularities in spellings of names of persons and places are common.
15. He ensures that stories are accurate in every respect. If there is one ultimate guiding principle in editing, it is ACCURACY. Nowhere in the newspaper operation is this more important than on the copy desk. The desk provides the last check in accuracy.
16. He ensures that the interests of the public, of society and of the country are safeguarded.



## **EDITING**

### **CREATIVE FUNCTIONS OF THE EDITORIAL DESK (SUB-EDITOR)**

The creative job of the Sub-Editor manning the Editorial Desk centres around the following .....

1. The desk judges the news of the day and makes decisions about how it shall be presented.
2. It assembles single stories or several related stories from material originating in a variety of sources and presents a comprehensive and clear picture of the happenings of the world around us. This applies to the news items listed in order of priority / importance / topicality, pagination of the news items, etc. It may also include a conception of the lay-out of the paper.
3. It improves the language of the copy by simplifying, clarifying and correcting it. It removes the kinks in the writing. The extent to which a sub-editor can improve the flow of language is limited by two factors ...•
  - (a) the sub-editor's ability to recognise and repair incorrect, confusing and pompous words, phrases and sentences, and
  - (b) the time available; when there is high pressure and time is limited. it is not always possible for the copy-desk to make executive corrections.
4. It simplifies, clarifies and vivifies meanings. It is not the question of whether the copy is grammatically and idiomatically correct, though. Of course, correct language does contribute concern the sub-editor next. He should constantly ask the question, "Will this language be meaningful for a person of no better than average linguistic skill?" It is not just a question of whether it makes sense to him; he must consider the reader of lesser reading ability and limited vocabulary. Meaningful writing is clear writing founded on clear thinking.
5. The desk writes or reconstructs badly organised reports and makes them interesting, intelligible, meaningful and readable. This requires skill. It means using the material at hand to tell the story in the best manner. Sometimes, related stories are joined together to form a single copy. Sometimes, a single story may be divided into two. This will depend entirely on the copy-desk's decision and judgement.



6. It changes the tone of a story, whenever necessary. For example, if the POLAND story requires a great focus being put on LECH WALESZA upon his having won the TIME MAGAZINE AWARD (as announced in the TIMES OF INDIA dated 29/12/81), it will play up the LECH WALESZA side of the story and build up another story from him or from his background.
7. It writes headlines and prepares captions for pictures. Headline-writing is not as mechanical a process as it is generally supposed to be. It requires a tremendous amount of skill and imagination. It requires a facile vocabulary. Headline-writing is extremely challenging because of the time-limit against which these have to be written. Headline-writing also is limited in the use of words ..... it has to be brief, simple, arresting and very catchy without sounding like an advertisement.
8. The copy desk prepares and plans a lay-out to send to the printer with the aid of a dummy. A 'dummy' is a newspaper with the advertisements put in and the empty spaces showing the availability of news-space in the paper.

#### **Managerial Functions of the Sub-Editor:**

The managerial job of the copy-desk consists of the following functions.

1. It instructs the compositors (the workers on the type who do the work by machine) and the printer about the necessary points to be followed, though, largely be remote-control. This remote-control, usually implying the use of a house-phone, or an intercom system, is a necessity because the case-room is very noisy and thus it cannot be located anywhere near the copy-desk. The copy-desk cannot afford the noisy distraction of the case-room.
2. It keeps control on the copy that is sent to the composing room in order to avoid wastage of copy. It adjusts the volume of copy to the available space in a newspaper. This is a very significant function of the copy-desk because this 'adjustment' requires a high degree of judgement as well as the ability of spatial calculation. Experience is more useful here than training.
3. It keeps ready, **in type**, about a dozen or so FILLERS and TIME COPY in type, at all times. A FILLER is a small news item used to fill small 'holes' in the pages of a paper. They are also known as 'briefs' or 'bacchas'. A Time Copy is a copy which does not 'date' very soon. In other words, a TIME COPY can be used for a reasonable period of time in a newspaper. An example of a time copy would be ....

"The Population Explosion in India" or "Energy Crisis - A Global Problem".

#### **Conclusion:**

In conclusion, one is again reminded of the difficult task of the copy-desk. It has to do the POLICING OF A COPY AND THEN POLISHING IT FOR LITERARY FITNESS AND ALL THIS HAS TO BE DONE WITH SPEED. WHEN IT COMES TO A CRUNCH, THE SPEED HAS TO TAKE PRIORITY OVER POLISH.

However, the copy-desk should attempt to do the job only within the available time in which to do it. One may chance one's arm if it is for the good of one's paper, but one may most certainly not risk one's neck.

**Processing of Copy:**

- (a) Teaching Influence of the Copy Desk.
- (b) Heavy Responsibilities of the Sub-Editor.
- (c) Copy Preparation - Do's and Don'ts.
- (d) What is News Writing ?
- (e) The Style Book.
- (f) Making the News Meaningful.
- (g) Readable Writing.
- (h) Art of Condensation (examples also)

**(a) Teaching Influence of the Copy Desk:**

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

**(b) Heavy Responsibilities of the Sub Editor:**

1. When a sub-editor is handling news of public affairs, of the sort that deals with war and peace, labour unrest, unemployment, food shortage, etc. he realises the heavy responsibility that rests on him.
2. Working on a front page story for a paper with a circulation of one lakh, he knows that he has a potential leadership of three or four lakhs. He has, therefore, to make sure that the story is written and displayed in a manner that will be easily read and understood by all sections of that vast readership. He must also ensure that the devices he has used to attract the readers' attention at the top of the story ..... or in the headline ... do not have the effect of giving a totally wrong impression.
3. A sub-editor feels this responsibility keenly when handling important news like war stories. To prepare and present an authentic picture of, for instance, a war, from a welter of confusing and contradictory material, is a very responsible job. To present such news in its proper perspective is a very difficult job.
4. Today newspapers are mass media and as such they must be written to reach a mass readership, not just a highly literate few.

**(c) Copy Preparation - Do's and Don'ts:**

Though rules regarding copy preparation are the first things one learns as a sub-editor, copy is not well-prepared in most news rooms and leads to a lot of confusion and delay. Sometimes the copy is dirty, sloppy and unreadable.

It is very necessary that copy should be typed well and with proper space between the lines and the margins. It must also be properly indicated where a paragraph begins, where a story continues and where it ends. If these simple matters are handled indifferently, there will be needless confusion.

Some rules to be observed in copy preparation are as follows :-

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

**(d) What is News Writing ?**

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

**(e) The Style Book:**

The disciplines needed to make newspaper writing conform to the house style are listed in good newspaper offices in what is known as the Style Book. Most casual readers of newspapers are not aware that virtually all publications follow style rules of one type or another. If writers did not follow a given style consistently, the reader would subconsciously- feel that something was wrong because of variations. Many regular readers would note such variations as "one rupee", "1 Rupees". "Rs.1.00", "Rs.1.00" or say "convenor" and "convener". Readers get confused if in a single issue of a newspaper there were different styles. Most newspapers therefore, set the style for everything that goes into print. Editors may set the house style by prescribing the use of a particular dictionary, specifying which of "the alternate spellings in that dictionary should be used, or even by overruling a dictionary and arbitrarily prescribing their own spellings. These standards of preference, or style, relate to the manner of dealing with spelling,

punctuation, word division, capitalisation, abbreviation, the form of titles, and whether numbers will be figures or spelled, etc. Conformity to the accepted style in the preparation and handling of copy has to be mandatory. Any newspaper which tries to maintain its style will win the confidence of its readers. Any changes in style will be noticed at once by them and they will slowly begin to lose their confidence in the paper. In the absence of any standards in writing, there will be endless arguments between reporters and sub-editors and conditions in the newsroom will be chaotic.

A newspaper's physical appearance reflects the thinking of the people who produce it. If it is slipshod and inconsistent, then the reader forms that idea about its character.

**(f) Making the News Meaningful :**

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

**(g) Readable Writing :**

The largest single factor in meaningful writing is readable writing. Readable writing has much to do with the style of writing. The style of newspaper writing is different from the style of writing employed by authors of books or from that of novelist. Newspaper writing is writing for the people. While one should not underrate the intelligence of the average reader, one should not overrate his vocabulary. Some journalist has aptly described a newspaper as the schoolmaster of the people, the common masses. The following points have to be borne in mind in relation to readable writing .....

1. Simplicity and clarity are the chief characteristics of all news writing.
2. If a big word is more easily understood because of its frequency of usage or currency than a shorter word which is rarely used, use the bigger word by all means. For instance, the word 'election' is easily understood. There is no need to change it to 'poll' everytime one comes across the word.
3. At the same time, there is no justification for the use of words like accelerate, ameliorate, beverage, bereavement, conflagration, encomium, eradicate, espionage, espouse, extempore, inundate, haemorrhage, jeopardise, laceration, materialise, necessitate, paucity, reiterate, vituperative, etc.
4. Words with affixes ... that is prefixes and suffixes must be avoided. Examples are ... dissimulation (pretence, hypocrisy) extermination, eventuate (happen, result), attitudinise (speak, write, behave affectedly).
5. Subs must pay attention to the sentence pattern or structure. Long-winding sentences with too many complex clauses impede the smooth flow of language. Long sentences should be spilt up into simple, short ones.

6. Sentences must not sound choppy and unpleasant in a hurry to make them short and simple. In determining the pattern of sentences, the ear is the best guide.

**(h) Art of Condensation:**

One of the first things that a sub-editor has to learn is to practice the art of condensation. He must know how to write without padding. Beginners love to pad. The main problem that newspapers have to face is that of space. Therefore, it is necessary that reports are tightly written. All verbiage and unnecessary details must be eliminated. Newspaper reports must be brief and to the point. The first attempt of wordiness is enough to injure one's style. Long sentences and involved passages bore the reader. Verbosity should not be permitted to destroy the spontaneous sparkle of original writing.

**Examples to show how to trim verbiage:**

1. The report stated that the annual rate of increase in the cultivable area brought under cultivation in Maharashtra during the plan period lagged behind most of the other states. (29 words) Trimmed sentence ..... The report stated that the annual rate at increase in irrigated area in Maharashtra during the plan lagged behind most other states. (22 words).

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

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

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

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

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

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

**Superfluous Adjectives :**

One must guard against superfluous adjectives and adverbs. Adjectives should be used not as often but as seldom as possible. Hackneyed adjectives are the bane of sub-editors.

**Questions for self assessment ':**

1. What are the Creative Functions of the Editorial Desk ?
2. Explain the Managerial functions of a Sub-Editor?
3. What are the principal processes involved in the processing of copy? Explain each briefly.
4. What are the Do's and Don'ts of Copy Preparation?
5. What do you mean by Readable writing for a newspaper ?
6. Explain the art of condensation with examples 1
7. Write Short Notes on .... (i) Teaching Influence of the Copy Desk, (ii) Sub- Editor's dealing of a War story. (iii) The Style Book and Its Importance. (iv) Writing for the People.

**List of books for further reading :**

1. The Professional journalist. 4 ed. 1976.  
- Hohenberg
2. News Reporting and Editing  
- K. M. Shrivastava  
Sterling Publishers, New Delhi, 1987.
3. News writing - Hough 4th ed ., 1991
4. Into The Newsroom  
- Leanard Ray Teel  
- Ron Taylor  
Prentice - Hall of India, New Delhi, 1985.
5. Reporting - Charnley" M.V.
6. Mass Communication in India - K. J. Kumar
7. The journalists hand book. 1988  
- M. V. Kamath
8. Professional journalism 1980 - M. V. Kamath
9. Communication and Social  
dev. in India - B. Kuppaswamy
10. Press at the cross roads in India. 1988 -  
- S. K. Aggarwal UDH, Delhi

१. पत्रकार व्हायचंय ! - प्रबोधन प्रकाशन, मुंबई
२. वार्तासंकलन - चंद्रकांत ताम्हणे  
पॉप्युलर प्रकाशन, मुंबई
३. बहुजनसमाजसंज्ञापन - १९८३ अरविंद वझे
४. पत्रकारितेची मुलतत्वे - प्रभाकर पाध्ये  
अनुवाद – प्र. न्ना. परांजपे, १९९१
५. वृत्तपत्र व्यवसाय - काल आणि आज, १९८६  
सुधाकर पवार
६. वृत्तसाधना - द्वा.भ.कर्णिक, १९७३

**Model question paper - 1**

**(New Course)**

(3 hours)

Total Marks: 100

N.B. (1) Question 1 is compulsory. Write any four questions from Q. No.2 to 6.

(2) All questions carry equal marks.

1. Write a detailed note on any one of the projects mentioned below.
  - (a) Narrate an event in chronological order and rewrite it in Inverted Pyramid style of writing.
  - (b) Write a profile of an eminent personality.
  - (c) Scoop (exclusive news story) - a note based on a recent news story that you have read in a daily.
  - (d) Write a cover story for a weekly on a topic of your choice.
2. What is the importance of Fairness. Objectivity and Authenticity in Today's Indian Journalism.

Or

2. What are the duties and responsibilities of a journalist. Write your answer In Indian context.
3. What is 'news' and what are the principles that govern news-selection?

Or

3. What are the various types of news-reporting? Explain reporter's role in 'Investigative reporting'.
4. What are the duties and responsibilities of the news editor?

Or

4. Describe the creative and managerial functions of the Chief Sub-editor.
5. What are the various forms are writings found on a editorial page of a daily? Which type of writing do you appreciate more? Why?

Or

5. How would you differentiate a 'feature' from a 'hard news'? ,Enumerate and explain various types of 'features' •
6. Write short notes on any two topics :
  - (a) Press laws before 1947 A.D.
  - (b) Importance of Reference section.
  - (c) Foreign news agencies.
  - (d) Dailies published from various centres simultaneously.



**Model question paper - 2**

**(New Course)**

(3 hours)

Total Marks: 100

N.B. (1) Question 1 is compulsory. Write any four Questions from Q. No.2 to 6.

(2) All questions carry equal marks.

1. Write a detailed note on anyone of the projects mentioned below.
  - (a) Write a feature based on any current news of your interest. For example: Govt. of Maharashtra has announced "Free housing for slum dwellers in Bombay" You may write a feature in the form of an interview.
  - (b) Write a note on a recent "scoop" published in one of the national dailies. (Scoop - means exclusive news story)
  - (c) Write an article on reactions of people you have gathered on an important Issue-for example - price-like of essential commodities.
  - (d) Write profile of an eminent personality.
1. What are the principles of ethics of journalism? How far does journalism in India honour these principles?

Or

1. Point out the relationship between newspapers and government. Write your answer with reference to conditions in India.
2. Discuss the factors that influence a newspaper's circulation.

Or

2. Describe the functions of various newspaper departments.
3. Enumerate the factors that determine the news value of an event.

Or

3. Write a report on a mass rally organised by a political party in your town.
4. Write a note on duties of sub-editor of a newspaper.

Or

4. "The page layout of a newspaper is as important as its content." Explain.
5. Write short notes on any two topics:
  - (a) Trainee journalist
  - (b) Class, trade, professional journals.
  - (c) Raja Ram Mahan Roy
  - (d) Film reviews
  - (e) Style book.

**Model question paper - 3**

**(New Course)**

(3 hours)

Total Marks: 100

N.B. (1) Question 1 is compulsory. Write any four questions from a. No.2 to 6.

(2) All questions carry equal marks.

1. Write a detailed note on any one of the projects mentioned below :-

- (a) News analysis of a news item from a daily.
- (b) An interview of politician or any controversial person in the 'news',
- (c) Profile of a film star I sportsman.
- (d) Scoop (exclusive news story) - a note based on a recent news story that you have read in a daily.

2. "Freedom and responsibility are the main guiding principles of journalism". Examine the validity of the statement.

Or

2. Discuss the modern trends in Indian Journalism.

3. 'Reporters are eyes and ears of a newspaper'. Discuss.

Or

3. Write a report on an agitation launched by the secondary school teachers in order to highlight their just demands. ,

4. Explain the, functions of editorial department of a leading national daily.

Or

4. What are the creative and managerial functions of a sub-editor?

5. What is a 'Feature'? What are its main types give examples.

Or

5. Write a feature on transformed election scene in India.

6. Write short notes on any two topics :-

- (a) Indian Press and the Freedom Struggle.
- (b) Functions of Press Councils in India.
- (c) Photo section in Reference Department.
- (d) Advertising techniques devised by the leading newspapers.