

DJMC 2
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ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ
ସମ୍ବଲପୁର
Odisha State Open University
Sambalpur

Diploma in Journalism & Mass Communication
(DJMC)

Reporting



Journalism & Mass Communication



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DIPLOMA IN JOURNALISM & MASS COMMUNICATION

DJMC-2

Reporting

Block

1

Reporting

Unit - 1

Concept of News and Writing News Reports

Unit - 2

Types of Reporting

Unit- 3

Reporting for Different Media

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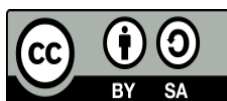
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UNIT – I

UNIT STRUCTURE

- 1.1 Learning Objectives
 - 1.2 Introduction
 - 1.3 Concept of News
 - 1.4 Elements and structure of news reports
 - 1.5 Types of news: Hard and Soft,
 - 1.6 News Leads and their types,
 - 1.7 Inverted pyramid style, feature style, sand clock style and nut graph
 - 1.8 Covering press conferences and writing from press releases, events and meets
 - 1.9 Check Your Progress
-

1.1 LEARNING OBJECTIVES

The Objective of this unit is to understand what news is and what makes news. Different news writing style and types of news reporting is also discussed.

After end of this unit you will learn about:

- Concept and Definition of news
 - News writing Structures
 - different types of news Reporting
-

1.2 INTRODUCTION

Curiosity is one of the major traits of human beings. He/she wants to know, wants information. It can be about his/her community, locality, state, nation or the world. He/she is interested to know what is happening around. For this every day we read newspapers and watch television for. Now – a – days mobile phones also bring such information to us. Many things are happening around us. Many events are taking place. But these newspapers, television, radio or websites, which we collectively call ‘media’, give us only certain information, not all. Neither they have space to give all information nor



we have time and interest for all information. Then how do they decide what should be published or aired? Obviously they follow certain criterion.

In this unit we shall go through the concept and elements of news. We shall further discuss about various styles used for news writing as well as different types of news reporting.

1.3 CONCEPT OF NEWS

Lets us consider the following information.

- a) A girl from your village attends high school
- b) A person opens a cycle store in your village
- c) A woman gives birth to a triplet in your village hospital

Now, which of the above information is interesting? A girl attending high school is a normal thing. It does not generate any interest. But if she is the first girl of you village to attend a high school, this will definitely create some interest, at least among people in your village. Similarly, opening of a cycle store may not be a big thing now. There are several stores, and this is one of them. However, if this is the only store in you village, it will attract attention. On the other hand a woman giving birth to triplets will definitely attract anyone's interest. Because, giving birth to triplets is not a very usual thing. It rarely happens. It will be interesting information for people not only in your village, but also in your district or state. Information about such unusual happening is often packaged as news by the media.

The basis criteria by which news is judged are:

News is new: News is always new. Death of renowned Odia singer Askhaya Mohanty is news on the day it happened or at the very best the next day newspaper. However, it is not going to be published in day after tomorrow's newspaper, because it is no longer 'new information'. However, if some *new* information about his death is found, it can be reported. Events happen earlier can still be news, if it is not reported before. If the information is in public domain, it cannot be news. If it is reported for the first time, irrespective of the time when it affected, it will be news.



Dog bites a Man
No News



Man bites a Dog
It can be a news

News is unusual: Every time things are happening around us. But all of them are not news. As we discussed above, a girl going to the school is a usual thing; nothing special about it. But if the girl is the first girl from the community or region to attend a school, it is unusual and will make news. The classic definition of news is this: “Dog bites man” is not news; “Man bites dog” is news.

News is interesting: Even if an event is new and unusual, it may not be news, if it lacks people’s interest. One boy from your village gets first class. This might be a new and unusual thing in your village. But it is unlikely to interest anybody other than your villagers or family members of the boy. However, if the boy is a state topper, it will generate interest of entire state and can be covered as news by the media.

News is significant: In addition to be new, unusual and interesting, news is always significant. Let’s consider, a member of a political party announces that rice would be provided at one rupee per KG in villages. This has least significance and will not be news. But if the same announcement is made by Chief Minister of the State, it will be news, because, an announcement from a Chief Minister is always significant.

News is *not* always about people: Most news is automatically about people as most of the events always involve people, directly or indirectly. Human beings are not always the prime actors in all events. Sometimes non-human things like a cyclone, a bush fire, a drought or an earthquake also happens. However, when such natural disasters or non-human events happen, it becomes news when it affects people’s lives. News is always reported in terms of people.

‘News’ is a dynamic concept. It changes with time. It also varies from society to society. A girl going to the school in a capital town may not be news. But a girl from a tribal community going to school may be news. Prior to advent of internet and TV Channels, an event happened yesterday was news. But in the present era of twenty-four hour news channels, what is news in the morning is stale by the afternoon.

1.3.1 DEFINITION OF NEWS

There is no universal definition of news. The Oxford English Dictionary defines news as ‘the report or account of recent events or occurrences, brought or coming to one as new information, new occurrences as a subject of report or talk’. Charles Dana, who ran the New York Sun from 1869-1897, said news is “anything that interests a large part of the community and has never been brought to its attention before.”

According to William Rivers, News is the timely report of events, facts, and opinions that interests a significant number of people. For him, the two

News Story

It is a news report or material which goes into the newspaper or broadcast media. Not to be confused with tale or novel or fiction.



key elements of news are ‘timely’ and ‘interest a significant number’. A report may be timely, if it lacks interest of the audience is it not news and vice versa.

Stanley Walker of the New York Herald Tribune did not think there was a definition of news. According to him, news is more unpredictable than the winds. Sometimes it is the repetition with new characters of tales as old as the pyramids, and again, it may be almost outside the common experience”. Joseph Pulitzer, Founder of Pulitzer Prize has instructed his editors and reports to look for stories that were ‘original, distinctive, dramatic, romantic, thrilling, unique, curious, quaint, humorous, odd, apt to be talked about’.

Several other scholars and practitioners have given definition of news. Some of the definitions are given here:

Willard G. Bleyers: News is anything timely that interests a number of people and the best news is that which of greatest interest to the greatest number of people.

Spencer Crump: News is the breakdown of human relationship and the occurrence of events which are unexpected and even surprising

Turner Catledge: News is anything you can find today that you did not know yesterday.

John Chancellor: News is a chronicle of conflict and change

Kurt Loder: News is anything that’s interesting, that relates to what’s happening in the world, what’s happening in areas of the culture that would be of interest to your audience.

John Hulteng and Roy Paul Nelson: News is anything that interests you and that you did not already know. Both elements are typically present in an item of news.

William Randolph: News is something someone somewhere wants suppressed. All the rest is advertising.

According to George Huges of the University of Georgia, “News is both a product and point a view. As a product, news is gathered, processed, packaged and sold by the newspapers, news services, news magazines, radio, television and cable station and networks. News is also whatever people think is news. What a reporter or an editor feels interesting, exciting or important. News is something that a particular moment happens to attract and hold the interest of the reader or listener”.



Check Your Progress:

1.1 What are Basic Criteria for News?

1.2 Define News.

1.4 ELEMENTS OF NEWS REPORTS

From the above discussion we can say that News is basically

- Information about a break from the normal flow of events, an interruption in the expected
- Information that creates interest among people

However, some of the other determinants of news are:

Proximity: What is near is dear. Proximity in news refers to the nearness of news events to the readers. Geographic location of a news event can be more or less attractive to a reader. Suppose a train accident is happened in a Foreign Country might not be interesting to us. Media in Odisha may not carry news about this. But we will be definitely interested to know about a motorbike accident in your town. Media in your town may carry this news. But media in Delhi may not carry any news about this. Readers always want to know what happened in their locality, town rather than thousand miles away.

Prominence: Big names make news. Stories about reputed person have higher readership than those about persons in the lower rank. More popular the personality, the more the story will be news worthy. Some places, things and events also have their own prominence. If you fall down in your bathroom it won't be covered by any media. But if a *Bollywood* actress falls down in bathroom, it becomes news. Hence, activities of celebrities, political leaders, sports and entertainment figures, heads of states etc always attract media attention. Even the prominence of infamous has news value.

Timeliness: Timeliness relates to the newness of facts. The more recent the event or situation, the more likely it is to be newsworthy. News is a perishable item. It should be presented fast and first. Current news has more impact than something that happened yesterday or last week. People lose interest in past events because there is always fresh news somewhere. Media organisations compete with each other to report the story first. If there are two similar events, then the most recent one is preferred to be covered as news.

Oddity: If something is unusual, it makes it news worthy. News is something new and unusual. It is not ordinary events in our life. A monkey breast feeding a puppy is news. Unusual habits and hobbies, superstitions, unusual ways of living etc attract readers' attention.

Consequence: This element refers to the importance of the event and how it affects People's lives. If what has happened or will happen will have an effect on a large number of people, then it has more consequence and hence will get priority in news reporting. Infection of a computer by a virus may be covered as small news report in

inside pages of a newspaper. But if the same virus attacks banking system and whole system is paralysed it will be published in front page. Higher the consequence, bigger the news is.

Conflict: Conflicts like disagreements, arguments and rivalries always make news. Conflicting ideas and even debates also make news. Most conflicts become newsworthy to some extent because they disrupt the existing situation and have consequence over several people. The conflict can be a war in the border or political contest in an election. If an event has a conflict attached to it, many readers will be interested on that basis alone. Let's not forget that it's human nature to choose sides and stand up for that choice. Stories that involve conflict include those about religion, sports, business, trials, wars, human rights violations, politics or even struggles against nature, animals or outer space.



Human Interest: If a situation or event draws any sort of emotional reaction, then it might contain the news element of a human-interest story. Such news draws human attention and touches their emotions. Typically, these news concerns ordinary people who find themselves in circumstances with which the audience can identify. For example, a vegetable seller has been selected in IAS exam, against all odds is a good story.

Disaster: Disasters, both natural and manmade always finds space in media, because disasters cause destruction and damage. A bigger disaster affects higher number of people. People are always interest to know about disaster and its impact. Stories that involve disaster include cyclone, bomb blast, flood, drought, earthquake etc.



Progress: Progress or development in any field or area also makes news. Progress can be of any kind. It can be in the field of education, information technology, health, economy or development in the society. An example of news related to progress can be increase in women representation in local self governance.

These elements help in determining the newsworthiness of the event. Journalist use one or more element in reporting their story. The more elements a story contains, the more newsworthy it is, and the more interested readers and listeners will be.



1.4.1 STRUCTURE OF A NEWS REPORT

In previous sections we have discussed about what news is and what are its elements. Once news is selected, the journalist writes the news report. Though individual style of news presentation varies organisation to organisation or individual to individual, all news reports contain a headline, a by-line or credit line, a dateline, a lead, a body and conclusion. **Headline:** It is the most visible part of a news report and often is either the summary or the major point of the story. Usually headline is written in a font few sizes bigger than the rest of the news story. A reader decides to read the story after reading the headline. Sometimes headlines try to create curiosity through interesting use of language and prompt the reader to read the full story.



Five W & One H

This is the crux of all news reports. A good news report answers the following questions:

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



By-line / Credit line: This identifies the source of the story or the writer. It could be the name of the journalist who has filed the story or the agency from which the story has been sourced. In the first example it is M Saraswathy. That means M Saraswathy has filed this news story. In the second example it is written as 'Statesman News Service'. That means it is sourced from the Statesman's Bureau. When a person or journalists name is mentioned, it is called by-line and when there is no mention of the person's name it is called credit line. The credit line could be the 'agency' from which news is taken or 'by our correspondent' or 'our bureau' or 'by our special correspondent' etc.

Dateline: In both the news examples, name of a place and a date is mentioned below the credit line or by-line and before beginning of the actual news. This is called dateline. This informs the date on which the reporter has filed the story and the place from where the reporter has filed the story.

Lead: This is the opening paragraph of a news story. This gives the most important information very briefly. It is always short and crisp and reflects the mood of the story. If the lead is not effective, the reader may skip the story. Generally it answers 5W (Who, What, Where, When and Why) and 1H (How).

Body: It gives the additional details or elaborates the event. In this part actual story is narrated. The body describes what the story is all about in order of importance of information, whereas the lead provides just the gist of the actual event. It is divided into several paragraphs and written in inverted pyramid style. We shall discuss about inverted pyramid style later.



Check Your Progress:

1.3 What are different elements of News?

1.4 What the basic components of news story?

1.5 TYPES OF NEWS

News is often categorised into two types on the basis of importance; (a) Hard News and (b) Soft news.

1.5.1 Hard News

Hard news can simply be described as accounts of event that has happened or are about to happen, impacting large part of the society. This specific type of news has to be covered almost immediately. Hard news stories that have developed overnight or on the same day are often referred to by journalists as 'breaking news'. Such news stories emphasize facts as it has happened, not opinion or analysis.

Hard News consists of basic facts: Who, What, Where, When, How. It is news of important public events, such as government action, crime, international happenings, social conditions, the economy, environment and science. It has significance for large number of people. The front sections of a newspaper and the lead stories of a radio or TV newscast are usually filled with hard news.

Normally, a standard technique is followed while writing hard news. In case of print media, the inverted pyramid style is followed, i.e., the most important information is placed towards the beginning of the story and the less important ones are placed thereafter. In the broadcast media, the less important information is simply left out.

An Example of Hard News is given below:

Tension flares up in Saintala; tribals ransack five houses

POST NEWS NETWORK

Bolangir, May 22: Tension flared up in Saintala area of the district following assault of the family member of a local zamindar by some village youths. The incident was followed by people ransacking and torching at least five houses in Gopabandhupada.

Several families of the area have left their houses following the attack by the tribal youths. According to sources, a youth of Gopabandhupada had beaten up a family member of the local zamindar May 18. After a complaint was lodged with the police, the accused fled scene.

A number of tribal families in the area vehemently reacted to the issue as they respect the zamindar, who had given them land to erect their houses.

A group of tribals held a meeting Saturday to sort out the issue. Apprehending an unpleasant situation, police forces were deployed at the place.

Strong security measures notwithstanding, a large number of tribal youths barged into the slum and started ransacking houses. The situation, however, was brought to normalcy following intervention by the police. However, by the time the police intervened, unruly people had torched at least five houses.

When contacted, Bolangir superintendent of police (SP) Deepak Kumar said an investigation into the matter was ordered. Local police officer-in-charge Jatindra Das could not be contacted for this comments. Secretary of the local tribal outfit, Niranjan Bishi, did not take the call on his mobile phone.

Hard news is also called spot news or breaking news, because the news organizations disseminate the news as soon as it happens.

1.5.2 Soft News

News which doesn't depend much on the time element is often called soft news. Many journalists define soft news as news that entertains as it informs, with more emphasis on human interest, novelty and colourful writing and less of facts and events that have just happened. It does not mean that soft news lack factual foundation.

Such news has much importance to the lives of the audience. It depends upon human interest for its news value and appeal people's curiosity, sympathy, scepticism or amazement. Features, editorials, articles, etc fall under this category. Reactions and views are also included in soft news apart from the plain facts. Such news stories usually deal with human interest angles. Most of the soft news originates from the hard news. Normally the follow up stories of a major event, highlighting the angles not covered in the hard news items, mostly the human interest angle are such type of news. For example, when you read that a severe cyclone has killed thousands of people in an area, that's hard news. However when you read about the personal stories of a team of volunteers digging out the victims, that's soft news.

The idea of such news stories is to arouse curiosity among the readers or viewers and heighten emotional appeal by presenting it in an interesting manner. The conventional inverted pyramid style of news writing is not applied while dealing with soft news stories. The writer has the liberty to be extremely innovative and creative. He or she can write a little longer, use more dramatic language, reach for a laugh, may even include some opinion in the story. Longer soft news stories are often called "features" or "feature stories."

An example of soft news is as given below:



DARK AGE SYNDROME

Untouchability bar for tribal kids' education

12 CHILDREN OF 3 VILLAGES DEPRIVED OF ATTENDING ANGANWADI CENTRE AT SORADA IN GANJAM DISTRICT

FOOT PRINTS NETWORK

Sorada, May 22: Nearly 70 years after the country got independence, the spectre of untouchability rules the roost in rural Odisha. Twelve tribal children belonging to three villages were not allowed to attend a local Anganwadi centre as they belong to a low caste. Over 70 tribal families live in these three villages of Boudipali, Boudipali and Chikilipali under Housa policebar, under this block in Ganjam district.

The children alleged that Patsari Anganwadi centre struck off their names from the list as they are untouchables. "Our children are not allowed to attend the Anganwadi centre because of low caste," alleged locals. The victims include Sata Mallick, Gauram Mallick, Susant Mallick, Barqul Mallick, Shankar Mallick, Babula Mallick and Dabson. Their wards have stopped attending the centre for the past few days.

The children were not allowed to sit inside the Anganwadi centre as their presence was considered impure. As they alleged, they are not allowed to enter the centre to get their food. The kids are not able to carry the cooked food home and the food invariably gets spoiled on the road, parents alleged. The tribal locals fail to approach the administration as they are illiterate. The Anganwadi centre is



Tribal children who were banned from attending an Anganwadi centre

Just 100 metres from the village but our children are not allowed to enter it, the parents said.

The children are not allowed to use borewell water. "Our children fill 8 litre koldhane of contaminated water as we are not allowed to use the borewell," locals said.

In some cases, the tribal families are threatened with dire consequences if they try to open their mouths in this regard, locals alleged. Late one day, locals demanded immediate response and their demand against tribal children and immediate suspension of the Anganwadi worker. "Untouchability is a curse for society and our children and it won't be allowed," an aggrieved parent said.



Check Your Progress:

1.5 What is Soft News?

1.6 What do you mean by Hard News?

1.6 NEWS LEADS AND THEIR TYPES

A lead (also known as a lead or an intro) is the beginning of a news story that entices the reader. It is the first and most important paragraph of a news story. With growth media in various formats, the reader has little time to read beyond the first paragraph or sentence of a story unless it attracts their interest. A good lead can help in this direction. It gives the most important information in a clear, concise and interesting manner, establishing the voice and direction of an article. In many media organisations, the editors decide whether the story will make it to the front page or be relegated to the inside pages on the basis of the lead of the news story written by a journalist. That is why it is often said that a lead can make or break a story.

While writing the lead one or more elements of the news are considered. Selection of the element(s) would depend upon the importance. Its objective is to catch readers' attention and draw them in. A good lead not only tells the story but also sells the story.

A general rule is 'the lead must tell the story'. It should be short and to the point, leaving all background information and detailed explanation for the body of the story. In case of Hard News, the lead answers answer the questions of who, what, when and where, as least. In a Soft News, the main objective of the lead is to grab the reader's attention. Usually a lead is one paragraph long, consisting of a single sentence within 30 words. However, if the story cannot be summarised in one sentence, a second

sentence can be used. A succinct lead creates a more effective and easier to read. The elements of a good lead are:

- newsworthy action or result
- appeal to a wide readership
- human interest
- gives most import fact

There are several types of lead or intro used in news reports. Listed below are the two major classifications according to story category, plus the three most-used types of lead for each.

Summary Lead: This type of lead summarises the whole story and gives the details alter. Also known as direct lead, this is the most common and widely used lead especially in newspapers. It is to the point and factual. it tells the reader or listener the most important aspect of the story at once in as few words as possible. It contains the essence of the story (i.e. the most important, but not necessarily all, of the 5 Ws and H — who, what, when, where, why and how). Traditionally, summary leads have been used to report hard news or a developing story.

Example:

Srinagar, July 9: Three people have been killed and around 50 injured in clashes in Kashmir between security forces and violent mobs who set ablaze five buildings, including three police installations, and some vehicles to protest the killing of Hizbul Mujahideen terrorist Burhan Wani in an encounter.

Quote Lead: Such type of lead is used when a source has said something so dramatic or important that it can draw attention of readers. The quote should summarize the entire story, be brief and totally self explanatory. Use of Quote lead is not very frequent, but an appropriate quote of a source can be effective in case of a news story. Testimony of real people or expert is also used as lead in feature stories. However, ‘famous quotes’ should be avoided.

Example:

Bhubaneswar, May 22: “In the first Council of Ministers’ meeting, it was resolved to approve the BJD manifesto in principle and make an all-out effort to implement the promises in a phased manner following due processes of the Government,” said Chief Minister Naveen Patnaik, after chairing the first meeting of the council of minister today at State Secretariat.

Multiple-element Lead: Multiple element leads are essentially a type of summary lead that include a lot of information often about separate incidents or distinct aspects linked by time, location, type or cause. When there is two or more actions of equal importance such leads are used. This type of lead tells the reader about more than one thing in a simple, kind of summary way. Most complex, in-depth stories about big issues use multiple element lead. The flipside is that such lead may become crowded or disorganized.

Example:

New Delhi, June 15: In a major reform of the aviation sector, the government Wednesday scrapped the 5/20 overseas flying norm for domestic carriers in its new civil aviation policy while capping fares at Rs. 2500 for one hour flights and imposing a 'small levy' on passengers towards regional connectivity fund.

Descriptive Lead: Such type of leads gives descriptions of how an event happened or of places and things. This is where a journalist draws a picture with words to put reader into the scene. Such leads are common in feature stories and aimed at creating a visual impact.

Example:

Bhubaneswar, Apr 16: Fifty Kilo meter away from the Capital City of Bhubaneswar, you will reach a small village of 20 to 30 tribal families in Dhenkanal District, without a motorable road. However, this village has become famous for it being the first open defecation free village of the district.

Anecdotal Lead: Anecdotal leads, as the name suggests starts with an anecdote or a short story about a person or an event. It is good for arousing immediate interest by involving the reader in the story. The anecdote must be interesting and must closely illustrate the article's broader point. This kind of lead is rarely used for hard news but both soft stories and features such leads are sometimes helpful. If this approach is used, the broader significance of the anecdote should be explained within the first few sentences after the lead.

Example: After failure to secure a job in Odisha and later India, Ashok from Bolangir district, decided to try their luck abroad. During this time, he came into contact with a person named Kumar, who assured Ashok that he will help him in getting a job at Dubai. As demanded by Kumar, Ashok gave him Rs. 10000 for passport and visa processing. Now Kumar is untraceable. Ashok is not able to contact him even after six months.

Immediate Identification lead: Such types of leads emphasize the "who" of the five Ws. These leads are used when someone or some entity with recognisable name is

making news. The who is identified by name. Usually prominent people are identified in the lead. Sometimes little-known people will be named in the lead where the emphasis actually is on what happened to this person. Immediate identification can be used in both hard and soft news.

Example:

New Delhi, May 22: Prime Minister Narendra Modi on Saturday chaired a high level meeting on the drought and water scarcity situation in parts of Odisha with state Chief Minister Naveen Patnaik.

Delayed Identification: In the delayed-identification lead, the identity of the subject (or the who) is not named but is described in some manner, such as by title, age, residence or past notoriety. Identification is delayed because the subject doesn't have much name recognition, nor do readers care all that much about the subject's name. Another reason for the delayed identification is to emphasise on the story, which is more important. A descriptive pronoun to identify the person is used in the lead. Name of the person is given in a later paragraph. Such leads are used in soft news or feature stories.

Example:

Cuttack, May 19: A 20 year college student filed a local Police station here alleging an Ollywood director of sexually exploiting and intimidating her after promising to get her acting roles in movies.

Punch lead: Such type of leads It uses a blunt, explosive statement to summarize the most newsworthy feature and create an impact. The attention is attracted by writing a brief, to-the-point sentence and developing details later in the story. Such type of leads is used often in news or feature stories to convey hard hitting information. Such leads should be used when there is impactful information for the body.

Example:

- 'Cyclone is back'. Or
- 'The nation is stunned'.

Contrast Lead: Such type lead describe the contrast between two opposites or extremes for emphasis. The sharper the contrast the effective the lead is. It uses two different thoughts to make a strong statement. This type of lead is used to drive home the point about a particular event, person, place or happening. It can be used in both hard news and soft news stories.

Example:

Bhubaneswar May 22: Two years back Dutee was banned from sports and was dropped from the Commonwealth Games for gender issues. After court fight and hard work, now she has qualified to represent India in 100 meter race in Olympics 2016. This is indeed remarkable.

Choosing the right kind of lead is important because it sets the tone and mood for the rest of the story, so choose carefully. It should be chosen on the basis of type of news reports and information available.



Check Your Progress:

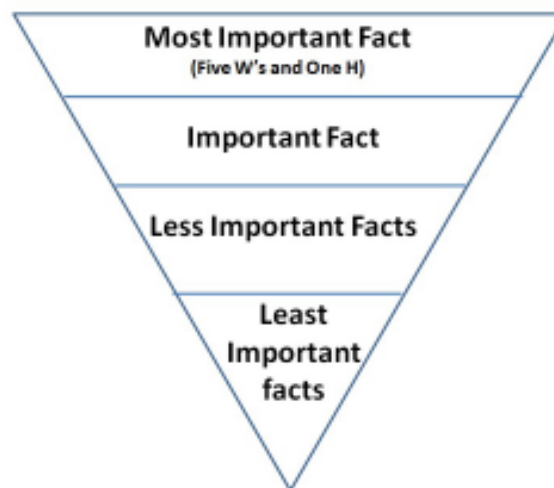
1.7 What is a Summary Lead?

1.8 What is the importance of lead in a Story?

1.7 INVERTED PYRAMID STYLE, FEATURE STYLE, SAND CLOCK STYLE AND NUT GRAPH

1.7.1 Inverted Pyramid Style

In most of the news starts with the most important information and this is followed by other information in the order of significance. That means the first paragraph contains the most important point, the third paragraph contains the second most important point, the fourth paragraph contains the next most important point and so on. Such way of writing a news story, with the main news in the beginning and the rest of the information following in decreasing order of importance is known as 'inverted pyramid style'. It is the most prominent and or the most commonly used style of writing a news story.



If you turn a pyramid upside down, you will have the broad base at the top and the body pointing down. The widest part at the top represents the most substantial, interesting, and important information, illustrating that this kind of material should head the article, while the tapering lower portion illustrates that other material should follow in order of descending importance.

In this style of writing the news story is summarised in the lead and the facts are presented in diminishing order of importance. The most important details are given in second paragraph and more details are added in decreasing order of importance. All the paragraphs in the news story contain information, but each paragraph is less vital than the one before it. All questions of who, what, when, where, why and how are answered. This style basically organises the information in order of diminishing importance.

The inverted pyramid style has the several advantages. A reader can leave a story at any point of time and still understand it and get essential facts. Since less important facts are given at the end, it can be removed by the editor to fit a fixed size. It provides a format to convey information in a quick and efficient way. It allows, at least on the

face of it, a format for providing a dispassionate and unbiased account of events. For these reasons, the Inverted Pyramid news story has become the basic form of newspaper writing. Since it is so common, it is the form that must first be mastered by any student with a serious interest in journalism.

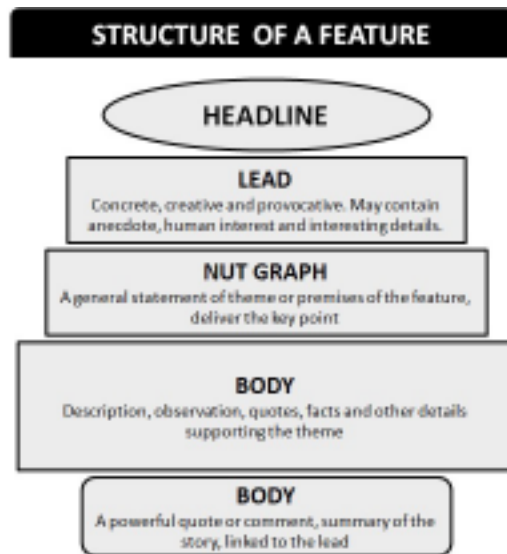
It has some limitations too. The major disadvantage is the lead reveals every major detail and hence lacks surprises. Sometimes it can be confusing to select the most important fact, while writing a news story. While it's easy in theory to state that the most important facts should be put at the top of the story, it's not always so easy to determine what facts are most important. This, of course, is where "news judgment" comes in.

1.7.2 Feature Style:

In addition to news stories several longer articles also appear in newspapers or magazines. There are also longer articles, known as features. Such articles are human-interest stories about people, places or situations. Broadly, features are of two kinds: news features and timeless features. A news feature is a timely features based on something in the news recently. Timeless features have intrinsic human interest and do not get dated. Newspaper features are usually short, within 600-700 words and less descriptive, while magazine features are long more descriptive and leisurely. A feature tries to entertain while informing. This does not mean that features are for entertainment only. It also deals with serious topical issues at greater length and depth, which is not possible in general news stories.

Feature stories differ from straight news stories in several ways. Unlike many news stories feature stories are not written in inverted pyramid style. Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. It also differs from news stories in terms of scope and intention. A news story presents facts in a direct manner, whereas a feature can cover any aspect of an event and in a manner as to make it interesting. A news story informs but a feature appeals to the emotions of the readers. The feature story always has a subjective treatment and is rarely objective.

The feature style is used more feely wherever gather emphasis is place on entrainment and a lighter touch that a straight forward and sometimes impersonal hard news. It leads the audience into the story rather than presenting them with facts in the first line. It is different from regular news journalism because it allows for more freedom with literary techniques. It goes beyond the standard inverted pyramid structure and begins with an anecdotal lead, the story conveys information in a more unique way. Short-form structures can also be used to make a more colourful, creative layout. Some examples include a checklist, bio box, diagram and quote collection. Journalistic standards of accuracy, fairness and precision are applicable to features as news reports. Though feature stories offer considerable freedom to the writer, it has a structural



pattern. Vir Bala Aggarwal in his book ‘Essential of Practical Journalism’ says, “Features start with a central theme or central point. The theme is supported by factual data, quote, ideas, observations and so forth that can be separated into major supporting sections”. The overall pattern of the feature is”

- An Opening calculated to gain reader attention and interest, also to indicate what the article is about. Often it is an illustrative anecdote or a descriptive scene to set the stage.
- A general statement of theme to orient the reader specifically to what the article is about and perhaps what it means to the reader or how it ties in with some news event or trend. This orientation section some writers call it ‘establishing section’ or the nut paragraph may be brief or it may be explicit taking several paragraphs.
- Two or more main supporting points for the theme. These are like topics heading for an essay or speech. They comprise the body of the article.
- Ending should be strong. Many readers follow a well written feature till the end. The ending or conclusion can contain a colourful anecdote, a touch of humour, a worthy quotation or a food for thought comment. Sometimes, endings are tied together with the beginning; so that the question raised in the opening paragraph is answered in the end.

1.7.3 Sand Clock Style

Sand Clock Style (also known as hourglass Style) of news writing is a modified form of inverted pyramid. It combines the inverted pyramid style with narrative style. The format was identified in 1983 by Roy Peter Clark of the Poynter Institute. Like inverted pyramid structure, it begins with the most important information first, but it takes a turn

in the middle and becomes a chronological narrative. This style of writing can be divided into three parts: The Top, The Turn and The Narrative.

THE TOP: This is the opening of the story. This includes a summary lead, which is followed by three or four paragraphs giving most important facts. This section contains the basic news in a concise manner. If readers stop at the top only, they can be still informed. Since it is limited to four to six paragraphs, the top of the story should contain only the most significant information.



THE TURN: This is basically the transaction paragraph that tells that the narrative will begin. It is the most important part in this style of news writing and usually contains attribution for the narrative that follows.

THE NARRATIVE: This is the last part of the story. It gives information about beginning, middle and end of the story in chronological order. Details, dialogue, quotations and background information are given in this section.

Sand Clock Style of news writing summarizes the news, and then shifts to a narrative. This style is used when the news story has sequential events to be told. It is best suited for covering trials, accidents, crime, disaster news, where dramatic stories that can be told in chronological fashion. It satisfies editors who prefer a traditional approach to news writing as well as readers who want a more complete story.

1.7.4 Nut Graph

The term nut graph is a derivative of the expression ‘in a nutshell’ combined with the word paragraph (graph). It refers to the paragraph that expresses the main idea of the story or article, shortly after the lead. Ken Wells, a writer and editor at The Wall Street Journal, described the nut graph as “a paragraph that says what this whole story is about and why you should read it. It’s a flag to the reader, high up in the story: You can decide to proceed or not, but if you read no farther, you know what that story’s about.”

The term was first coined by The Wall Street Journal more than 50 years ago. It's called the nut graph because, like a nut, it contains the "kernel," or essential theme, of the story.

A nut graph informs readers about the focus of the news or feature story. It elaborates the lead and provide context for the story as well as explains the news value of the story. It tells the reader what the writer is up to. Sometimes a nut graph is an expanded explanation of the 'why' or the 'what' giving the lead some background and context.

The US-based Poynter Institute explains that the "nut graph" has several purposes:

- It justifies the story by telling readers why they should care.
- It provides a transition from the lead and explains the lead and its connection to the rest of the story.
- It often tells readers why the story is timely.
- It often includes supporting material that helps readers see why the story is important.

Nut graphs give a bit more creative freedom. In case of hard news story the lead mostly contains the focus of the news, so nut paragraph may not be required. But in case of feature or soft stories, nut graph is critical. It is placed high in the story, generally by the third to fifth paragraph. But if the lead is strong enough it can come later.



EXAMPLE OF 'NUT GRAPH'

Kandhamal firing may affect Maoist operation

Bhubaneswar, Jul 16: The killing of five innocent tribals in police firing at Gumudumaha in Kandhamal district is feared to affect the anti-Maoist operation in the state.

At a time when tribal-dominated Kandhamal has turned into a bastion for political parties, security agencies engaged in anti-Maoist operations are in a dilemma about tackling left wing extremism (LWE).

Maoist activities, which were on the wane for the past few years, have revived again. Though the interior districts have witnessed some improvement in the situation, it is still grim in the southern and western districts. Since the situation is still challenging in districts like Malkangiri, Koraput, Nuapada, Rayagada, Kandhamal, Kalahandi, Balangir, Nayagarh, Rourkela and Bargarh, the state government recently sought two more forces of central para-military forces.

"The Kandhamal situation would affect the anti-Maoist operation in Odisha," said IG, operation, S K Priyadarshi. The top cop, however, refused to comment whether there would be any changes in the standard operating procedure to carry forward the anti-Maoist operation.

As villagers in the Maoist-affected areas are openly expressing their anger against the security forces in the wake of the Kandhamal incident, it would be a challenge for the police and the administration to regain the confidence of the people, sources said.

The special operation group (SOG), an elite armed force created in 2004 for counter terrorist and extremist operations, has earned a negative image

in the aftermath of the Kandhamal killings. The SOG operates under the direct supervision of the director, intelligence. Former director general of police (DGP) Gopal Nanda said although the incident was unfortunate, it does not mean suspension of the anti-Maoist operations.

At this moment, the state government should accelerate the development activities in the Maoist-hit areas so that the tribals are not influenced by the Maoists. To regain confidence of the villagers, efforts should be made to make the villagers feel they are part of the system, said Nanda.

At present, 17 battalions of central armed police forces, including eight battalions each of the CRPF and Boarder Security Force and one battalion of the Commando Battalion for Resolute Action (COBRA), a specialized unit of the CRPF in the state, are deployed in Odisha apart from the SOG and the district police.

(source: Times of India)



Check Your Progress:

1.9 What is Inverted Pyramid Style of News?

1.10 What is a Nut Graph?

1.8 COVERING EVENTS

Every day, several events like conferences, trade shows, seminars, speeches, press conference and others happens around us. Such events are great source of news for media across the globe. Such events are generally planned in advance and informed to the media or the reporter. Journalists spend much of their time in covering these planned events. However, such events are often unstructured. Many facts come out and sometimes the organisers add their own agenda. It is the responsibility of the journalists to find out the ‘news’ and make structured report for their audience.

Many organisations will inform the media about dates, times and venues of their event. Some leads about events can be obtained from newspapers, or posters and other advertisements. Such planned events, to which journalist from each media is invited, reduces chances of missing the story. It also helps the journalists to share their workload of questioning, since all the invited journalists try to make question. But the major drawback is it is more difficult to get an exclusive story from such events. Let’s discuss on how to cover such events:

Preparation:

Before going to cover an event, it is important to know the event; what the event is, who the speakers are, types of audience, a little background information etc. This can found by asking the editor or organisers, referring to the library on online search or going through any background paper given by the organisers. A journalist should be comfortable and have fair idea about the theme or subject of the event. There are also several small events which has no news value. So background check is important before going to cover an event.

Once the background information gathered, then some possible questions should be prepared. These questions can be asked to the speaker or organisers, in case the announcement or speech is not newsworthy. A new item may be published about the upcoming event, if the event or the speaker is big enough.

Event Participation:

A journalist needs to reach early for an event. This helps in identifying the speakers and type of audience visiting the event. This also helps getting introduced to the organisers or speakers and arranging a post event interview. In case of Television journalist, early arrival helps in setting up the camera and getting the close visual of the ambience and speakers. Then the next thing is getting a suitable place for seating before the meeting starts. Positioning is quite important, especially at events like speeches, meetings or press meets. Some journalist also goes through the background material provided by the organisers to know about the event better.

When the event starts it is important to take good note of what is said by the speaker or organisers. The statements by the speakers or organisers may lead to interesting questions. After end of the event or speech or meeting, generally the journalists are allowed to ask questions. It is always important to ask questions to get information or clarify what has been said in the event. This



generates good information for news. One should wait till all journalist leave the venue. It is not that you will come out of the venue after asking your questions only. Sometimes, question by other journalists also helps in getting newer information which is more news worthy.

If you have some exclusive angle, which has not been covered in the event, you need to wait unit other reporters have left and ask the speaker or organisers for a private interview.

It is not only enough to note what is said in an event by the speaker or organiser, it is important to know what is not said. As good journalist watches the environment of the event, evaluates the audience response, speaks to the participants, gathers the background information and picks up gossips before making a story. Appropriate photograph and illustrations are also taken or gathered by the journalists after the event.

Writing the Story:

Most of the event organisers give a press note or news release to journalists for writing the news. It should be remembered that such press notes are for influencing the opinions of readers through the media. These are tilted more towards interest of the organiser or speaker. However, press releases along with other handouts, reports, and all kinds of leaflets gathered during an event helps in writing the story.

The news report on event not only covers what the speakers or organisers say, but also covers the audience, their estimated size and type, tone of the speaker, mood of the participants etc. It is important to identify the speakers as well as anyone from the audience who says something relevant. The organisers may give the crowd size but most of the times they overestimate. Significant reaction by the audience can also be good lead.

The notes taken during the speech of the speaker helps in developing the news story. The most important or news worthy information or activity of the event should be mentioned in the lead. Other information can be given as per inverted pyramid style.

Event coverage will rarely follow a chronological order. What happened is more important than when has it happened. The news report also should not summarize what was said during the event. Quotes should be given at appropriate places, but not in the beginning. It is not important to cover all the speakers in the news. Only the important or reputed speaker should be covered. Similarly, the speakers should not be covered chronologically.

The news story should be balanced. Covering the response of other stake holders, who may not be present in the event, will balance the story. For example in an event, a speaker criticises corporate organisations for their polluting environment. It will be pertinent to mention response of a good Company on the allegation.

In events like meetings and conferences, several decisions are taken. Checking the implementation of the decision later also makes good follow up story.

1.8.1 COVERING PRESS CONFERENCES

A press conference is a meeting organized for the purposes of communicating message to the media and answering questions from the journalists. Public Relations (PR) Professionals across the globe use this to communicate their information to a wider audience through media. Such events are organised in order to in order to promote a brand, product, performance or a celebrity or announce something newsworthy. Sometime, a political leader may call one to announce a new alliance, a scientist may call to reveal a new finding or a police chief may call to make public aware about something etc.

Press conferences can be valuable resources for reporters, but it should be remembered that they are produced for one primary purpose: to influence the opinions of public through the media.



Covering a press conference requires the same skill as covering any event. However, these are events specifically geared toward the media since only the organiser and media are present. Some additional care needs to cover press conferences.

Like covering other events, a journalist should reach the venue before time. This will help in gathering the background information, knowing the speaker and possible announcement going to be made. Press kit should be gathered and gone through properly to identify important points for question or news. The positioning should be near to the speaker, so that nothing is missed, even whispers to an aide or adviser.



Tips for covering press conferences:

- Be prepared. Do your homework.
- Arrive early, leave late.
- Sit up front where you can see and hear the action.
- Get business cards for correct spellings and titles.
- Note the mannerisms of participants.
- Cover the event—look around the edges at the audience (size, reaction).
- It's OK to clarify quotes after the conference, and always best to get new quotes and angles. Remember, if you ask a question during the conference, everyone will have the answer. If you wait until afterwards, you will have the scoop.
- Be sure you have the 5Ws and H before you leave the building.
- WRITE WHAT WAS SAID, NOT THAT SOMEONE HELD A PRESS CONFERENCE.

Source: Journalism Tip Sheets, International Centre for Journalists

The identity of the speaker should be established. Name, designation and background information about the speakers should be gathered. If the speaker is having multiple identities, the exact identity should be clarified. For example, suppose a speaker has two responsibilities: an MLA as well as President of a Labour Union. He should be asked, whether he is speaking as an MLA or as a president of the union.

Organisations calling for press conference try to sell their message. They will communicate what they have decided; it is the responsibility of journalists to bring out what they not want to say or what they want to prevent from public knowledge. There might be some “Off the record” information, which the organisers will tell for the reporter’s personal information. But too much “off the record” information will undermine the credibility of the story, so attempts should be made to make the statements “on the record” as much as possible.

Like other events the report on a press conference should mention the most important thing first and follow the inverted pyramid style. The news report should contain key points of the announcement, denials or questions and background details. It should have plenty of quotes, but not in the lead. Names and identities of speakers should also be given.

1.8.2 WRITING FROM PRESS RELEASE

A press release is an official statement designed to inform media about something newsworthy. It is one of the important tools of public relations. However, press releases are one of the main sources of news journalists. Every day, each media house gets several press releases on various topics. This is often a news story or feature, written by a public relations officer and sent to media. The press releases contain facts which have been carefully selected for publication to get positive publicity or serve a purpose. Some are self promotional in nature, but most press releases can be a starting point for a news report. Press releases may bring out newer information.

It is important that the journalist reads the entire press release and find out newsworthy point. It is not necessary that all Press Releases have news value. There may be a better angle or some missing information inside the press release not highlighted by the writer. There might be some missing information. Press releases always contain contact information, who can be contacted for further information. The journalist may add the information from his own sources. A press release is not sacred.

Press Release should not be published as it is. It should be rewritten, with appropriate news lead and information. While writing the news story, focus answer to the basic journalism questions who, what, when, where, and why. Newer and interesting information should be covered in the news. Important information should be given as per inverted pyramid style of news writing. Quotes from the press release can be used in your article if it adds something extra to the story. It should be attributed. It is to be noted that most press releases will have self-congratulatory quote and other promotional information. It would be wise to mention in the news that it has originated from press release.



Tips on writing from press releases:

- *Treat it as a news tip, usually little else.*
- *Check for the 5Ws and H.*
- *Look for what is new and interesting.*
- *Look for unanswered questions, holes and what is NOT said.*
- *Call the contact people for verification, elaboration, clarification or a new angle.*
- *Call sources who might provide balance for the story.*
- *Talk to people whose lives are directly affected by the release.*
- *Add background and context.*

- Consider putting the information into a calendar of events or briefs if it doesn't make a story.

Source: Journalism Tip Sheets, International Centre for Journalists



Check Your Progress:

1.11 What is a Press Conference?

1.12 Press Release is a source of news for Journalist, please explain.



UNIT – II

2.0 UNIT STRUCTURE

- 2.1 Learning Objectives
- 2.2 Introduction
- 2.3 Analytical Reporting,
- 2.4 Interpretative reporting,
- 2.5 Descriptive reporting,
- 2.6 Investigative reporting
- 2.7 Check Your Progress

2.1 LEARNING OBJECTIVES

The Objective of this unit introduce the concept various types of news reporting. After end of this unit you will learn about:

- Analytical Reporting,
- Interpretative reporting,
- Descriptive reporting,
- Investigative reporting

2.2 INTRODUCTION

The first and foremost thing in news reporting is gathering information. Once information is gathered, the news is reported in various ways. You must have come across same news presented various formats. Some reporters like to present the news with bare facts. They don't give any opinion or inference. Some news reports contain detailed analysis and opinion.

Based on the type of coverage, the News Reporting can be divided into four broad type; analytical reporting, interpretative reporting, descriptive reporting and investigative reporting. We will discuss these in this unit.



2.3 ANALYTICAL REPORTING

In journalism, merely retelling the facts does not satisfy human quest for knowledge. Some audience want comments, reasons and explanation for events. Analytical reporting can satisfy such type of audience.

Analytical Reporting is a form of reporting that evaluates the information, its background and related facts to build a clear and concise story that can be transmitted to and understood by the public. It is based on analysis of the information and facts using prior research process to reach conclusions or expose specific issues. According to De Burgh (2000), “News reporting is descriptive and news reporters are admired when they describe in a manner that is accurate, explanatory, vivid or moving, regardless of medium. Analytic journalism, on the other hand, seeks to take the data available and reconfigure it, helping us to ask questions about the situation or statement or see it in a different way.” In other words, in analytical reporting, the available data is reconfigured and questions are asked on the respective situation or statement in order to present different angles of observations.

A manual for news agency reporters explains ‘Analytical Reporting is a variation of interpretive writing. It concentrates on events and trends they may represent, instead of attempting to indicate what they portend’. The requirement is full understanding of the subject and related development. For example, in a budget report the reporter would be required to explain the various components of the budget, how they related to each other and how they differ from past budget. Unlike hard news reporting, analytical reporting provides a deeper understand about the subject. The primary aim of analytical reporting is to explain. It contextualises the subject by giving historical details and statistical data with an objective to give a comprehensive explanation. It attempts to construct new frames or angles that reconfigure understanding and focuses on creating meaning out of information that may not be hidden but dispersed. An analytical report can present the clear rationale of a story, its perspectives, and the implications for the society.

An Analytical Reporter analyses and relates the information, interprets it and then communicates by following the steps as given below:

- a) frames the appropriate question,
- b) collects appropriate qualitative or quantitative data/information,
- c) uses appropriate analytic tools and
- d) Makes connections that are not immediately apparent.
- e) Presents the information in explanatory form

Analytical Reporting explains subject clearly concisely and without information redundancy. It deals interpretation of various data for public consumption. It evaluates and all viewpoints and controversies that encompass the topic of discussion. The news is elaborated to make the reader/audience understand it and make their viewpoint. It aims is to analyse objectively and impartially through the process of preparing and publishing the news.

Subject matter specialisation is required for good analytical reporting since along with analysis and examination, analytical reporting also includes some elements of research. This makes analytical reporting different from news making and opinion-based reporting.

Analytical Reports are generally quite long, sometimes up to several thousand of words. It presents broad background of the topic, including the inside story thus giving the reader valuable and exclusive knowledge. In India, Analytical Reporting is often found in political as well as economic coverage of news in media.

CAMPA: The manager of afforestation funds

AMITABH SINHA
NEW DELHI, MAY 24

ON THE last day of the recently concluded Rajya Sabha session, Prime Minister Narendra Modi told retiring members that they would probably have felt more satisfied had two crucial pieces of legislation been passed during their tenure. One, the PM said, was the constitutional amendment related to the Goods and Services Tax; the other was about setting up a new institution called CAMPA — Compensatory Afforestation Management and Planning Authority. While the GST has been widely discussed, relatively little is known about the other legislation.

Compensatory Afforestation

The simple principle at work here is that since forests are an important natural resource and render a variety of ecological services, they must not be destroyed. However, because of developmental or industrial requirements, forests are routinely cut, or as it is said in official language, "diverted for non-forest purposes". In such cases, the Forest (Conservation) Act of 1980 requires that non-forest land, equal to the size of the forest being "diverted", is afforested.

But since afforested land does not become a forest overnight, there is still a loss of the goods and services that the diverted forest would have provided in the interim period. These goods and services include timber, bamboo, fuelwood, carbon sequestration, soil conservation, water recharge, and seed dispersal. Afforested land is expected to take no less than 50 years to start delivering comparable goods and services. To compensate for the loss in the interim, the law requires that the Net Present Value (NPV) of the diverted forest is calculated for a period of 50 years, and recovered from the "user agency" that is "diverting" the forests.

An expert committee calculates the NPV for every patch of forest. Currently, the NPV ranges from Rs 4.38 lakh per hectare in case of poor quality forests to Rs 10.43 lakh/ha for very dense forests. An expert committee has recently recommended that this be revised to Rs 5.65 lakh and Rs 55.55 lakh respectively. "User agencies", which are often private parties, are not expected to undertake afforestation work themselves. This work has to be done by the state government. But the entire expenditure to be incurred on creating this new "forest", including purchase of land for the purpose, has to be borne by the user. The state government eventually has to transfer this land to the forest department for maintenance and management.

Thus, if any user agency wants to divert forest land for non-forest purposes, it has to deposit money for compensatory afforestation

	Transferred until 2012-13	Allocated for 2015-16
Andhra Pradesh	540.70	75 + 42*
Chhattisgarh	526.24	—
Maharashtra	413.68	155
Uttarakhand	354.66	—
Jharkhand	313.06	—

*for Telangana

as well as pay the NPV, besides a few other charges. Since forests are being diverted routinely (at the rate of about 20,000-25,000 ha per year according to the Ministry of Environment and Forests) a large sum of money is accruing to the government. Currently, more than Rs 40,000 crore has accumulated from these sources, and the fund is increasing at the rate of about Rs 6,000 crore every year.

CAMPA

It is to manage this money, and to use it for the designated purposes, that CAMPA is proposed to be set up. The compensatory afforestation money and NPV are supposed to be collected from the user agency by the government of the state in which the project is located, and deposited with the central government. The money will eventually flow back to the state to be used for afforestation or related works.

The Compensatory Afforestation Fund Bill has been passed by Lok Sabha but is awaiting clearance in the Upper House. It seeks to create a national CAMPA at the central government level, and a state CAMPA in each state and UT. Similarly, a National Compensatory Afforestation Fund (CAF), and one in each state and UT too are sought to be created. The states would deposit money collected from user agencies with the national CAF, to be eventually credited into state CAFs as per their entitlement. The states would, however, receive only 90% of their share; the other 10% would be held back to cover administrative expenses.

A temporary structure of this kind is already functioning. The Supreme Court, whose orders since 1996 have forced major changes in the way forests are managed, directed in 2006 that an "ad hoc CAMPA" be set up till the final one is created. Initially, this ad hoc body was to be used only for receiving funds coming from user agencies. It was not supposed to start disbursing money to the states. However, because of continuing delay in instituting the final CAMPA, the Supreme Court, in 2009, allowed the ad hoc body to release Rs

1,000 crore per year to states for the next five years. Later, in 2014, the court ordered that every state could draw 10% of the amount due to them per year (See table).

In the absence of the real CAMPA, which requires a new law, most of the Rs 40,000 crore is locked — and cannot be disbursed to states. The previous government had tried to enact a similar law in 2008, but that too could not be passed in Rajya Sabha because of a lack of consensus.

Difficulties

While the principle of compensatory afforestation, and the need for payment of NPV, is fairly straightforward, the implementation is plagued with complications. The main difficulty has been the availability of non-forest land for afforestation. The law says the land selected should preferably be contiguous to the forest being diverted, so that it is easier for forest officials to manage it. But in case that is not possible, land in any other part of the state can be used for the purpose. If no suitable non-forest land is found, degraded forests can be chosen for afforestation, but in that case, twice the area of diverted forest has to be afforested. Still, there is difficulty in finding land, especially in smaller states, and in heavily forested ones like Chhattisgarh.

The other point of contention has been the purposes for which the money can be used. The fund was envisaged to be used only for "compensatory" afforestation, but the Bill before Parliament has expanded the list of works that this money can be utilised for, and includes the general afforestation programme run through the Green India Mission. Forest protection, forest management, forest and wildlife related infrastructure development, wildlife conservation, even facilitating the relocation of people from protected wildlife areas, are proposed to be made valid expenditure from this account. Critics say this will take the focus away from the prime objective of compensating for the forest cover lost to industrial or infrastructure development.

2.4 INTERPRETATIVE REPORTING

Before, during and soon after the First World War, readers were used to have factual presentation of bare facts of what transpired. The reporting was concentrated mostly around who, what, when, where aspects of Journalism. With change of time, journalists covered the why and how aspects of news reporting, this beginning the interpretative reporting approach.

This goes beyond the basic facts of an event or topic and provides context, analysis and possible consequences. Different authors give different views in regard to interpretative reporting. According to Lester Markel, editor, The Sunday New York Times, “It is reporting news depth and with care, news refreshed with background materials to make it comprehensive and meaningful”. Lester Markel defines it as “objective judgment based on background knowledge of a situation or appraisal of an event which are essential parts of news”. Robert Bolorf, executive editor, The Wall Street Journal says, “It is about telling the reader everything he needs to know about a given development, and all the essential facts in a way that brings the story to the reader’s environment”. Similarly, as per Catledge, editor, The New York Times “it is giving the reading public accurate information as fully as the importance of any story dictates”.

Journalism Educator Federic E Merwin defines, “interpretation means clarification, integration and logical generalisation. It merges background, present, and likely future. It always must be considered as a reporting not only of the bud that just broken through the ground but also with the roots underneath which forces the bud out into the air”.

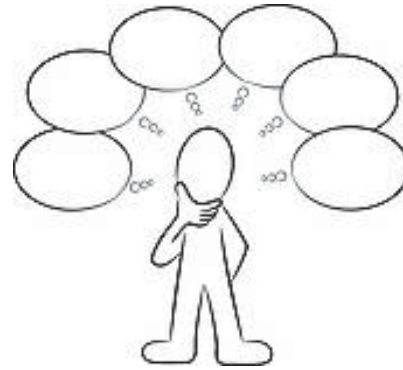


Davies states that many editors could not agree on the definition of interpretation with some believing it was ‘an objective accounting of events with additional background and other believing it was ‘including the writer’s definition of what as given development or statement may mean. Although debatable, editors ultimately agreed that there was an increased need for interpretative reporting ‘to bring depth and perspective to daily journalism’.

Based on the definitions, interpretative reporting is more than presentation of bare facts but reporting news with background materials to make it comprehensive and meaningful for the audience. It puts the facts in perspective and tells

the reader about why and how aspects of news by explaining the facts. Previous setting, sequence and above all significances of the news are given. It requires familiarity and understating of the subject and identifies patterns, motives and influences of the event. Thus interpretative reporting is not merely the reporting of facts of any event but it is more about the reasons and purposes of the happenings, the causes of accidents, the after effects of natural calamities and the future prospects of the ongoing talks between two leaders as well.

For example while covering the a meeting the news reporting generally reports the meeting participants, time and venue of the meeting, its purpose, topics of discussion as well as the result of the meeting, the Interpretative Reporting will cover the background of the issue, previous meeting in the same context and its results as additional information.



Interpretative reporting doesn't just appear out of the blue or a fruit of wishful thinking. This kind of reporting takes more than just the usual reporting. Here are the major phases that are involved in interpretative reporting:

Factual or fact-gathering phase – the first and, personally, the crucial stage, since, this stage will be the foundation of all the reports. With enough facts gathered, verified and rechecked, the reporter can then have more assurance of making a story stand.

Prophesy phase – the writer, like a scientist, makes an “educated guess” or like a hypothesis in science, where he can somehow predict, based on the FACTS, where his / her story is leading. Information from experts can verify if the “guess” may lead to something concrete.

Interpretation phase – this phase is the “fruit” of the two previous phases, where the reporter concludes on the MEANING, IMPORTANCE or EFFECT of all the reports. The reporter's interpretation can be highlighted on this or an / the expert/s opinion on the matter.

Source: Journalism for Filipinos by Alito Malinao (p. 139) / www.reybelen.com/journalism/3-phases-in-interpretative-reporting/

Interpretative Reporting is done by giving factual background, eye witness accounts, sidebars, localisation and explanation of all aspects. It mentions causes, motives, significant, analysis, comparison and forecast. Interpretative Reporting should base on facts; opinion has no place in it. It should not include baseless comments and bias.

Interpretative Reporting is needed for generally find topics like trade, commerce, finance, stock market, international relations and conflicts difficult to understand. Internet also gives a lot of complex information and unsupported opinion.

REFORMS TAKE WINGS

Airlines with 20 aircraft can fly abroad, new aviation policy pushes regional linkages

ARISHI PRASAD
Mumbai, 15 June

The Union Cabinet on Wednesday cleared the new Civil Aviation Policy, paving the way for better regional connectivity and making it easier for new airlines to fly abroad by amending the controversial 5/20 rule.

Now, any domestic airline can fly abroad if it deploys 20 planes or 20 per cent of total capacity for domestic operations, whichever is higher. The proposal to amend 5/20 rule had divided the industry with the Federation of Indian Airlines opposing the relaxation and Tata group-owned airlines AirAsia India and Vistara backing it.

While Vistara, with 11 jets, and AirAsia, with six, are being seen as airline beneficiaries, executives at both airlines said they wanted complete abolition of the 5/20 rule. AirAsia group CEO Tony Fernandes said the 20 aircraft requirement was too big. Fernandes, however, backed the overall policy and said it was a "big day" for Indian aviation. "Almost an end to vested interests. Power to the people. Well done @narendramodii @PM Modi! You kept your word," Fernandes wrote on Twitter.

Airline stocks rose by up to 3.5 per cent after the Cabinet decision. Shares of SpiceJet went



SKY IS NO MORE THE LIMIT

₹1,500 fine up for one-hour flights; hybrid IIT for determination of future tariffs at all airports

END OF 5/20 ERA

Domestic carriers will no longer have to operate for five years before they can fly abroad. They, however, will still have to deploy 20 aircraft or 20% of total capacity in India, whichever is higher

WHO COULD BENEFIT

Vistara, with 10 jets, is at least a year away from having 20 planes. AirAsia India has only six aircraft plans but its CEO said it would accelerate fleet expansion plans

"WE NEED MORE AIRLINES, MORE AIRCRAFT SERVING OUR INDIAN SKIES. SO IF MORE AIRLINES WANT TO COME TO INDIA THEY ARE WELCOME!"

AMARU GANAPATI RAU
Aviation minister

"I WOULD LIKE TO VESTED INTERESTS. POWER TO THE PEOPLE. WE'LL COME @NARENDHAMODI YOU LEFT YOUR WORD?"

TONY FERNANDES
Group CEO, AirAsia India (Singapore)

up by 3.8 per cent to close at ₹66.40. InterGlobe Aviation gained 1.9 per cent to ₹1,008 and Jet Airways rose 0.2 per cent to ₹90 on the BSE. [View to Page 64](#)

ECONOMY & PUBLIC AFFAIRS **TOP**
• Relax, AirAsia won't gain immediately
• Indian airlines should find serve India, says minister

SBI merger to create banking powerhouse

Employee integration, branch rationalisation major challenges

ABHINAV
Mumbai, 15 June

India's deficit-free push for consolidation in the banking sector, the Union Cabinet on Wednesday gave a go-ahead to the merger of State Bank of India (SBI) with its five associate lenders and Bharatiya Mahila Bank. The combined entity would create a financial sector powerhouse, with total assets worth ₹262 lakh crore.

SBI has indicated it wants to complete the merger in 2016-17. While India's largest lender would reap benefits of scale and a larger balance sheet, it will be a major challenge to integrate staff and sub-optimal branches.

In the near term, SBI would concentrate on valuation to finalise the swap ratio for

merger. The valuation process would take about two months, SBI managing director (Operations and subsidiaries) V D Kamath said.

SBI Chairman Anandhatil Bharadwaj said the merger is a win-win scenario for both SBI and the associate banks. Not only will the SBI network expand, its reach would multiply.

"The group will get the benefit of efficiencies because of rationalisation of branches, common treasury pooling and proper deployment of a large skilled resource base," the SBI chief said. A significant aspect of employee rationalisation will be aligning the pay structures. The associates have a life over 70,000 employees, or 34 per cent of SBI's employment base. [View to Page 68](#)

SYNERGY EFFECT

Figures in ₹ Crores

	SBI	Associate banks	Proposed entity
Net Profit (₹ Crores)	9,479	5,699	15,178
Net NPA	95,807	0,007	68,004
Net NPA %	3.81	3.79	3.73
Provision Coverage Ratio %	60.09	60.03	60.56

Sources: SBI Strategic Communication

Compiled by @SBI_India

2.5 DESCRIPTIVE REPORTING

Descriptive Reporting is a style of reporting in journalism that aims to describe what is taking place or has occurred, exactly how they are. It is concerned with objectivity and uses straight forward description of events in which reporters focus on facts and leave the interpretation of the event to the readers. In descriptive reporting, the role of the journalist is to present facts in objective and impartial manner. Opinion or comments has no place in this style of reporting.

For example, if the Government announces new tax policy, the journalist writes about details or important points of the announcement only, when writing in descriptive style. Comments like its implication on price and its impact on economy etc is left to the audience.

In descriptive reporting the journalists act as an observer and tell the reader or listener what had happened, the larger meaning was left to the audience to determine. It suggests that the news reflects reality. Descriptive journalism focuses mainly on What, Where, When and Who, and on verifiable facts.

In descriptive reporting detailed description is given to make the readers put themselves in the place or perspective of the story, and more readily identify with the content and the source of the incident. It gives great depth of explanation and includes several quotes. The language should be simple and easy to be understood by an average

reader. Flowery language should be avoided. Technical terms and jargons should be presented in a simplified way.

In descriptive reporting, role of Journalists in this style of reporting primarily is as mediators of information source and events from external sources. However, descriptive reporting is subject to error of observation and inference.

YOUTH ENDS LIFE UNDER DEBT LOAD, CROP LOSS

POST NEWS NETWORK

Dharmagarh, April 13: In yet another farmer suicide in Kalahandi district, a 32-year-old youth ended life at Ramachandrapur village under Golamunda block in Kalahandi district Tuesday night.

Villagers led by workers of Bharatiya Janata Party (BJP) staged a road blockade outside the Dharmagarh sub-divisional hospital keeping the body of the deceased on the road. The situation was brought under control after intervention of the administration.

Abhimanyu Bhoi of Ramachandrapur village consumed pesticide Tuesday evening. The family rushed him to the Dharmagarh sub-divisional hospital. He died as he was being shifted to the district headquarters hospital at Bhawanipatna after his condition deteriorated.

According to his family members, Abhimanyu had cultivated paddy on his 1.5 acres of land. He had also cultivated cotton on 1.5 acres of land on a share-cropping basis.

He suffered heavy losses due to multiple hailstorms in March. He was upset as he had taken a loan of over ₹1 lakh from a money lender and ₹40,000 from Utkal Gramya Bank. He had also taken some money by mortgaging his gold. Losing his mental balance, he took the extreme step Tuesday, sources said.

Abhimanyu cultivated paddy on his 1.5 acres of land of his own and cotton on a similar size on share-cropping. He suffered losses due to hailstorms

Even though the agitators demanded ₹5 lakh compensation and other government benefits for the kin of the deceased, they relented after Dharmagarh tehsildar Jay Krushna Patra provided ₹2,000 under Harischandra Yojana and ₹10,000 from Red Cross fund and promised to provide benefits under widow's allowance scheme and Mo Kudia Yojana.

Tension gripped the hospital premises over delay in postmortem of the body.

Sub-divisional medical officer Dr Ashok Kumar Agrawal said conduction of the post-mortem of the body got held back due to delay by the police in providing its report.

Meanwhile, Dharmagarh tehsildar Jayakrushna Patra, sub-collector Manisha Banerjee and additional district agriculture officer and Golamunda panchayat executive officer visited the deceased's family and started an investigation.

2.6 INVESTIGATIVE REPORTING

Investigative reporting is the process of researching and telling a story, usually one that someone else is trying to hide. Several writers have defined Investigative Journalism in different ways. A study on investigative journalism by Mark Lee Hunter called *Story-Based Inquiry: A manual for investigative journalists* defines it as “Investigative journalism involves exposing to the public matters that are concealed – either deliberately by someone in a position of power, or accidentally, behind a chaotic mass of facts and circumstances that obscure understanding. It requires using both secret and open sources and documents.”



In *Investigative Reporting: A Study in Technique*, David Spark suggests, Investigative Reporting seeks to gather facts which someone wants suppressed. It seeks not just the obvious information who will be uncontroversial or economical with the truth, but the less obvious who know about disturbing secrets and are angry or disturbed enough to divulge them”. Hugo de Burgh, in his book *Investigative Journalism: Context and Practice* offers a straightforward definition as “An investigative journalism is a man or

woman whose profession it is to discover the truth and to identify lapses from it in whatever media may be available. Steve Weinberg defines it as “Reporting, through one’s own initiative and work product, matters of importance to readers, viewers or listeners”. The Dutch-Flemish investigative journalism group VVOJ defines investigative reporting simply as “critical and in-depth journalism.”

While definitions of investigative reporting vary, there is broad agreement of its major components: systematic, in-depth, and original research and reporting, often involving the unearthing of secrets. It is a proactive process that digs deeply into an issue or topic of public interest, producing new information or putting known information together to get newer insights.

Unlike conventional news reporting, which depends largely on materials provided by others, Investigative reporting depends on material gathered or generated through the reporter’s own initiative. Hence it is often called “enterprise reporting”. Both forms of journalism cover who, what, where, and when elements of news. But in investigative reporting, the fifth element of conventional reporting, the “why”, becomes the “how”.

As a type of reporting, investigative journalism is in-depth and involves long-term research and Extensive interviewing. It uses documentary research and public and private records, following the paper trail. Crime-solving tools and methods such as undercover reporting, hidden cameras, and surveillance are also used in investigative

reporting. It focuses on the accountability of institutions and individuals wielding power and strengthens watchdog role of the media. Importance of investigative reporting can be understood from the statement of British newspaper publisher Lord Northcliffe: “News is what somebody somewhere wants to suppress; all the rest is advertising”. The society needs investigative reporting because:

- People have a right to know about the society in which they live. They have a right to know about decisions which may affect them, even if people in power want to keep them secret.
- People in power - whether in government, the world of commerce, or any other group in society - can abuse that power. They can be corrupt, steal money, break laws and do all sorts of things which harm other people. They might just be incompetent and unable to do their job properly. They will usually try to keep this knowledge secret. Journalists try to expose such abuse.
- Journalists also have a duty to watch how well people in power perform their jobs, especially those who have been elected to public office. Journalists should constantly ask whether such people are keeping their election promises. Politicians and others who are not keeping their promises may try to hide the fact; journalists should try to expose it.

There can be several impact of good investigative report. It may result in reversing policy, causing the resignation/firing of erring officials, focusing attention previously neglected issues & areas or enriching public debate. It helps sell of newspapers and news programs.

Investigative Reporting is a result of conventional and unconventional, yet constitutional, research, monitoring and probing to uncover the truth in a controversial issue, usually concerning misuse of public funds, abuse of power, corruption, public trust etc. It has three main components:

- a) An attempt is being made to hide the truth from the public:** Investigative Reporting covers issues, which are not in public domain or are kept away from public attention like graft and corruption, abuse, government controversial transactions, corporate secrets etc.
- b) The subject should be of public importance for the reader to know:** The issue must be interesting for the journalist, but it should be of interest to the public interest. Bottom line counts.
- c) It has to be the work of the reporter:** Investigative Reporting does not include reporting of investigation by others. Reporting based on a secret document that is anonymously sent to the reporter does not make an investigative

report. The journalist should personally do the investigation and get the facts checked from authentic sources.

Writing Investigative Report requires general news reporting skill. The report can be written in chronological or topical format. In Chronological style the story unfolds through time, and sequence and actions are the material of the investigation. In topical style the story revolves around issues and arguments, systems, processes, trends or explanations.

Revealed: Indians in global list of secret firms in tax havens

Biggest leak of over 11 million documents of Panama law firm features over 500 Indians linked to offshore firms, finds 8-month investigation by a team of *The Indian Express* led by Ritu Sarin, Executive Editor (*News & Investigations*)

On the list: Iqbal Mirchi, cricket deal, Adani elder brother

RITU SARIN, PRADEEP NATHAN, RITA KAPOOR, ANIL K. SHARMA

LAST YEAR, it was India's global list of 1,000 Indians with secret bank accounts in 100 tax havens, which exposed the debt-ridden black money pariah nation.

Now come the Panama Papers. More than 11 million documents from the secret files of Mossack Fonseca, a law firm based in Panama, have been leaked by a professional-offshore company for its worldwide clients in the week ended.

These records available to Indians who have paid the firm—and bought the benefits of the secretive, tax regulatory

system which operates—in set up offshore entities in tax havens around the world.

And Mossack Fonseca's documents meet their demands, each one for a fee, that helps mask real ownership from other companies.

Over 500 Indian figures on the list include offshore companies, investors and trusts. There are also 234 Indian companies listed over by the firm as part of the incorporation process, an eight-month-long investigation of over 30,000 files by the Indian Express has revealed.

Of these, the Indian Express has checked the authenticity of over 200 individuals.

From film stars Anushka Bachchan and Alia Bhatt to Iqbal Mirchi to corporate including IIFL owner KP Singh and

BIG NAMES ON LIST - I

AISHWARYA RAI

Was director (shareholder of British Virgin Islands Aishwarya Rai, her father Rajiv Gandhi's daughter Raj Kishore Rai, mother Vinod Kishore Rai and brother Aditya Rai were registered in 2005 as directors of Anni Partners Limited. Her mother was later the principal shareholder before the company was dissolved in 2008.



AMITABH BACHCHAN

Director of four shipping firms in BVI, Bahamas. An uncle of Bachchan was appointed director of at least four offshore shipping companies—one in the BVI and three in the Bahamas—set up in 1993. The authorised captain of these companies has professed \$1,000-\$2,000 in tax evasion in shipwork worth millions of dollars.



SAMEER GEHLAUT

Real estate owner in BVI realty via Bahamas, Jersey. Sameer Gehlaut acquired at least three real estate properties through Family on 8 Box in Kauri, the BVI, Bahamas, Jersey and UK, currently being developed as residential and hotel projects, these properties are owned by the SG Family Trust set up in October 2012.



KP SINGH

IIFL promoter, Family name firm in BVI. KP Singh acquired a company registered in British Virgin Islands in 2005 via BVI with India KP Singh as a co-shareholder. At least three more companies were set up in 2012 via KP Singh and Anil Singh. The Family Trust of KP Singh and Anil Singh together hold about \$10 million.

EIGHT-MONTH INVESTIGATION

25 EXPRESS REPORTERS

100 global partners include The Guardian and BBC (UK), Columbia University and Miami Herald (USA), Wednesday (Syria), Le Monde (France), El Confidencial (Spain), ABC Four Corners (Australia), CBC (Canada), Daily Mirror (Ireland) and La Nación (Argentina).

COMING TOMORROW THE SECOND LIST

Mossack Fonseca records request from Aishwarya Rai family

The Indian EXPRESS Nov. 04 April 2016
 www.indianexpress.com/12079643



Check Your Progress:

2.1 What are the phases of Interpretative Reporting?

2.2 Why we need investigative reporting?

UNIT – III

3.0 UNIT STRUCTURE

- 3.1 Learning Objective
 - 3.2 Introduction
 - 3.3 Why Reporting for various media platforms differ,
 - 3.4 Reporting for Print Media,
 - 3.5 Reporting for Radio News
 - 3.6 Reporting for Television News
 - 3.7 Reporting for Web Media
 - 3.8 Comparing the Differences
 - 3.9 Check Your Progress
-

3.1 LEARNING OBJECTIVES

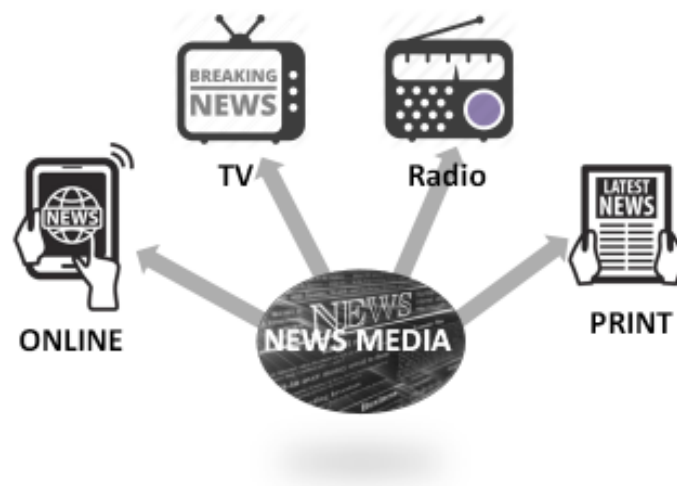
We discussed about the concept of news and news reporting in previous chapters. Though the basic characteristics of news remain same, different type of media platforms influence news reporting in their respective media based on their strength and weaknesses. The objective of this chapter is to understand the differences in reporting for various news media platforms.

After end of this unit you will learn about:

- Difference in Different Media Platform,
 - Reporting for Print Media News
 - Reporting for Radio News
 - Reporting for Television News
 - Reporting for Web Media
-

3.2 INTRODUCTION

We use various media platform to find information. With technological advancement, we have more options or channels to get the news. The news media can be broadly divided into five categories: Print (Newspaper/Magazine), Electronic (TV / Radio)



and Internet (Online news portals / websites). Different media deliver us the news differently, though the core information and basic journalistic values remain unchanged. The difference is in use of style and format in packaging and distribution of news.

In this unit we will learn about the difference in news coverage for various media formats like print, Television, Radio and Online media. We will discuss about basics of language and style used in reporting for various media platforms.

3.3 WHY REPORTING FOR VARIOUS MEDIA PLATFORMS DIFFER

Same news can be reported in different ways in various media platforms, though they apply the use of the characteristics of news when writing stories. The difference in reporting is not because of the happenstance, but because of the demand of the medium and the target audience. For example, the print media relies more on words and photographs, whereas the television news requires visuals or videos, the radio news is delivered in the form of sound and the online news can present the news using all word, video, audio and photographs. In print news, where space is the concern, a sentence can be about 20-25 words, whereas in broadcast news, where time is a concern, a sentence usually contains 10-15 words. Similarly, People don't read information on the Web in the same way as they read a newspaper or watch television or listen to the radio.

Unique nature of the medium and the way in which it is received by the public demand newspapers, radio, television and online media to adopt different reporting style. For example, we receive a newspaper everyday and it remains unchanged throughout the day. We can reread the story as much as we want. But in case of Television or Radio, the timing is important. The news need to have immediate feel. Reporting must be done on things that are happening now. Each news medium embodies a unique regime of content creation.

The processing of news in our brain is different in case of broadcast media and that in a newspaper / online media. Broadcast media like TV or Radio give only once chance to see/hear and understand the story. If anyone misses the particular visual, in case of TV, or audio, in case of Radio, then the whole news may not be understood. Whereas in case of the newspaper, even online media the reader can linger over a story or go back and re-read if something is not clear.

For a journalist working for TV News or Online media, every minute is deadline because, because news broadcasts could be made at any time of the day. However, for a newspaper reporter the deadline is fixed, since newspapers are printed once a day. This gives more time to the newspaper reporter to write their story and more in-depth reporting. Similarly, the Television has the advantage of showing video and hence required fewer words than print. Websites news reporting can cover text, audio, and video information, all of the ways traditional media are transmitted. Unlike the television or newspaper, the web news portals have more interactive approach by allowing people to personally tailor the news they receive via various tools.

Different media has different approach to influence their respective audience. In television news, the tone of the voice, physical build, gender and dress all influence the audience's perceptions of authenticity and accuracy. Similarly, in radio news the tone of the voice has the influence. People form perceptions immediately based on what they see or hear. But in case of print media and online media, readers are unaware of the physical characteristics of the reporter. (Some online media are posting photograph of the reporter, but not prominently.) Only thing they can know is the gender of the reporter from the by-line. Here the reporting skill and quality of information that counts to influence the audience.

3.4 REPORTING FOR PRINT MEDIA AND NEWS AGENCIES

Print media usually has fixed frequency of delivery like a newspaper delivered / produced once a day and a magazine is produced / delivered once a week/fortnight/ month or so. It has opportunity for geographical selectivity thus covering a particular geographical region intensively. Since people get it physically and have opportunity to reread, print media helps in communicating complex information. On the other hand, print media has the limitation of using sound and motion. Messages in a newspaper compete with each other to draw the readers' attention.

A Newspaper report is written so that it may be edited from the bottom up. It has the fixed space. So, what doesn't fit is thrown away. The reader scans the headlines on a page, before reading a story. If the headline creates interest, the reader goes to the first paragraph. If that also proves interesting, the reader continues. The readers have the luxury to select the page or news to go through, skipping others in a newspaper.

As discussed in previous unit, the basic structure of a print media report consists of three main elements: Headline, Lead and Body. Hard news does not have any conclusion. The headline has to be very good and appropriate to create readers' interest. Active and meaningful verbs should be used in writing the headline. Articles and helping verbs should be avoided. It is generally written in present tense and future tense as far as possible and in active voice. Certain parts of direct speech, which are significant enough, can be used in the headline. It is put in single quotes.

The lead or intro is the next important part after headline, in print news. In most hard news stories, the lead contains the most important information and summarises the story. It usually contains the most important of the 5 Ws and 1H. The lead has to be very precise and pin pointed, and the language crisp and easily understandable. Action verbs should be used to give the reader the best picture of what happened. We have discussed various type of lead in the previous unit.



The details of the news story are given in the body of the news. Most of the hard news is written in inverted pyramid style, which we have discussed in the previous chapters. This style is important for both editing and reading. Accordingly, the more important details are in the early part of the news and the less significant details are placed towards the end, in diminishing order of importance. The body of the news is mostly written in present tense in order to emphasize timeliness. When a news stories that speak about events that will take place in the future are, auxiliary verb is used. In stories where the actual time of an event is not known or is not important, the present perfect form of the verb is preferred.

Print journalism edits more than the broadcast. Newspapers edit for clarity, fairness, and accuracy. They also edit to ensure individual house style. The extensive editing process in print journalism allows more time for eloquence and prose. Broadcast and print journalism also differ in structure. Print news stories use an inverted pyramid structure with the most important items (the facts of the story) reported in the first paragraph. Remaining facts are then presented in descending order of importance. Lastly, broadcast and print news stories differ in length and pace. The average print new piece can vary greatly in length, the reader who dictates the pace of reading. Since print media is geographically specific, news from a particular geography gets priority in such media.

However, unlike print media, a news agency does not publish any newspaper of its own. All the news is transmitted to the newspaper and other media outlets. Speed and accuracy is highly important in news reporting for a news agency. For a News Agency

Reporter, the deadline is every minute, the reporter has to file the story as soon as important. Though the reporting structure is same as newspaper reporting, all the news items have to be quoted from someone and should be based purely on factual reports. There is hardly any space of comments or interpretation. The report should be precise and to the point. A newspaper can confine to reporting local stories, based on its geographical coverage, but a news agency cannot limit itself to a particular locality.

3.5 REPORTING FOR RADIO

Radio is oldest news medium, after print media and is accessible to wider sections of the society. Even people who cannot read or who are staying in the remote part of the country can access radio news. According to UNESCO It is “the mass medium that reaches the widest audience in the world”.

Compared to newspapers and television, producing and distributing content in radio is easy and inexpensive. Anyone with an ability to talk can take part in a radio broadcast. It can transmit on a local level, in regional language, addressing issues of importance to local listeners. It can be interactive using telephone or text messaging.



However, the radio newscast is consumed sequentially. Listeners have to wait. Even if, listeners is bored by one part of the newscast, they cannot skip forward to the next segment or news. If they are interested to listen to the fifth story they have to listen the first four stories. It is like eating in a restaurant in which each dish is served in a sequence. One has to eat each course as it is presented. If one does not like a dish, he or she must wait for the next course to be served. So the stories in a radio newscast need to be chosen and made to be interesting to a significant number of listeners.

Similarly, in a radio newscast if a news report is confusing, the listeners cannot rewind and re-read the story as it happens in case of newspapers. They have to comprehend the news at once. They cannot go back. That’s why, clarity in both sentence length and word choice is important in radio news reporting.

Radio of course needs reporting that is for the listener’s ear, rather than the reader’s eye; sentences must be crisp and short. In radio, a complete story is called ‘wrap’ and its duration varies from 30 second to 90 seconds. It includes of the reporter’s narration, also called “track,” and often includes sound bites and natural sound, sound that occurs naturally on location. The script contains less information than a print story, so the picture building is very important.

The radio report with audio is an informative bulletin about current affairs and does not include opinion. The reporter speaks during the report – providing the voice-over. The addition of various pieces of recorded material (known as audio clips, cuts, or sound bites) makes the report more lively, authentic, and interesting. These additional pieces can be statements from interviewees, statements made at press conferences, or other recorded material.

Unlike newspaper readers, radio news listeners are hardly attentive. Usually, people listen to radio while doing something else. The radio listeners are often driving, working, or engaged in some task other than absorbing the latest news. Hence radio news stories are told in familiar words combined into sentences, which run at comfortable lengths in a conversational style. Guidelines suggest writing as if telling a story to a friend who is trying to catch a bus that is ready to pull away.

Unlike the readers in a print media, it is often found that the listeners of radio news hear the whole story from beginning to end. Therefore, although it is important to give key information at the beginning of the story, we can spread out facts to keep the listeners interested from the start to the end of the story. Radio news is shorter than newspaper news and hence requires comprehension and filtration of facts while writing the news.

As in case of newspaper, the lead in a radio news introduces the listeners to the broadcast item they are about to hear – whether this is a news report, interview, bulletin, or longer report. It focuses on the essence of the broadcast item to follow, avoiding too many facts and figures. The Radio lead consists of three parts. The “ear catcher” should arouse the interest and curiosity of the listener. Then there is an introduction that broadly addresses the topic that the following report will cover; this part of the lead-in will also connect the radio presenter to the report and the rest of the radio program. There are several approaches one can take to writing the lead-in. It could be written in a news style and stick to the facts. But if the broadcast item to follow is more conversational or casual, then the lead-in can be more creative – for example, it could contain metaphors, examples, comments, questions, or interesting contradictions. The presenter uses basic storytelling principles and can be freer in how they introduce the item. However, the content of the lead-in should always have relevance and appeal for the listeners and it should not double up on any of the information in the actual broadcast item.

The radio news writing style includes the choice of simple words with short declarative sentences, since the listeners have no opportunity to go back and hear it again. Sentences in a radio news story generally contain just one idea and do not contain multiple clauses and internal clauses. Jargons or highly technical words are also avoided. Attribution precedes statements as it does in normal conversation. Sentence structure is incomplete at times, such as sentences without verbs. Understanding is more important than grammar to a radio news reporter. The words should sound natural when read.

Complicated figure can be told in simplified way like there will be no harm if a radio news reports like 1995429 as almost twenty lakh.

3.6 REPORTING FOR TV NEWS

Television uses both audio and video to communicate the message. It is important that the words and pictures match and that they don't give different messages. It is similar to radio news reporting, added with video. Like radio news, television viewer has no control over the pace of reporting. They cannot go back to the story to see or listen it again. As said by former CBS (U.S. TV network) News editor Ed Bliss, "The words are spoken and, once spoken, are irretrievable".

Lack of editing, in comparison to print media, demands short, sharp, succinct language of a more conversational tone in television news reporting. The format for the story always may not be inverted pyramid style; important facts are still reported in the first paragraph. It ends decisively and do not trail off as do print news stories. Like Radio, the most of the viewers watch the news till its end. The average television news story is one minute and 30 seconds long. Read at a pace of 180 words per minute these lengths equate to 90 and 270 words respectively for radio and television news stories.

A television report begins with a general, simple sentence signalling the beginning of a story. It consists of reporter's narration or voice over and video, which may include graphics, either static or animated. Each story has a lead or intro, which captures the essence of the broadcast item to follow. The lead contains important information the viewers will need in order to understand the news item to follow. It can come in various shapes and formats depending on the context and content of the news item. A lead-in can be very news oriented, limiting itself to facts. But if the broadcast item to follow is more conversational or casual then the lead-in can be more creative. The reporting follows the basic storytelling principles. The lead may not always include 5 Ws and 1H as it would make it too long and too hard to follow. The two or three most significant points may be selected and used in the lead. Rest can follow the lead.



Sentences in a TV news story should contain just one idea and avoid multiple clauses and internal clauses to make easier for the anchor to read and for the viewer to understand. Shorter sentence are used so it can be read aloud without running out of breath. Reporters for radio and television must be attuned to the sound of the words they use. It is also important to spell correctly for TV news coverage. Misspellings may result in stumbles or mispronunciations on the air. The writing is more conversational than that in print. It is written in the way the audience speak. To maintain a conversational tone, TV news reports don't need to use complete names and titles in news stories. Generally speaking, middle initials are not used on the air unless the initial is an essential part of the name. Attribution can come first. Immediacy is a key feature of television news.

The bites used in television reporting are equivalent to the quotes used by newspaper reporters. This must be carefully selected. It should be clear enough to understand. In addition to sound bites, stories on television can include 'natural' or 'wild' sound, which is captured while reporting a story. Using this sound in telling the story allows listeners or viewers to experience a place or situation for them, instead of the reporter telling them about it.

Video is an essential part of television news reporting. It is combined with words to make the story powerful. The visuals tell the 'what' of the story, whereas the words tell the 'why'. It is said that 'seeing may be believing but it isn't understanding'. The writing should be synchronised with the video. It is found that viewers understand and remember stories much better when the words and video match. When the video and words do not match, they surely fight each other for the viewer's attention, making it difficult for the viewer to understand the story. Also matching the video and word does not mean that reporters should simply describe what the viewer can see. Instead, the audio track should offer information that adds context and meaning to the picture.

Usually, news for television is written after viewing the unedited video tape. This helps in logically arranging words and visuals. All of the fresh information is given in the words, but it is the pictures that carry the impact for the viewers. For some stories like economy, in which fresh video is not available, file tape and graphics are chosen to explain the story. Numbers can be presented by using graphics such as graphs, pie charts or other visual aids.

3.7 REPORTING FOR WEB MEDIA

The web or online media combines the features print as well as broadcast media, besides having its own attribute. It allows the users to read a news story, examine its sources, and interact in various ways. An online news report can include audio clips from interviews, text of government records, and interactive maps that all can change the way a reader understands a story.

Interactivity is one of the unique features of Online Media. User can give their feedback or choose story to read. Almost all news sites provide space for readers to post their feedback or opinions, which others can also read and respond. Another feature of online media is 'multimedia', a form of presentation that uses audio, video, graphics, or other methods to give users different pieces of a story. Interactivity and multimedia capability is integrated features of the online media and significantly influences the news reporting.

Online media can reach a very wide audience and offer enormous space to for news writing. Like broadcast media, every minute is a deadline for online news reporter. Similarly, unlike newspapers, news published in online media can be



rectified or updated instantly. Though like newspapers, online media offers news stories to be read, writing for newspapers and online media is not same. Online news readers not only read the content, they interact with it. Online media is not static or way as print media. It allows the audience to select a video clip or visit a document through hyperlink. It makes the audience active participant.

Also consumption of news in a web portal is not same as that in a print media. In print media, the journalist knows what they've read previously, and what they're going to read next. Details can be given in a logical sequence. But in case of internet news users ignore the details to read content faster. It has been found that most of the users scan the page instead of reading word for word, focusing on headlines, summaries and captions. If the quick scan doesn't show them the information they need, they won't spend time searching for it. Instead of in depth reading they prefer short paragraphs. The longer the text, the less likely Web users are to read it. This is because reading from a computer monitor is 25% slower than reading from print and it eye strain and fatigue.

While reporting for an online media, multiple levels - words, ideas, story structure, design, interactive, audio, video, photos and news judgment – should be considered at once. TV is about showing the news. Print is more about telling and explaining. Online is about showing, telling, demonstrating, and interacting.

The most basic form on an online news story is described as 'print plus'. This means a text story like that in a print media with additional elements like photographs, audio, and video, or hyperlinks to more information. By using hyperlinks, the readers can be taken to additional information on separate web pages, some of which may be provided by sources outside the news organization, with more background or history.

A more innovative approach is to use ‘clickable interactive’ or multimedia graphics specifically designed to illustrate a story. The graphic elements are laid out in linear fashion, but the reader has the liberty to explore them independently in any order.

Online news writing is a hybrid of both print and broadcast writing. Short and simple style used by broadcast media is suitable for online media. A conversational tone like broadcast media is good but grammar and spelling still matter in online media.

Headlines, subheads, and teasers play a more important role in online news reporting. They should be enticing for the readers to click on the story and read more. They must also



contain several key words, or tag words, so that the article can be found by search engines. The first three words of the headline must have information about the content, because users often scan down the left part of a list of items in a web news portal. They never see the last words in a link unless the first few words attract their attention.

The lead of the news should quickly indicate what a story is about. Delayed or anecdotal leads may divert the user to click on another story. Though online media has enormous space, the stories are, usually shorter than newspaper stories. A typical online news story is about 800 words and is given in one page. Using subheads and bullet points helps in online news reporting. The content should be brief and actionable.

Another important aspect of online news reporting is search engine optimization (SEO). SEO refers to a process in which the writer will use specific keywords in a particular order on the page in the hopes that the search engines will ‘pick up’ the article and rank it higher in the search results. Though this limits the flexibility in writing and word choice, it is important in order to achieve the highest amount of readability possible while retaining the overall theme of the article.

3.8 COMPARING THE DIFFERENCES

From above discussion, we find that though the basic journalist principles remain unaffected, each medium has its own style of news reporting as per their respective features. With changing media environment and interest of audience each media type is trying to improve and blur the line of distinction. For example, after witnessing fall in circulation, newspaper now have started using less formal style. Online media is integrated with newspaper or broadcast new reports.

Choice of news stories, their length, and the choice of leads is important in all the media type. It is the responsibility of all type of media give people the news they want, and that is relevant to them.

Sl. No	Print Media	Radio	Television	Online
1.	Uses words	Uses words (Sound)	Uses words (Sound) & Pictures (Video)	Used Multimedia (Words, Sounds, Pictures, videos, graphic)
2.	Fixed Deadline	Every minute is deadline	Every minute is deadline	Every minute is deadline
3.	Educated Audience	Can have illiterate audience	Can have illiterate audience	Educated audience
4.	Mostly follows inverted pyramid style	Gives most important thing first	Gives most important thing first	Gives most important thing first
5.	Gives opportunity for rewind / reread	No opportunity for going back	No opportunity for going back	Gives opportunity for rewind / reread
6.	Constrained by Space	Constrained by Time	Constrained by Time	Constrained by Readers' attention
7.	Can include complex sentences	Uses simple and brief sentences	Uses simple and brief sentences	Uses simple and brief sentences
8.	Readers can choose the story to read	Listeners need to wait for their story	Viewers need to wait for their story	Readers can choose the story to read
9.	Less Interactive	Interactive	Interactive	Very highly interactive
10.	Needs correct grammar and spelling	Understanding of audience is important	Understanding of audience is important	Needs correct grammar and spelling
11.	Uses graphic to explain something	No opportunity for using graphics	Opportunity for using graphics	Uses graphic to explain something



Check Your Progress:

3.1 How different Media Platforms require different style of reporting?

3.2 Why writing for online media is different from print media?



SUMMARY

UNIT- 1

- The basis criteria by which news is judged are: newness, unusual, interesting, significant and about people.
- ‘News’ is a dynamic concept. It changes every moment, hour, day, week or month, etc. It also varies from society to society.
- News is the timely report of events, facts, and opinions that interests a significant number of people.
- When a dog bites a man is not news. But when man bites a dog is news.
- News is information about something that has just happened, which was not known outside and which is of wide interest of the people and that creates curiosity among the audience. Interest of people is a very important factor in deciding news.
- News is basically, Information about a break from the normal flow of events, an interruption in the expected & Information that creates interest among people
- Major elements of a news report are: Proximity, Prominence, Timeliness, Oddity, Consequence, Conflict, Human Interest, Disaster and Progress
- The more elements a story contains, the more newsworthy it is, and the more interested readers and listeners will be.
- A good news report answers the following questions: 5W & 1H
- All news reports contain a headline, a by-line or credit line, a dateline, a lead, a body and conclusion. Conclusion is present only in case of soft news stories.
- News is often categorised into two types on the basis of importance; (a) Hard News and (b) Soft news.
- Hard news can simply be described as accounts of event that has happened or are about to happen, impacting large part of the society.
- Hard news is also called spot news or breaking news, because the news organizations break out the news as soon as it happens, without delaying.
- News which doesn’t depend much on the time element is often called soft news. Many journalists define soft news as news that entertains as it informs, with more emphasis on human interest, novelty and colourful writing and less of facts and events that have just happened.

- A lead (also known as a lead or an intro) is the beginning of a news story that entices the reader. It is the first and most important paragraph of a news story. It gives the most important information in a clear, concise and interesting manner, establishing the voice and direction of an article.
- A general rule is ‘the lead must tell the story’. It should be short and to the point, leaving all background information and detailed explanation for the body of the story.
- There are several types of lead or intro used in news reports. The least includes: *Summary Lead, Quote Lead, Multiple-element Lead, Descriptive Lead, Anecdotal Lead, Immediate Identification lead, Delayed Identification, Punch lead, Contrast Lead*
- Inverted Pyramid Structure of the news starts with the most important information and this is followed by other information in the order of significance. That means the first paragraph contains the most important point, the third paragraph contains the second most important point, the fourth paragraph contains the next most important point and so on.
- In Inverted Pyramid Structure the news story is summarised in the lead and the facts are presented in diminishing order of importance. The most important details are given in second paragraph and more details are added in decreasing order of importance.



- A feature stories tries to entertain while informing. This does not mean that features are for entertainment only. It also deals with serious topical issues at greater length and depth, which is not possible in general news stories.
- The feature style is used more feely wherever gather emphasis is place on entrainment and a lighter touch that a straight forward and sometimes impersonal hard news.
- The different parts a Feature are: Opening, General Statement of the Theme, Supporting Point, and Ending.
- Sand Clock Style (also known as hourglass Style) of news writing is a modified form of inverted pyramid. It combines the inverted pyramid style with narrative style.
- It begins with the most important information first, but it takes a turn in the middle and becomes a chronological narrative.

- This style of writing can be divided into three parts: The Top, The Turn and The Narrative.
- The term nut graph is “a paragraph that says what this whole story is about and why you should read it. It’s a flag to the reader, high up in the story: You can decide to proceed or not, but if you read no farther, you know what that story’s about.”
- Events like conferences, trade shows, seminars, speeches, press conference and others are great source of news for media across the globe.
- Before going to cover an event, it is important to know the event; what the event is, who the speakers are, types of audience, a little background information etc.
- As good journalist watches the environment of the event, evaluates the audience response, speaks to the participants, gathers the background information and picks up gossips before making a story.
- The news report on event not only covers what the speakers or organisers say, but also covers the audience, their estimated size and type, tone of the speaker, mood of the participants etc.
- A press conference is a meeting organized for the purposes of communicating message to the media and answering questions from the journalists.
- Press conferences can be valuable resources for reporters, but it should be remembered that they are produced for one primary purpose: to influence the opinions of public through the media.
- Like other events the report on a press conference should mention the most important thing first and follow the inverted pyramid style. The news report should contain key points of the announcement, denials or questions and background details. It should have plenty of quotes, but usually not in the lead. Names and identities of speakers should also be given.
- A press release is an official statement designed to inform media about something newsworthy. It is one of the important tools of public relations and source for journalists
- It important the journalist reads the entire press release and find out newsworthy point. It not necessary that all Press Releases has news value. Press Release should not be published as it is. It should be rewritten, with appropriate news lead and information.

Unit -II

- Instead of just presenting the facts objectively, the Analytical Reporting is a form of reporting that evaluates the information, its background and related facts to build a clear and concise story that can be transmitted to and understood by the public.
- In analytical reporting, the available data is reconfigured and questions are asked on the respective situation or statement in order to present different angles of observations.
- Analytical Reporting explains subject clearly concisely and without information redundancy. It deals interpretation of various data for public consumption. It evaluates and all viewpoints and controversies that encompass the topic of discussion.
- Analytical Reports are generally quite long, sometimes up to several thousand of words. It presents broad background of the topic, including the inside story thus giving the reader valuable and exclusive knowledge.
- Interpretative reporting is reporting news depth and with care, news refreshed with background materials to make it comprehensive and meaningful
- Interpretative reporting is more than presentation of bare facts but reporting news with background materials to make it comprehensive and meaningful for the audience. It puts the facts in perspective and tells the reader about why and how aspects of news by explaining the facts.
- Major phases that are involved in interpretative reporting are: Factual or fact-gathering phase, Prophecy phase and Interpretation phase
- Interpretative Reporting is needed for generally find topics like trade, commerce, finance, stock market, international relations and conflicts difficult to understand. Internet also gives a lot of complex information and unsupported opinion.
- Descriptive Reporting is a style of reporting in journalism that aims to describe what is taking place or has occurred, exactly how they are. It is concerned with objectivity and uses straight forward description of events in which reporters focus on facts and leave the interpretation of the event to the readers.
- Descriptive journalism focuses mainly on What, Where, When and Who, and on verifiable facts.
- Investigative journalism is the process of researching and telling a story, usually one that someone else is trying to hide.

- Investigative journalism involves exposing to the public matters that are concealed – either deliberately by someone in a position of power, or accidentally, behind a chaotic mass of facts and circumstances that obscure understanding. It requires using both secret and open sources and documents
- Major components of investigative reporting: systematic, in-depth, and original research and reporting, often involving the unearthing of secrets.
- There can be several impact of good investigative report. It may result in reversing policy, causing the resignation/firing of erring officials, focusing attention previously neglected issues & areas or enriching public debate. It helps sell of newspapers and news programs.

Unit - III

- Different media deliver us the news differently, though the core information and basic journalistic values remain unchanged. The difference is in use of style and format in packaging and distribution of news.
- The difference in reporting is not because of the happenstance, but because of the demand of the medium and the target audience.
- Unique nature of the medium and the way in which it is received by the public demand newspapers, radio, television and online media to adopt different reporting style.
- A Newspapers Report is written so that it may be edited from the bottom up. It has the fixed space. So, what doesn't fit is thrown away.
- Basic structure of a print media report consists of three main elements: Headline, Lead and Body. Hard news does not have any conclusion.
- Print journalism edits more than the broadcast. Newspapers edit for clarity, fairness, and accuracy. They also edit to ensure individual house style. The extensive editing process in print journalism allows more time for eloquence and prose.
- A news agency does not publish any newspaper of its own. All the news is transmitted to the newspaper and other media outlets. Speed and accuracy is highly important in news reporting for a news agency.
- For a News Agency Reporter, the deadline is every minute, the reporter has to file the story as soon as important.
- The radio newscast is consumed sequentially. Listeners have to wait.

- A radio newscast if a news report is confusing, the listeners cannot rewind and re-read the story as it happens in case of newspapers. They have to comprehend the news at once.
- Radio of course needs reporting that is for the listener's ear, rather than the reader's eye; sentences must be crisp and short.
- Unlike newspaper readers, radio news listeners are hardly, attentive. Usually, people listen to radio while doing something else.
- The radio news writing style includes the choice of simple words with short declarative sentences, since the listeners have no opportunity to go back and hear it again. Sentences in a radio news story generally contain just one idea and do not contain multiple clauses and internal clauses.
- Television uses both audio and video to communicate the message. It is important that the words and pictures match and that they don't give different messages.
- Lack of editing, in comparison to print media, demands short, sharp, succinct language of a more conversational tone in television news reporting.
- A television report begins with a general, simple sentence signalling the beginning of a story. It consists of reporter's narration or voice over and video, which may include graphics, either static or animated.
- Each story has a lead or intro, which captures the essence of the broadcast item to follow. The lead contains important information the viewers will need in order to understand the news item to follow. It can come in various shapes and formats depending on the context and content of the news item.
- Sentences in a TV news story should contain just one idea and avoid multiple clauses and internal clauses to make easier for the anchor to read and for the viewer to understand. Shorter sentence are used so it can be read aloud without running out of breath.
- Video is an essential part of television news reporting. It is combined with words to make the story powerful. The visuals tell the 'what' of the story, whereas the words tell the 'why'.
- The online media combines the features print as well as broadcast media, besides having its own attribute. It allows the users to read a news story, examine its sources, and interact in various ways.
- Interactivity is one of the unique features of Online Media. User can give their feedback or choose story to read. Almost all news sites provide space for

readers to post their feedback or opinions, which others can also read and respond.

- Another feature of online media is ‘multimedia’, a form of presentation that uses audio, video, graphics, or other methods to give users different pieces of a story.
- Interactivity and multimedia capability is integrated features of the online media and significantly influences the news reporting.
- Like broadcast media, every minute is a deadline for online news reporter.
- Also consumption of news in a web portal is not same as that in a print media. The longer the text, the less likely Web users are to read it. This is because reading from a computer monitor is 25% slower than reading from print and it eye strain and fatigue.
- While reporting for an online media, multiple levels - words, ideas, story structure, design, interactive, audio, video, photos, news judgment – should be considered at once.
- TV is about showing the news. Print is more about telling and explaining. Online is about showing, telling, demonstrating, and interacting.
- The most basic form on an online news story is described as ‘print plus’. This means a text story like that in a print media with additional elements like photographs, audio, and video, or hyperlinks to more information.
- The lead of the news should quickly indicate what a story is about. Delayed or anecdotal leads may divert the user to click on another story.
- Another important aspect of online news reporting is search engine optimization (SEO). SEO refers to a process in which the writer will use specific keywords in a particular order on the page in the hopes that the search engines will ‘pick up’ the article and rank it higher in the search results.



FURTHER READINGS



- *The Journalist's Handbook* by M. V. Kamath, Vikas Publishing Houses, New Delhi
- *Handbook of Print Journalism*, by Priscilla Paul, Lulu.com, New Delhi
- *Modern Journalism Reporting and Writing* by D. Sharma, Deep & Deep Publications, New Delhi
- *Practising Journalism: Values, Constraints, Implications*, edited by Nalini Rajan, Sage Publications, New Delhi

ANSWERS TO CHECK YOUR PROGRESS

Unit I

1.1 The basic criteria by which news is judged are: information that are new, unusual, interesting, significant and must be about people.

1.2 The Oxford English Dictionary defines news as 'the report or account of recent events or occurrences, brought or coming to one as new information, new occurrences as a subject of report or talk'. There are various definitions of news. Based on these we can define news as information about something that has just happened, which was not known outside and which is of wide interest of the people and that creates curiosity among the audience.

1.3 A news report contains several other elements. Some the major elements of a news report are Proximity, Prominence, Timeliness, Oddity, Consequence, conflict human Interest, Disaster and progress

1.4 Major Components of a news story are headline, By-line / Credit line, Dateline, lead, body and conclusion. Conclusion is present in case of soft news.

1.5 News which doesn't depend much on the time element is often called soft news. It is defined as news that entertains as it informs, with more emphasis on human interest, novelty and colourful writing and less of facts and events that have just happened. It does not mean that soft news lack factual foundation

1.6 Hard news can simply be described as accounts of event that has happened or are about to happen, impacting large part of the society. This specific type of news has to be covered almost immediately.

1.7 Summary Lead summarises the whole story and gives the details alter. Also known as direct lead, this is the most common and widely used lead especially in

newspapers. It is to the point and factual. It tells the reader or listener the most important aspect of the story at once in as few words as possible.

1.8 A general rule is ‘the lead must tell the story’. Its objective is to catch readers’ attention and draw them in. A good lead not only tells the story but also sells the story. In many media organisations, the editors decide whether the story will make it to the front page or be relegated to the inside pages on the basis of the lead of the news story written by a journalist.

1.9 In Inverted Pyramid Style of news writing the first paragraph contains the most important point, the third paragraph contains the second most important point, the fourth paragraph contains the next most important point and so on. It is the most prominent and or the most commonly used style of writing a news story. In this style of writing the news story is summarised in the lead and the facts are presented in diminishing order of importance.

1.10 The nut graph refers a paragraph that says what this whole story is about and why you should read it. It’s a flag to the reader, high up in the story: You can decide to proceed or not, but if you read no farther, you know what that story’s about. It’s called the nut graph because, like a nut, it contains the “kernel,” or essential theme, of the story.

1.11 A press conference is a meeting organized for the purposes of communicating message to the media and answering questions from the journalists. Such events are organised in order to in order to promote a brand, product, performance or a celebrity or announce something newsworthy. Press conferences can be valuable resources for reporters

1.12 A press release is an official statement designed to inform media about something newsworthy. It is one of the important tools of public relations. However, press releases are one of the main sources of news journalists. This is often a news story or feature, written by a public relations officer and sent to media. The press releases contain facts which have been carefully selected for publication to get positive publicity or serve a purpose. Some Press releases may bring out newer information.

Unit – II

2.1 Interpretative Reporting has three major phases. The first one is Factual or fact-gathering phase, which is the foundation of the Report. This followed by prophesy phase in which an educated guess or hypothesis is made. The last phase is interpretation phase in which the reporter concludes with meaning importance and effect.

2.2 The Society needs investigative reporting because people have the right to know about decisions which may affect them, even if people in power want to keep them secret. People in power can abuse the power or be corrupt, exposing this is essential. Also the watch dog role of media demands investigative reporting.

Unit – III

3.1 The difference in reporting in various media platform is not because of the happenstance, but because of the demand of the medium and the target audience. Unique nature of the medium and the way in which it is received by the public demand newspapers, radio, television and online media to adopt different reporting style. The processing of news in our brain is different in case of broadcast media and that in a newspaper / online media. Deadline is different for different type of media. Hence there is same news is reported in different ways in various media platforms, without changing news values.

3.2 Online news readers not only read the content, they interact with it. Online media is not static or way as print media. In print media, the journalist knows what they've read previously, and what they're going to read next. Details can be given in a logical sequence. But in case of internet news users ignore the details to read content faster. It has been found that most of the users scan the page instead of reading word for word, focusing on headlines, summaries and captions. If the quick scan doesn't show them the information they need, they won't spend time searching for it. Instead of in depth reading they prefer short paragraphs. The longer the text, the less likely Web users are to read it. This is because reading from a computer monitor is 25% slower than reading from print and it eye strain and fatigue.

MODEL QUESTIONS

A. Very Short Questions

Q1: Define News.

Q2: What is Summary Lead?

Q3: What is a Hard News?

Q4: Discuss Interpretative Reporting?

Q5: What is investigative reporting?

Q6: Discuss importance of Nut Graph?

B. Short Questions (Answer each question in about 150 words)

- Q1: What are the elements of news story?
- Q2: Discuss Inverted Pyramid Structure of News.
- Q3: What is Hard News and Soft News?
- Q4: How to make news from Press Release?
- Q5: What is Descriptive Reporting?
- Q6: What is analytical reporting?
- Q7: Why different media platform report differently?

C. Long Questions (Answer each question in about 300-600 words)

- Q1: Discuss various structure of news.
- Q2: What is a Lead? Discuss its type.
- Q3: How to cover a press conference?
- Q4: Discuss investigative reporting.
- Q5: Compare difference in reporting for various media platforms.



Comments



Comments



A large, empty rectangular box with a thin black border, intended for entering comments or feedback.