

202 MA JMC

by Cde Anu

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EDITING AND COMPUTER APPLICATIONS

M.A. (Journalism and Mass Communication)

First Year, Semester: 2

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M.A. (Journalism and Mass Communication)

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FOREWORD

Since its establishment in 1976, Acharya Nagarjuna University has been forging ahead in the path of progress and dynamism, offering a variety of courses and research contributions. I am extremely happy that by gaining 'A' grade from the NAAC in the year 2016, Acharya Nagarjuna University is offering educational opportunities at the UG, PG levels apart from research degrees to students from over 443 affiliated colleges spread over the two districts of Guntur and Prakasam.

The University has also started the Centre for Distance Education in 2003-04 with the aim of taking higher education to the door step of all the sectors of the society. The centre will be a great help to those who cannot join in colleges, those who cannot afford the exorbitant fees as regular students, and even to housewives desirous of pursuing higher studies. Acharya Nagarjuna University has started offering B.A., and B.Com courses at the Degree level and M.A., M.Com., M.Sc., M.B.A., and L.L.M., courses at the PG level from the academic year 2003-2004 onwards.

To facilitate easier understanding by students studying through the distance mode, these self-instruction materials have been prepared by eminent and experienced teachers. The lessons have been drafted with great care and expertise in the stipulated time by these teachers. Constructive ideas and scholarly suggestions are welcome from students and teachers involved respectively. Such ideas will be incorporated for the greater efficacy of this distance mode of education. For clarification of doubts and feedback, weekly classes and contact classes will be arranged at the UG and PG levels respectively.

It is my aim that students getting higher education through the Centre for Distance Education should improve their qualification, have better employment opportunities and in turn be part of country's progress. It is my fond desire that in the years to come, the Centre for Distance Education will go from strength to strength in the form of new courses and by catering to larger number of people. My congratulations to all the Directors, Academic Coordinators, Editors and Lesson- writers of the Centre who have helped in these endeavours.

Prof. P. Raja Sekhar
Vice-Chancellor
Acharya Nagarjuna University

EDITING AND COMPUTER APPLICATIONS SYLLABUS

UNIT-1

Editing – definition – principles of editing – Using correct grammar and punctuation –Consistent style and correct words, numerals, abbreviations, capitalization, time, dateline, checking facts, reliability of different source, editing stories

UNIT-2

Hierarchy of editing department – Qualities – Duties and responsibilities of news editor/copy editor/sub editor – news flow management – leader writers – editorial board

UNIT-3

Leads and Headlines arrangement – Types of headlines – Purpose – Characteristics – Guidelines – Placement – alignment – Typography – Type size – Width – Style – Weights.

UNIT-4

Design and layout – Design principles – Contrast – Proportion – Unity – Design element – Body type – Borders – Open space – Art – Color – Layout style - newspaper layout – Basic guidelines – Inside pages – Pagination layout.

UNIT-5

Editing pictures – Photo shop – Info graphics – Selecting pictures – Selecting the best shot – Preparing images for publication – Scanning – Selecting a file format – Cropping and scaling photographs – Editing information graphic – Types – Guidelines – Evolution Printing Technology

SUGGESTED READING:

1. Bruce Westley: News Editing. New Delhi: IBH Publishers.
2. Frank Barton (1989): The newsroom: A manual of journalism. New Delhi: Sterling Publishers.
3. R. Parthasarathy: Basic Journalism. New Delhi: McMillan

MODEL QUESTION PAPER
M.A DEGREE EXAMINATIONS, OCTOBER 2021
(Regular)

Second Semester

Journalism and Mass Communication

Paper-II – EDITING AND COMPUTER APPLICATIONS

(w.e.f the batches admitted 2017- 2018)

Time : Three hours

Maximum : 70 marks

Answer ONE question from each Unit

All questions carry equal marks

UNIT I

1. (a) What are the qualities and duties of News Editors?

Or

- (b) Discuss the importance of editorial board.

UNIT II

2. (a) Write about usage correct grammar and punctuation.

Or

- (b) How to check reliability of different sources?

UNIT III

3. (a) Discuss about various types of headlines.

Or

- (b) Explain various leads with examples.

UNIT IV

4. (a) Discuss the Principles of design.

Or

- (b) Explain the process of pagination layout.

UNIT V

5. (a) Narrate the evolution of printing technology.

Or

- (b) How important are the graphics in design and layout?

EDITING AND COMPUTER APPLICATIONS CONTENT

Lesson Name	Page No
1. Print Media	1.1 - 1.4
2. News Room	2.1 - 2.7
3. Editorial Department	3.1 - 3.5
4. Consistency and Typography: A Fou. For Design	4.1 - 4.8
5. Style Book	5.1 - 5.6
6. Editing Tools And Processes	6.1 - 6.8
7. Leads	7.1 - 7.8
8. Headlines	8.1 - 8.6
9. Copy Editing	9.1 - 9.7
10. Regular Pages Vs Edit Page	10.1 - 10.5
11. Editorials	11.1 - 11.6
12. Letters to the Editor	12.1 - 12.6
13. Editing Of Stories	13.1 - 13.9
14. Photographs And Print Media	14.1 - 14.4
15. Editing Of Photos	15.1 - 15.5
16. News Paper Design	16.1 - 16.6
17. Page Make-Up	17.1 - 17.9
18. Printing	18.1 - 18.6
19. Magazine Production	19.1 - 19.6
20. Ethics: Objectivity And Fair Play	20.1 - 20.6

LESSON-1

PRINT MEDIA

AIMS AND OBJECTIVES

After studying this unit you will be able

- To understand the concept of public library
- To understand the role of public library in development of society

Structure

- 1.1 Introduction
- 1.2 Contemporary News Media
- 1.3 Print Media And Its Influence
- 1.4 Competition
- 1.5 Readership
- 1.6 Technology And Journalism
- 1.7 Indian Press
- 1.8 Summary
- 1.9 Self Assessment Questions
- 1.10 Suggested Reading

1.1 INTRODUCTION

The increase in literacy rate and modern technology has contributed to the growth of newspapers in the recent times. Simultaneously the pace of transmission of news across the globe has become phenomenal. The advanced technology has facilitated increase in the number of massive outlets and audience for the electronically distributed products. The growth in the volume of information and its interpretation in true spirit are determined by the editing skills of the publication. Unless the reader interprets with the right spirit of the publisher the objectivity would not be realized in print media.

1.2 CONTEMPORARY NEWS MEDIA

To win over the tough competition in the print media especially in news paper trade practices of managements have been changing. In addition to the speedy delivery of information serious thought is being given to aesthetic presentation of the textual and visual material on a printed page. This is being treated on a par with the editing of information, for both the content and language. Historically, the high costs involved in newsgathering led to the formation of news agencies that started selling news to many newspapers. For example, Associated Press was formed in the USA in 1848 that sold national and international news to newspapers and magazines across the globe. With the help of news agencies Newspapers disseminate information to the public. Added to this facilities technology helps in speedy transmission of news, newsgathering as well as the production of newspapers. Computers and word processors, expertise of the graphic designers have opened numerous options to create a broad variety of pages. From earlier facsimile machines to the current day internet based editions news paper can reach the nook and corner of the world in a limited time. As the scope for number of newspapers chain editions has risen newspapers could benefit by increasing their circulation.

1.3 PRINT MEDIA AND ITS INFLUENCE

Earlier the influence of print media was significant as newspapers used to disseminate information to large number of readers that would ultimately benefit large segments of the people. During Independence, the newspapers played a crucial role in educating the people by creating knowledge and awareness about society. The pages of newspapers contain different information and editors make a good judgment while selecting news items. In the twentieth century newspapers gained an even stronger voice in political and social matters. The early twenties saw an exuberant, flashy, often sensationalisation from the press. The era also witnessed the rise of entertainment, sports news, a flourishing of advertising, enticing photo journalism- visual based story telling which promoted the circulation and handsome profits for publishers. However, the advent of radio and the rise of television put a brake on the pace of the newspapers. Electronic media and print media have locked horns to prove the superiority and some publishers even objected to the selling of news for radio by wire services. They demanded that stations could not air news until and after the newspaper had a chance to print it. The press-radio war turned out to be a paradox. At one point majority believed that radio will supersede the press and its privileges would seal the fate of the newspapers, as radio fulfills the immediacy in informing them. In this process of competition newspapers resorted to the practice of yellow journalism. The newspapers tried to attract readership by sensationalizing the content of the news on the lines of practices by William Randolph Hearst and Joseph Pulitzer in the USA. In this process the editor had to struggle to maintain the objectivity in the writing of stories, amidst the popular opinion that editorial writing is mostly biased and subjective in nature. Newspapers in the 1940s seemed to be dull in appearance with poor quality print, headlines and sparsely spread photos. As space in news papers has become valuable with demand for advertisements the news papers gained demand and no newspaper was ready to spare any space.

1.4 COMPETITION

The rise of television in the 50's offered serious competition with speedy dissemination of news. Interestingly newspapers too worked hard to make them more readable and attractive to a public that was losing its print-oriented 'literacy' by relying less on newspapers to inform them of the day's events. They even opted for feedback from the readers and tried to meet the expectations of the public. To assess the situation newspapers hired consultants to conduct studies and make recommendations for change.

1.5 READERSHIP

During the last century the news papers had to reorient their product to protect the staple readership. Studies by the American Newspaper Publishers Association found that readers prefer colorful, visual oriented events like disasters and accidents and they were most widely read part of news in a newspaper. It also found human interest and advice columns were among the most widely read part of the paper. These findings made the publishers to reorient their publications as per the reader's requirements. Some newspapers which found their circulation plummeting turned back to '*yellow journalism*' covering rapes, robberies, and accidents on the front page extensively. Soft stories and features stories received more space making the primary function of a newspaper that of entertainment. Features on travel, advice, received more space and became more prominent than ever before. The presentation of news underwent a change. News has been more personalized than earlier and the language being clear, exciting, simple, sometimes introspective. Articles were shortened to accommodate the

reader's shorter span of attention that could be attributed to television. Newspapers made their intentions clear about orientation, with front-page headlines promised major stories inside. Stories included tearjerkers, oddities, and a touch of sensationalism. Headlines were racy, imaginative, and sometimes implied more than the story detailed. Illustrations and photos appeared prominently on the front pages as it was a way of competing with television. The page make-up was revolutionized with more legible typefaces, more white space and ruled margins, giving the illusions to readers that the paper is much easier to read than masses of words among pages of gray type. Obviously the reason was that fiction writers became journalists and they were writing news more like dramatic piece. That phase of journalism was known as neo-journalism.

1.6 TECHNOLOGY AND JOURNALISM

The role of newspapers is changing with the advent of the latest technologies like the electronic media and the Internet. People can access information from television and Internet and the role of newspapers has changed from breaking news to interpreting and analyzing news events. The launching of online editions is a pointer how newspapers are keeping in tune with the changing times and technology advances. A new category of news providers have emerged. They are the *webzines* or *netzines*. Cyber news allows a news consumer to understand the meaning of the day's events in a personalized context that makes better sense to them than traditional media do now. The new media has transformed journalism.

1.7 INDIAN PRESS

In India the press plays a crucial role in building public opinion and disseminating information to the public. Proactive mass media especially news papers influence governance tremendously. Unlike earlier days people have access to publications of different languages with varying periodicities catering to different audiences. According to the 45th annual report published by the Registrar of Newspapers for India (RNI), newspapers are being published in 101 languages and dialects a part from English and other principal languages. The Indian Media has witnessed a three-tier growth. They are urban centric English newspapers, vernacular dailies, small and newspapers published in various languages. The English newspapers cater to urban elite, whereas the readers of the Indian language press cover the widest spectrum of rural people. The English media caters to five percent of the readers with large major of revenue share, because it is seen by the advertisers as aimed at the upper class credited with purchasing power. The regional language newspapers have registered a phenomenal growth. With the use of the very latest technology they penetrated into the nooks and corner of the country. The small newspapers which are brought published from the district centers have made good progress due to rise in the literacy levels, purchasing power and an increase in general and political awareness and interests in the affairs of the country. Since Independence, the Indian press went from strength to strength with an impressive growth in circulation. The language newspapers have created the right impact through increase in circulation and readership. Some community newspapers have multiple editions from different centers in the country.

The regional dailies are alert to the problems at the grassroots while not closing its eyes to the problems beyond the district to which it caters. For instance, *Prabhat Kabat* published from Jharkand played a key role in the region's development and also conducted people courts to elicit their opinion about the newspaper.

1.8 SUMMARY

In the new millennium circulation of newspapers has risen drastically due to increase in the number of educated people and also fast growing technology. The dramatic increase in the pace of transmission of news also lead to the proliferation of news papers. Irrespective of levels all the dailies have become a compulsory part of the common man's life across the globe. Unless the reader interprets with the right spirit of the publisher the objectivity would not be realized in print media. On par with the largest circulated English and north Indian news papers even the vernacular dailies in South India too have large number of circulation as well attractive looks. Even the Hindi belt media too is trying to emulate the same mode of presentation news in their pages.

1.9 SELF ASSESSMENT QUESTIONS

1. Write about the contemporary media status in India.
2. Write about important news papers in India
5. How popular is Mass media in regional languages in South India?

1.10 SUGGESTED READING

1. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
2. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
3. Rangaswamy Parthasarathy (1984). *Basic Journalism*. New Delhi, Sterling.

LESSON-2

NEWS ROOM

AIMS AND OBJECTIVES

After studying this unit you will be able

- To understand the concept of news room
- To understand the role of news room in bring out the news papers

Structure

- 2.1 Introduction
- 2.2 Multiple editions
- 2.3 Sections of a newspaper
- 2.4 News Reporting
- 2.5 News room
- 2.6 News room skills
 - 2.6.1 Readable writing
 - 2.6.2 Journalistic writing
- 2.7 Good Writing
 - 2.7.1 Precision
 - 2.7.2 Clarity
 - 2.7.3 Pacing
 - 2.7.4 Transitions
- 2.8 Regional news papers
- 2.9 How to interpret news
- 2.10 Summary
- 2.11 Self Assessment Questions
- 2.12 Suggested Readings

2.1 INTRODUCTION

Good writing is the basic necessity for any mass media format such as newspapers, radio, television or films etc. Persons who are involved in developing and presenting content for these mass media should be well versed with readable or audible, interesting and innovative writing. Though the seriousness of the script varies depending on the availability of time, talent and motivation the main driving force for mass media is undoubtedly good writing. Compared to films Radio, Newspapers and Television especially 24 hours news channels are more dependent on writing skills of journalists. Mere pouring of information at any given time and in a page may not be enough to attract the attention of reader or viewer. Apt, new and interesting information molded into an innovative package is the only way out to attract the attention of public. For this purpose the journalists need not master the literature or language and learn the intricacies of it, but should present the facts in a readable format.

2.2 MULTIPLE EDITIONS

Producing a newspaper requires collecting of information, putting it together in readable form, printing it on paper and then selling it to the public. This capital-intensive business of producing newspapers is done by organizations having different ownership patterns. Since

ownership is different while investing money for a company, the owner looks at the organization as a money-giving industry and he/she controls the organization.

The prime purpose of the newspaper is to deliver information to the readers early in the morning if the newspaper is a morning paper. Normally a publication centre will publish three or four editions from the same place. The first edition known as Dak I is published at around 9 PM to send to far-off places and the deadline would be roughly 8 p.m. The deadline is the time when the last page from the editorial section is signed off. Similarly, Dak II has a deadline of 11PM. The paper should be signed off in the editorial department at 10PM to enable printing of the paper. The third edition known as city edition will have deadline at 2AM and city editor and team of copy editors leisurely work on dull days. When elections are round the corner, the city editor has to work hard to bring out special supplements.

2.3 SECTIONS OF A NEWSPAPER

Newspapers generally have two sections. They are

- 1) The Editorial section which is an expensive proposition to run and
- (2) The Business section that brings in the revenue for the newspaper.

The main sources of income for the newspaper are Advertising through display ads, classifieds, Government notices etc and Circulation through retail sales or subscription while Administration and Production cost involving machinery, newsprint, building, infrastructure etc. are its sources of expense.

2.4 NEWS REPORTING

The news reporting department is the most important department of a newspaper. The word 'news' implies that it is factual information that happens in all corners of the globe which is aimed at increasing public awareness when newspaper publishes it. For newspapers, news comes from two main sources: staff reporters and wire services. There are other supplementary sources like feature syndicate, public relations agencies, and handouts. Reporters in a newspaper file stories from various places and they are the first people to witness an event or learn about an event. For instance, a reporter attends a political meeting and takes note of the proceedings. Hence, reporters write news stories in haste and it lacks coherence unless he is a veteran reporter. The editorial team polishes the copy, and the team is known as editorial desk. Desk staff works under tremendous pressure and severe time constraints to meet the deadlines of each edition. The purpose of editing is to present a good quality newspaper to the readers, and to give concise reports of daily events.

Newspapers get news from three kinds of staff reporters: beat reporters, special correspondents and general assignment reporters. Some newspapers adopt a policy of rotating reporters on beats so that they do not become intimate with the source. Some newspapers allow the reporter to stay on the beat as long as they are doing a credible job. Staff reporters are full time employees of the organization and their number varies according to the size of the newspaper. Correspondents are classified according to their area of news coverage for example local correspondents, special correspondents (outstation senior correspondents who are specialists in their fields), foreign correspondents, part-time correspondents or stringers, sports correspondents, political, science, commercial, etc.

The special correspondent will be assigned to a special area of interest – politics, labor management, education, religion, science etc. They cover a particular subject matter rather than an identifiable geographic area or a single organization. The general assignment

reporters usually form a labor pool that editors can draw upon to cover unplanned events that occur without warning and are not covered by beat or special assignment reporters. At time the general reporter may be asked to cover a beat when the regular reporter has more than he can handle.

2.5 THE NEWSROOM

The newsroom is a place in the newspaper office, where the news items arrive, and are sorted out. The faster the incoming flow of news, the greater the speed of production of the various pages of the newspaper. The photographs and illustrations need to be quickly located or prepared to supplement the information in the text. News has very short span of life as it is a perishable commodity. The newspaper staff has to be on their toes to ensure that important new items are processed quickly, to meet the deadline of publication. Speed is essential in communicating information, processing information, page designing and layout; in printing and production. The information that is imparted has to be accurate or else the rapid transmission of news becomes useless. Sometimes, to give in-depth treatment to an issue, complete information might have to be provided in the form of historical data or facts about the events preceding the current ones. The computers permit data maneuverability to suit the need of the page designers. This might become necessary in the presentation of the same news items in a different format. The computers can be programmed for and unlimited supply of typefaces. Software for a variety of page designs exists and continues to be invented. The typography is another requirement of the newsroom.

No two newsrooms are identical in their organization. Even on two staffs of the same size, men who do identical jobs may hold different titles. The news editor is responsible for selecting and delivering the news to the public. The city editor leads the team of local news reporters. He assigns the stories to the reporters and supervises their work. He passes on the stories filed by the reporters to the news editor. The wire editor takes wire stories and forwards those he thinks would interest the news editor. Newspapers subscribe to two wire agencies. The photo editor has two primary sources of photos: his own staff and the wire service. The news services offer daily news photo service, and undated feature pictures are mailed.

The news editor is the key man in the flow of news and pictures. Working with the layout artiste the news editor decides what stories and photos are to be published, what pages they will go on, how long the stories will be, and what kind of headline they will get. After these decisions are made stories are sent to the copy desk. There, the slot man deals them out to his assistants who edit them and write the specified headlines. Besides staff and wire-service reporters, a newspaper's other source of printed matter are feature syndicate, publicity handouts, and letters to the editor. The copyeditors edit reporters copy as well as syndicated matters and the editorial staff looks after the letters to the editor. Reporters rewrite the press releases to improve the quality of the writing and to make the stories conform to the newspaper's particular style. Newspaper is a written product, and almost all the writing originates with reporters. Similar activities exist at the sports and features desks. Separate departments have their own reporters and editors and handle their pages independently. Major dailies and metropolitan newspapers, have additional sections such as automotive, amusement, travel, entertainment and real estate- with their own staff. Editorial departments have their own staff, to write the editorials and handle such features and the editorial cartoon, letters to the editor and syndicated columns.

2.6 NEWS ROOM SKILLS

The basic requirement of a journalist is to have good writing skill. He should be passionate enough to improve his skills throughout the career of journalism. Especially the desk men who shape up the news items or a story and ultimately the entire newspaper should showcase good writing skills. There is a general perception across the world that because of fierce competition in this field the quality of language has come down drastically.

2.6.1 Readable writing. The largest single ingredient in meaningful writing is readable writing. No effort is made here to distinguish between the two. The term readability usually is used to describe the stylistic factors in writing which make it easier to read. Readable writing as it is usually defined is not necessarily meaningful to a particular individual. Readability has been given a good deal of attention in the news services and newsrooms in recent years. It has almost become a cult. However, concern with readability in the newspaper profession is perhaps only a little old. Using simple words and simple sentences has been the old time editorial injunction to the reporter, as what they are writing is meaningful to the people. The recent interest in readability has done no injustice to that idea. When the work or readability expert has been reduced to its essentials the advice is "Use simple words and simple sentences and remember you are writing for the people." Students of readability have however, performed an important service in increasing the attention newsmen pay to these doctrine. And they have provided a means of testing writing to establish, roughly, at least how closely a given writer is adhering to this excellent advice.

2.6.2 Journalistic writing. Journalists' main objective behind the writing is his public interest. The journalist tries to send the information in a different format which will have more or less same style. Only the presentation differs and he can't claim originality of style. But the journalistic writings are directly addressed, easily understood and accepted by even less educated. The vocabulary, usage of the words and phrases are not so systematized and are not always bounded by hard and fast grammar. Sentence construction is flexible and easy to grasp. A particular journalistic style will not enjoy the longevity also. The life of newspaper story or television story is so short that people tend to forget them quickly. It is such a dynamic activity that very often the style of writing for mass media changes. That is the reason why journalism is considered as literature in hurry. Journalists as well as readers or television viewers would be ready to invite experiments. The major qualification for a journalist is to develop interest in identifying and observing facts and report them objectively. The journalist should be well versed with different formats such as story, features, articles, interviews, reviews column writing etc.

The competition among the media houses is forcing them to sacrifice the quality in writing. Mushrooming of 24 hours television news channels has further diluted the sanctity of languages.

2.7 GOOD WRITING

Good writing should have the following characteristics

- It should be precise
- It should be clear
- It should have a pace appropriate to the content
- It should use the transitional devices that lead the reader from one thought to the next

2.7.1 Precision: Precision means knowing what exactly you want to convey and which word would suit the meaning in an effective and successful manner. One needs to be precise in using not only good vocabulary and new words but one has to be good at using correct sentence structure to communicate explicitly what you want to convey. Whatever be the type of format of newspaper, words should be used precisely during the process of writing. They should mean what you exactly want to convey to the reader. Sometimes unwarranted, alternative words may not convey the appropriate meaning and instead may lead to confusion and chaos.

Eg. The party has lost majority in the house of Assembly

No confidence motion was defeated.

These two statements could be right. But they need to attribute in a right manner as to which party has lost majority and which party has lost no confidence motion. In some cases loss of majority could be noted well before the tabling of no confidence motion in the Assembly. Especially precision is practiced in selecting appropriate word and should be able to discriminate between words which mean more or less in the same manner.

Eg. high level – top

Assume – presume

Great – grand

Import – prominent

Register – enroll

Law – act

2.7.2 Clarity: The piece of writing which clearly denotes the exact meaning is always preferred by the people rather than beating around the bush. Since mass media generally caters to common people one cannot expect them to go through the dictionaries and find out the meaning repeatedly. The writing should have free flow of ideas and meanings. Even if the subject is tough like science and technology or legal concepts one has to make it simple to understand and if necessary can change it into more and more simpler form.

- For this one has to think clearly
- Formulate the ideas clearly and specifically
- Set the objectives of writing
- Rely on simple, short, familiar and direct sentences
- Use correct grammar and punctuation
- If possible one can try out innovative and interesting expressions

Any piece of writing should have beginning, middle and proper ending. The writer must have clear idea about the essence, the details, analysis and should be clear about the impending future of a problem, concept or programme. One should also be able to conclude the writing with valuable suggestions also wherever necessary. The good piece of writing should not be cluttered with unwanted and unnecessary material. Every sentence, expression used in the writing should be useful, supportive and supplement the main idea.

2.7.3 Pacing: Effective writing is supported by employing many techniques among which pacing is an important one. Unless the story or news is straight and easy to understand there

is every chance of his interpreting it in his own way. One of the important techniques that places good piece of writing high above the others is pacing sentences as much as the words themselves. A series of long sentences convey a more related mood, long sentences slow down the reader. Sentences should neither be too long or too short. The writer should not abruptly change the size and style of sentences. They should be handled in a tactful manner and take the reader along with it in a sublime fashion.

2.7.4 Transitions: At times the writer is forced to change the pace, style and sometimes genre also to suit the item. If that is the case one has to lead the reader imperceptibly from one thought to the next. This type of transition shows that the writer has a sense of direction. The transition acts as a bridge and it could be a word, a phrase, a sentence or a paragraph. They help in achieving coherence, the logical connection of idea. Repetition of a phrase or of sentence construction is called parallelism. It is another way to guide readers through a story. Writers often use parallelism to achieve coherence. Chronology is important in everything from reports of automobile accidents to recaps of events that occurred over months or even years. If the story or news is continued as a series in every story details of the incident must be mentioned so that the reader can easily recollect what has happened in the past.

2.8 REGIONAL NEWSPAPERS

Generally vernacular, regional newspapers and tabloids editors see their newspapers as an integral part of the local community, and those which campaign and crusade on local issues as well offer an informative package of exclusive news, features and photos, sport and grass roots stuff, such as what's on and leisure information, as well as letters, competitions and promotions. It's important to get the mix right. When a local newspaper operates in a particular area people are quick to pick up the telephone and tell you if they're not happy about something. By the same token, they will also let you know when they like what they're reading. Such feedback is invaluable. It means we're able to respond to our readers and to be sensitive about what they expect from us. The important thing, though, is that we should always be telling readers something new, something they didn't know before, about people or events in their community.

Location of news has assumed significance over these years and it has come to such an extent that news is only news if it happens in the right place. This principle is more relevant to vernacular and regional dailies. Second, experts make it clear that news does not necessarily have to be either dramatic or exciting. The most mundane occurrence- road works, might be interesting and useful simply because of the scale of the impact that it has on the lives of ordinary people. Diversions and long traffic jams during the peak times may not be of interest to the readers as the repair is very essential and people would be prepared for any inconvenience in such matters – unless, of course, you happen face it regularly for a quite longer period.

Third news is not just about people, it affects people.

Finally, news must be based on facts, not fiction. Without facts, it becomes impossible for individuals to make accurate, informed judgments about the community in which they live. This is important – locally, nationally and globally.

2.9 HOW TO INTERPRET NEWS?

Journalists select and interpret 'news' so that it fits and influences the culture of understanding of its readership. The aim is to achieve a 'balance between satisfying reader

demands and shaping the news to influence what the readership understands'. Journalists may strive for objectivity, but, rightly or wrongly, their perceptions about news are determined primarily by what, in their view, their readers will consider newsworthy. This is a complicated and, for theorists, a somewhat problematical issue, but, broadly speaking journalists tend to see themselves as people who contribute to an informed democracy, while theorists see their role as creating consensus and confirming ideology. The upshot of all this ambiguity about the nature of news, however, is that a glance through one day's newspapers will produce a wide variety of different stories on different subjects, none of which appear to be linked in any way, yet each one is defined as news. Here, the skills of editing department are appreciated if the reader could interpret in the reporter wanted him to understand in all its true sense.

2.10. SUMMARY

News items reach the newsroom regularly where from they go to editorial department once the rewriting a editing and page setting processes are completed the pages reach the printing unit. The incoming flow of news, the speed of production of the various pages of the newspaper differs depending on the periodicity with which they are produced. The photographs and illustrations supplement the information in the text. The reporting department is the most important in a newspaper organization. Source of news is mostly staff reporters and wire services. The journalists should be good at writing skill and passionate to improve the skills so that the quality of his work as well as the news paper sustains. Especially the desk men who shape up the news items or a story should update themselves regularly to meet the competition and strengthen the news room.

2.11. SELF ASSESSMENT QUESTIONS

1. Discuss the role of news room in a news paper organization?
2. What are skills required for professionals in news organizations?
3. Write about the important departments of news media.

2.12. SUGGESTED READING

1. Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
2. L. S. Burns (2002). *Understanding Journalism*. London. Sage
3. Anna McKane (2006). *News Writing*: London, Sage.
4. Ian Hargreaves (2005). *Journalism: A very short introduction*: London, Sage.

LESSON-3

EDITORIAL DEPARTMENT

AIMS AND OBJECTIVES

After studying this unit you will be able

- To understand the Editorial department
- To know about the hierarchy of Editorial department

Structure

- 3.1 Introduction
- 3.2 Newspapers and departments
- 3.3 Hierarchy of Editorial department
- 3.4 Editor/ Chief Editor
- 3.5 News Editor
- 3.6 Chief Sub-editor
- 3.7 Sub-editor
- 3.8 Summary
- 3.9 Self Assessment Questions
- 3.10 Suggested Reading

3.1 INTRODUCTION

Newspapers and news agencies are the major purveyors of news and information to the people. The introduction of technology and growing literacy in the country are helping newspapers to boost circulation. Satellites are being used for long distance transmission of information with great speed and accuracy. Indeed the medium and small newspapers try to avoid the escalating cost of news gathering and depend on news agencies for news from far-off places.

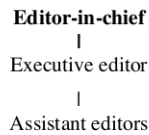
3.2 NEWSPAPERS AND DEPARTMENTS

Each newspaper has its own character because of its size, presentation of news and treatment of news stories. Broadly, newspapers are divided into two categories such as elite and sensational newspapers. Elite newspapers cover serious news and the sensational newspapers devote news coverage to non-serious issues. All newspapers have two basic divisions: the business and editorial operations. The business side looks after the financial affairs, advertising and circulation; whereas the news content department reporting and editing teams. The rearing team consists of reporters that produces the news contents of the paper by gathering and writing news/ stories whereas the editorial department edits stories, handle photographs and prepare final selection of news for printing. Editorial department includes sub-editors and all others who process information and convert the bulk of the information into new, thus making the paper what it is.

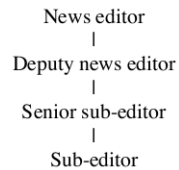
3.3 HIERARCHY OF EDITORIAL DEPARTMENT

The *Editor* of a newspaper is a professional who performs praise worthy human relations. A newspaper can be published when all sections or departments coordinate with each other in a timely manner. A newspaper organization has to have specialists but not necessarily one at the top as the editor.

The official set-up of a typical newspaper is as follows:



The other pattern of work division could also be as follows



Apart from regular sections like regular news additional categories like Business, Sports, News, Foreign affairs, Features Newspapers have additional sections depending on the interest and size of the newspaper. Each department has sub-editors and proof readers. The business and sports desks deal with business and sports news respectively. The sports department is a separate wing in the news room itself as it deals with nothing other than sports items. In most sports departments, the sports sub-editors act as reporters as well as sub-editors. The features department deals with a variety of articles ranging from puzzles to advertising features, cross-words and articles by specialists. The features department also handles editorials occasionally.

3.4 EDITOR/ CHIEF EDITOR

In the newspaper hierarchy, Editor-in-Chief plays a dominant role and thus he/she holds the key post in the newspaper organization. He appoints reporters and feature writers and ensures that all persons working in the editorial department work as a team. He provides leadership to the editorial team. He heads the editorial department and is responsible for the presentation of news in an attractive and highly utilitarian form. In addition he has to ensure consistency and continuity of editorial policy throughout the paper. The editor works directly for the publisher and with the exception of advertising he is responsible for the paper's contents. The editor is responsible for formulating the editorial policies of the newspaper.

3.5 NEWS EDITOR

News selection for a newspaper is done by team of Copy editors/sub-editors. The team is headed by an efficient news editor. There can be no good newspaper without a good news editor. The news editor is the important source for news and provides leadership to the newsroom. News is not merely what happens; it is also what can be made to happen. The news editor is the man in charge of the daily schedule. He must ensure that all the items listed on the day are properly covered in the newspaper and alert his subordinates regarding fulfilling the news schedule of the day. For example, when the parliamentary secessions are on, the news editor selects the important news of the day. In the news diary he lists all the upcoming events. The news editor is expected to be aware of the special skill of his reporter, and his primary concern is to see to it that most suitable reporters are allocated the diary

events of the day. He has a list of specialists and experts in different fields who can be contacted for an opinion on emergent issue. He is held responsible for all the news stories that appear in a newspaper which denigrate individuals or organizations. Highly experienced journalist must have made a considerable contribution to the field of journalism. A good news editor will always be thinking ahead, not just about tomorrow morning news, but also about stories likely to happen in near future. A competent news editor can make all the difference between an average newspaper and a first rate product.

3.6 CHIEF SUB-EDITOR

The Chief Sub-editor must have imagination, knowledge of political affairs and an insight. He must have thorough knowledge of his city, his state, his country, the people and their problems. He must know the pattern of working of the civic bodies, the legislature and the courts. The principle duty of a Sub-editor is to scan all the wordage, digest the mass of copy, reject or accept, select or omit and give the best to the reader. He plans the pages elegantly and places the news items in a balanced way. He is expert in designing and laying out the news pages to make the paper look bright and vibrant. He must have a requisite expertise in selecting good stories from the mass of news stories that flow from different sources. While distributing the copy to his team of sub-editors, he instructs the concerned sub-editor the length of the report, the size and the type of headline, and the report placement in the newspaper. Sometimes the Chief-sub-editor spikes stories to keep a steady flow of the copy to be sent to the printer as well as for the later use.

3.7 SUB-EDITOR

A Sub Editor is a presenter of news and reports. His responsibility includes selecting important points from the mass material sent by the news reporters and condenses them, giving a shape in a logical and interesting way. He has to give suitable headlines, revise content wherever necessary, and condense the material to suit the available space. Some of the news agencies disseminate news in English only, which have to be translated in the language of the original newspaper. The functions or responsibilities of the sub-editor include receiving the copies from number of sources, which include the staff reporters, news agencies and is filtered and made presentable. The sub-editor is mainly responsible for the manner in which a newspaper is made and sent for printing. He must be a man of judgment, able and be conversant of the news values of everyday matters, which come to his notice. He must possess strong editing skills and be competent to reduce a lengthy paragraph to its deserving size.

He should have an eye for accuracy. He must check the facts of a story for errors, if any. Sometimes a newspaper may receive a number of versions of a particular story from different sources. The account given by the staff reporter, wire correspondent may be at variance, yet it is responsibility of the sub-editor to make the story clear. He must see that the story is based on facts, and is clear from every angle for easy readability. He writes suitable headline for the story, which is very important and is difficult duty. He edits the story, cutting the unnecessary matter and trimming the length to the right size according to the space where it has been allocated by the Chief sub-editor. He checks the spellings of names and places so that these are not printed wrongly. A Sub-editor must have sound knowledge of the language to correct errors of grammar, capitalization, punctuation and abbreviations. He must be able to assess the length of, what the intro would be. He must learn to gauge how much space a story will take. A good Sub-editor must have the knack of getting at the heart of the story quickly to give a good headline. Going through the local copy and news agencies reports he

must find the right intro at once. For reference he must have essential reference books with him for regular consultation. Further he/she is a repertoire of knowledge to quickly rectify the mistakes committed in the early edition of the newspaper.

Broadly the duties of a sub-editor are

- Checking of language (i.e. spelling, grammar, sentence construction etc.)
- Guardian of newspaper policy
- Guarding against libel
- Guarding of style (every newspaper has a style book that has to be followed)
- Act as a Guardian of facts/accuracy
- Editing
- Layouts and headlines
- Page make-up

A sub-editor normally performs the following regularly

- Performs or facilitates composing and makeup operations
- Regularizes copy to conform to style of newspaper
- Adjusts story length to space requirements
- Detects and corrects errors
- Simplifies, corrects and clarifies language
- Amplifies the story depending upon the need
- Makes stories fair and objective
- Restructures stories extensively when needed
- Alters story's tone when needed
- Corrects copy for good taste

The other staff working under the editorial department is as under

Leader writer: The leader writer writes regularly for a newspaper. He also sends news reports on reactions, analysis and criticism, etc.

Sports Editor: He is the head of the sports department of the newspaper. He is responsible for providing feedback on the various sports events. His main responsibility is to collect the news on various sports activities and the news related to it.

Financial Editor: He is responsible to collect and analyse the news related to professions, finance, business and industry, etc. He analyses such news and make critical comments on them. He sub-divides the work to the sub-editors also.

3.8 SUMMARY

With growing circulations the news papers also have been contributing to the knowledge sharing. To meet the need of news paper readers the volume of the content is being increased for the last two decades. A well structured editorial department shall work hard to meet the demand for content. The editorial dept is headed by Chef Editor/ Editor followed by Managing editors or Editors as well as Subeditors and Chief Subeditor. Duties and responsibilities are clearly distributed among them so that and wok runs smoothly to meet the demand effectively.

3.9 SELF ASSESSMENT QUESTIONS

1. What are duties various types of editors found in an editorial department? Explain.
2. Explain hierarchy in an Editorial department of a news paper organization.
3. Discuss the role of Sub editor in news paper organization.

3.10 SUGGESTED READING

1. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
2. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
3. Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.

LESSON-4

CONSISTENCY AND TYPOGRAPHY: A FOUNDATION FOR DESIGN

AIMS AND OBJECTIVES

After studying this unit you will be able

- To understand the need of consistency for a news paper
- To understand the role of various activities in Editing of news papers

Structure

- 4.1 Introduction
- 4.2 Copy and Consistency
- 4.3 Completeness and Consistency
- 4.4 Tools and Procedures
- 4.5 Typography
- 4.6 Measurement
- 4.7 Fixations
- 4.8 Column Width
- 4.9 Styles of Typesetting
- 4.10 Leading
- 4.11 Headline Typography
- 4.12 Text
- 4.13 Language and Illustrations
- 4.14 Summary
- 4.15 Self Assessment Questions
 - 1. Write About The Importance Of Typography.
 - 2. Discuss The Role Of Punctuation In Improving The Text.
- 4.16. Suggested Readings

4.1 INTRODUCTION

News paper readers would prepare to read pages which are more visually sophisticated and interesting. Many of them won't pay interest to read a publication which is difficult to read. Though computerized page production has become common subeditors shall learn the concept of typography. It deals with the basics of publication design. Editorial dept shall know about its importance because it affects our readership, popularity of news paper etc. Apart from this the journalist has to be well equipped with the newspapers and magazines style, the language of their articles, their length and types of illustrations. This knowledge will well equip him to know two things: one the exact requirement of newspapers and magazines.

4.2 COPY AND CONSISTENCY

Copy editing is a slow and careful process designed to ensure that a document is the best version of itself that it can possibly be.

Copy editing generally checks the following:

- Mechanics (spelling, grammar, punctuation)
- Word choice (jargon)
- Clarity
- Style and consistency (is the “voice” of the document consistent throughout? Is the tone and word choice appropriate for the intended audience?)
- Fact-checking
- Flow of ideas and concepts
- Formatting (Typography, font, space, text size consistency etc.)

As you can see, copy editing can be quite an in-depth process! Copy editing means going deeply into a document while considering who is writing it, who will read it, and what the core message of the writing is. Copy editors think about all of these questions when reviewing a paper.

Jargon: Most of the reports of the correspondents, regular contributors and freelance journalists appearing in our newspapers and magazines are written in journalistic style. This makes free use of journalistic word and phrases. They constitute journalistic jargon. Readers are familiar with them. Journalistic jargon is very important as it makes the articles readable and add more ‘punch’ into the sentences. They must also have a good command of the journalistic jargon. This will enable him to make good use of the jargon while writing articles. Reporters must write with minimal use of the jargon to ensure the clarity of their message. However its descriptive value is great. Lastly, it leaves an indelible impact on the reader.

Following are some examples of journalistic jargon:

- The Prime minister made it categorical
- In a sensational move
- A promising personality
- The turbulent waters of the river
- An increasingly serious challenge gathering momentum

4.3 COMPLETENESS AND CONSISTENCY

Editors minimize unnecessary distractions for the reader by ensuring that elements within the publication are complete and consistent. Editing for completeness and consistency leads to integrity requires knowledge of the following matters:

Integrity

The parts of the publication include the following:

- Preliminary matter may include cover, title page, publishing details, and table of contents, acknowledgments, abstract and summary.
- The body includes text, tables, illustrations, captions, labels and notes.
- End matter includes appendixes, glossary, references, bibliography and index.
- The need for accuracy and completeness of cross-references and links:

Within the text

1. Between the text and the illustrations and tables in the body of the publication

2. Between the table of contents and the headings, text and page numbers in the body of the publication
3. Between the lists of illustrations and tables in the preliminary matter and the illustrations and tables in the body of the publication.

4.4 TOOLS AND PROCEDURES

To develop and apply an editing style sheet specific to the publication consistent and appropriate approach with the following shall be used:

- Terminology
- Spelling and capitalization
- Punctuation
- Use of fonts such as bold and italic
- Shortened forms
- Expression of numbers, dates, units of measurement and statistical data
- Citations, bibliographies and reference lists.

4.5 TYPOGRAPHY

In the pages of a newspaper, type is used for body text, captions, proceeds, break-out quotes and headlines. In the context of the changing digital world the face of typography has changed to a great extent. It has been established that the study and use of typefaces affects legibility and readability. A news paper's typeface directly influences peoples reading habits as it influences the ease with which people find their way into the pages of a newspaper or magazine and the flexibility with which the reader feels comfortable. In the days of automation pagination systems can lock in type specifications and the editorial department may have no control over them.

4.6 MEASUREMENT

Type is measured in points and two measurement systems operate around the world. The American pattern is used throughout the English-speaking world, and the European. In olden days, when molten lead was poured into moulds to make the (reversed) characters, each piece of type was set on a base of lead, known as a slug and the term 'slug' is used to label a story and it is used as a 'slug line'. This label or name was typed at the top of every page of a story to identify it.

There are 72 points to the inch which make 0.996264 of an inch. Many people link points with inches wherein an inch equals 2.54 centimeters. Point size is measured from the top of the base that contains the letter to the bottom. This means that the printed image of a 72pt capital letter is slightly less than an inch because of the shoulder, the extra distance from the letter to the top of the base. And lower case 72pt letters are significantly smaller than capital letters. It interprets that the point size of a letter is different from its actual print size.

All type sizes are expressed in points. Type-sizes are assigned specific sizes in points. *Pica* became a 12-point type. *Nonpareil* became 6-point. In terms of space, 72 points equals one inch, and 12 points equal to one pica; the 'em' is the square of any size of type or width of a type. A piece of type has height, width and depth. Body text and captions are found in sizes from 5pt through to 10pt in one- point increments; sometimes 4.75pt and 12pt were also used. Headlines were traditionally found in 14pt and 18pt, and then in 6pt increments up to 60pt.

4.7 FIXATIONS

Fixations i.e. gaps or pause of a fraction of a second reading help in absorb information. We learn to read by recognizing the shapes of words. Each word has an individual template or shape. Serifs help the eyes join letters and words. Serifs also give each word an individual shape. As the serif word shape is unique, it is easier to recognize and remember.

Words in capitals are difficult to read because their shapes are so regular. Hence, body type in capitals is not encouraged. It is not advised to set more than a few words in capitals. Compared with the same number of words in lower case they take up about 30 per cent more space. Serif type helps readers recognize shapes. Serif type is also more legible on newspapers with long print runs. Characters remain easier to read despite the use of thin inks and relatively poor-quality newsprint. Sans also reads more easily in the tiny sizes less than 7pt.

Justification is used for 'spacing out to fill'. Lines are sometimes justified to fit the width of the column by adding or adjusting spacing between words. The computer-based automated typesetting justifies lines automatically. A refinement of justification is called '*kerning*', which opens or closes space between letters.

4.8 COLUMN WIDTH

Body type needs to be large because type smaller than 8pt is difficult to read, even for people with good eyesight. The older a paper's readership, the bigger the body type needs to be. For example, body text should be set in 9.5pt. World Health Organization figures show that just over 60 per cent of people among the western nations do not have perfect eyesight. The optimum column width also depends on the size of the body text selected, which is directly related to the type's x-height. With regard to type of font Times is such a popular font for English newspapers. To accommodate advertisers' needs, broadsheet papers have traditionally had somewhere between 10 and 12 columns, while tabloids have worked on eight to 10 column grids. Designers should stick with a consistent number of columns throughout the paper. Assuming a body text of, say, 9pt then the ideal number of columns for broadsheet should be about seven. For a tabloid, it should be about five.

4.9 STYLES OF TYPESETTING

Type can be set justified or unjustified. With justified type, the text is artificially spaced out to the left and right column margins to give a uniform look to the paragraph. Text in the news sections of newspapers is almost always justified setting comes in two styles:

1. **Hyphenated:** Text in the news sections of most newspapers is justified and hyphenated. Hyphenation saves space by breaking words sensibly, which reduces the likelihood of rivers of white space running through the text. Hyphenation is vital for narrow columns under 8 ems. It is best to avoid more than three hyphens in a row.
2. **Unhyphenated:** But it looks absolutely awful with narrow columns (anything under eight ems) because you get massive rivers of white between words, especially when the text contains abundant polysyllabic words. However, justified and unhyphenated text can look good on wide columns (say, 22–30 ems). The body text in most newspapers is justified and hyphenated to fit as much text in as possible. For variety and to give a 'softer' look, some sections or stories are set 'ragged right' and 'ragged left'.

Ragged right: This unjustified style is used to good effect in feature sections in quality British newspapers like *The Guardian*. The ragged right look is believed to give the feature sections a distinct personality and to make them look different from news sections, which are almost always hyphenated and justified.

Ragged left: This method is known as ragged left because the text is aligned against the right margin and the left edge is, well, ragged. The orderly impression given by justified type suits the image of news columns. The more informal and less precise nature of ragged right is appropriate for feature material. But most designers tend to use ragged left setting sparingly. With ragged left setting there is no consistent start point and the eye is bounced around.

4.10 LEADING

Another technical term mentioned earlier is leading. The term comes from hot-metal days when compositors filled stories that fell short by inserting slivers of lead between lines of text. Leading is used nowadays for design reasons, to make text easier to read. A font with a large x-height needs more leading than another type of the same size with a small x-height. Extra leading usually half a point in modern newspapers — puts parallel slabs of white space between lines, helping the eyes flow more freely from one line to another.

4.11 HEADLINE TYPOGRAPHY

As headlines are different from body text, it does not matter whether you use serif or sans serif fonts. Each style has moved in and out of fashion over the years. The letters in headlines occupy so much space, relative to the short span of the eye during reading, that reading theory does not apply. Earlier designers never used to mix sans heads with serif body type, and vice versa. Today, designers are free to choose headline typography. They should be clean, appropriate and economical. By clean, I mean they should be uncluttered: that is, choose a typeface that is devoid of swirls and swashes, and loops and ligatures, not to mention tails and terminals. Headline type should also be appropriate for the story.

Huge bold condensed sans headline should not be used for a story of wedding. Two paragraph filler cannot have a 60pt bold caps headline. The face should produce enough characters over a standard single column to make it relatively easy to write a headline. It is frustrating and difficult to write a good head if you have, say, only four characters over a single column. Paper should also have enough 'weight' variations of a type family to provide you with bold, italic and bold italic versions. The paper had a limited range of letters for display type. The main front page lead always had three decks of 72pt caps over four columns (40 ems). Headlines had to be written with no more than two E's because that is all they had.

4.12 TEXT

All copies from reporters must be composed and fed into the computer format. Place the page number and slug to identify the copy by that name. For special assignments place a separate slug on the upper left hand side corner. If it is to be written on a paper the first page half way down the page and in subsequent pages leaves about an inch of space at the top. Never use both sides of the paper use *Calibri* font with font size 12pt. at the bottom of the page with the exception of the last page type the word 'more' and the end' on the last page with proper symbol.

There is a need to detect and correct errors and inconsistencies in text with the following

- Spelling, grammar, punctuation, capitalization, hyphenation, shortened forms and italics
- Style of numbers, dates, percentages, symbols and equations
- Heading hierarchies
- Alphabetical and numerical sequences
- Alphabetical sequences apply to bibliographies, glossaries and indexes; numerical sequences apply to chapters, paragraphs, sections, pages, illustrations and tables.
- Chronology, descriptions, names and terms.

4.12.1 Punctuation. The following punctuation marks need to be taken care of in editing.

- The comma: members in a series preceding modifiers of length
- No comma after today
- Independent clauses connected by any of the five simple coordinating conjunctions (and, but, for, or, not)
- Direct address
- Appositives
- Address and dates
- Nominative absolute
- Non restrictive clauses
- Parenthetical and transposed sentence modifiers
- Quotation marks
- Position of quotes when used with other marks of punctuation
- Capitalization
- Abbreviation
- Titles and references to persons
- Punctuation
- Numerals
- Spelling
- Datelines and credits
- Courts
- Policies

4.12.2 Capitalization: Capitalize the names of political parties, all governmental bodies, presiding officers and permanent committees, corporations, and firms, military, navy, air force and similar defense bodies and their languages, religions and geographical bodies. Do not capitalize am and pm when referring to the day.

4.12.3 Abbreviation: Titles which are preceding personal names; state territories and provincial names following name of countries, cities and towns of the country.

Following personal name abbreviate name some scholastic degrees, decorations and branches of military and naval service

Commonly recognized organizations and programmes with long names such as ... YMCA

4.12.4 Figures: In general, spell out the number below 10. Use figures for street addresses, time of the day, percentages, sports scores. Never begin a sentence with a numeral.

4.12.5 Spelling: The spelling, the division and hyphenation shall be those of Webster's New International Dictionary

4.13 LANGUAGE AND ILLUSTRATIONS

Editors ensure that the building blocks of a publication - the language and illustrations - are suitable for its purpose, taking into consideration the needs of the readership, the author's intention, the available resources and the type of publication. Editing the language and illustrations of a publication requires knowledge of the following matters:

4.13.1 Clarity: The principles of clear language and need to avoid ambiguity, repetition and verbosity shall be followed seriously. The use of clear and logical connections between phrases, clauses, sentences, paragraphs and sections must be ensured. Also, the use of punctuation to ensure clarity of meaning and ease of reading must be followed.

4.13.2 Grammar and usage: The conventions of grammar and syntax in written English and meanings of words must be clearly followed. The various conventions governing the expression of numbers, dates, percentages, measurements and statistical data and the various conventions governing the use of italics, capitalization, hyphenation, symbols and shortened forms which are mentioned in the must be followed scrupulously followed. The various conventions governing quoted material and the display of lists and quotations must be adopted.

4.13.3 Spelling and punctuation: Alternative spelling and punctuation conventions (including UK and US forms) and when to use them must be clearly stated in the style sheet. Specialized and foreign material requirements relating to the language and display of specialized material must be implemented to modernize the newspaper. Specialized material includes poetry, music, mathematics and scientific notation.

- When and how to replace or explain technical and specialized terms.
- Conventions for expressing foreign and historical currencies and units of measurement, and the conversion of these figures where necessary.
- The use of diacritics and conventions for foreign words and names.

4.13.4 Illustrations and table: Illustration is used in the widest sense and includes drawings, cartoons, diagrams, charts, graphs, maps, photographs, computer-generated graphics and moving images. The different types of graphs and charts and their uses must be understood. Various elements of graphs and the conventions governing their use are to be followed. Elements of graphs include axes, scales and labels. Various types of maps and their elements include labels, boundaries, contours, scale, legend and orientation. The parts of a table constitute the principles of clear, logical and effective structure and layout. It is necessary to assess whether the technical quality of illustrations is appropriate for the medium. Technical quality refers to resolution, clarity, file size and tonal contrast. Accessibility requirements relating to illustrations and tables for screen-based publications are also important.

4.14 SUMMARY

Editing process basically deals with the concept of crating consistency with available information in all its forms. Though the reporter collects information and submits it for editing some tines some details would be missing it makes it complete and interesting. The editorial department's first task would be to bring the Consistency to the copy. It involves the use of certain tools and Procedures. Most important are the texts, illustrations, typesetting, measurement, columns, Leading and spacing etc. For attaining consistency the Language and meaning also shall be corrected to the core.

4.15 SELF ASSESSMENT QUESTIONS

1. Write about the importance of typography.
2. Discuss the role of punctuation in improving the text.

4.16 SUGGESTED READING

1. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
2. Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
3. L. S. Burns (2002). *Understanding Journalism*. London. Sage
4. Anna McKane (2006). *News Writing*: London, Sage.

LESSON-5

STYLE BOOK

AIMS AND OBJECTIVES

After reading the lesson, the student learn about

- Need for a style book
- Preference and tradition
- Style and policy

Structure

5.1 Introduction

5.2 Style and Book

5.3 Need for a Style Book

5.4 Preference and Tradition

5.5 Style and Usage

5.6 Style and Policy

5.7 Basic Style Requirements

5.8 Other Stylebooks

5.9 Summary

5.10 Self Assessment Questions

5.11 Suggested Reading

5.1 INTRODUCTION

In the editing process, each newspaper has its set of rules that generally are strictly enforced. These are contained in a physical entity such as a document called a style book. At large newspaper organizations, this may consist of up to two hundred pages and looks like a dictionary in format. Most commonly, newspapers rely on the style books adopted by the Associated Press and United Press International which vary slightly. In newspaper organization the chief keeper of the style book rules are the newspaper's copy editors. Based on this editors/sub editors revise a story, finalizes with all its readiness and sends to the pagination.

5.2 STYLE AND BOOK

Style is the way things are done around the newsroom. Style is the way the editorial department personnel are guided to take up editing. And style is often arbitrary, unreasonable and confusing. But the beginners in this department should first get a copy of the style book that governs writing practices and usage in the newsroom where they work and learn its rules. All the news papers follow a style book of one kind or another. Book publisher, public relations agencies, magazines, audio and television newsrooms, the government printing office and the armed forces also will have style books.



Source: <https://www.bing.com/images/search>

Many use the Associated Press Style book and MLA Manual. Many large newspapers have their own style book, agreeing in most cases with the AP Stylebook but often differing in one way or another. Most newspapers follow its lead either using it as their own style book or making locally written copy conform or basing their own style book at least in part on preferences set forth by AP.

The rapidly changing technology of newspaper production has favoured the general use of the AP style book. Today news copy is transmitted by the wire services from computer to computer. That is, news story is transmitted by the wire service computer via satellite to the newspaper computer. The story can then be fed directly to a computer driven photo type setter. News copy is edited less and less and newspapers have found it easier and less expensive to follow the style of AP style book than to edit wire service copy to follow a different style book.

5.3 NEED FOR A STYLE BOOK

Style books are devices for enforcing consistency in writing throughout the newspaper. This does not mean that the newspaper wants every one of its reporters, writers and editors to write exactly the same way. Far from it no newspaper wants all its pages or all its write-ups to sound alike. But it ensures consistency in punctuation, capitalization abbreviation, spelling, the use of numbers and related matters. The rules set in for the above practice are intended to ensure that every news story originating from a particular newspaper will abbreviate or spell out these words in exactly the same way every time. In this and other matters of style, consistency is considered both a virtue and a necessity. Editors want capitalization, punctuation abbreviations and numbers to appear in the same form on every page of the newspaper all the way from the front page to the business news on the inside of the back page. They want business, legal, life style and feature writers as well as the columnists to follow the same rules in the use of title and nicknames. They want locally written stories to follow the same spelling rules that AP follows.

5.4 PREFERENCE AND TRADITION

Style is basically a preference for one way of doing things over another way when there are two or more acceptable ways of doing them. Style is not adopting a hard and fast rule and cannot dictate whether is right or wrong. Style, in the sense of providing rules for spelling, punctuation, capitalization, abbreviation and the use of numbers, is a product of the printing press. In the case of punctuation, periods and commas and question marks provide visual clues to meaning that we hear and interpret when we listen to someone talk. In case of spelling, various rules of English spelling reflect what an attempt to indicate how words sounded was originally.

Style is to a large extent traditional. It grew with the development of printing and related industries in printing and publishing. The earliest printers and editors' sought consistency as they created a new written form of the English language. There is a long tradition that language ought to be consistent, that there must be true and correct forms, and that the correct way to use the language should be preserved and the rules enforced. Style falls within this tradition as it attempts to establish certain forms and usage in one dialect of American English, the written form of Journalism. Style is a prescription which tells you as to how you ought to use the language if you are to conform to what have come to be regarded as standard practices among experienced and well educated writers and editors.

5.5 STYLE AND USAGE

In this sense most newspapers and magazines have definite styles. The editors of such periodicals show preferences in one way or the other in this mechanical matters of presentation in print. Many of them publish their own style books. Others compile less impressive style sheets. All such publications stress basic theme of uniformity. Legibility and readability are the basic principles in good journalistic writing. Along with these two principles desire to conserve space is also important. In addition to the more mechanical matters like punctuation, style books tend to get into meanings and usage of words and phrases. There are some good reasons for this, reason and logic do not account for all the rules of usage enforced by stylebooks. In the first place, the newspaper is concerned with the clear, accurate and truthful presentation of information, so that precise meanings of words are important. Though the style book and its strictures on usage are enforced effectively, newspapers attempt to strike a balance between informal slangy, irrelevant popular speech and the stiff, formal language of scholarship or technical writing. However, journalism has a conservative streak and style books to some extent represent resistance to change in language. The written language in all its forms tends to lag behind the changes and innovations of the spoken language. Precision in the use of words is important if our readers are to understand what we write. Some words may be banned by stylebooks because they are too slangy or too undignified but there has been a general easing up on slang and popular speech in the past few years. Style books are becoming more tolerant but the AP style book cautions that cop for example should be used only in quoted matter. And OK is OK, *okay* is not.

5.6 STYLE AND POLICY

Style books usually include some rules or guidelines to the newspapers policy on such matter as courtesy title, racial discriminations, sexual stereotyping, the use of epithets, vulgarities, profanity and obscenity and the use of legal, technical and scientific terminology. The AP style book goes into considerable detail on courtesy title. Since few years there have been changes in community attitudes toward the use of courtesy title. However, the AP style book continues to require the use of courtesy titles for women on second preference. Apparently a

substantial number of newspapers want to retain courtesy titles and the style book is following the wishes of AP members. Many newspapers no longer require courtesy title. And most student newspapers do not.

However, style books are explicit about the use of vulgar words and phrases, profanity and obscenity for newspapers generally are locally oriented and sensitive to community standards and attitudes. Words that many people use and most of us know are simply not used in print except in extraordinary circumstances. We shall avoid profanities and obscenities unless their use is so essential to a story of significance that its meaning is lost without them. In no case shall obscenities be used without the approval of the executive editor or managing editor or his deputy.

5.7 BASIC STYLE REQUIREMENTS

All style books and sheets have several basic requirements. The writer i.e. the reporter gives a professional look to his copy.

- For proper identification the reporter puts this slug on the upper left hand corner of each page.
- The writer begins his copy somewhat less than half way down the first page and also leaves ample room for the editor to change the title, if the copy boasts a title, or to indicate or even write an appropriate head, if the copy calls for a headline.
- The third universal style rule insists that all writers double space their copies whether hand written or typed.
- The reporter has to do with word divide on and applies to writers as well as to copy desk and composing room.

In revising his copy before submitting it, the writer usually finds that the standard copyreader's symbols and practices come in handy. The style sheet shows the newspapers preferred forms of spelling, capitalization, punctuation, and abbreviation is usually complex enough so that even a veteran copy editor has to refer to it from time to time. A desk editor cannot work at peak effectiveness until the style sheet has been mastered. After that it may be needed only to look up occasionally doubtful points. Style is more carefully considered at the copy desk than anywhere else in the news paper office.

Mechanical rules. The most mechanical and least interesting aspects of news style have to do with the punctuation, capitalization, abbreviation and the use of numbers. In all these matters the written language allows for considerable variation and style books attempt to provide consistency. Stylebooks need not bother to remind news writers that the first word to a sentence is capitalized, nor that a sentence ends with a period. But the AP style book does provide helpful guides to consistency in less certain areas.

Capitalization is an area in which there are few well understood rules and a lot of leeway for personal choice. For example we all agree that the initial letters of personal names should be capitalized.

Many rules found in style books make news stories easier to read and understand. Once learned, the more frequently used style rules also make it easier to write for as they provide formulas for handling routine information. Knowing style rules for using names, titles, ages, and addresses makes it easier to organize facts in an understandable way. News style is gradually eliminating unnecessary punctuation as a means of keeping sentences unlisted and flowing smoothly. News style is also particular about the use of names. Although there are some exceptions, the basic rule is to identify people by their first name, middle initial and last

name. New style tells us that ages are always written in Arabic figures and that numbers in street addresses are always in Arabic figures.

Many of the prohibitions in style books are unfortunately excited by tradition and conservatism, even sometimes by the prejudices of those who edit newspapers and some are due to a reluctance to accept the fact that English is an ever changing language. Many style books object to the coining of new verbs from existing nouns. For example shot gunned and hosted. Other prescribed usages include a number of 'ize' words like finalize or utilize. Such prohibitions are grammatical nonsense, since speakers of English have been creating useful new verbs for nouns and making verbs out of adjectives by adding ize for countless generations. It is true that some newly coined words are awkward, some grit on the ear, and some are not as familiar as older words of phrases' many coinages won't last. However others will survive because they meet the needs of our times. Newspapers are full of such words. Nevertheless stylebooks continue to ban some of them from newspaper columns and we have to follow the style book.

Spelling is a problem for the style book. In case there are two acceptable and commonly used spellings for a word one spelling are selected as the preferred usage. Most style books include a list of preferred spellings and news writers must follow the style book. Many style books include lists of frequently misspelt words and words similar in form or meaning that are commonly confused.

5.8 OTHER STYLEBOOKS

Built in stylebooks. Many newspapers now have the AP Style book or their own style book on line, that is, in the newspapers computer system as a part of the word processing program used in writing news stories. This makes it easy for a new writer to refer quickly to the style book while working at the key board. And on line style books tend to be more current, since they are easier to revise and update.

A basic guide to news style. This text includes what might be called a basic style book. It covers many rules on style and newsroom practice that are too basic and well understood by experienced news writers to being the AP style book or in many newspapers style books. It also includes some guidance on matters that are of smaller importance. It omits a great many of the specialized references that you will find in the AP Style book. In the style books of other newspapers, especially geographical references and typographical matter that are not of immediate interest to the beginning news writers.

Personal style. Personal style is not the same thing as the style rules you find in the newsroom stylebook. Personal style is choice- your choice of words, of idioms, of sentence structure and grammatical alternatives. One's personal style would be developed over period of time and it will probably not start to grow until you have mastered the arbitrary and structured aspects of new style and the basic news story structures.

Sample style sheet. The style sheet which is based on standard newspaper practice would help in achieving uniformity in the preparation of class, in format, punctuation, capitalization, abbreviation and use of copy reading symbols.

Format. All copies from reporters must be composed and fed into the computer format. Place the page number and slug to identify the copy by that name. For special assignments place a separate slug on the upper left hand side corner. If it is to be written on a paper the first page half way down the page and in subsequent pages leaves about an inch of space at the top.

Never use both sides of the paper, use *Calibri* font with font size 12pt. at the bottom of the page with the exception of the last page type the word 'more' and the end' on the last page with proper symbol.

5.9 SUMMARY

Beginners in the news room are generally confused about the need to spell, punctuate, capitalize and abbreviate because general rules of language are slightly changed and adopted by newspapers according to their policies and practices which are put together called as style. Based on the prescribed lines of style book the professionals of editorial departments give a final shape to the content of the pages. It is this last reading by the subeditor that finalizes the story and makes it ready for putting on the press in that day's newspaper. As per the style book the editorial department personnel are guided to take up editing. Beginners are provided with a copy of the style book that governs writing practices and usage in the newsroom where they work and learn its rules. Book publisher, public relations agencies, magazines, audio and television newsrooms, the government printing office and the armed forces also will have style books.

5.10 SELF ASSESSMENT QUESTIONS

1. What is meant by style and what does it relate to new paper?
2. What are the types of styles available for writing?
3. What is importance of AP style?

5.11 SUGGESTED READING

1. Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.
2. Mencher, Melvin (2003). *News Reporting and Writing*, New York: McGraw- Hill
3. Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling Publishers Pvt. Ltd

LESSON-6

EDITING TOOLS AND PROCESSES

AIMS AND OBJECTIVES

After reading the lesson, the student will learn about

- Editing and proof reading
- Editorial symbols
- Grammar and spelling
- Punctuation
- Overview
- Ethical concerns in editing practice

Structure

6.1 Introduction

6.2 Overview

6.3 From Reporting

6.4 Inverted Pyramid

6.5 Rewriting

6.6 Editing and Proof Reading

6.7 Editing/ Proof Reading Symbols

6.8 Design

6.9 Dummy

6.10 Layout

6.11 Editorial integrity

6.12 Summary

6.13 Self Assessment Questions

6.14 Suggested Reading

6.1 INTRODUCTION

In news paper organization a news story is written by the reporters in haste, and it's like a rough-edged diamond. It is polished and honed by a team of editors, who form the editorial Desk. The editorial desk comprises of News editor, Chief subeditor, Sub editors who work well past the midnight, and ensure that newspaper reaches the readers in time. Number of tools and processes are involved in bringing out the final output of newspaper pages. Before the editing desk begins its work, a dummy is sent to desk by the advertisement manager. A dummy is replica of a tomorrow's newspaper indicating the size of advertisements that are placed in different pages. When dummies reach the news editor, the ads on inside pages have already been marked in. Usually the editor knows only what space that is set aside for news as already ad space is marked.

6.2 OVERVIEW

The need to detect and correct errors and inconsistencies in text is very important. They include

- Spelling, grammar, punctuation, capitalization, hyphenation, shortened forms and italics
- Style of numbers, dates, percentages, symbols and equations
- Heading hierarchies

- Alphabetical and numerical sequences
- Alphabetical sequences apply to bibliographies, glossaries and indexes; numerical sequences apply to chapters, paragraphs, sections, pages, illustrations and tables.
- Chronology, descriptions, names and terms.

The editor must have sound knowledge of different types of publications, purposes and readerships, and their implications for editing and production choices. Publication steps include planning, editing, designing, formatting, proofreading, navigation, indexing and print production. Indeed the need to balance time, cost and quality to suit the purpose of a publication, and the effects that choices within each of these categories will have on the final product. Depending on the specific project, the expertise required for the publishing team may include project management, design, illustration, photography, electronic publishing, word processing, typesetting, indexing, prepress, printing, web maintenance and marketing.

6.3 FROM REPORTING

A newspaper office receives a large assortment of news items. They originate from different sources, mainly from wire sources, by their bureaus. They are written by staff reporters, stringers and contributors. The copy has different shapes, different styles, and generally lack readability. The reporter is the principal purveyor of news; he is in a hurry especially in the evening when the news development gathers momentum. The copy written by them under pressure is bound to carry errors of all type. There is always a scarcity of space and advertisement department is eager to grab the valuable space. The ultimate success of newspaper to a large extent depends on the judicious and economic use of space. Then, within the space set aside for news, as much news as possible needs to be packed to serve a divergent readership. Taking these factors into consideration, editing of the news copy becomes essential.

6.4 INVERTED PYRAMID

All incoming news collectively called copy is processed, to achieve a balance of news. In the process, the unwanted matter gets removed. Only the newsworthy stories are finally selected. These are checked for grammar, syntax, facts, figures, and sense, and also clarified for betterment, and fit for the available space. Conventionally, the news story follows the 'inverted pyramid', structure. The most significant information is placed on the top, the stories beginning and other details follow in their order of importance. Thus the story condenses into smaller and smaller details, until it disappears. The news story begins with five Ws and H. The lead must answer them and later each paragraph should add an essential detail without being dependent in content or style on what follows.

The inverted pyramid style explained in reporting and feature journalism enables

- The story to stand on its own, even if a paragraph is deleted at the bottom due to constraint in space.
- It allows the reader to skip the entire story, while going through the lead and be fairly well-informed.
- The sub-editor gets the gist in the first paragraph to write the headline.
- The sub-editor can change the order of paragraphs or insert new material, even after the matter has been sent to the press for composing.

If the news is not in the opening paragraph and it is somewhere else in the story, he should bring it to the top and locate its supporting details. If these are two important news points or angles that vie for the top spot, assess and evaluate which one is better and newsworthy. This could call for rewriting the entire news story. The second paragraph must support the lead. The third paragraph should continue the development implicit in the lead and in the second paragraph. The paragraphs should be preferably of one sentence and not more than two. This makes for easy comprehension for the reader and helps in the trimming of the story. If they are any direct quotes, ascertain if these should be retained.

6.5 REWRITING

While editing a story, the sub-editor should look for errors in spelling, grammar, and syntax and correct the copy. Sometimes the story needs to be re-written. The lead may lack the punch or the copy may be confusing or the news may be hidden below. Rewriting is done for the sake of clarity, highlighting the news points, taking care to avoid distortions and respect the facts produced by the reporter. Sometimes, the reporters get the information, but fail to make an impact out of them; this could particularly be true when reporting the press conferences and disasters.

6.6 EDITING AND PROOF READING

Standard language and the quality material must be used while editing because the readers access and absorb information. The principles of clear writing must be followed. Accepted spelling, punctuation, grammar and usage and evolving trends in language use nationally and internationally must be followed. The stages in the editing and proofreading processes and the stages should be repeated in order to ensure editorial integrity. The conventional parts of a publication and their usual arrangement are to be adopted. All national dailies must have style sheets to be followed to have uniform pattern throughout the newspaper. The standard symbols for text mark-up and proof correction will be followed. Information required by law includes publisher's name and address, acknowledgments and copyright notices. When to suggest that legal advice may be necessary. Legal advice may be required on libel, plagiarism, moral rights and reproduction of materials from other sources.

6.7 EDITING/ PROOF READING SYMBOLS

Copy editing is the process of reviewing a paper to ensure it is 100% error-free. Copy editors check grammar, punctuation, and much more. They use these symbols and notations to revise the text matter for improving grammar, spelling, style and punctuation. Copy editor or proofreader uses variants of the marks shown above. Some of the following marks demonstrates parentheses, spaces, bold font, italic font, remove formatting, en dashes, em dashes, close spaces, hyphens, and stet.

Basic Editin^g Marks

Joe went to ~~to~~ the stored.

Delete

His cupboards ^{were} ^e bar.

Insert

He flour bought and egg.

Transpose

He bought flour and eggs. His kitchen has a pasta arm.

Paragraph

He made spaghetti Jane tossed salad.

Period

Additionally she minced garlic.

Comma

Jane exclaimed, "Its stinky!"

Apostrophe and Quotation Marks

joe declared, "Keep mincing. we need more garlic!"

Capitalize

"I don't even like spaghetti," Mumbled Jane.

Lowercase

Proofreading Marks

The mark	What it means	How to use it
	Delete: take out something here.	car/ mufflers should should
	Insert: add something here.	You ^{are} afraid o ^f mice.
	Add space here.	Jugglers buy a lot of eggs.
	No space: close the gap.	some <u>body</u>
	Delete and close the gap.	the gir ra ffe
	New paragraph here.	"Yes," said Jack. [¶] "All right," said Jill.
	No paragraph: keep sentences together.	The meeting was brief. ————— It lasted twenty minutes.
	Transpose: switch these things.	friends <u>both</u> were
	Change or insert this letter.	l ⁱ ke s ^c ucess
	Make this a capital letter.	old <u>dr.</u> smith
	Make this a small letter.	My X ncle lost a S hovel.
	Spell it out.	His <u>2</u> friends are Fido <u>8</u> Spot.
	Insert a period.	It was raining. I got wet.
	Insert a comma.	"London, England," he said.
	Insert an apostrophe.	It's a dog's life.
	Insert quotation marks.	"You're a pane," said the door.
	Is this correct? Check it.	Columbus sailed in 1942. [?]

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Basic Proofreading Posters

6.8 DESIGN

Design elements include fonts, layout, colour and illustrations. Typographical characteristics and their effects shall have effect on readability in different media. Typographical characteristics include *serif* and *sans serif* fonts, kerning, leading, font weights, capitalization, and line and column widths. Requirements associated with illustrations in different media, including techniques for adapting them to fit a given space and for ensuring their correct placement in the final publication. 'Illustrations' is used in the widest sense and includes drawings, cartoons, diagrams, charts, graphs, maps, photographs, computer-generated

graphics and moving images. Technical requirements associated with different reproduction processes include colour systems, paper sizes, screen resolution and file size. Features relevant to editing include styles; revision marking; finding and replacing items; reviewing headings; and checking spelling, grammar and language level.

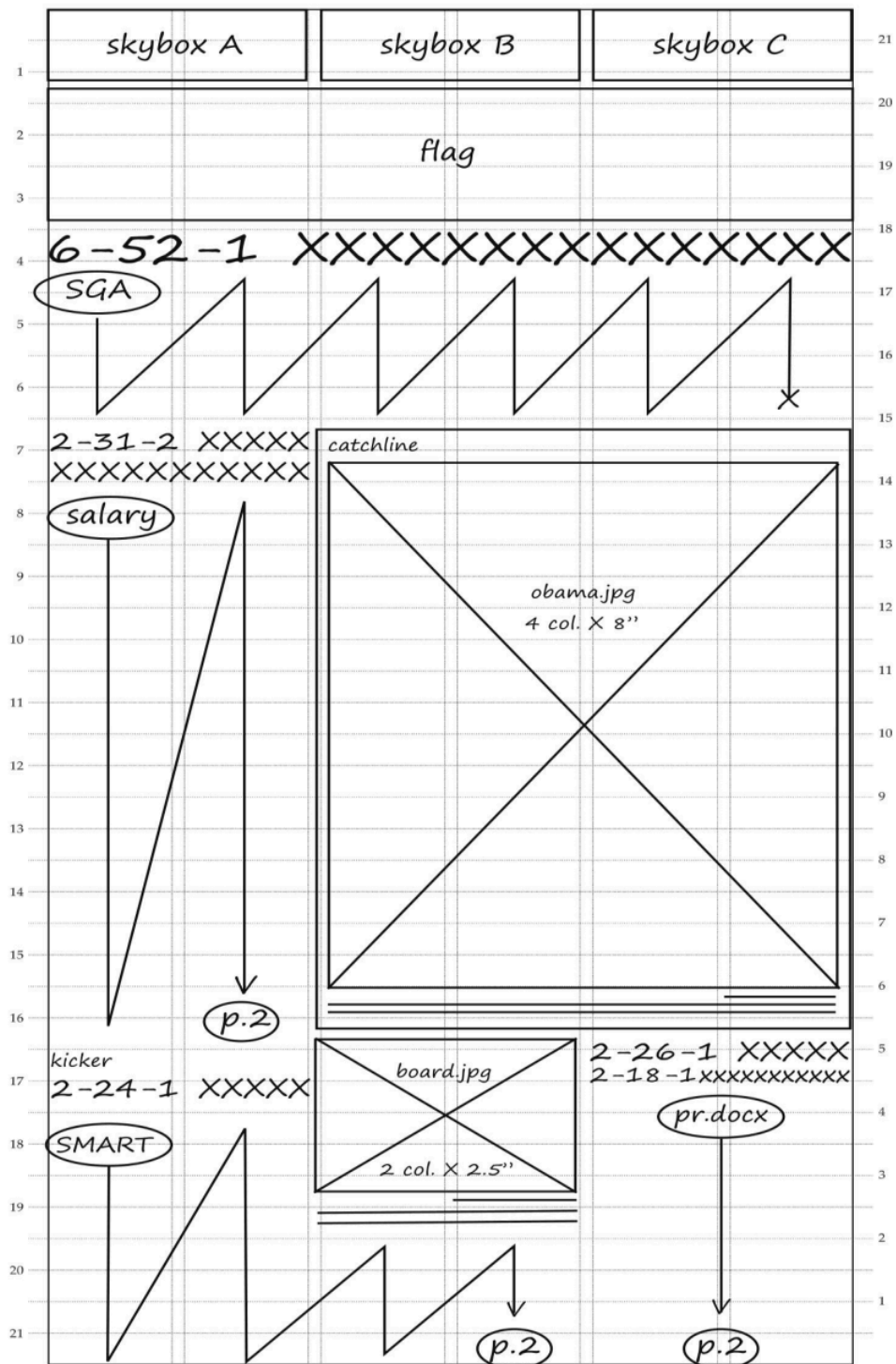
6.9 DUMMY

Dummy is a rough copy of a newspaper or magazine showing the position of each story, head and cut is to have in the total makeup. The “word” dummy means the size, form and shape in which publications are produced. An exclusive dummy is prepared for placing the ads in newspaper page. The advertising department is responsible for creating a “dummy” of the next issue of the newspaper, in which all advertising bookings are placed on the relevant pages. Here ‘dummy’, is a small paper version of the paper that tells the staff which ads to go on which pages. There is no rigid rule that a corporate publication such as a folder or a brochure should confirm to a specific size. In fact, all corporate publications are published in different sizes for the sake of variety. The importance of the theme, the attractiveness of the publication and the budget available are the factors that are generally taken into consideration, while deciding the size of a publication.

The Torch uses a computer program to create a dummy which takes into account the number and size of all ads booked, whether they are colour or black and white, the advertising percentage required and any specific page requests for particular ads. The ratio of advertising to editorial space is what determines the profitability of each newspaper. Usually advertising runs between 55% and 75% for a free publication. Once the dummy (pictured above) has been finished, a copy of it goes to the editor, who is responsible for filling the remaining non-advertising space with editorial copy. Once the size of the ad has been determined, the client will then design an ad which will effectively get their message across the readers. When a design or layout has been agreed upon, the advertising copy is sent back to the production area where the ideas are formed into an ad on a computer.

There are various sizes bearing technical names. Some of the standard sizes are

- a) Imperial
- b) Elephant
- c) Royal
- d) Medium
- e) Demy
- f) Crown
- g) Fool-Scap



6.10 LAYOUT

The editorial department has to check format and layout against design specifications. Format and lay-out considerations include type sizes and style, line lengths, alignment, leading, heading hierarchy, weights of rules and design features. Layout problems may include widows and orphans; rivers of space; awkward breaks in words, lines, tables and lists; and placement of design features and illustrations. The need to check page numbers, headers and footers at different production proofing stages and during binding is very essential. Proofing stages for print may include galleys, page proofs, bylines, colour proofs, machine proofs and press checks; for testing of screen-based documents.

6.11 EDITORIAL INTEGRITY

The stages in the editing and proofreading processes and the stages should be repeated in order to ensure editorial integrity. The conventional parts of a publication and their usual arrangement are to be adopted. All national dailies must have style sheets to be followed to have uniform pattern throughout the newspaper. The standard symbols for text mark-up and proof correction will be followed. Information required by law includes publisher's name and address, acknowledgments and copyright notices. When to suggest that legal advice may be necessary. Legal advice may be required on libel, plagiarism, moral rights and reproduction of materials from other sources.

6.12 SUMMARY

Editing is to journalism what the soul is to the human body. Therefore, for anyone starting out to be a journalist learning the art and skills of editing is mandatory. Although very few practitioners

of the profession fully realize the real significance of editing, in effect everyone practices it. Many believe that editing is nothing but to make the copy smooth and readable. But the task is not really that easy. Editing is not one job; it includes rewriting, lead writing and giving a headline. Writing is only one of the skills of editing. Editing is an all-embracing exercise of the multiple skills that go into the art of communicating. Its aim is to make everything in the paper readily understandable to the reader; Everything must be easy to find and easy to read. This is achieved by using simple and direct language, employing techniques that ensure a sense of coherence and continuity throughout the paper, and devising a presentation style that is at one attractive and highly utilitarian. This lesson dwelt on many aspects of editing including introducing jargon, defining headlines and designing effective layout etc.

6.13 SELF ASSESSMENT QUESTIONS

1. Define editing and explain the techniques of editing?
2. How are headlines and layout important in editing the newspaper?

6.14 SUGGESTED READING

1. Telugu Patrikalalo Kotta Prayogaalu – Parinaamaalu, June 1991, Hyderabad: Telugu Viswavidyalayam.
2. Editing-a handbook for journalists. T.J.S George, IIMC, New Delhi.

LESSON-7

LEADS

AIMS AND OBJECTIVES

After studying this unit you will be able

- Understand the importance of a lead
- The process of preparing an effective lead
- Various types of leads

Structure

- 7.1 Introduction
- 7.2 Good Lead
- 7.3 Stages in Writing a Lead for a Story
- 7.4 Types of Leads
- 7.5 Summary
- 7.6 Self Assessment Questions
- 7.7 Suggested Reading

7.1 INTRODUCTION

Lead of a straight news story can also be defined as the first unit of the story which performs the function of telling the entire story in an epitomized form. It is difficult to determine exactly whether one or two sentence paragraphs of a story constitute the lead, or first unit of the story is treated as lead. Each sentence relates to some word or fact in a preceding sentence and it takes a half dozen or more sentences to communicate information. This part of news item tries to say more in few words but is considered as more readable. They must convey essential information, set the tone and entice people to continue reading.

7.2 GOOD LEAD

A news story can be divided into two parts. The opening paragraph called the lead followed by the body. The lead describes simply and briefly, what has happened. The body documents and elaborates the lead. Adequate attention should be paid to the lead, the most vital part of story, which is intended to grab the attention of the reader and compel him to read the story. The lead should be about 25 words or may be less. At the maximum, it should be limited to 40 words. It must be concise and crisp, and summarize the story. Details should be dispersed and blended in the subsequent paragraphs.

A good lead, no matter how much it is strung out, has the following qualities.

- Answers all the questions that a reader wants to know about when hearing of a particular incident.
- Plays up the feature of the story
- It is attractive and induces the reader to continue with the rest of the story
- Suggests or gives the authority on which the news is printed
- Identifies the individuals mentioned in the story by relating them (or it) to previous or contemporaneous news.

7.3 STAGES IN WRITING A LEAD FOR A STORY

The following stages are observed in this process. They are

1. Finalize the hook: After studying the entire concept of news/ story/ feature one should answer the questions 5 Ws and 1 H and determine which aspects are most relevant and important, and lead with that.

2. Find a relevant start: If you're trying to be clever or punchy or brilliant and it's just not happening, search for an interesting start related to your topic and lead with that. This is especially effective if the start is unusual or unexpected, as in, "A whopping 80 percent of Americans are in debt."

3. Be clear and succinct: Simple language is best. Mark Twain said it best: "Don't use a five-dollar word when a fifty-cent word will do."

4. Write in the active voice: Use strong verbs and decided language. Compare "Dog bites man" to "A man was bitten by a dog" — the passive voice is timid and bland

5. Hit with information: Instead of trying for attribution providing the information in the first instance is a good practice. It should be later continued and expanded with necessary details.

6. Short and punchy words: It should be short with few words and should not be extended to many sentences. The words used in lead should be crisp and exhibit punch but not filled with subtlety.

7. Start with a story: If facts are found to be boring and routine an anecdote may be used to alert the reader. An element of interest and thought can be evoked with an unusual data especially in stories. Anecdotal lead that works great in a crime story:

8. Literary tactic: Every good story has these three elements: a hero we relate to, a challenge (or villain) we fear, and an ensuing struggle. Find these elements in the story you're writing and lead with one of those.

7.4 TYPES OF LEADS

Depending on the type of usage many leads were identified which help attracting particular segments of readers.

Digest lead. This lead summarizes clearly and completely about the incident or concept including all the principal facts. It remains the simplest in construction and forms a basic part of all lead variations. The typical news items or dispatch starts off with the digest or summary lead.

Example

Hyderabad: the much publicized scheme for supply of rice to the poor at Re. 1 a kg was launched on Tuesday by Chief Minister N Kiran Kumar Reddy on the 56th Andhra Pradesh Formation day, even as the occasion was used by Telangana protagonists to stage black flag protests.

Direct appeal lead: This form of lead lends a personal touch to the news story. It directly addresses the reader directly or addresses as you, yours etc. and gives an impression of collaboration to the reader while reading the news story.

Example

Hyderabad: Have you ever heard about a robot performing a surgery without the aid of doctors and paramedical staff? Yes, this type of treatment is now available to the city of Hyderabad. Apollo hospital has introduced the latest robotic surgery technology in its city hospital which helps patients who are suffering from heart, renal ailments etc.

Circumstantial lead: This lead stresses upon the circumstances under which the story happened. It attracts the attention when the story has an interesting human element.

Example

Manila: The world welcomed its symbolic “seventh billionth” baby on Monday but celebrations were tempered by worries over the strain that human population explosion is putting on a fragile planet. Countries around the world have been marking the demographic milestone in a variety of ways. Russian authorities showered gifts on newborns, while Papua New Guinea handed out special “goody bags” for new mother. The Philippines was the first country to declare a seven billionth baby, a little girl named Danica May Camacho.

Cartridge lead: During the times of war or death of VVIPs in the country or in an utmost important situation it is customary to tell the gist of the news in the fewest possible words. Stories written entirely in such staccato fashion have a breath taking quality. Consequently, the style should not be used too extensively but reserved for occasions of particular importance.

Example

New Delhi: An era of license raj had come to an end. Prospective entrepreneurs of the country have good news. Industry, trade and commerce sectors are liberated from the clutches of the prolonged licensing system. The government of India has scrapped the existing licensing system and brought out a new system of single window where people who are interested to set up new industries and businesses need not go to many departments to get new license or renew the old one.

Punch lead: Punch also performs the same functions as a cartridge lead, but it is not so short, abrupt or definite. Since World War II it has grown in popularity and on some newspapers is used for almost any kind of story, not just stories of presumed extra newsworthiness. It is also

called a blind lead because of its emphasis on situations rather than specific persons and details. It is a form of writing easily open to misuse

1. In stories whose importance is thereby exaggerated and
2. By being excessively indefinite or empty.

An example of the latter is "Politics has a different look in Congress today" a sentence which tells exactly nothing. Paragraphs two and three of a well written story with punch lead should supply definite details.

Astonisher lead: Beginning writers are discouraged from using superlatives and expressions of opinion. When deserved, however, superlatives should be used.

Example

For the first time in its history, the bottled water industry hit the 80 million mark in sales in 1970 and estimates by experts in the field are that it will be in excess of 100 million this year.

Crowded lead: When various elements of interest are of nearly equal values, number of facts may be crowded into a single lead. Succeeding paragraphs naturally would take up each item mentioned in the lead, providing full details.

Example

Standing committees were appointed, the street lighting contract was continued for one year and a proposed new ordinance regulating business licenses was referred to the Finance committee last night at the weekly meeting of the Board of Directors.

Contrast lead: Sometimes the feature or the story deals with various facts which are in contrast with each other like contrast between an immediate and earlier situation between the present event and the earlier events etc.

Example

Mamidogondi (west Godavari): The lull gave way to hectic activity at the saddle dam, thanks to the relaxation of the protest by tribal persons from this habitation under the Polavaram mandal of West Godavari district. The striking Kondareddy families had stalled the project for nearly 20 days seeking a better deal in implementation of the R&B package but relented after Jangareddy gudem Revenue Divisional Officer Anuradha promised to look into their demands.

Question lead: Generally the news or story is expected to answer questions but in an opposite fashion the information is delayed by posing questions in the story. Instead of giving information directly a series of questions are posed to the reader from which summary is drawn and addition of a point will make it afresh.

Example

Kolkata: Could one man in one night at one shop eat two dozens of pizzas and win a Mercedes Benz car as a prize catch? Yes, it is possible. On the eve of world cup football, a local foot ball club organized this interesting event where in sports fans were invited to participate in the eating competition to promote the game.

Descriptive lead: The feature or key to the spirit of a story may be in its setting, the physical appearance of some person or object involved, or lies in an unusual phase of the action with which it deals. In such cases, a graphic or descriptive lead may be the most effective to give the tone or feeling necessary for proper understanding and appreciation. Before he can describe, the reporter must know how to observe, the best descriptive leads are written by eyewitnesses.

Example

London: Nargis Yadav arrived into the world at 7.20 a.m. on a cool Monday morning, at a nondescript community health centre near here which has been besieged by television crews and journalists. the world's seven billionth resident. Nargis is a symbol of India's hopes as well as its fears. Her parents, Vineeta and Ajay Yadav, were euphoric. "I realized the importance of my daughter's birth only a couple of hours after she was born when the elders came to wish me for being lucky, as Nargis would go down in history," said Mr. Yadav. Ms. Yadav, dressed in a new sari, beamed from her hospital bed.

Staccato lead: When the element of time is to be highlighted the staccato lead occasionally suffices. It consists in a series of phrases, punctuated either by periods or dashes and usually is a form of descriptive lead. The style suggests the tone of the story, its feeling.

Example

Hyderabad: An ear wracking roar followed by a series of cloud burst demonstrations. A serpents tongue of aflame. Dense billows of black smoke thinning gradually into white. Movement made almost invisible by velocity. Thus the observer's brain recorded the spectacle of Pajero's rocket car blazing along the railroad tracks in the environs of this city today at a speed of 254 kilometers an hour- 39 faster than has ever been achieved before by a vehicle running on rails.

Explosive lead: Similar to the staccato lead but consists of grammatically complete sentences; this lead is especially useful for feature articles. It can however be used for straight news stories as well.

Example Guntur: Cloudy, lazy afternoon on Deepavali day, many of the people were confined to indoors predicting a rain. But cinema goers across the city had a field day. The city wore a festive look on the occasion of the release of Oosarvelli, the much awaited Junior NTR cinema in the city.

Parody lead: Popular hit songs, title of bestselling books or of motion pictures or new coined phrases or expressions of any sort may be used while still fresh, usually in parodied form, to brighten an occasional news story leads. Well established expressions may be used similarly.

Example

One hundred years of flying high
Chennai: One hundred years ago, the first commercial flight in India took off for Naini from Allahabad. French pilot Monseigneur Henry Piguot made history by flying a Humber biplane from Allahabad to Naiani on February 18, 1911, covering a distance of about 10 km. what is interesting is that he

carried 6500 letters, many of which were addressed to King George V of England with "First Aereila Post" s the postmark. And this was considered the world's first airmail service. Today the country's aviation sector has grown and it has been rated as the ninth largest in the world carrying approximately 50 million people every year.

Statement or quotation lead: In reporting speeches, public statements and the like it almost always is better to epitomize the feature in the reporters own words rather than by means of a direct quotation.

Vijayawada: "Rachhabanda is an appropriate platform created by the government to enable people to solve their long standing problems," the minister for Secondary Education, Kolusu Parthasarthy told a press conference held at the state guest house.

Dialogue lead: It is difficult if not impossible to begin a serious news story of an important event with a dialogue. Minor court stories, with strong human interest, and occasionally stories of a more significant nature, however, can be handled effectively by means of a dialogue lead.

Example

Visakhapatnam: Wouldn't it be terrible", asked a four year boy of MVP colony "if he got locked in the boat and left into the sea without any body's notice". Yes of course replied his mother nonchalantly exactly a year ago. It proved right yesterday, when he along with his parents went to beach and locked himself inside the boat as a part of his play.

Cumulative interest lead: Most of the examples given so far have lead to news stories which otherwise conform to the standard rule that they be written to make possible the cutting of at least a few paragraphs from the bottom up, without sacrificing completeness.

Suspended interest lead: In this type the writer strings along the reader to the very end before giving him the news peg on which the item is based. Such stories resemble magazine short stories in that they must be read in their entirety. Frequently, the climax may be a surprise; in any case it satisfies the reader's interest. Suspended interest story is not as definite as that of a cumulative interest story.

Example

Dhaka: Bangladesh faces a tough battle to save the series deciding second and final cricket Test against the West Indies despite opener Tamin Iqbals' bold unbeaten 82 on Tuesday. The host, chasing an improbable victory target of 508, was 164 for three in its second innings at stumps on the penultimate day of the match in Dhaka; skipper Mushfiquir Rahim was unbeaten on 33.

Sequence lead: The sequence story differs from both the cumulative and suspended interest stories only in arrangement of material, the object in all three cases being to postpone the climax or satisfaction of the reader's curiosity until near the end. The distinguishing feature of a story written in sequence style is that the facts are arranged in strictly chronological order.

Example

Mumbai: It's official. The number of farmers who committed suicide in the country in 1995 is 10,720. In 2002 the number increased to 16,603. In 2010 it went up to 15,964. The country has seen over a quarter of a million farmers suicides between 1995 and 2010. The National Crime Records Bureau's latest report on "Accidental deaths & suicides in India" places the number for 2010 at 15,964. The cumulative 16 year total from 1995 when the NCRB started recording farm suicides date- to 2,56,913, the worst ever recorded wave of suicides of this kind in human history. Maharashtra posts a dismal picture with over 50,000 farmers killing themselves in the country's richest state in that period. It also remains the worst state for such deaths for a decade now. Close to two thirds of all farm suicides have occurred in five states. Maharashtra, Karnataka, Andhra Pradesh, Madhya Pradesh and Chhattisgarh.

Direct address lead: Beginning reporters are admonished to keep out of their own stories, only occasional references to the fact that a reporter asked a certain question or made an unsuccessful effort to obtain an important fact being permitted. Use of either the first or second person is discouraged. Columnists, special writers who sign their articles and writers of features and stories are exempted from this rule when effectiveness cannot be obtained otherwise.

Tabulated lead: Occasionally one runs into a story in which no one fact is prominent. Each fact of interest has about the same value. In such instances, a practice has grown up to tabulating each item in lead one, two, three, four.

Example

A car costs only Rs. 5/-
A bicycle costs on Rs. 3/-
A dress material costs Rs. 100/-
Unbelievable. Yet it is true go to The New market area, you will find them. Plenty of Chinese goods have flooded the market and the Indian business has lost immensely.

7.5 SUMMARY

For more than half a century there has been an orthodox form of news writing more on the lines of literature. But with the introduction of the lead the style has changed completely. The lead of a straight news story came to be defined as the first paragraph which contained all of the elements 5 Ws and 1H. It is necessary for complete telling of the essential facts in an effort to avoid cumbersome lead paragraphs and to increase readability. Some newspapers have gone to the opposite extreme of invoking the one fact sentence rule.

7.6 SELF ASSESSMENT QUESTIONS

1. What are the functions of leads in news items?
2. What types of leads suit the news features effectively?
3. Differentiate between different types of leads with suitable examples.

7.7. SUGGESTED READING

1. Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.
2. Mencher, Melvin (2003). *News Reporting and Writing*, New York: McGraw- Hill
3. Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling Publishers Pvt. Ltd

LESSON-8

HEADLINES

AIMS AND OBJECTIVES

After studying this lesson will help in

- Understanding the significance and functions of Headlines
- their importance and various types of Headlines

Structure

8.1 Introduction

8.2 Headlines

8.3 Counting the Head

8.4 Functions of Headlines

8.5 Characteristics

8.6 Types of Headlines

8.7 Tips to Write Headlines

8.8 Summary

8.9 Self Assessment Questions

8.10 Suggested Reading

8.1 INTRODUCTION

Any line or collection of lines of display type that precedes a story and summarizes it can be called a headline. Headlines are written with action verbs, and use of present tense to convey immediacy. Headlines for the reading matter may be written legibly at the top of the copy itself, specifying the point of type (size, capital letters etc.) and style (flush left, flush right etc.) and so on.

8.2 HEADLINES

Headlines summarize the news item and a headline is selected from parts of a news item which are of most interest to the reader. They are important because a reader prioritizes the news item on the information given in the headline. They convey the relative significance of the news by their varying type, size and weight. They detail the relative seriousness of the news for e.g. through italics and various decorative typographical devices such as boxes, and so on. They make the newspaper attractive, and give it character and stability. The headlines should be objective, must have attribution of facts stated, should generally avoid abbreviations, should be accurate in tone quality, i.e. the tone of voice in which it is told, and should avoid ambiguity.

8.3 COUNTING THE HEAD

Writing the headlines requires creativity and it can be learnt with practice. But in the beginning, a copyeditor has to follow the measurement given in the following:

- Count all small letters as one unit of space except *l, i, f, t*, which count $\frac{1}{2}$ unit, and *m* and *w*, which count as $1\frac{1}{2}$.

- Count all capital letters 1½, except *I*, which counts ½, and *M* and *W*, which count as 2 units.
- Count all punctuation marks as ½ unit, except the dash, question mark, dollar sign and percent sign which count as 1 unit.
- Count all figures as 1 unit.
- Count all spaces as 1 unit.

A headline represents the essence of any news. It makes the news attractive and introduces the subject matter of the news. Every newspaper has its own style of giving headlines for the news. The heading should be short, lively sharp and must qualify the subject matter. News loses its value in the lack of a proper heading. A heading is often compared with the skirt of a woman, which balances the covering and uncovering. A heading should be thrilling and exciting.

They convey relative significance of the news by their varying type, size and weight to the reader. They detail the relative seriousness of the news for e.g. through italics and various decorative typographical devices such as boxes, and so on. They make the newspaper attractive, and give it character and stability. They sell the newspaper. They should be objective, must have attribution of facts stated, should generally avoid abbreviations, should be accurate in tone quality, i.e. the tone of voice in which it is told, and should avoid ambiguity.

8.4 FUNCTIONS OF HEADLINES

Headline is one such crucial component in editing of pages in a news paper as they are primarily responsible for attracting the attention of the reader and convey the concept of the news or story at a glance. The functions of the headlines are

Indexing: The headline indexes the parts of the newspaper of greatest interest to each reader. It guides the reader into the stories in which he is interested and steer him away from stories of marginal or no interest for him.

Capsule information: The headline must give an idea of what the story contains, must give accurate information for the headline scanner.

Attraction: The headline makes the newspaper look attractive. The headline in all its various forms is essential to assemble eye catching, yet coherent news pages. The headline must provide readers variety in the newspaper design and make pages attractive.

Identity: It must create an identity or character for the publication through the use of distinctive types. The consistent use of familiar headline structure gives the newspaper a relatively familiar and welcome personality.

To convey significance: The headlines convey relative significance of the news to the reader. New significance is expressed in terms of type display, the relative size and weight of headline used and is decided by editors on the basis of their own expert opinion of a story value.

To convey seriousness: They convey seriousness of the news to the reader. This is accomplished by the choice of headline styles. The use of italics and various typographical

devices such as boxes, stars and dashes etc. indicate that story is used for its entertainment values, primarily rather than its significance.

To sell newspapers: The headline makes a person select the paper from a news stand in preference to a competing publication, to give the newspaper character and salability. The consistent use of familiar headline structures gives the newspaper a relatively familiar and welcome personality.

To attain excellence: To attain excellence in headline writing, accurate perception of the story, strong sense of appropriateness, broad and deep vocabulary, a sharp sense of sentence structure, a keen eye for ambiguity are essential..

8.5 CHARACTERISTICS

Newspaper headlines reflect the following distinguishing characteristics.

- they are sentences, built around action verbs.
- they must be adjusted to a predetermined space and typographical style.
- They are skeletonized to save the space omitting articles and other unnecessary encumbrance's leaving room for more details in the restricted space where headlines are allowed.
- They use the present tense to convey immediacy and also to save space. Usually present tense forms of verbs are shorter than the past tense forms of verbs.
- They used to be set in the style of title with all principle words capitalized.
- The headlines should not be of the same size (at least 12 points more difference on big headlines)
- One headline should be in italic or bold and one in regular Roman or they should be in different families.
- The headlines should not be of the same depth.
- One of the headlines should be only one column wide and the other should be more.
- The headline on the left should not be of full length.

8.6 TYPES OF HEADLINES

Some of the types of headlines that are generally found in print media are binder, sub head, deck, jump head, strap line, kicker, reverse kicker, flush left, flush right, flush head, single line, inverted pyramid, cross line, banner, blanket, pyramid, cross head, turn head, label head, drop head, captain head etc. Typesetting the headlines is not possible, but given below are few examples of the types of headlines.

1 Binder : A binder is a display line identifying but not summarizing special material that is not handled as a news story. Binders are commonly used over full texts of speeches. The binder identifies the material that follows, but it does not tell what happened as would a headline. Binders are also used over tabular matter accompanying a related story.

2 Subheads: Subheads are not subsidiary headlines they are not headlines at all. Even though they are usually written in headline form they are actually typographical devices inserted in the body of the text primarily to break up larger masses of straight matter. They are more conspicuous and perhaps less needed when wide columns are used and when they are made up in modular form. The subhead has been traditionally set in boldface type and usually in the same size as the body type, some papers are using in italics now instead.

3 Jump heads: Whenever a story jumps from one page to another each newspaper has prescribed its own solution to the problem of telling the readers where to find the continuation. Such solution may found in the form of a jump head. Sometimes, a continuation line is placed at the point of jump and a copy of the same headline in the first page is placed at the point where the text continues into the next page is called jump headline. Usually it consists of a key word or words to catch the eye and directions to the jump that include page number, column and section also. The size of the jump head is determined by the size of the continuation item.

4 Kicker: The top line above the main headline is considered as the kicker or over line. A couple of decades ago the kicker or over line was a daring innovation. Today it is almost as standard as the flush left head. In fact, some newspapers use it on nearly every major headline. Kicker style is considered for its typographical impact. It is supported with a teaser which is used largely to attract readers into the main body.

5 Strap line: It is usually of stammer type and is also called as strap line or eyebrow line and it is also a subordinate headline.

6 Reverse kicker: The effect of this headline is same as above except that the over line is large above the larger than the two lines of type below it. The kicker or over line might be in 30 point italic capitals, while the two lower lines would be in 18 point roman capitals and lowercase. This type is used for features and stories.

7 Flush head: The headlines do not completely fill the column and are aligned to one side. It is somewhat difficult to write because it is broken into two or three smaller lines and such words are used which should convey the meaning correctly. Because of this difficulty flush headlines are seldom used in newspapers.

8 Flush left: It consists of one or more lines in which all the lines are set to the extreme left. The flush left heading has become more popular as it was recommended by experts like Allen Hutt who considered it as easier to write and ED Arnold considered it to be optically better. The type setter can work more easily with such headlines. The style of head can tell more, since the sub editor is not confined to rigid mechanical requirements.

9 Flush right: This is opposite to the flush right. In this case all the lines are pushed to the right hand side to create a stepped effect and the symmetry is on the right. But since it has visual limitations it is not regularly used.

10 Deck: A deck is a distinct line on its own. It either adds, supplements meaning to the main headline. The headline may have more than two decks also. The recent trend is multiple deck headlines as the main headline many a time does directly denote the meaning. It is the deck which explains the exact meaning and adds to the main headline. The deck will be smaller in font with same or different type.

11 Pyramid: Various lines that constitute the headline are aligned in the shape of an inverted pyramid where the successive line is shorter than the one above. Also structures which arrange facts in descending order of importance.

12 Inverted pyramid: This is the headline style of centered lines in which each successive line is shorter than the one above similar to the story structure which arranges facts in descending order of importance. Relatively few newspapers use this.

13 Cross line: This headline is of single line type, originally centered but now popularly used as flush left. Early American newspapers relied heavily on this head and it continues to be widely used for short stories.

14 Banner: A large headline of one or more lines extending across a page or almost the full width of a page. This is also called as streamer.

15 Blanket head: This is the most common type in USA. It covers all columns occupied by a story.

16 Cross head: These are the subheadings placed in text, between paragraphs.

17 Label head: A dull life less headline, usually lacking a verb is called label head.

18 Drop head: It is a type of headline in which each line is stepped back to the right.

19 Caption head: The headline appearing over a piece of art such as photos, sketches and cartoons are called caption heads

8.7 TIPS TO WRITE HEADLINES

There are a lot of headline rules to write headlines but they are not always the same on all newspapers, and newspapers differ in endorsement of the rules some are simple style rules and some are idiosyncratic of a particular newsroom. The rules that interest us here are those that translate good communication into professional performance.

Tell the story's essentials. Just like a lead the headline should also inform about the essentials i.e. the main points of the news story. Majority of the details such as the essence of the story, facts, details various dimensions should be reflected in an outline in the form of head line. For this the copy editor has to read the news systematically, habitually and with understanding.

Get facts straight. The facts in the story should not be misinterpreted or distorted in the headline. If the details in the headline do not match with those of the story it may lead to confusion in the mind of the reader.

Make the headline sensible. A headline must say something meaningful to any reader who happens upon it. It must stand alone; it cannot depend on the story or picture to make it make sense.

Get it right. Some words cannot exactly replace the other closely related meanings instead of elaborating the story it may lead to problems. Especially in legal, scientific and technical issues it is better to repeat the same word instead of a substitute.

Put the key facts at the top. It is not enough to say that the top deck must tell the whole story. The top of the top deck should be reserved for the most important parts of the story. Example: 'For Indian families buying power falls' is not the appropriate headline. The right one is 'Buying power falls for Indian families'. This puts the emphasis where it belongs.

Marshal the facts in sentence form. Though the headline is a skeletonised sentence it doesn't mean that vaguely related words can be assembled together. They should be written in a sentence form and each deck of the head must be a separate sentence. Each headline must

contain a verb in a present tense form. The headline must not only be constructed in skeletonized sentences, they must be grammatical sentences. Simple sentence is the most commonly used headline structure and is probably best. The skilled writer often chooses a more complex form deliberately. The compound sentence for instance helps point up contrasts.

Build the head around a strong verb. Strong verbs act as fulcrum on which the effectiveness of the headline depends. Good headline writers often choose vigorous, active, positive, colorful verbs. All headline words even the little ones are selected with care, but the verb is the key. A rich vocabulary and an ear for words are invaluable.

Avoid structural repetition. Though this is not a hard and fast rule competent editors try to avoid putting two decks of the head in precisely the same sentence structure.

Tell the story in specific terms. In some cases general approach in the headline may not lend strength to the story. In such cases specific words or meanings convey the objective of it effectively and easily. When a road accident claims many lives the headline could be clearer in the form of '25 killed in bus accident'. If we say road accident and death toll is such a large number the reader may get disturbed because road accidents very rarely occur in such magnanimity.

Make line and thought break together. Be it the main headline or the decks the arrangement of words from line to line have far reaching influence on conveying the gist of the story. Be it the main headline or the deck they should be broken at an appropriate point in the sentence. Though it seems quite difficult certainly becomes easier with practice.

8.8 SUMMARY

Headlines summarize the news item and a headline is selected from parts of a news item which mostly interest the reader. Headlines are important because a reader reads the news item on the information given in the headline. To summarize accurately the key facts of a complex story in a limited space, the headline writer must be consummate artists. There is consensus on the central role headlines play in 'Packaging' news. It plays a very important role in the news world, like the mouth of the human beings. All Headline writers today aim at telling the news succinctly and correctly. Headlines are their means of grading or indexing the day's news according to the judgment of the news desk. They are also a high-visibility tool in maintaining the familiar look and character of a newspaper.

8.9 SELF ASSESSMENT QUESTIONS

1. Write about the significance of headlines with suitable examples
2. List out various types of headlines used in the newspapers.

8.10. SUGGESTED READING

1. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
2. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
3. Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.

LESSON-9

COPY EDITING

AIMS AND OBJECTIVES

After studying this unit you will be able

- To understand the concept of editing
- To know about the significant points to be noted while editing the content
- To understand the role of editors in editing process

Structure

9.1 Introduction

9.2 Writing for Meaning

9.3 Fundamental of Editing

9.4 News Editing

9.5 Points to be Addressed In Editing

9.6 Qualities

9.7 Summary

9.8 Self Assessment

9.9. Suggested Reading

9.1 INTRODUCTION

Editing is tailoring of news items or a news story to the required shape and size by using the right kind of expressions and symbols. A copy is edited to highlight the 'news sense' in a story, and to bring uniformity of language and style in an issue of a newspaper. Compared to films, radio and television newspapers are more dependent on writing and editing skills of journalists. Mere pouring of information at any given time and in a page may not be enough to attract the attention of reader or viewer. Apt, new, interesting meaningful information molded into an innovative package is the only way out to draw the attention of public. To fulfill this objective the journalists need to master the intricacies of editing and should also present the facts in a readable format.

9.2 WRITING FOR MEANING

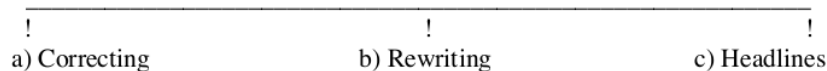
In dealing with the problem of meaning, the copy editor must work at two significant levels. He should ask

1. Did the reporter himself understand clearly what he has been writing about?
2. Did he tell the story in such a way as to make his meaning apparent to his readers?

In mass media much of the writing is targeted to inform, educate and sometimes to entertain the reader. In media the writings are directly addressed, easily understood and accepted by even less educated. The life of newspaper story or television story is so short that people tend to forget them quickly. The largest single ingredient in meaningful writing is readable writing. Readability has been given a good deal of attention in the news services and newsrooms in recent years the concept of readability in the newspaper profession "Use simple words and simple sentences and remember you are writing for the people."

The process of editing consists of three stages. They are correcting, rewriting and headline writing.

EDITING



9.2.1 Correcting the copy consists of four aspects:

1. Correcting the language
- 2 Correcting facts, if the given facts and figures are wrong
- 3 Capitalization, punctuation etc
- 4 Maintaining continuity of narration

9.2.2 Rewriting

Rewriting is a difficult task and one should be extremely careful in rewriting any copy. While rewriting a copy fact given in the original should not be altered or supplemented unless, of course, one is sure that the facts given in a report are wrong.

For example:

Youth's Attempt to insult Mr. Naidu.....attempt to disturb Naidu's meeting

Mrs. Gandhi Unrepentant 'Poor are still with congress'

Claims full support of poor – Mrs. Gandhi's Claim

9.2.3 Headlines: Once the text of the copy is finalized and all the necessary punctuation marks are arranged the subeditor concentrates on the last point ie. Head lines to be fixed. As discussed in earlier chapters to attract the attention of the reader and to make him readily recognize the concept every news/story/ feature is provided with headlines. Generally seniors in the editorial department take up this task of setting headlines as it demands creativity coupled with best understanding of any type of subject.

9.3 FUNDAMENTAL OF EDITING

Generally reporters collect the news through the sources in their allotted beats and send it to the news through the sources in their allotted beats and set it to the editorial department. Various news agencies also send news through the medium of data lines or by other means. The Chief Editor assisted by his assistants, makes necessary changes in the form and presentation of the news collected through various sources; language and other mistakes are corrected. The Chief Sub-Editor has the knowledge of the news left over by the composing department, new advertisements from the advertisement department and the dummies of these advertisements, the news collected through other assistants, photos, cartoons, maps, etc. He thereafter sends the dummy of various pages to the make-up man. The Editor and the News Editor also send their information to the Chief Sub-Editor for publication in the edition. When the proof is received from the composing department, the proof reader makes necessary corrections. The make-up man prepares the first and other important pages. Once the layout and space filling is completed in all its formats the pages would be sent for printing.

The cardinal principle which should govern the process of editing is “never over estimate the public's knowledge and never underestimate the public's intelligence. In editing

whatever changes are made should be aimed for accuracy, clarity, felicity or just plain intelligibility. The art of editing has much to do with the right improvement to create light, aptness, grace, beauty or excitement where it is not quite happening. Improving accuracy, clarity and general intelligibility to the copy are the part or may be thought of as of the craft of line editing.

The first and last priority of the newsroom is to always present accurate information. Though there could be many pressures such as lack of enough time, shortage of space, non availability of reporters in time and their shortage under which editor works the accuracy cannot be compromised. Readers always look forward for accurate, true and unbiased facts and it is the responsibility of the editor to see that his needs are satisfied all the time. Getting on to the news earlier is not so important these days but getting it right has become the norm of day for media as that itself lends credibility to news media. To retain the trust of people for longer time the media has to be trustworthy.

Objectivity, often equated with neutrality has been a dominant norm of western journalism. Neutrality assumes no partisan orientation, but news may advocate a particular side if such advocacy is based upon factuality, accuracy, relevance, and completeness.

The principle of truthfulness should not be equated with mere accuracy. Through relevant and complete accounts of the day's events in addition to accurate and factual reporting, a truthful reflection of reality can be reached. News is not a mere mirror of reality; it provides a socially constructed version of reality and, in so doing, influences the public's perception of reality.

9.4 NEWS EDITING

Three things are very important for the news editing: Relevance, place and time. Brevity is the soul of wisdom; it is an important function of an editor to make the presentation of news in brief; without waiting for detailed description. If a news is kept pending for getting more details, it becomes stale by the time it goes for printing. As a general tradition, most of the important news is given in the front page of a newspaper; the art of brevity plays the role here. Readers do not get satisfaction if they do not get answers to what, where, when, who, why and How. It needs more wisdom to make a news brief; lengthy news tend to bore the readers.

Before dispatching to Press: Before dispatching the material press, the Chief Sub-Editor examines critically examines the copies edited by the sub-editors and the headings allotted, with a view to avoid the possibility of pen-slip. The sequence of dispatching the news material to the press should be done in the order of the priority in terms of importance of the news. There are some short news which are used as 'fillers'.

Intr: An intro (the abbreviated form of 'introduction') is the lifeline of the complete news. The news agencies and reporters make intros in their own styles; there are as many intros as many there are the news. An intro must be short and according to the gist of the news. It should not consist of more than 40 words and its language should be straight and simple.

Importance of Facts: The facts are sacred for a journalist and not the views. Therefore, the importance should be given to the facts; and the views should be secondary. The views can differ, not the facts. The facts, therefore, should take priority over the views and analysis.

Editing the Lectures and Speeches: Though editing demands much needed patience and perfection editing lectures and speeches should be done with all perfection as there might be

possibility of misinterpretation. Hence, the editorial team should be careful in carrying the message, opinions of speakers reported by reporters. It is advisable to underline the important points; It helps in writing the intro and also makes the work of editing easy. For selection of the important points of the lecture, it is better to lay emphasis on its analysis, the principle matter, the concluding phase and any punch lines, etc. Such parts should be taken out separately during the process of editing; these can be presented as independent news also.

Date line: The date line of any news indicates the sequence of the history of the events and activities. Many reporters avoid giving date line on the local or regional news. Such news, however, include the date and place of the event in the intro. Writing misleading words like 'today' or 'tomorrow' in the news having no dateline put the readers in confusion.

Embargo/Early news: Some of the news throw light on important functions, celebrations or conferences, or about some important guests/personalities, or on the history of some organizations. Such matter should be published on the proper day and date. For this reason, the news reports received through data lines carry directions on the top 'not to publish before the indicated date' i.e. 'EMBARGOED'.

For example :

A story on freedom struggle is slated to be published on august 15th only and it is marked as embargo.

9.5 POINTS TO BE ADDRESSED IN EDITING

1. A sub-editor should select the news after ascertaining the authenticity. It should always be kept in mind that any news copy, the authenticity of which is doubtful, should not be selected for publication. Truthfulness of the printed news should be the ultimate aim of the sub-editor.
2. Writing intro is an important duty of the sub-editor. Intro should be striking and capable to catch the attention of the readers. It should include all the important hints pertaining to the news. The heading should advertise the news.
3. One paragraph should include description about one fact alone. The length of paragraph should be reasonable; long, descriptive paragraphs make a lifeless and dull reading.
4. No important matter should be added at the end of a paragraph; there is possibility of its pruning at the time of the make-up of the page.
5. Due care should be taken to express day and date using words like today, tomorrow etc should be avoided.
6. Some of the news is sent in advance for publication on some specified day and date. It is the reasonability of the sub-editor to ensure that such news is not published before the specified time.
7. There is excess flow of the news in the editorial department during functions, press meetings and elections of parliament and legislatures, etc., all the collected news cannot be published. The news related to public interest and on current issues has to be selected. Long lectures can be broken into parts and published under separate sub-headings.
8. A sub-editor must have the knowledge of the press laws. A slight slip in this regard can result in heavy losses to the newspaper. He should also see that certain standard in the presentation and impartiality maintained.
9. A sub-editor has to keep pace with the time. Time is limited and he has to accomplish various tasks apart from maintaining liaison with various other departments.
10. The language should not be indecent or uncivil and long and complicated sentences should be avoided. The language should be simple.

11. Every newspaper differs in its presentation and style. There is standard format for spellings, punctuation marks; capital letters beginning a paragraph use of quotations/abbreviations etc., for maintaining uniformity in the style of a news paper.

9.6 QUALITIES

To prepare an error free comprehensive copy personnel of editorial department needs to develop certain qualities like alertness, skepticism and above a passion for accuracy. The editor may not be able to go through all the copies everyday but by practice he would be able to feel the inaccuracies and inconsistencies and be able to rectify them in time. Though there is no rule book as such to follow but certain guidelines would be of use to make the foolproof regarding presentation of facts. The editor must know the geography of the territory well enough to be able to visualize any place described. The editing may not be necessary to one story but may be necessary at various times for various stories. The editorial desk not only makes changes but it should also be able to tell when they are necessary.

The editorial desk does any or all of these things for a news story

- regularizes copy to conform to the style of the newspaper
- adjusts story length to space requirements
- detects and corrects errors of fact
- simplifies, clarifies and corrects language
- clarifies, amplifies and vivifies meanings
- makes stories objective, fair and legally safe
- restructures stories extensively wherever necessary
- alters a story tone when necessary inputs are supplied
- corrects copy for good taste
 - performs or facilitates composing and make up operations

Regularizes copy to conform to the style of the newspaper: Uniformity in style is as important today as it ever was. Although distinct regional styles were characteristics of newspapers print medium has universality by maintaining the regional flavors within the approved levels of readers. Newspapers are careful about style for two primary reasons: pride in their craft and developing a style that appeals to the readers by earning a place in the minds of the readers. Style changes from time to time as the language evolves technological innovations have promoted stability and reduced regional differences.

- **Adjust story length to space requirements:** Flexibility in space is a must in newspaper production. It is rare day for example when an advertisement was changed or abandoned in order to solve some news space problem. Hence, it is an important skill on the part of the copy desk to be able to reduce a story's length without damaging it seriously from the standpoint of the reader.
- **Detects and corrects errors of fact:** Editors know that the reputation of a newspaper hinges on getting the facts right. It is very common to find a newspaper ombudsman whose duty is to follow up on every complaint about errors, discover their sources and publish corrections.
- **Simplifies, clarifies and corrects language:** The editor must be able to improve the flow of language in the daily newspaper recognize and repair incorrect, confused and pompous words and sentences.
- **Clarifies, amplifies and vivifies meanings:** Most of the time professional reporters turn out clear, correct, meaningful writing but not always. Just as editors provide an

additional check on factual correctness, they become the final guarantors who ensure that the story's larger and smaller meanings are instantly apparent.

- **Makes stories objective, fair and legally safe:** There are two highly specialized responsibilities in making the stories objective, fair and legally safe. One of the desks clearest and most fundamental responsibilities is to be on the lookout for the accidental defamation that can slip in to the paper when reporters are careless. The copy editor bears no great burden than this one. He should be so alert that a lapse can cause the loss of credibility, money and peace of mind. A case can cause the loss of tens or even hundreds of lakhs of dollars to the newspaper. Editors are not only responsible in libel matters because they are the last people who could have prevented the trouble. The editors are cautious in seeing that have the stories met the standards of objectivity and fair play. It is a matter of serving truth while acting in the public interest. Not all newspapers are equally devoted to objectivity and fair play. Most of them do however; abide by professional standards to the best of their collective abilities.
- **Restructures stories extensively wherever necessary:** More often copy editor does the job of blending stories together, separating them, cutting them, rewriting parts of them, using all the minds to put the parts back together again in a well organized, readily understandable whole. The editor shifts a paragraph or two around, changes phrase here and there, makes sure that the new shape of the story so coherent and connected and that the readers served by a better story.
- **Alters a story tone when necessary:** The news editor sometimes has to change the tone quality of a story. It may be done to make a minor feature more cheerful, to convert an interpretative piece into a straight news story, to tone down overly emotional writing. The chief requirement is an ear for tone quality and a sense of consistency. That combination represents a high order of editorial skill.
- **Corrects copy for good taste:** The institutional character of the newspaper requires that it conform to mass standards of good taste. Good newspapers have to constantly balance questions of taste against questions of suppression or partial withholding of the news. The titillating but offensive story that has little or no significance can reasonably be held out of paper. Both of them are relative to each other and since there is not golden principle, editors have to make their own decisions with courage and compassion and every decision seems a little harder than the last.
- **Performs or facilitates composing and make up operations:** The editor supervises the composing and makeup functions in print media. Though the final authority lies with editor it passes through many hands before reaching for automation and ultimately production. The desk carry's out all the necessary corrections and makes some additional changes also. Then the copy would go to photo type setting, when the words on the screen are typeset automatically including justification and word divisions and what happens when the story and headlines are passed up or fed to a pagination terminal for plate making.

Not all these things need to be done to all stories but ordinarily in any given day the desk and the editor are required to perform them all at one time or another. Any editor must be equipped to perform them when the need arises.

9.7 SUMMARY

Whether it is print or electronic media public would like to read contemporary, updated, interesting meaningful information molded into an innovative package. To fulfill this objective the editorial department tries to improve the copy and sends it for printing. Once the

copy of news/ story reaches the editing desk the sub editor rewrites and sets a headline to suit the concept. Copy editing is a process of refining the copy to make it more readable, interesting and error free. In the first step the copy is checked to find out whether the objective of the reporter to convey the message is fulfilled in the copy or not and then he tries to highlight the concept by writing a lead that invokes interest in reader and takes him to the next level of reading and understanding it. The Sub editor also tries to improve the copy by correcting punctuation, spellings, converting numbers into words, supplementing it with appropriate photos, visuals and adding special effects wherever necessary.

9.8 SELF ASSESSMENT

1. What stages are observed in editing?
2. Copy editing is a key process in the editing of text and preparing pages. Explain.
3. What principles are observed in the editing process?

9.9. SUGGESTED READING

1. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
2. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
3. Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.

LESSON-10

REGULAR PAGES VS EDIT PAGE

After reading the lesson, the student will learn

- What are editorials?
- Constituents of an editorial page
- Purposes of the editorial page

Structure

10.1 Introduction

10.2 Pages of a Newspaper

10.3 Length and number of stories

10.4 Fillers

10.5 Different Types of News Stories

10.6 Editorial page

10.7 Purposes of the editorial page

10.8 The opinion section

10.9 Editorial cartoons

10.10 Summary

10.11 Self assessment questions

10.12 Suggested reading

10.1 INTRODUCTION

Each Page of newspaper claims its own importance in content generation as well as presentation with the support of effective formats. Among all, first page or cover page carry's lot of weight and forces the editorial department to pay more attention in designing it. Some newspapers make a practice of extracting important stories from inside pages to be played up on the front page. The conservative newspaper finds these related subjects of value, but the more "popular" editor doubts their importance. Very often the inside page deteriorates into a dead-wood section, which is devoted to space fillers, and no one is expected to read it.

10.2 PAGES OF A NEWSPAPER

The pages of a news paper and their sections tend to vary depending on the day of the week, frequency and type of publication. However, some of them can be clearly defined especially the front page is one of the most significant parts of a newspaper. The front page is always paid special attention with formats such as the header, the log, logo, motto and the directory. A summary of the most important news, some stories related to the local community, state or national and international events are found in it. On the front page an index could be found where a list of some important news of inside pages is given. With respect to the sections they may vary according to the date of publication. Generally, those editions that are delivered on Sundays are divided into more parts or sections than those that are distributed on any other day of the week. Sunday being the holiday more content is provided to the readers. Typically, a newspaper is divided internally into several sections that include local news, international news, business and economy, sports, politics, environment, classifieds interviews, opinion compound, readers letters entertainment, art and culture. Events, tv guide

and society among others. All sections that a news paper can have are not mandatory. Some newspapers can count on all these parts a others can ignore them. A newspaper can also be supported by magazines and supplements that add value to specific days of week. However most newspaper have similarly structure, the cover tends to be diagrammed in a similar way and inside there is usually a new section local entertainment, an opinion section, an entertainment section, sports section and finally one of classified. Each part of a newspaper in turn is divided into other parts. For example, the news section will be formed by news, each with a headline, a photo report, a caption, an entry and a body.

10.3 LENGTH AND NUMBER OF STORIES

Newspapers show a great diversity of opinion in deciding whether to print a large number of short stories or a relatively small number of long articles. The adoption of a definite policy in regard to the matter greatly facilitates the work of the make-up man. Front-page stories, handled as they are with greater care, are likely to be worth the space they occupy. Stories in the inside pages are in long simply because they are loosely written and strung out beyond the length warranted by the facts. Except in the case of so-called human-interest stories, nothing warrants an increase in length except the addition of more facts and details.

10.4 FILLERS

To what extent should the make-up man be allowed to use fillers which are two or three line items, to plug up the holes in his make-up? In the most carefully edited newspaper, fillers are never used, and the make-up must come out even without them. In smaller offices, the practice is sanctioned to the extent of providing the make-up man with a galley of ready-made fillers. Jokes, anecdotes, axioms, epigrams, statistics, condensed statements of fact, advertising readers, and anything that can be crowded into two or three lines is used. The use of fillers is of great assistance in make-up, but much objection is offered on the score that frequent fillers give the page a patchy appearance.

10.5 DIFFERENT TYPES OF NEWS STORIES

Hard news. Hard news is a chronicle of current events/incidents and is the most common news style on the front page of your typical newspaper. Hard news gives readers the information they need. If the federal government announces a new youth initiative, it's hard news the next day. Examples of hard news stories include reports on crime, court cases, government announcements, house fires, awards ceremonies, plane crashes, international events, etc. Hard news reporting uses clean and uncluttered writing. It starts with a summary lead that describes what happened, where, when, to/by whom, and why (the journalist's 5W's). The lead must be brief and simple, and the purpose of the rest of the story is to elaborate on it. Hard news story must clinically report the relevant Statistics: how many there are, where they are, and what they're doing. It usually relies on a time-sensitive hook – for example, the release of a new drug, a demonstration by women, and untimely death of a celebrity are featured in such a manner. It might be written over a longer period of time, and allows the unique and detailed stories of street kids' individual lives to be expressed.

Soft News. This is a term for news that isn't time-sensitive. Soft news includes profiles of people, programs or organizations. When Pakistan's ex-Prime Minister Mrs.Beniir Bhutto

was assassinated, it was first reported as hard news, but the vast majority of stories in the papers for weeks after his death were soft news.

Features. Feature stories take a step back from the headlines to explore an issue in depth. Written in the soft news style, they are an effective way to write about complex issues too large for the terse style of a hard news item. Features are like journalism's shopping center. They're full of interesting people, ideas, color, comments, action and energy. Storytelling at its height! A good feature might be about the people in your community and their struggles, victories and defeats, or maybe about a trip someone took to Africa as a part of a school project. A feature usually focuses on a certain angle, explores it through background research and interviews with the people involved, and then draws conclusions from that information.

The development of features made news papers as interesting as the rest of the paper. Certain newspapers, however, have demonstrated that careful make-up and some consideration of content will make their editorial pages very valuable features. The departments that involve make-up are the sporting page, the life style section, business, woman's section, and obituaries. The sports department is maintained as a separate page in almost all newspapers. In some newspapers it is more than a page. Sports editor will be in-charge of the page and is given a fixed position.

The life style section usually varies in importance in inverse proportion with the size of the city in which the newspaper is published. Society news is of great importance in small cities and of less importance in large cities, although with the attempt to cater to women readers, society news has achieved a greater development in certain large cities. The make-up problem raised is whether society news should be maintained as a separate section of standard size and position, or whether it should be used as a convenient filler to utilize odd space. In newspapers that feature society news, the section is usually maintained in the same position each day under a prominent department.

The woman's section is a newcomer in newspapers that an attempt has been made to cater to the women readers. Its contents and make-up are, therefore, not to any great extent standardized. Each newspaper has its own ideas about the appeal to be made or is casting about blindly, keeping sharp watch for any indication of a successful strike. Certain newspapers have concluded that society news is women's news and have placed the two departments near together or have combined them. It is certain in most editors' minds, however, that the page must be typographically artistic and different from the rest of the paper; the use of illustrations, especially portraits and fashion cuts, is common with most of them. The woman's page is still in its infancy, and no precedents or practices have as yet become established.

The business page is a standard feature in many newspapers. In some cases it is merely a column, containing a general story on market conditions and closing quotations. Other newspapers, consider it as the business man's page, make a feature of it and employ a special editor in charge of it. In such a case, it is ordinarily subdivided into departments, but its articles carry the newspaper's standard headlines.

Back Page. The back page is considered a wrapper and is of little importance. Most newspapers sold as much as space possible to advertisers and filled the remainder with unimportant material. Its real importance was with sensational newspapers that turned it into an editorial page and set a precedent that is being imitated by many papers of all types.

When its real value became apparent, other editors began to devise other uses for it. One of the earliest was the back-page comic section.

10.6 EDITORIAL PAGE

The editorial page is one place in the newspaper where opinion is not only permissible but also encouraged. The editorial page is dominated by comment and analysis rather than objective reporting of factual information. Here, the opinions of the newspaper's editorial board are put forth in editorials. Some newspapers identify the author of each editorial, others don't.

Opinions of newspaper staff members and freelancers appear in by-lined columns usually located on the facing page called the "op-ed" page. The op-ed page also contains analysis and background pieces.

A typical editorial page consists of the following:

- Editorials: Although written by individuals, editorials reflect the corporate opinion of the newspaper. The viewpoint expressed is the result of consensus among the editorial board members.
- Letters to the editor
- Editorial cartoon
- Columns
- By-lined pieces by newspaper staff.

Some newspapers divide this material between an editorial page and the op-ed page.

10.7 PURPOSES OF THE EDITORIAL PAGE

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

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

10.8 THE OPINION SECTION

After the news section you can find the opinion section. The main objective of this section is to provide a style of decentralized reporting where journalists and writers can share their opinions on various issues in the form of editorials. Editorial journalism allows the writing of columns, whose intention is to persuade the reader to think in a way or to question a particular situation. Publishers can discuss topics related to local, national or international issues. The opinion section almost always includes articles written by well known writers or journalists. Likewise, this section included letter to the news papers editors with which readers can generate their own opinions about the issues published in the newspaper. Editorial cartoons are found in this section.

10.9 EDITORIAL CARTOONS

An editorial cartoon is also known as a political caricature. This illustration is usually a graphic whose content is based on a social or political message that speaks of a current even or personality. Political caricature can be found in the opinion section of almost every

newspaper. Dealing mostly with visuals metaphors that seek to explain a complex political situation or try to summarize an event in a fun of emotional way.

10.10 SUMMARY

Newspaper claims its own importance in content generation as well as presentation with the support of effective formats. Among all, first page or cover page carry's lot of weight and forces the editorial department to pay more attention in designing it. Some newspapers make a practice of extracting important stories from inside pages to be played up on the front page. The conservative newspaper finds these related subjects of value, but the more "popular" editor doubts their importance. Very often the inside page deteriorates into a dead-wood section, which is devoted to space fillers, and no one is expected to read it.

10.11 SELF ASSESSMENT QUESTIONS

1. What are the contents of an edit page?
2. How does an edit page article differ from editorial?
3. What is the function of a letter to editor?

10.12 SUGGESTED READING

1. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
2. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
3. Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.

LESSON-11

EDITORIALS

After reading the lesson, the student will learn

- Writing of an editorial
- Functions of an editorial
- Elements of editorial

Structure

- 11.1 Introduction
- 11.2 Edit Page
- 11.3 Leader
- 11.4 Editorials
- 11.5 Editorial and Other Newspaper Writing
- 11.6 Editorial Writing
- 11.7 Tone
- 11.8 Style
- 11.9 Purpose of Editorials
- 11.10 Functions of an Editorial
- 11.11 Types of Editorials
- 11.12 Elements of an Editorial
- 11.13 Editorial Writer
- 11.14 Qualities
- 11.15 Summary
- 11.16 Self Assessment Questions
- 11.17 Suggested Reading

11.1 INTRODUCTION

An editorial may be defined as a critical interpretation of the day's significant event, usually contemporary events so that the publication's typical reader will be informed, influenced or entertained. The word 'critical' is used as evaluating and not as faultfinding. In other words it is usually a considered statement of opinion. An editorial may also be defined as a journalistic essay which either attempts to inform or explain, persuade, convince, stimulate insight in an entertaining or humorous manner. It has an introduction, body and a conclusion. Editorials are also called "leaders". News interpretation and background articles are different from editorials in that they do not seek to convey the editorial views on the subject. Newspapers carry on their opinion pages contribution of columnists, presenting a particular point of view. Reading all shades of opinion on a major controversy would help the reader to arrive at his own conclusion and judgment.

11.2 EDIT PAGE

Editorials have generally loose much of their readership and in many newspapers write editorials as a customary practice. Hence newspapers dedicate a full-page to the Edit/ opinion page. In this page, editorials, edit page articles and letters to the editor are included. Although editorials are not seriously read by the readers, the newspapers write them offering a

suggestion or advice. The average newspaper still uses a left-hand page near the center of the issue for its editorials, but since the page seldom contains more than two or three columns of editorials, the editor wonders what to do with the rest. Even if the editorials are set in larger type and wider columns, there is still half a page to fill. It is obviously no place for news, and we find a variety of practices exemplified. Some newspapers fill the remaining columns with editorials reprinted from other papers; some fill them with book and theatrical reviews; some develop a humor column and other features; some fill a large part of the space with a striking cartoon.

11.3 LEADER

The main editorial is referred to as 'the leader' and others which follow are 'leaderettes'. A leader is the nerve center of any paper, since it reflects the paper's policy on vital issues. Individual stylistic features of editorials of different paper relate to the selection of topics and title, language and diction, size of sentence and the overall space occupied.

- a. Editorials are the mainstay of a newspaper.
- b. Various techniques adopted by national newspapers add to the overall stylistic excellence of editorial columns.
- c. The size depends upon the function. Even if some editorials are long and the sentences loose, they may be woven skillfully to present an in-depth analytical study. These editorials inform, instruct and may be used as reference material.
- d. By and large, the English editorials of Indian mainline newspapers are clearly more literary than just news reports.
- e. The hallmark of good style in editorials should be unique, respectable and it should be responsible and readable.

In conclusion we may say that the style in editorials should be unique, respectable and it should be responsible and readable.

11.4 EDITORIALS

During the pre-Independence days, the editorials were pompous in style, adopting high sounding and difficult words. The sentences were long and diffused. The length was not restricted. It occupied many columns, with the passage of years, the old order changed. During the post-Independence era, the style of editorials underwent many changes, all for the better, simple words, short sentences, and direct approach to the subject came to be used by leader writers. They also kept the length of editorials quite short, because of the fact that in the jet age, an average reader does not have sufficient time to read the news as well as editorials in a newspapers. The latter is generally skipped. An ideal editorial need not exceed a few paragraphs, say five or six in number. The first para may serve as a curtain-raiser or introduction to the theme. The second para may uncover more fully and state the points or issues to be interpreted or lauded or criticized. The third para may supplement statistical data, relevant to the theme. The fourth para and the fifth may state emphatically the paper's stand or its opinion on the issues involved. The sixth or the last para may do the summing up eloquently re-stating or reiterating the stand of opinion to make an enduring an impact on the reader. This does not however, mean that a good editorial should have only six paras. It may have more or perhaps less. Just an example has been cited to show national segmentation in an acceptable format for a good editorial in a daily newspapers.

Except in jovial editorial, editorial should fulfill all the above elements. An editorial is a critical interpretation of the significant event of the day. It is a journalistic essay. It passes moral judgment. It has to be kept in a proper historical background. Editorial is the voice of the newspaper. Editorial pages make or mar a newspaper. You cannot write any scurrilous manner. Edit should have a decent language. Editorial page is the most important page in a newspaper, which reflects the viewpoint (editorial policy) of the newspaper on certain issues. The newspapers can register (there) its neck out.

Generally newspapers carry two to three editorials. First leader is the most important event of the day. Second leader is on regional issues or international events, science and environment. The third leader is a lighter vein editorial. Newspapers sometimes write editorials on regional issues.

11.5 EDITORIAL AND OTHER NEWSPAPER WRITING

News story is an essay, which combines exposition and narration, which carries no opinion. Feature combines above two elements; it is lengthier and has no opinion. Editorial is compact essay of exposition with not more than 300 to 400 words. Articles are lengthier and vary from 1200 to 1800 words. It represents the viewpoint of the institution. Letters to the Editor are published in the edit pages of a daily. Editor has the discretionary rights to publish or not to publish any letter or article in his paper. Cartoons and letters to editor provide divergent views on a particular issue.

11.6 EDITORIAL WRITING

Editorials reflect the policy of the newspaper, while the views expressed by the columnist are purely personal and not an endorsement of the views of the newspaper. Edit pages broaden the horizon of news and opinion coverage. Newspapers follow certain guidelines. There is no hard and fast rule in respect of the style of writing an editorial. The style differs from paper to paper. In other words, it is mostly the choice of the individual, in keeping with the policy of the paper and its prestige. The tone and style of writing editorials earn identity for the respective news papers. They are expected to exercise restraint while writing on communal and religious issues to prevent communal divide. Editorials should not be irresponsible. The language should be decent, dignified and restrained. Editorials bordering on scurrility lower the image of the publication.

11.7 TONE

The tone of an editorial can be interpretative. It can present the salient features of a recent happening to educate the reader and to help him form an opinion of his own. The tone can also be laudatory. To "laud" means to praise. There may be occasions when an event may have to be praised. Again, the tone can be infective, or decent criticism. At times, an editorial can criticize an approach to a problem facing the country. The editor will decide the tone of the editorial according to the nature of the subject or the theme selected for the editorial comment.

11.8 STYLE

The style in editorials should be unique, respectable and it should be responsible and readable. During the post-Independence era, the style of editorials underwent many changes, all for the better, simple words, short sentences, and direct approach to the subject came to be

used by leader writers. They also kept the length of editorials quite short, because of the fact that in the jet age, an average reader does not have sufficient time to read the news as well as editorials in newspapers. The latter is generally skipped. An ideal editorial need not exceed a few paragraphs, say five or six in number. The first para may serve as a curtain-raiser or introduction to the theme. The second para may uncover more fully and state the points or issues to be interpreted or lauded or criticized. The third para may supplement statistical data, relevant to the theme. The fourth para and the fifth may state emphatically the paper's stand or its opinion on the issues involved. The sixth or the last para may do the summing up eloquently re-stating or reiterating the stand of opinion to make an enduring an impact on the reader. This does not however, mean that a good editorial should have only six paras. It may have more or perhaps less. Just an example has been cited to show national segmentation in an acceptable format for a good editorial in daily newspapers.

11.9 PURPOSE OF EDITORIALS

Editorials are classified according to purpose.

- Informative
- Argumentative
- Entertainment

An editorial is a critical interpretation on the national, international or regional significant event of the day. It should inform, influence and entertain. It should mould public opinion. Each editor is assigned a job to write a commonly discussed problem, not an individual decision. Signed editorials appear on first page. Edit writers are called lead writers. The ideal length of an editorial should be 600 to 1000 words. Signed editorial columns are written on current affairs, byline comes at the end, which is mostly on politics. Standard editorial columns are important; slightly less somber written on any subject.

11.10 FUNCTIONS OF AN EDITORIAL

The functions of editorials are many. It can inspire, motivate, excite, appeal, criticise or reject certain ideas or policies. This free expression of opinion is intended to mould public opinion as conceived by the Editor. While doing so, the editor acts according to the dictates of his conscience for the greatest good of the greatest number. An editorial must present facts honestly. They should not be distorted. It is meant to guide the reader, not to mislead him. How would you describe an editorial? "It is the expression of an opinion in concise, logical terms, an interpretation of happenings to make their significance clear to the reader. It can be a combination of facts and opinion, sometimes facts have to be given to justify opinion".

It must clarify the news filling the background. The editor has to place the events in its historical perspective, forecasting the future. What could be the fallout of the event? What could be the impact? He has the moral right to pass a judgment. He has been placed on a pedestal. It is the subjective views within the limitations of the editorial policy. He should call a spade a spade. He is bound to make judgment.

An editorial expresses an opinion. All editorials are from a personal point of view, but the topics must still be relevant to the reader. Editorials are strengthened when the arguments in them are supported with facts and evidence. The editorial is the lifeline of any newspaper. The policy of a paper on key issues is generally revealed through the editorials.

11.11 TYPES OF EDITORIALS

Editorials are of many types. They are argumentative, interpretative and so on.

Interpretative editorials: It adds new dimension to the news story by interpreting the news to the layman as well as to the well-read people.

Take-note editorials: The editor sympathies with the event. He has views to offer.

Obituary editorials: They are very short editorial. It has a certain kind of style, written in one paragraph.

Argumentative editorials: In this type of editorials, the editor argues to convince the people.

Informative editorials: It seeks to inform people. The essential background information is given. He does not interpret. There is nothing to interpret.

11.12 ELEMENTS OF AN EDITORIAL

There are four important elements in an editorial. They are

- News peg.
- Argument.
- Counter-argument.
- Call for action.
- Conclusion.

News peg: News peg is a day's important event and it appears in the first para of an editorial. The second and the third paras are the body for and against the topic. It is introducing the idea on which you are going to write. News that attracts the attention of the people, to an international, national or regional event becomes the news peg. First part of an editorial should begin with a news peg.

Argument: In a newspaper it is only the editor has the right of argument. He can write his views, sometimes a reflection of the public opinion.

Counter-argument: The editor should justify his argument. In a counter-argument he writes both sides of the argument. It is multi-angular argument. It stands for many people.

Call for action: It is a suggestion. An editorial should end with a conclusion. It is a solution, command, and demand. These are views of people expressed through or by the editor. It demands action from the concerned authorities.

Conclusion: The concluding part of the editorial passes a moral judgment. Editor raps up his argument.

11.13 EDITORIAL WRITER

In well-established daily newspapers, we have a team of editorial writers known as "leader writers". Each writer specializes in a particular field such as for instance, national and international subjects, banking and finance, education, social and community welfare and so on. Editorials are written by Assistant Editors who are specialists in their respective fields. They are also known as lead writers. The editor-in chief generally selects the subjects every day and asks the concerned leader writer to write the editorial on the subject. So, the editorial writer or the leader writer is a subject-specialist. Their job is to write editorial as per the style of the newspaper. To mould public opinion is the primary objective of a lead writer. Editorial

writer should possess in-depth-knowledge about the subjects of general interest. A good knowledge about literature, religion, culture, sports and films can make one a good lead writer. The general length of an editorial is between 300 to 500 words. Total length should not exceed 1200 words so as to fit in the space allotted to them. Of course, the editor-in-chief also writes editorials on special occasions. This he generally does when the subjects is of great national or international importance. At times, such an editorial is published on the front page of his newspaper.

11.14 QUALITIES

Before writing an editorial, the leader writer prepares himself for the task in a very methodical but quick fashion. He studies the background to the subject thoroughly and fully. He also updates the facts and figures. There after, he writes the editorial in keeping with the dictates of this conscience and the policy of this paper. Generally, the editorials, written by the leader writers are cleared by the Editor in-chief. Certain qualities of head and heart go to make an ideal leader writer. He must have an analytical mind. He must be capable of seeing both sides of the picture, as it were. His must be an open mind, not a closed one. He must be a warm hearted person, responding to a given situation with understanding and sympathy. Again, as rightly pointed out by a well-known author, his pen "should be ready to defend the underdog, the persecuted, the unjust, the wronged, the exploited and the voiceless..." "In other words, he must always be ready to defend the undefended with his pen. India produced such editorial writers.

11.15 SUMMARY

An editorial expresses an opinion. All editorials are from a personal point of view, but the topics must still be relevant to the reader. Editorials are strengthened when the arguments in them are supported with facts and evidence. The editorial is the lifeline of any newspaper. The policy of

a paper on key issues is generally revealed through the editorials. The editorial enjoys an importance of its own in newspapers and periodical. In newspapers the editorials reflect the opinion of the Editor on the given issues of the day. In a larger sense, they also reflect the policy of the newspapers. Not all readers read the editorials. It is estimated that only 10 to 15% take interest in them. But it is 'claimed' that policy makers do read the editorials.

11.16 SELF ASSESSMENT QUESTIONS

1. Describe the importance edit page in an news paper
2. Editorial will have its style. What are five best quilts one can boost of?
3. List out the qualities of an editor?

11.17 SUGGESTED READING

1. Bowles A. Dorothy and Borden L. Diane (2000). *Creative Editing*, Belmont: Wadsworth, Thomson Learning Inc.
2. Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.
3. Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling Publishers Pvt. Ltd.

LESSON-12

LETTERS TO THE EDITOR

After reading the lesson, the student will learn about

- The history of the letters to the editor
- Who writes these letters to the editor?
- Format of the letters
- Their subject matter
- And characteristics of a good letter

Structure

- 12.1 Introduction**
- 12.2 All publications**
- 12.3 Contemporary topics**
- 12.4 Feedback mechanism**
- 12.5 Political and social discourses**
- 12.6 Space**
- 12.7 Who writes?**
- 12.8 Format**
- 12.9 Subject**
- 12.10 Misrepresentation**
- 12.11 Criteria for publication**
- 12.12 Qualities of a good letter**
- 12.13 Categories of letters**
- 12.14. Summary**
- 12.15. Self Assessment**
- 12.16 Suggested Reading**

12.1 INTRODUCTION

It is a letter written to the editor of a publication on some general or specific issues of concern by a person which is likely to be published in those newspapers. It is a type of feedback for the newspaper or magazine. Letter- to-the editor is an opinion piece expressed by the reader on an issue or on an event. It is an indicator of public opinion when compared and contrasted with a variety of other measures such as news item, features, etc. In a letter to the editor, the individual expresses his personal opinion or grievance on a specific subject of his interest or offers a suggestion to overcome the difficulty. Letters to the editor may also pertain to petty complaints. Such letters can be effective if they deal with a specific point and advance logical arguments. They should not indulge in abuse or deal with the subject matter in a roundabout way.

12.2 ALL PUBLICATIONS

Letters to the editor is a people centric format which is found in all publications be it a newspaper, magazine, journal, specialized periodicals etc. It is the easiest way of getting feedback from the public mostly the readers of that particular news paper. The editorial

department as well as the management guides them in shaping the policy contents of the publication. They are generally brief in length and are intended to make a point or counterpoint. In some cases the letters are written in a very forceful style and make great impact on the readers.

12.3 CONTEMPORARY TOPICS

From early days the readers' letter has been ranked as an important feature. Today in England, the letters to *The Times* are as widely read as the newspaper articles and are signed often by authoritative names. The decision to or not to publish the letter is taken by the editor and his editorial board. Earlier these letters were received by traditional postal services. Now in the e - media era some letters are sent to the editor through e-mail also. One of the coveted contributions by any newspaper is the column of letters to the editor and the best of the letters received by the newspaper generally find place in the editorial page. This column generally accommodates various issues ranging from contemporary, old, future impending problems etc. The letters could be brief, educative, elaborate, suggestive, explanatory, emotional, impulsive and constitute many reflections.

Many of these letters deal with current topics and initiate discussion on topics of contemporary nature. Some of these letters praise the deeds of the people either in government or other places and some censure the activities again of these people. The editor is glad to receive both types and nowadays both find their way into print on the editorial page. A veteran Editor-in-Chief once stated "one of the features of the editorial page which I prize very highly is letters sent in from the outside. We do like to get the views and opinions of our readers although they may be quite contrary to those of the paper. I think that such a section in any paper is of great importance and interest. It refutes the impression that the editor prints only his own opinions and will not give a fair hearing to those who differ from him. This is comparatively a novelty in journalism in some countries. The old idea was to shut out everything that did not agree with the policy of the paper. The reading public likes to feel that a newspaper is not confined to printing the judgments of its editors, but wishes to pen a forum for all kinds of opinions and political views. Nothing pleases a good editor more than else to get a letter taking issue with the position of the paper. It should be brief and not insulting, but he would be willing to go to great lengths to give the outsider the chance to express him freely".

12.4 FEEDBACK MECHANISM

Letters to the editor is a common format with radio and television but the basic difference is that they are published in print media where as in radio and television they are read or viewed. It is a kind of feedback on the content generated by the mass media. Controversial papers in mainstream journals often attract numerous letters to the editor. Depending on the length of the letter and the journal's style, other types of headings may be used, for instance "peer commentary". There are some variations on this practice. Some journals request open commentaries as a matter of course, which are published together with the original paper, and any authors' reply, in a process called open peer commentary. The introduction of the "e pub" ahead of print" practice in many journals now allows unsolicited letters to the editor (and author's reply) to appear in the same print issue of the journal, as long as they are sent in the interval between the electronic publication of the original paper and its appearance in print.

12.5 POLITICAL AND SOCIAL DISCOURSES

Letters to the editor has always been a feature of American newspapers. Much of the earliest news reports and commentaries published by early-American newspapers were delivered in the form of letters, and by the mid-18th century, letters were a dominant carrier of political and social discourse. Many influential essays about the role of government in matters such as personal freedom and economic development took the form of letters. Through the 19th century, letters to the editor were increasingly centralized near the editorials of newspapers, by the turn of the 20th century they have become permanent fixtures of the opinion pages.

Prior to the Cold War paranoia of the mid-20th century, anonymous letters were common; in fact, the right to write anonymously was central to the free-press/free-speech movement (as in the 1735 trial against John Peter Zenger which started with an anonymous essay). By the 1970s, editors had developed strong negative attitudes towards anonymous letters, and by the end of the 20th century, about 94 percent of newspapers automatically rejected anonymous letters. Some newspapers in the 1980s and '90s created special anonymous opinion forums that allowed people to either record short verbal opinions via telephone (which were then transcribed and published) or send letters that were either unsigned or where the author used a pseudonym.

Although primarily considered a function of print publications, this format is also common in the present electronic media. In broadcast journalism letters to the editor have always been a semi-regular feature of 60 Minutes and the news programs of National Public Radio. It is also widespread on the internet in various forms.

By the early 21st century, the internet had become a delivery system for many letters via e-mail and news web sites (in fact, after several envelopes containing a powder suspected to be anthrax were mailed to lawmakers and journalists, several news organizations announced they would only accept e-mail letters to the editor). Because the internet broadly expanded the potential readership of editorials and opinion columns at small newspapers, their controversial editorials or columns could sometimes attract much more e-mail than they were used to handling so much so that a few newspapers had their e-mail servers crash. Another internet-born problem is "astro turf," or "fake grass-roots" letters that are posted on the web sites to be copied and submitted as personal letters. "Astroturf" letter to the editor gained national attention in late 2003 when scores of published letters praising U.S. President George W. Bush had actually been written by the president's campaign and posted on its web site for supporters to copy. The practice also was used by business organizations, environmental-protection groups, and religious campaigns. Generally letters are published in editorial page with a prominent makeup. All the publications will generally have specific page, placement, alignment format, font size etc. During serious incidents, accidents, political, socio - economic developments and when certain problems are highlighted in the society the number of letters generally raises enormously.

12.6 SPACE

Every letter is examined and edited to fit into size of the space available. Some newspapers may allot the entire space to the same problem or concept depending upon the seriousness and pressing need to highlight it.

12.7 WHO WRITES?

Generally people who have grievances on government or other agencies and who are well versed with the happenings in and around his locality, who follows the political and the developments regularly write letters to the editor. It is often noticed that people who frequently write letters might become freelance journalists also over a period of time. This practice was observed in reputed national dailies also. The present day citizen journalism concept has roots from this concept of letters to the editor.

12.8 FORMAT

Modern format of letters to the editor differs a little from its earlier counterparts. A typical form will include a half-dozen to a dozen letters (or excerpts from letters). The letters chosen for publication usually are only a sample of the total letters submitted, with larger-circulation publications running a much smaller percentage of submissions and small-circulation publications running nearly all of the relatively few letters they receive. Editors generally read all submissions, but in general most will automatically reject letters that include profanity, libelous statements, personal attacks against individuals or specific organizations, that are unreasonably long (most publications suggest length limits ranging from 200 to 500 words), or that are submitted anonymously.

12.9 SUBJECT

The subject matter of letters to the editor varies widely. However, the most common topics include

- Supporting or opposing an editorial stance, or to responding another writer's letter to the editor
- Commenting on a current issue being debated by a governing body – local, regional or national depending on the publication's circulation. Often, the writer will urge elected officials to make their decision based on his/her viewpoint
- Remarking on materials (such as a news story) that have appeared in a previous edition. Such letters may either be critical or praising
- Correcting a perceived error or misrepresentation

Ronald D. Clark of the *St. Paul Pioneer Press* wrote, "Consider letters as a barometer of how well (you are) engaging readers or viewers. The more you receive, the more you're connecting. The fewer you receive, the stronger the sign that you're putting the masses to sleep." On the other hand many editors will allow the publication of anonymous letters where the details of name and address of the author are not printed, but are disclosed to the editor. This can promote a debate of issues that are personal, contentious or embarrassing, yet are of importance to rise in a public debate.

12.10 MISREPRESENTATION

Submitting a letter under a false name in support or to criticize an opponent can have significant consequences. A Canadian example is Paul Reitsma, whose political career ended in scandal after he signed a letter as "Warren Betanko". One of the local newspapers wrote a front page story under the headline of " MLA Reitsma is a liar and we can prove it." In 1966 Israel, the Herut Party of then opposition leader Menachem Begin was shaken by scandal when letters sharply attacking him, which had been published in major dailies, were proven to have been authored by Begin's rivals for the party leadership and sent to the papers under various aliases and false names. As a result, the rivals were discredited and eventually

expelled from the party, which helped buttress Begin's leadership position up to win the 1977 general elections and become Prime minister of Israel.

12.11 CRITERIA FOR PUBLICATION

Criteria for publication of letters to the editor at newspapers use to construct their column. Four rules were identified for selection of letters to publish in newspapers. They are referred to as the rules of relevance, brevity, entertainment and authority. First, the rule of relevance refers to the demand for the content of the letter to be "relevant", or respond to issues and events already on the agenda. The rule of brevity, in turn, encapsulates the requirement to write short, punchy letters that state the reader's view in less than 300 words. Thirdly, the rule of entertainment highlights how editors prefer spectacular and punchy letters. Finally, the rule of authority captures the rejection of ungrammatical writing, and letters written in unconventional styles.

12.12 QUALITIES OF A GOOD LETTER

A concise, neatly written letter in a brief manner with complete information and summary of arguments in support of the writer's statements is considered to be a good letter. Verbose, letters containing clichés, bitter words, idiomatic expressions would find a place in the newspaper with difficulty. The content of the letters should be carefully edited, lest they would invite libels. The journalists are well aware of the defaming people but the reader does not understand the importance of gentle verbatim in the letter and how rude scathing words cause damage to the newspaper. Hence, the onus lies on the sub editor/ copy editor to edit the letter in a poised manner. Letters of local importance would be more interesting than those on general issues.

12.13 CATEGORIES OF LETTERS

Just like the news and stories, letters written to an editor also can be categorized basing on the subject such as political, social, economic, entertainment, religious, philosophical, scientific and other types. Some letters which have common topic are grouped together and published on the same day by some newspapers which could have more impact both on the people who need to identify and solve them if the situation demands and on the common man also as he is given more information on the topic and can know about his fellow being's thoughts and ideas. On 15.10.2010, *The Hindu* published many letters under three heads. Some of them are on Kashmir violence.

Examples:

Violence in Assam

This refers to the report that 15 people were killed in Assam on Monday, with a new wave of violence triggered by the desecration of the holy Koran in New York. The people of the state are being misled by fundamentalists. India has nothing to do with the desecration of the Koran in the U.S. why should there be protests in Assam? It is difficult to believe that the protests are spontaneous and leaderless. They are well organized and planned by militant organization which are using every opportunity to instigate unrest.

Shisir Das,

Silchar

12.14 SUMMARY

Letters to the editor is a format which is found in all publications be it a newspaper, magazine, journal, specialized periodicals etc. It is the easiest way of getting feedback for the editorial department as well as the management which guides them in shaping the policy contents of the publication. They are generally brief in length and are intended to make a point or counterpoint. In some cases the letters are written in a very forceful style and make great impact on the readers. The best of the letters received by the newspaper generally find place in the editorial page

12.15. SELF ASSESSMENT

1. What is the significance of letter to the editor?
2. Write about the objective of a letter in news paper
3. What are the constituents of a letter to the editor.

12.16 SUGGESTED READING

1. L. S. Burns (2002). *Understanding Journalism*. London. Sage
2. Anna McKane (2006). *News Writing*: London, Sage.
3. Ian Hargreaves (2005). *Journalism: A very short introduction*: London, Sage.

LESSON-13

EDITING OF STORIES

AIMS AND OBJECTIVES

After studying this unit you will be able

- To understand the need of editing the stories
- To learn the skills required for editing stories

Structure

- 13.1 Introduction
- 13.2 Inverted pyramid
- 13.3 Elements of a News story
- 13.4 Where to start?
- 13.5 News story
- 13.6. The whole story
- 13.7 Entities
- 13.8 The final cut
- 13.9 Summary
- 13.10 Self Assessment Questions
- 13.11 Suggested Readings

13.1 INTRODUCTION

Since World War II numerous studies have been attempted to develop various methods of organising a story. At several conventions the Associated Press Managing Editors devoted considerable attention to ways of making news writing more readable. Various press associations and some large newspapers employed experts in readability to analyze their practices. After all these efforts it was concluded that the press must assume greater leadership in investigating and crusading in the public interest. No matter what writing or speaking style is used and regardless of whether the contents are objectively descriptive or subjectively analytical the reader or listeners curiosity has to be satisfied. With the result rigid rules of writing and editing were loosened to respect the reader's interest regarding the structure of the story.

13.2 INVERTED PYRAMID

The inverted pyramid form of organization was defended in several different ways namely

It helps in facilitating reading: Due to lack of time and interest to read all the news stories the reader would find it interest to read the first paragraph which carries the gist and learn maximum information from it. If he finds it interesting then he can go inside.

It satisfies curiosity: This is the natural way of telling an important story or news item where the important news would be told first and then supplementary details could be explained.

Facilitates makeup: During the process of page makeup the page maker would find it easy to trim according to the available space. If the least important details are at the end of a story he can cut the story to size without harming the story.

13.3 ELEMENTS OF A NEWS STORY

News story should contain the following elements. They are

- Angle.
- Peg.
- People.
- Succinct intro with answers for the questions Who? What? Where? When? Why? How?
- Short and simple words, phrases and sentences.
- Active voice.
- Quotes.
- Facts.
- Names.
- Ages.
- Addresses.
- Topicality.
- Relevant location.
- Correct spelling and grammar.
- Clear writing.
- Attributable quotes, comments and facts.
- Balance.
- Current, up-to-the-minute and well-sourced information.

The news story should avoid

- References to 'me' or 'I'.
- Reporter's personal opinion or comment.
- Passive voice.
- Long words.
- Assumption.
- Speculation.
- Lies.
- Hype.
- Over embellishment.
- Non-attributable quotes, comments or facts.
- Obscurity.

13.4 WHERE TO START?

At the beginning, of course – except that a news story an item never starts at the chronological beginning, but, rather, with the ending or the latest, most dramatic or interesting thing to have happened. Lynette Sheridan Burns said journalists 'blurt out something and then explain themselves by attributing each assertion to the evidence of a source with authority to speak on the subject'. Accordingly, while a traditional storyteller would begin: 'Once upon a time, a beautiful girl lived in a big castle with her stepmother and two ugly stepsisters...' and would go on to relate events in strict chronological order, a journalist begins with the information that he or she would blurt out as they rushed through the door of the pub. In this case: 'Prince Charming has announced his engagement to a penniless kitchen maid.'

The idea is that the intro to a story should grab attention and draw readers in so that they read on. For this reason, it is the most important paragraph in the story. It is clear from looking at the inverted triangle on the previous page that getting the intro right is crucial to

the structure of a story. The facts and information presented in the intro determine the focus and direction of what comes next. It is worth spending some time, therefore, exploring what makes a good intro. First, as the inverted triangle demonstrates, an intro must always deal with the outcome of an event – what is the latest, most interesting or most dramatic thing to have happened? However, because news is about people, an intro should also answer the question ‘Who?’ Who is the story about? You should never write an intro that does not put the focus on people and what has happened to them. The best intros will also answer some of the other Ws, although this is not a priority as the story that follows will expand on the points raised in the intro to include them. Second, an intro should always be a self-contained summary that, if the rest of the story were to be cut, would be capable of standing alone as a stop press or news in brief (NIB) paragraph.

1 Single-sentence intro: This involves some, but not all, of the Ws – *The Guardian*’s intro quoted above, for instance, is a good, albeit wordy, example of this type. Generally, a single-sentence intro offers a succinct way of summing up the whole news story in a sentence. It should contain the most dominant newsworthy point, as in:

A boy of 13, accused of murdering his brother by stabbing him with a kitchen knife, today walked free from court.

This intro contains ‘who’, ‘what’, ‘how’, ‘when’ and ‘where’. It does not offer a ‘why’ at this stage that will come later in the story. But it is a potted version of the whole story and arresting enough to make the reader want to read on and find out more.

2 Two-sentence intro: This is where there are two sentences in a single part. A two-sentence intro is used where the writer has two strong, newsworthy points. So, a report from *The Guardian*’s science editor, Tim Radford, on a new initiative to settle disputes over inherited goods or land begins:

Economists claim to have found a new way to share the cake fairly. More importantly, everybody will think it fair.

3 A clothes line intro: This kind of intro is one on which you can hang everything. A clothesline intro contains all the Ws. A much-quoted example is:

Lady don [who] drove [what] speedily [how] through the streets of Hyderabad [where] today [when] in a bid to escape the police [why].

In just 19 words, the writer has given a succinct account that is easily understandable, factual and interesting.

4 Delayed drop intro: This is used to add suspense or surprise. A delayed drop intro involves two sentences in a single or two paragraphs. The first sentence sets the scene, while the second sentence adds a twist.

For example: The day his daughter was killed, Rajesh Talwar was not aware of one fact that police have concluded that the accused is around them incidentally Rajesh, the father of Arushi, the victim was arrested as part of investigation of the case.

Another type of delayed drop intro is where the first sentence sets the scene, while the second sentence appears at first to be unconnected.

For example: Sania Mirza will never forget the day she was engaged with the Pakistani cricketer. And neither will the cricketer for the fact that some body will come in the way of their marriage.

A story with an intro like this will go on to explain what happened to Sania and her husband when she first came out with the claim that she was ditched. In both these examples, the delayed intro increases the dramatic effect and the reader is sufficiently intrigued to want to know more.

5. Using the alternative intro

Kargil war veteran turned bus driver Krishna ended up in hospital after taking a wrong turn and crashing into the side of a house.

No direct speech in the middle

News stories often hang on the opinion of an important or controversial figure. Nevertheless, it is not modern newspaper style to begin with a direct quote, except on the very rare occasions where the quote might have some special significance. However, the practice of drifting into a quote in the middle of an intro has become distressingly common as in:

The case of the transplant organs sold over the Internet was described as 'disgusting' by Tony Blair yesterday.

Avoid

Avoid unidentified pronouns in the intro, such as: 'Because he failed in his exams ...' as the reader does not know who 'he' is. Also, try not to start an intro with a subsidiary clause, such as: Delivering oil to Argentina ... as the reader does not know 'who' or 'what' is doing the delivering.

Keep it local

A local or regional journalist must remember that they are writing for a local or regional audience and, therefore, the intro to a news story must carry some local or regional identification. As a result, some newspapers load their news pages with intros that begin: 'A local man ...', 'A local schoolgirl ...' or 'A local housewife ...', which becomes tedious.

Earlier it was virtually mandatory to answer all 5 Ws and H, in the first paragraph of the story. Today considerably greater freedom is permitted in presenting them. Despite the extensive experimentation majority of the news stories still are written in accordance with the traditional rule that the first part whether it be a conventionally written single paragraph or a half dozen or more one sentence paragraphs contain the essence of the story as a whole. The traditional form of news writing is called the inverted pyramid form.

13.5 NEWS STORY

A news story must play upon the event required therein. The sub-editor must read the story thrice – once to familiarization, once while editing, and the third time to check the edited work. If the story has no glaring mistakes, he finalises the edited copy. Now he is expected to check spelling, punctuation, grammar, and expression, smoothness of writing, general accuracy and comprehensibility.

A news story can be divided into two parts. The opening para called the lead followed by the body. The lead describes simply and briefly, what has happened. The body documents and elaborates the lead. Adequate attention should be paid to the lead, the most vital part of story, which is intended to grab the attention of the reader and compel him to read the story. The lead should be about 25 words or may be less. At the maximum, it should be limited to 40 words. It must be concise and crisp, and summarize the story. Details should be dispersed and blended in the subsequent paragraphs.

Conventionally, the news story follows the 'inverted pyramid' structure. The most significant information is placed on the top, the stories beginning and other details follow in their order of importance. Thus the story condenses into smaller and smaller details, until it disappears. The news story begins with five Ws and H. the lead must answer who, what, why, when, and how. Basically the news story should answer what, where and when. The answer should find a place in the opening paragraph. The three other questions – who, why, and how

do not necessarily arise in all the news items. The answers to these questions can be accommodated in the following paragraphs. Each paragraph should add an essential detail without being dependent in content or style on what follows.

The inverted pyramid style explained in reporting and feature journalism enables

- The story to stand on its own, even if a para is deleted at the bottom due to constraint in space.
- It allows the reader to skip the entire story, while going through the lead and be fairly well-informed.
- The sub-editor gets the gist in the first para to write the headline.
- The sub-editor can change the order of paragraphs or insert new material, even after the matter has been sent to the press for composing.

If the news is not in the opening para and it is somewhere else in the story, he should bring it to the top and locate its supporting details. If these are two important news points or angles that vie for the top spot, assess and evaluate which one is better and newsworthy. This could call for rewriting the entire news story. The second paragraph must support the lead. The third paragraph should continue the development implicit in the lead and in the second para. The paras should be preferably of one sentence and not more than two. This makes for easy comprehension for the reader and helps in the trimming of the story. If they are any direct quotes, ascertain if these should be retained.

13.6 THE WHOLE STORY

A good example of an inverted triangle story is this one taken from the

Eenadu:

Further talks between APSRTC and its drivers' union have so far failed to resolve a pay dispute.

Both sides said a meeting at BUS Bhavan in Hyderabad yesterday was 'constructive'.

A further meeting is planned soon in an attempt to reach an agreement and avert further strikes. Drivers represented by the Transport and General Workers' Union in the RTC's Motor division staged three Saturday strikes last month. RTC drivers want their hourly rate raised. A pay offer made by the bus company's managers was rejected by the drivers. The contract worker's wing was not directly affected by the dispute. The intro answers the questions who and what and could easily stand alone as a self-contained explanation. The second and third paragraphs expand on the points raised in the intro, providing more information about the talks and telling the reader what happens next. The fourth and fifth paras provide background information about what has happened in the past and the final para provides additional information about the scope of the dispute. Finally, because of the way in which the story has been structured, it could easily be cut from the bottom up and the remaining paragraphs would stand up in their own right as a coherent and cohesive report.

13.7 ENTITIES

The following entities should be incorporated while editing a news story

1. Chronology

Some news stories lend themselves to being told in a chronological way, but not all stories need to be told from A to Z. In fact, it can often help with dramatic effect to move chronological details around.

2. Facts

When editing a news story, stick to the facts and tell each fact one at a time. A helpful rule is to keep to one fact per sentence, rather than layering a story with sentences of multiple and subordinate clauses containing several different facts. The writer should avoid embellishment or the temptation to insert his or her own opinion or comment. If a news story is about the number of deaths caused on the roads by drunken drivers, the reader does not want to read about the writer's personal outrage. They want to hear from official organisations, such as the police, campaigners, victims and perpetrators. Facts, opinions and comments should all be attributed to a named source.

3. News peg

A writer needs a peg to hang their story on. This is often connected with a time – for instance, something is happening 'today' – or a location – for instance, something is happening on the newspaper's patch.

4. Angle

The angle is the main slant that the writer is taking with a story – the way he or she is interpreting and approaching the facts contained within it.

5. Quotes

Quotes from a speaker or interviewee bring a news story to life, they add human interest and authenticity. Avoid using quotes simply for the sake of showing that you took a shorthand note. Instead, pick them carefully and they will add weight and colour, offer explanation and help to move the story on. Quotes are introduced with a colon (:) or a comma (,) and quotation marks – either double (") or single ('), depending on newspaper house style. For style purposes, colons and single quote marks are used in this book. There are four ways of dealing with a quote:

- as a direct quote
- as an indirect quote
- as a partial quote
- as a statement of fact.

a) Direct quote

A direct quote is one in which one uses the speaker's exact words, attribute them, introduce them with a colon and place them within quote marks. If a speaker is quoted for the first time, it is best to introduce them by using their name first. For instance: the police said: 'We heard a loud noise and went to investigate.' Note that, following the first quotation mark, the first letter is a capital letter (because it represents the start of the quote) and that the full stop is used to end the quote inside the final quotation mark because it is ending the sentence. The word 'said' is used here whereas most newspapers use the past tense although the present tense 'says' can also be found. A reporter needs to check newspaper house style to find out whether past or present tense is used and, whichever it is, use it consistently.

b) Indirect quote

An indirect quote is where you use the speaker's words and attribute them, but don't put them in quotation marks. Indirect quotes are used to save space and time and summarize what a speaker might have said in a longwinded or complicated way. For instance, if the police went all round the houses to tell a reporter about investigating a loud noise, the reporter could summarise it thus: 'the police said that he had heard a loud noise and went to investigate.' Note that, although the speaker used the present tense in their actual quote, the past tense must be used in indirect quotes.

c) Partial quotes

Partial quotes are 'snippets' of a longer quote that are used in the place of full quote to save time and space and help summarise. They are attributed and must be accurate and are placed within quotation marks. For example, the police said that he heard a 'loud noise and went to investigate'. Here, after the first quotation mark, the first letter is lower case because the word 'loud' is from within the whole sentence, not the beginning of a new sentence in its own right.

d) Statement of fact

The information given by a speaker can be used as fact without reference to the speaker or using quotation marks. For instance, a newspaper report quoted earlier includes the statement: Trent drivers want their hourly rate raised from Rs6.60 an hour to Rs6.70 or even Rs7. In this case, it does not matter whether the information came from either drivers or management as both sides agree on the accuracy of the facts.

6. Alternatives

Trainee copy editors waste so much time thinking of alternatives for 'said'. Also, alternatives such as 'agreed', 'added' and 'claimed' have specific meanings and should only be used to make those meanings clear and in the right context. Note that 'said' must be used when reporting formal events such as courts, tribunals, public meetings and speeches.

7. Figures

Depending on newspaper house style, numbers one to nine are generally written out in full, while figures are used for 10, 11, 12 and so on. At the start of a sentence, all numbers should be spelt out. For example, fifteen students left the college early ... rather than: 15 students ... It is worth checking style sheet for big numbers. For instance, four million, six hundred thousand and fifteen might look better and be easier to understand in the form 4.6 million.

8. Age

Ask someone their age rather than guess or write vaguely that they were 'in their forties'.

Ages are generally presented in stories between commas:

Katrina kaif, 45, ... or brackets: Katrina kaif (45) ... but never use both.

Ages at the beginning of a sentence are presented so: Three-year-old Kirti Reddy ... note the hyphens and the spelling out of the word three.

9. Check and double check

It is important to check that all the details of a story are correct, including names, titles and addresses. Never assume that Jon is spelt with an 'h' – it could be Jon – or that the place name is spelt the way you heard it. Check details with your source, in a phone book, on a map or on the Internet. Always ask interviewees for their full addresses and telephone numbers as you might need to visit or get back to them. Check also for the possibility of libelous matter in the story or seriously misrepresented anybody. Check that the story is balanced. For instance, if you write a story involving person A complaining about the way that they have been treated by person or organisation B, you need to offer a right of reply to B and add B's comments.

The most important point about writing news is to tell the story. Confuse the reader or leave him or her to make guesses, bore them because it takes so long to get to the point or not really have a story to tell and you have wasted the reader's time. The story should unfold from an intro which distils the essence of the story without overburdening the readers but encouraging them to read on.

10. Adding background material and detail

Background will be included to add interest and put the story in context. The six Ws again can be used to derive the additional information? In some cases these will be the same questions, and answers, that we considered earlier.

- What did the police do? She went to investigate – hurried downstairs.
- What did she find? A hole in the wall and her kitchen covered in dust and plaster.
- What happened to the bus driver? He was taken to hospital suffering from cuts and bruises.
- How did Mrs Rama feel? Shocked.

11. Ordinary language

He escaped with minor injuries, but Mrs Rama's kitchen was in ruins. Notice that, although it is not necessary to identify the driver (this is Mrs Rama's story, not his), it is essential that we tell readers he was not seriously hurt. Rather than using the formal phrase employed by Chief Inspector Brown, who described him as having 'sustained minor cuts and bruises', it is sufficient to say he escaped serious injury. This is enough information to satisfy the curiosity and natural concern of readers. It is important to reiterate the impact on Mrs Rama's kitchen and, because the word count is tight, we need to summarise the damage rather than go into detail. Describing it as 'being in ruins' provides a imaginative picture of the impact.

12. Tie up the loose ends

This is the next stage of the inverted triangle structure:

Finally, loose ends will be tied up.

Are there any questions arising from the intro or from the supporting paragraphs that haven't yet been answered? Yes, we still haven't dealt with her baking plans. So:

How do we know that she planned to spend the day baking? Because she told us. A quote from the main protagonist is often the best way to round off a story and tie up any remaining loose ends. In this case, these are Mona's plans to bake a cake for her grandson's birthday. Here we use two short quotes from different parts of her statement to add detail and colour:

'I'd set aside the morning to make a cake for my grandson's birthday,' she said. 'But the kitchen looked as if an earthquake had hit it.'

It is a perfectly acceptable journalistic practice to use quotes in this way, providing, of course, that you do not alter or misinterpret the spirit of what somebody has said.

13.8 THE FINAL CUT

We now have a story that reads:

Grandmother Mona had planned to spend yesterday cooking, but there was little left of her kitchen after a bus crashed into it. The accident happened at around 6 am when the driver of the empty bus skidded on black ice and ploughed into her end terrace at Lodhi Road. He escaped with minor injuries but Mona's kitchen was in ruins.

'I'd set aside the morning to make a cake for my grandson's birthday,' she said. 'But the kitchen looked as if an earthquake had hit it.' (89 words)

It is not, such an interesting story which can stop the printing and needs a changeover of a makeup but, it is a tightly written human interest story that should hold the attention of readers from beginning to end. It also comes within the specified word count. The above news story has two possible angles. It can be told either as Mona's story, which is the version we've focused on, or as the bus driver's story.

13.9 SUMMARY

When editing a news story certain measures should be considered to make them more effective and readable as well as interesting. Chronological order, reporting facts, inserting a news peg as well as an angle are essential. Quotes from a speaker or interviewee bring in authenticity. A direct quote uses the speaker's exact words, attribute them. Background material and detail, statement of fact, alternatives, figures add strength to the news/ stories. Checking and double checking as well as tying up the loose ends make it more readable and authentic.

13.10 SELF ASSESSMENT QUESTIONS

1. What are the important elements of a story?
2. What precautions should be taken while editing a story?
3. What are the types of news stories?
4. What is the difference between magazine story and news paper story?

13.11 SUGGESTED READING

1. Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.
2. Mencher, Melvin (2003). *News Reporting and Writing*, New York: McGraw- Hill
3. Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling Publishers Pvt. Ltd.

LESSON-14

PHOTOGRAPHS AND PRINT MEDIA

After reading this lesson, the student will learn about

- Relevance of photographs in a newspaper/ magazine
- Captions
- Graphic illustrations
- Computer applications in photo editing
- Ethics in photo journalism

Structure of the Lesson:

- **14.1 Introduction**
- **14.2 Photograph a visual element**
- **14.3 Pictures for Newspapers and Magazines**
- **14.4 Selection of photographs**
- **14.5 Photographer and qualities**
- **14.6 Composition**
- **14.7 Captions of photographs**
- **14.8 Summary**
- **14.9 Self Assessment Questions**
- **14.10 Suggested reading**

14.1 INTRODUCTION

During the present day instances, words no longer appeal to the attention of the readers as does a picture. The events or moments captured by way of a photographer in his digicam grow to be everlasting. Those snap shots may be used in various approaches at instances. A photograph taken on the proper time turns into records. There can be innumerable subjects for images which include politics, sports activities, nature, living being, and many others. The most vital factor of pictures is what we are looking to capture in the digicam all through an event. A proper click on the right moment makes a permanent imprint of various aspects of existence on the celluloid.

14.2 PHOTOGRAPH A VISUAL ELEMENT

Images offer a visual detail and also enhance the lay-out and designing of the news pages. Typically, if a photo accompanies a news item, the reader can understand the essential focus of the story. Newspapers continuously try to consist of pictures within the information pages. Pictures come from many sources. . In house images are produced by means of the newspaper's own workforce photographers, and very often pictures are bought from freelance photographers. Wire services offer photographers as part of their career, and pictures are bought from specialised businesses around the world. A credit line typically appears below the photograph to identify the source. Newspapers maintain piles of photographs in the office for numerous functions. Not like a reporter who can conduct an interview after an occasion. As a photographer can't recreate an ignored scene or action shot he must be conscious of the occasion to shoot photos.

14.3 PICTURES FOR NEWSPAPERS AND MAGAZINES

Photograph has a very important place in the field of mass communication and photojournalism is a revolutionary step towards this direction. A photo accompanying news over any type of media has greater impact and any information without the supporting photographs appears incomplete. A relevant picture accompanied by its description make the event more interesting and gives readers or audience an impression of their personal participation. Even the illiterate person understands the language of pictures. A person who is totally ignorant about any event can understand the gist just by looking at the pictures; a picture never speaks a lie, because it is evidence of an event. Picture puts life in the makeup of a newspaper; any page of a newspaper without a picture makes it insipid and lifeless. Some major newspapers publish a large photo on its front page in the form of conspicuous news. The same can be seen in the below photograph from a leading telugu daily.

A press photographer leads his life in danger, because a pen can be made to speak a false story, but a photo speaks the truth; a photo is, therefore, inconvertible evidence. Photographers are sometimes manhandled, their cameras are broken or damaged and they are also victimized. A photo-journalist therefore should have full knowledge of official rules, provisions and policies; over enthusiasm and violation of the rules and regulations could put him in fix. Photography is an art and its great significance lies in the fact that it makes a lasting impression. A photograph is an editorial, a report, news and a document also; but the only problem connected with the photo-journalism is that if a photographer fails to click at the right moment, the event slips away from his hands.

The present day newspapers and magazines are full off eye-catching photos. There is no definite subject for publishing the pictures. If accompanied by appropriate pictures presentation of news/stories becomes more meaningful and at the same time turns the makeup of a newspaper more interesting. There is a wide range of subjects for photography children, families, nature, industry, sports, literary and cultural activities, political scenario and other news information etc. Generally the newspapers and magazines publish the pictures which enhance the 'news value'. Pictures could be black and white as well as coloured also; though the black and white pictures are becoming a thing of the past; the present age gives priority to coloured photographs. The coloured photographs can be obtained in two ways; taking prints of the colour reel and through the transparencies. The process of the transparency is similar to that of the colour photography, but its negative is used as the positive for printing. Photos taken through the transparencies are clearer and more effective, that is the reason these are used for quality colour printing. And the modern technology has shown us the digital photography which made us to give photos in seconds and any number of photos can be directly edited from camera to the computer in a few minutes.

14.4 SELECTION OF PHOTOGRAPHS

A photographer will take as many photographs as viable in distinctive angles, because an editor selects an image relying upon the information tale or the concern of the day. Back at the newspaper prints are made. From the better prints, editors answerable for every web page or segment pick out the ones so one can run inside the paper.

In general, selection criteria of photographs to be published include

- Sharpness
- Composition
- honest representation of the news tale
- ability to be reproduced within the printing process
- And at instances, sheer entertainment fee

Once selections are made, copy editors write cut lines to accompany each photograph. The cut line is the brief description located beneath a photograph. Both black and white and colour photographs are reproduced in a newspaper. If you look closely at a newspaper photo you will see that it has been screened, or broken down into small dots. Black and white photographs achieve shading by increasing or decreasing dot concentration. The same is true for color pictures, but dots of the three primary colors - red, yellow, blue combine to make a full-color representation.

14.5 PHOTOGRAPHER

The fundamental quality required of a good photographer is an ability to see in a perceptive way, creating and looking at images. A prospective photographer should be energetic, have good eyesight, patience, an awareness and understanding of the environment and be visually perceptive. In addition he/she should have an unquestionable work ethic and be prepared to work extraordinary hours. Press photographers and freelance photojournalists for illustrated magazines have a special importance. The photographer has to work with great speed on a location, no one will wait while you try to figure out your shutter speed and lens aperture adjustment of a camera. He also must be able to shoot news from different angles, and let the photo editor decide, which picture to use. Sometimes, he must be quick enough to do his own editing on the spot. The photographer must have a quick grasping power and must decide which picture from what angle would be the best and then get him in the position to shoot it. The newspaper photographs are based on factual situation; the photographs illustrate an event, bring depth into it, and comment on it. The photographer is usually given the assignment by the photo editor. He is given an idea to work and is expected to create an appropriate photograph to illustrate it. The technical skill is taken for granted, and the photographer's primary concern is to illustrate the story clearly and completely. The photographer before going for an assignment must think about the subject and find images that show how he feels about the subject. Take number of pictures, and then pick out the ones that show subject with really something that is interesting. Of the many photos one or two come close to being good pictures.

14.6 COMPOSITION

In a professional organization, the photo editor will choose the right frame, and mark composition. Sometimes the photographers send the exposed rolls, and leave the rest of the job to the photo editor. In newspapers and magazines the photo editor looks for pictures from freelancers. He chooses the best pictures and places it in the newspaper and magazine. This is to ensure that the best pictures are published, and this makes the photographer work very hard on the assignment, and be alert with the competitive spirit.

14.7 CAPTIONS OF PHOTOGRAPHS

Photo captions and cut lines are the most read body type in a publication. Of all the news content, only the titles of stories or headlines have higher readership than captions. It follows that standards of accuracy, clarity, completeness and good writing are as high, if not higher, for captions and cut lines than for other body type. As with headlines, captions and cut lines must be crisp. As with stories, they must be readable and informative. Photo captions are an integral part of newspaper storytelling, but they are often the most underdeveloped element in the mix of words, graphics, and photographs in a newspaper. A poorly executed caption can destroy the message of a photo or the story package of which it is part. The reader/viewer

expects nothing less than accurate, complete, and informative information, including captions. Here are a few suggestions to follow when writing captions.

- Always identify the main people in the photograph.
- Don't let cut lines recapitulate information in the head or deck or summary.
- Avoid making judgments.
- Don't assume. Ask questions in your effort to inform and be specific. Be willing to contact and include the visual reporter.
- Check the facts.
- Avoid using terms like "is shown, is pictured, and looks on."
- If the photograph is a historic or file photo, include the date that it was taken.
- A photograph captures a moment in time. Whenever possible, use present tense. This will create a sense of immediacy and impact.
- Don't try to be humorous when the picture is not.
- Descriptions are very helpful for viewer. The person dressed "in black," "holding the water hose," "sulky from chagrin," or "standing to the left of the sofa, center" are helpful identifying factors.
- Quotes can be an effective device, be willing to use them when they work.
- Conversational language works best. Don't use clichés. Write the caption as if you're telling a family

14.8 SUMMARY

Photograph assignments are linked closely to news stories. In many media organizations the photo desk is located near the city desk. In this way the two can be easily co-coordinated. When a photographer is on assignment, it is timely sense of the photographer to click a shot which will be very useful in the newspapers. Further, newspapers maintain piles of photographs in the office for various purposes. Unlike a reporter who can conduct an interview after an event, a photographer cannot recreate a missed scene or action shot. A photographer will take as many shots as possible in different angles, because an editor selects a photograph depending upon the news story or the subject of the day

14.9 SELF ASSESSMENT QUESTIONS

1. Explain the importance of news paper production.
2. Write about the precautions taken while selecting a photograph for a page
3. Discuss the role of photographs in supporting news/story.

14.10 SUGGESTED READING

1. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
2. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers.

LESSON-15

EDITING OF PHOTOS

Objectives:

After reading this lesson, the student will learn about

- Relevance of photographs in a newspaper
- Captions
- Computer applications in photo editing
- Ethics in photo journalism

Structure of the Lesson

15.1 Introduction

15.2 Photo cropping

15.3 Cropping and enlarging

15.4 Quick tips

15.5 Computer technology in photo editing

15.6 Ethics in photo journalism

15.6 Stereotyping

15.7 Summary

15.8 Self Assessment Questions

15.9 Suggested reading

15.1 INTRODUCTION

In the modern times, words do not attract the attention of the readers as does a picture. The events or moments captured by a photographer in his camera become permanent. These pictures can be used in various ways at times; a simple picture taken at the right time becomes a history. There could be innumerable subjects for photography: politics, sports, nature, men and other living being, etc. the most important aspect of photography is what we are trying to capture in the camera during an event a right click at the right moment makes a permanent imprint of one aspect of life on the celluloid. A photo-editor adopts different creative cropping techniques to bring out the exact point of emphasis of a 'pix' (a term used for picture). They try to enlarge the main image, which will have a better visual impact.

15.2 PHOTO CROPPING

Trimming photographs is done for several reasons: to be able to include more pictures on a page, to create a focal point for a picture, or to remove distracting background images. As you flip through recent magazines, you will find that cropping has taken on some new trends that can greatly enhance the overall look of newspapers and magazines. Many a times, photographers do their job mechanically and give relevance only to the technical qualities and having no instinct for news. A photo editor who keeps track of the news must highlight the portion of the news, which has news value. A photo editor studies the picture carefully, decides about cropping. First he crops the picture mentally and then decides on the final edited photograph. The photo editor must visualize how the picture will look like when it is cropped and printed in different sizes and shapes. Generally, as a rule, a bad quality picture must be enlarged to the maximum size to enable the readers to see the details in the

photograph, whereas a good quality print will show up clearly even in smaller space. Here are three cropping methods of turning a photo into a better piece.

Cropping for balance and focus: Today we see less and less of cropping pictures into a myriad of shapes to fill our magazines pages. Not everything need be, or should be, a circle, oval, hexagon, etc. When you look at the layouts that make the covers of today's most popular periodicals, you will see that the photos are amazing, capturing the feelings of the moments in beautiful focused color. While picturing children ace photographers encounter problems as children have the tendency to move at just the wrong moment making the perfect photo hard to capture - use selective photo cropping to make your pictures even better. Sometimes even with just a small amount of cropping, the balance and focus of the photo can be enhanced. Selective cropping allows your eye to be drawn to the special moment being captured on film and not distracted by unbalanced background.

15.3 CROPPING AND ENLARGING

The latest trend in photo cropping is cropping and enlarging. Choosing the perfect section of your photo and then enlarging it to 5"x 7" makes an instant focal point for your page. Even just one photo of a special event cropped and enlarged can create a fabulous page. The latest technology like Picture Maker allows you to scan in your photo, zoom in on a particular section, and then enlarge that section to whatever size you select. The heat setting process that the machine uses to print the finished photos creates keepsakes that will last just as long as your original color photographs. In the sample shown here, just cropping the photo would leave the resulting picture too small to gain the attention that it deserves on the page. By selecting the heart of the image and then enlarging, the picture becomes a focal point for the page.

15.4 QUICK TIPS

You can still have fun with photo shapes on your pages. Great new tools and books are available to inspire your cropping creativity. Use these types of cropped photos sparingly and they will add fun surprise elements to your pages. When cropping creatively, avoid using decorative scissors to cut photos. The fancy edge draws the eye away from the focus of the photo and becomes a distracting. Instead, use your scissors to cut mats for your photos from complimentary colors of cardstock. This creates a decorative edge without taking away from the photo itself. Creative pages begin with cropping.

Here are some cropping techniques that offer tips to make the most of cherished photographs.

1. Avoid cropping heritage photos like the old ones taken years back. Photographs printed on fiber-based paper shall have no resin coating to protect them during cropping. When cropped, the images will fray and become fuzzy, causing the photos to begin deteriorating.
2. Photos taken with instant cameras shouldn't be cropped.
3. Avoid cropping artistic elements from photographs, such as an antique car, historic architecture or things that indicate place, time or mood.
4. Don't crop photos that indicate perspective, such as a person sitting near a large vista, canyon or monument
5. When using a template, use a slightly larger template at first, so that content isn't lost.
6. People can be removed from unattractive backgrounds through the use of "silhouetting" or cutting around people's outlines to eliminate the background.

15.5 COMPUTER TECHNOLOGY IN PHOTO EDITING

The latest technology enables one to use sophisticated equipment for photo editing. The selected negatives are scanned, the contrast adjusted, and the picture is cropped on the computer video display terminal. The image is then transferred to the page. The elimination of the intermediary procedures, used in the conventional system until now, avoids handling of negatives or transparencies, thus making sure the production are of good standard. In this method the quality of picture could be produced to perfection which is not possible in the previous conventional methods. With the advent of latest technology photos are faxed from outstations and are transmitted directly to the computer, from where all necessary adjustments could be made. Photo can be stored and recalled on the computer when required. The advantage of computer editing it eliminates all the unnecessary elements and gives out only the section as per the commands.

15.6 ETHICS IN PHOTO JOURNALISM

Media critics and viewers question the use of gruesome images, dozens of photographers hounding celebrities, picture manipulations that present misleading views, visual messages that perpetuate negative stereotypes of individuals from various multicultural groups, and images that blur the distinction between advertising and journalism. Computer technology allows practically anyone to produce and disseminate visual messages in massive numbers for a worldwide audience. Because images evoke almost immediate emotional responses among viewers, pictures have tremendous impact. With well-chosen words, visual messages combine to educate, entertain and persuade. But the flip side to such visual power is that images can also offend shock, mislead, stereotype and confuse.

Covering tragic events: Similarly after a gruesome image of dead or grieving victims of a tragic event is presented to the public in either the print media, many viewers are often repulsed and offended by the picture. "If it bleeds, it leads" is a popular, unspoken sentiment in many newsrooms. The reason for this obvious incongruity is that a majority of viewers are attracted and intrigued by such stories. Photojournalists who win Pulitzer Prizes and other international competitions are almost always witness to excruciatingly painful human tragedies that nevertheless get published or broadcast.

Visuals of gruesome violence: Editors need to be sure that images of murder or automobile victims are really necessary to tell the story. Journalists often cite the reason for using such visual messages as a way to warn others of the dangers of modern living or to urge drivers to watch the speed limit. Another, perhaps more honest reason, is to avoid being scooped by a rival media organization. Despite well-rehearsed explanations, sensational images of victims of violence are shown as much for economic as utilitarian reasons. The media concentration on criminal activity creates an exaggerated perception of crime in the minds of viewers. Rather than focusing on bloody body bags, journalists need to explain the underlying social forces that cause such tragic events to occur. For example, shoot-out in Parliament or Taj hotel in Mumbai. Also privacy concerns are almost always voiced by ordinary citizens or celebrities who are suddenly thrust in front of the unblinking lens of a camera because of connection to some sensational news story. Seldom do you hear viewers complain about violating someone else's right to privacy. Marriage of film stars or cricketers are unnecessarily shown to the public without the consent of the parties.

Right to privacy: For private or public citizens, perhaps the most stressful news story is the funeral of a loved one. A guiding principle for journalists in deciding to cover such a story is whether the event is newsworthy. Newsworthiness is not determined by the number of cameras pointed through the gate at the cemetery, but a concept with roots to unemotional, objective and reasoned journalism principles. In 1946, the Hutchins Commission came out with a definition of news that still applies today: A truthful, comprehensive, and intelligent account of the day's events in a context which gives them meaning. Unfortunately, media officials under pressure from circulation or rating figures make decisions that sensationalize rather than explain complex stories of interest to the public. Live pictures for the nightly newscast of a speculating reporter in front of a brightly lit brick mansion increase the charge of sensational coverage by critics. In an ideal world, journalists tell stories in words and pictures that explain rather than cause a viewer to ask more questions.

Picture manipulations: Picture and subject manipulations have been a part of photography since it was first invented. But because of computer technology, digital manipulations are relatively easy to accomplish, hard to detect and perhaps more alarming, alter the original image so that checking the authenticity of the picture is impossible. Some critics have predicted that in a few years, images-whether still or moving-will not be allowed in trials as physical evidence because of the threat to their veracity created by digital alterations. In addition, a byline beside the picture identified the photographers of the separate images. So what's the problem? Why was there so much criticism from fellow journalists? The answer is that admitting to a lie doesn't make the lie acceptable. Cameras and the images they produce are naively thought by many to never lie. But because humans operate the machine, technical, composition and content manipulations are unavoidable. Computer technology did not start the decline in the credibility of pictures, but it has hastened it. Photographic darkrooms are quickly being replaced by computer workstation light rooms.

Two factors may guard against a further erosion of credibility in visual messages: Reputation of the media organization that publishes or broadcasts images and the words that accompany the manipulated picture. Credibility is not an inherent quality of a particular picture, but a concept based on tradition, story choices, design considerations and reader perception of the company or individual that produces the image. Journalism professionals need to face the issue of photojournalism images being replaced by illustrations and not concern themselves so much with the tool that makes that ethical problem topical.

15.6 STEREOTYPING

Certain frames in our mind are made by the media. Stereotyping is the word used if the media repeatedly show certain pictures and identify them with certain characters. For instance, a villain in our films wears a big moustache and wears black dress. Stereotypical portrayals of ethnic, gender, physical characteristic, sexual preference and job-related cultural groups are a result of journalism professionals being lazy, ignorant or racist. As with the printing term from which the word comes, to stereotype is a short-hand way to describe a person with collective, rather than unique characteristics. It is easier and quicker for a photojournalist to take a picture of an angry protester during a riot than to take the time to explore in words and pictures the underlying social problems that are responsible for the disturbance. Editors should make an assessment of the pictorial coverage of under-represented groups for their own newspaper or television station. If biases are found, photographers, reporters and editors should attend sensitivity training workshops in order to promote more fair and balanced images.

15.7 SUMMARY

New photographs being published in daily newspapers go through various processes. Apart from taking by news photographer and selection by the photo editor they go through a set of practices to reach the final stage of printing. Though computers have entered the processes earlier also the photographs used to be fine tuned with to sharpen the quality of pictures. Cropping, enlarging, and reducing the sizes were some of the activities which are used to improve the quality of photographs before they are finalized for page makeup.

15.8 SELF ASSESSMENT QUESTIONS

1. Describe various photo editing processes with examples.
2. Explain in detail the ethical concepts often related to the news photographs

15.9 SUGGESTED READING

1. Modern Newspaper Practice – F.W.Hodgson
2. Publishing in the Digital Age – Gareth Ward
3. Digital Sub-Editing and Design – Stephen Quinn

LESSON-16

NEWS PAPER DESIGN

After reading the lesson the student will learn about

- Pages of news paper
- Design and contents

Structure

16.1 Introduction

16.2 Design and formatting

16.3 Design principles

16.4 Sizes and formats

16.5 Daily newspapers: Front page

16.6 Inside pages

16.7 Display

16.8 Banner

16.9 Electronic files

16.10 Summary

16.11 Self assessment

16.12 Suggested reading

16.1 INTRODUCTION

Newspapers are produced in specific shapes and sizes. Even the contents of the newspaper vary from page to page, but the use of various typography and design can provide the newspaper a unique identity. The layouts of pages, news objects, pictures, typefaces, even display of information differ from one another to earn a style. Each page will have its identity and the reasons for various emphases depend on the desires of the readership.

16.2 DESIGN AND FORMATTING

Design elements include fonts, layout, colour and illustrations, typographical characteristics and their effects on readability in different media. Typographical characteristics include fonts, kerning, leading, font weights, capitalization, and line and column widths. Requirements associated with illustrations in different media, including techniques for adapting them to fit a given space and for ensuring their correct placement in the final publication. 'Illustrations' is used in the widest sense and includes drawings, cartoons, diagrams, charts, graphs, maps, photographs, computer-generated graphics and moving images. Technical requirements are associated with different reproduction processes. Technical requirements include colour systems, paper sizes, screen resolution and file size. Features relevant to editing include styles; revision marking; finding and replacing items; reviewing headings; and checking spelling, grammar and language level.

16.3 DESIGN PRINCIPLES

Normally newspaper pages look like a variant of the same layout. Special pages and unique sections have different appeals but all the pages shall reflect solidarity with each other to exhibit the uniformity among all news pages, sections and pages. Another tendency has been

to reduce the variant in display, sizes which additionally serve unity. During designing team spirit controls dynamics, imbalance and contrast. However, professionally designed contemporary newspapers have a tendency to have more dynamics and stronger evaluation in addition to a longtime sense of cohesion. Harmony is also served through modular makeup.

16.4 SIZES AND FORMATS

Given the same size newspapers try to adopt different formats or the page makeup techniques to see that their paper looks unique. This is the reason why some newspapers have eight columns and some have either six or seven. The masthead of every newspaper has its unique characteristics, typography, placement and style. Some newspapers may use bold lines to separate each column, while others use white spaces. The newspaper formats define the limits within which the newspaper pages need to be designed.

16.5 DAILY NEWSPAPERS: FRONT PAGE

The front page of a newspaper attracts and holds the attention of the readers. People may have heard the expression, 'the front page news'. Reporting news is the normal function of the newspaper. But there is something special about the fact that the news is printed on its front page. The front page is the face of the newspaper and is usually the page that is read first, or at least looked at first.



Source: <https://subscribe.firstnews.co.uk/>

Mast head. In the front page of a newspaper the masthead is much more prominent than the name of a newspaper. The characteristics of a masthead are

- It is distinctive and bold print
- It is in big type-size
- It has fixed place on the front page
- It remains in the same form for years.

Picture or a cartoon. It is said that a picture is worth a thousand words. It can also be said that a good cartoon is worth at least two thousand words. From a designer point of view, it is important to realize that photographs, cartoons and graphic have a special significance. Undermining a picture or cartoon with the wrong place may not only reduce its utility, but also reduce the design appeal of the total page.



Source: <https://www.tampabay.com/>

They are usually evaluated on the basis of

- Subject matter
- Topicality
- Clarity
- News value, significance

16.6 INSIDE PAGES

The inside pages of the newspaper differ from the front page in their format, structure, and presentation of contents. If one goes through a newspaper, one finds on the top of the page an indication about the topic covered on that page – national, international, state news, sports news business news. If the page has no indication, the news items on the page have a common link. It helps the reader in their search for news items. By grouping the news items on specific pages the newspaper gets a structure. The inside pages under one group often tend to cover as many news items as possible. Hence, these pages often appear as cluttered.

When the copy has been sent to the composing room by the editorial staff, the copy is all in hand, and when it is in type ready for make-up it is all set or all up. The necessity of uniformity throughout the newspaper requires that the inside pages conform to the front page in appearance, but it is equally apparent that the front page has many individual problems of its own.

The selection of body type- the type used in ordinary reading matter- involves both size and face, with reference to easy legibility and general appearance. What is said of front-page body type applies equally to the inside pages. It is obvious also that only type can be considered that is available on the linotype machines most newspapers use.

In choosing between a thin-faced or a blacker type, the editor must consider its relation to the headline type. Some newspapers seem to desire great contrast for they use a thin-faced body type with a very bold headline type and achieve a contrast that causes the headlines to stand out very prominently. Other newspapers seem to prefer to give their pages a uniformly gray tone without contrast, for they use moderately black body type with light-faced headline type, so that the headlines are accentuated only by their large size and the white space about them.

16.7 DISPLAY

Display in body type is significant because of its effect on the finished newspaper. Some newspapers set all their reading matter solid without emphasizing any individual parts; others try constantly to make the important leads and significant paragraphs stand out from the surrounding matter. There are in general only two kinds of display possible on the linotype machines in use in most offices the use of larger, blacker type and the utilization of white space. The first involves setting all the reading matter in capitals, small capitals, or boldface type. The second involves "leading out" placing gap between the lines to increase their distance apart, or indenting every line so that the type body is separated from the column rules by a line of white space on one or both sides.

The matter of headline display must be decided upon the basis of the newspaper's policy. If the newspaper desires to convey the impression of solid, reliable conservatism, it uses small, inconspicuous headlines; if it desires to appear bright, wide-awake, and enterprising, it uses larger headlines of constantly varying appearance. In either case, however, it is possible to choose a type and form that will blend with the body type without appearing to jump off the page.

16.8 BANNER

Banner headlines have undergone a strange evolution. They were invented to assist in street sales by advertising the news. As evening newspapers depend more largely on street sales than do morning papers, evening papers adopted them rather generally and morning papers did not. Spreads and layouts have undergone the same evolution as banner heads.

Subhead: The use of subheads is another questionable point. They undoubtedly make the newspaper more readable, but they also break up its continuity. Many a system of headlines and body type carefully worked out to give the sheet a uniform, pleasing tone has been wrecked by the use of two prominent subheads. Much care must be taken in selecting them. If the editor desires great contrast on his page, he should of course use conspicuous subheads. If he desires a uniform tone, his subheads should set back into the paper; light-face capital or small capital subheads will break up his stories without resulting in great contrast. The frequency of the subheads should be decided on the same basis. In wording and content, the

subhead must necessarily accord with the tone of the newspaper. All the various elements of the newspaper must accord with its policy.

Illustrations: Illustrations have been brought within the reach of every newspaper and their use has become a real problem. On the front page the problem is especially pressing because illustrations of the right kind doubtless aid in the sale of papers. Some newspapers follow the practice of printing one cartoon on the front page each day; others use the space for a single half-tone illustration of some phase of the news; still others use a number of smaller cuts, usually portraits, scattered about the page.

Position of prominence: All editors hold the same opinion in regard to the most prominent positions on the front page. The two outside columns are the most prominent because they are set off by the margins at the side. The top of the last column to the right is the better for two reasons:

(1) it is on top as the paper lies flat on the newsstands;

(2) its story can be continued in the first column of the second page.

In judging the importance of various columns, some editors consider the appearance of the newspaper on the newsstand; others think of it as opened in the reader's hands. Many editors solve the problem by devoting certain columns to certain news, i.e., the last on the right to local news, the last on the left to national news, the second from the left to news digest and other short material, etc.

Symmetry: Balanced and symmetrical arrangement of headlines and other front-page display is a problem that almost every newspaper has wrestled with. Newspapers ranged themselves into two groups in attempting to solve it. One group makes a conscious effort to attain symmetry; the other group frankly avoids symmetry and seeks a changing and unbalanced front page. Between there are a few newspapers that maintain a semblance of symmetry at the top of the front page, but make no effort to balance the headlines in the lower half.

16.9 ELECTRONIC FILES

Techniques include backing up, use of virus scans, transmitting and receiving files, and converting and saving files. The basic principles and requirements of software for design, formatting, web authoring and the interaction of word processing software with these programs. Typical errors that may arise with scanned material, text derived from voice-recognition software, and material transferred from word processing software to formatting software. Most newspapers are made up by an experienced printer under the personal guidance of a member of the editorial staff. The latter may be the managing editor, the assistant managing editor, or, if the newspaper is large, a special make-up man called the news editor. Department pages are made up by their copyeditors. Part of the task is preliminary planning, because the act of making-up must be done very quickly. Throughout the day, as the various articles are being set in type, the news editor receives galley proofs and checks them over with a view to planning his make-up.

16.10 SUMMARY

Modern newspapers take note of the ordinary, routine, scheduled life. Many papers stress on the elements of comprehensiveness by placing the indexes on their front page to direct the reader to significant news beyond page one. This fixation phenomenon of interrelation between page one and the rest of the papers is inescapable and the readers mind should be

broadened to take in all sectors of the news whether they be on page one or page ten. Page one fixation is something that grips both the newspapers and readers. From the angle of the reader it is the fallacious notion that all the important news that need to be well informed is in the front pager. The inside pages are also equally important in creating an appeal to the news paper.

16.11 SELF ASSESSMENT

1. Discuss the significance of designing various pages of a news paper
2. How does the front page differ from other pages? Explain with suitable examples.
3. Elaborate the function of visuals in news paper pages.

16.12 SUGGESTED READING

1. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
2. Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
3. Anna McKane (2006). *News Writing*: London, Sage.
4. Ian Hargreaves (2005). *Journalism: A very short introduction*: London, Sage.

LESSON-17

PAGE MAKE-UP

After reading the lesson, the student will learn about

- Types of makeup
- Main theories of makeup
- Layout process and its related activities

17.1 Introduction

17.2 Foundations of good make-up

17.3 Rules and dashes

17.4 Layout process

17.5 Types of make-up

17.6 Pages and makeup

17.7 Principles for successful make-up

17.8 Tips for an attractive format

17.9 Summary

17.10 Self assessment questions

17.11 Suggested Reading

17.1 INTRODUCTION

In a standard newspaper each page is divided into 8 columns and sometimes into two sections. The reader's attention is best caught by the front page called page one and perhaps by the split page and the inside pages. Pages of a tabloid size newspaper will have 5 column widths. The editor of the newspaper always tries to accommodate all the important news with attractive layout so that the reader finds it easy and interesting. Although it is the editor who finalizes the layout generally news editor dummies the paper and guides the makeup man in giving the final shape to each and every page.

17.2 FOUNDATIONS OF GOOD LAY OUT/ MAKE-UP

Layout or makeup is the placing of content such as headlines, body type, photos and other elements on a newspaper page. The earlier style of layout was vertical. The reader's eye went from top to bottom with a straight drop. This old pattern gave way to expansion in all directions- wider deeper, and fatter. The print media had vertical makeup for more than half a century. There are only two types of makeup i.e. vertical makeup and post vertical makeup. Later it was split into few more categories. They are

- Incipient horizontal make-up which is basically vertical but with a scattering of headlines two or more columns wide
- Horizontal make up which is again divided into
 - Traditional
 - Extreme

In another classification it was divided into

- Magazine/ modular
- Tabloid
- Weird

The basic objectives of the makeup are

- It helps in telling the day's news with minimum effort to find, read and understand the news.
- Give an orderly, meaningful pattern to the presentation of the day's news.
- Express the relative importance of the news of that day through headline size and placement
- Making the paper attractive to the reader
- Capitalizing on reader habits
- Helps the reader find what he wants to read with relative ease.

The principles of sound news presentation through newspaper format have two poles.

- The first of these is typographic, which is an attractive combination of readable type faces in both body and display sizes.
- The other pertains to layout. An attractive arrangement of the material on the page and throughout the newspaper. The material consists of body type, display type, art, white space and typographical devices of various sorts.

These are basic ingredients the editor works with in making decision about makeup. He arranges these basic ingredients. Four main contributions are essential to a successful arrangement of these materials in a page.

- Balance
- Contrast
- Focal points
- Motion

He also pays attention to three additional attributes such as

- Predictability
- Day to day contrast
- The paper's overall character.

The basic materials the editor works with in making decisions about makeup are body type, display type, art, white space and typographical devices of various sorts, arranged with attention to the five principles: balance, focus, contrast, dynamics and unity.

Balance: Layout of page is always started with a rectangle on which the new materials of that day are arranged in such a manner that pleases the eye. There are two kinds of balance formal and informal.

- Formal balance or symmetry was observed in newspaper front pages in recent decades. It has one simple requirement on the page that is not positioned squarely along the vertical centre line must be duplicated in the corresponding position on the opposite side. The problems with formal balance is that they tend to force the news into a formula rather than letting the makeup adapt to telling the peculiar relationships, values and relative worth of that day's news. The makeup should be flexible enough to express the relative values and interrelationships involved. Formal balance is anything but flexible and for most editors it is a curiosity they are concerned with the informal sort.
- Informal balance can be achieved without any special knowledge or proportion. Many makeup specialists proceed by instinct or the feel they have for layout. A systematic approach to balance involves halving and quartering the page and noting the desirable relationships among several parts. The horizontal line across the centre of the page is

a real one. It is actually present in the fold of the page. The vertical one is less real but nonetheless useful. These lines create two sets of halves left and right.

Focal points: Focus is closely related to balance and it complicates balance, reader habit and established newspapers practice for many years. All these dictated the position of the chief focal point on the newspapers page. On Page one, the focal point normally was perceived as being in the upper right hand corner. Not because it belonged there for either artistic or linguistic reasons, but because it had always been there. Logically the focal point of a newspaper page should be the upper left. Artistically too, when four focal points are located in a rectangle that is higher than it is wide the one deserving the greatest emphasis is the one in the upper left, not the upper right. This is where it usually goes in advertising, billboard, magazine page and magazine coverage layout. Each newspaper page has one chief focal point and other focal points also. Each point is located very near the centre of the four quarters. In order to interest readers in the page its immense area must be broken up into segments and each given some attention value. They provide convenient places at or near which materials can be masses to focus interest and break up the potential monotony of the entire area.

Contrast: News editors must arrange their pages carefully to afford as much contrast as possible between and within masses of like materials. Not only does contrast contribute to an attractive page. It is the high road to emphasis. Only by arraying masses in a way that emphasis the most important elements can makeup give the reader evaluation of the relative importance of the various stories on the page. Careful attention to the arrangements of contrasting elements in layout not only keeps emphasis on the stronger elements it also gives more attention value to the weaker elements in the same mass. Though there may be only three essential types of makeup material type, art and white space they may all be varied in several ways for contrast. It is important in terms of color and its densities like blacks, whites and grays that makeup a newspapers page. Headlines and art are blacks, grays are body type and whites are white space. Too much of one color produces monotony. Juxtaposing them creates contrast.

One of the most effective sources of contrast is in type size especially in the differences in size between display lines and body lines. Another is in type design: Styles, families, and weights may all these be juxtaposed for contrast. Editors generally prefer to have various different combinations on adjacent columns. They prefer to have strong and weak deadlines, between roman and italic headlines, between deep and shallow headlines between narrow and wide headlines they now strive to have no adjacent headlines at all. Pages are laid out to alternate headlines and art. Great pains are taken to set headlines apart by surrounding them with white space. The recent practice is by combining type and art large masses often are arranged to distribute emphasis among only a few centers of attention and to provide maximum contrast.

Dynamics: What makes a page dynamic is not altogether clear. Newspapers pages of the nineteenth century were flat and dull until the highly competitive era of yellow journalism shocked readers with forceful displays or art, often in unusual shapes and large sizes, heavy use of multiple column heads and large day to day differences in typographical arrangements. Later sanity was restored in the form of vertical makeup. A similar revolution not more gradual and subdued has been occurring in our time. The new makeup features wider columns, horizontal rather than vertical emphasis, great variations in column width, the arrangements of large masses of type and art, greater variation in makeup format and striking displays in all areas of the page not just at the top. The result is a dynamic feeling though nothing really moves except the readers eyes. Although editors cannot really control the

process they undoubtedly can influence it, newspapers are more dynamic in format and makeup than at any time.

Unity: Newspapers chose a single version of a single family of display type and stayed with it at least for all general pages. Usually the type chosen for special pages (such as editorials) and special sections (such as those emphasizing home and family interests) have a variant of the same design. This is done to give unity to entire newspapers, sections and pages. Another tendency has been to reduce the variation in display type sizes which also serves unity. Unity controls dynamics, imbalance and contrast. But, the well designed contemporary newspapers tend to have greater dynamics and stronger contrast as well as an established sense of unity. Unity is also served by modular makeup.

17.3 RULES AND DASHES

Rules and dashes need to be followed while editing the pages. They are

Small point. In order to save space, subeditors are expected to indicate the types to be used for different stories to be published. Sometimes the variations range from 6 point to 10 point types. Certain precautions which can be taken include

- When there is a doubt, don't use 6pt. Use 6 points only where substantial saving can be realized.
- Legibility scraps off sharply.
- Do not over do it.
- Page make up invariably suffers where 6 point is used.

Some points to be remembered are

- Don't cut in such a way as to preserve the essential facts plus just enough detail to answer the readers' most pressing questions.
- Don't assume that a story can be chopped off anywhere just because it seems to be arranged in inverted pyramid form
- Try to preserve the broad outline of the story where the structure is not the routine inverted pyramid form.
- Try to preserve the flavour of the story where it is built around a feature treatment of some art.

Read the new version carefully. The process of cutting may have raised new problems. Read past the cuts to determine whether changes are necessary. The news structure may require the insertion of one or more connective words and phrases and supply them where they are needed. One should remove excess words at any time whether or not you have been given the general instruction to reduce the story in length and try to preserve or supply an ending which fittingly closes the story. Pagination is the electronic term for page layout on a video display terminal (VDT). When it is used with other electronic editing and printing equipment it offers a number of advantages. You can arrange a page as you want it. You see body type, headlines, cut lines, boxes and blanks for photographs.

17.4 LAYOUT PROCESS

General rules of makeup are

- Nameplate is often found at the top so that there will not be a necessity to break up our page with a horizontal strip across its middle. A name plate is generally more than seven inches deep on the page and it disrupts the eye movements at the bottom of the page. Some dailies drop this regularly some drop it occasionally for a special story or

on special occasions like disasters, natural calamities, accidents, or during the death of a popular personality.

- Top right is the key spot in a page and top left is the second best spot on the page
- Stories descend in value as they move down the page (this rule has many exceptions)
- Headlines descend in size as they descend on the page
- Always watch the bottom of your page
- Juxtaposed elements must contrast (do not bump two boxes or two unrelated photos)
- Don't bump headlines accidentally
- Vary headline arrangements to an extent
- Use no smashingly big headlines in one and two column widths
- Do not let the space between columns run the full length of the page.
- Never hesitate to break any rule for good purpose.

The tradition of putting the lead news story at the top right has hung on too long. Earlier it used to start in the upper left but was changed when the newspapers started using banner headlines. A person reading a page wide headline would obviously finish headline in the right half column, so editors began dropping the stories down the right hand columns. Now many newspapers have gone back to upper left. Indeed, the upper left spot is where the reader's eye normally enters the page which is called primary optical area. It is not always applicable to the rule that the stories depend in values as they depend on the page. But more important stories and bigger headlines are likely to be higher on the page. You will often have a strong feature or good news story that deserves special treatment but not the top of the page. Such stories are likely to get to the desk early.

A lay out can be called dynamic when nobody can predict what it will be the lead may be on left or right and if there is a striking picture headlines will be submerged to make room for it. Here the designer is attempting to respond dynamically to the news. *The Telegraph* and *Janasatta* are good examples. Static or dynamic layouts could be modular or irregular. Modular layout breaks the page into series of rectangles. Headline and related text form a four sided rectangular unit. Irregular layout breaks the page into series of inter locking shapes. Most or all headlines themselves are irregular in shape and most or all headline text units on a page form irregular shapes.

The editor always tries to accommodate all the important news with attractive lay out so that the reader finds it easy and interesting. Although it is the editor who finalizes the layout generally, news editor dummies the paper and guides the makeup man in giving the final shape to each and every page. In a standard newspaper each page is divided into 8 columns and sometimes into two sections. The reader's attention is best caught by the front page called page one and perhaps by the split page or the little front page as it is called sometimes which initiates the second section of the first page. The tabloid size newspaper will have 5 column width which needs more planning to attract the readers eye. The assemblage of headline story and picture is called page makeup and the best thought is put into it. All types of newspapers whether standard or tabloid, conservative or sensational tries to put their best style foremost on the first page. A conservative paper may aim at dignity and harmony; the more sensational will go in for a wild scramble of stories and headlines each fighting for the reader's attention.

17.5 TYPES OF MAKE-UP

The main types of the makeup of the front page are

Balanced make-up: It exhibits a methodical arrangement of the stories and pictures, symmetry in its design and a harmony among its type styles.

Braced make-up: It is also called the focus makeup. The makeup editor in a braced makeup arranges its material along diagonal lines from one corner of the page to the other, for example, from the lower left hand corner to the upper right in such a way as to focus the attention on the story in the upper right hand area where the day's main story is usually placed.

Circus make-up: As the name shows this makeup lacks any definite organization. The stories, headiness and pictures find themselves jumbled up in a diverting typographical hotch potch with the blatancy of the three ringed show from which it has derived its name.

The horizontal make-up: It is frequently cropping up these days. In this type headlines and body type are set in double columns. This method was popularized for its tendency to counteract the narrower columns which newspapers are more and more adopting to reduce their newsprint bills. Editors know that reader's interest increases as type is presented in wide blocks. Actually horizontal makeup as the rest of the three uses heads or type in double columns and form part of any makeup pattern. The horizontal makeup occurs frequently on the braced or focuses pages as exemplified by *New York Times*, *Herald* and *Tribune*.

Quadrant lay out: It envisages the page into four separate sections divided by a line at the fold and a line down the middle of the page. Each unit will have a strong display item consisting of either multi column headlines and pictures or panel. This formula reminds that there is more to a page than its top half. But this formula if followed with geometric rigidity may lead to display of news item disproportionate to news value.

Diagonal layout: Here the designer places headlines along two imaginary diagonal lines, which divide the page and cross each other. It reminds that headlines can be distributed anywhere on the paper. But it is difficult to coordinate display with the news values.

Frame lay out: The columns one and eighth on an eight column paper should have solid text so that beneath the papers title and eight column banner headlines frame the content of the page. It is more a gimmick than a formula for layout. After all, newspaper page is not a picture to be framed and put on the wall.

Symmetrical lay out: This layout attempts to produce an equal balance of weight around an axis, classically the optical centre of the page. Each side of the optical centre should be a mirror image of the editor. Optical centre, the pivotal point, is a point one third of the distance from the top. Here the horizontal forces are in equilibrium with the vertical forces and is the point of perfect balance. Symmetrical lay out need not be static. The essence of axial symmetry is balance at the centre and this can be achieved in dynamic layout.

Asymmetrical lay out: This layout is dynamic and excludes any axial symmetry, any predetermined point of balance. Here artistic balance or informal balance is achieved by a balance of unequal forces at unequal distances from the centre. They have a balance which is subtle. It enables the page to satisfy our natural desire for order, organization and balance while providing emphasis and movement.

In recent years a process dubbed streamlining was developed with the aim of making not only the front page but the whole paper more readable. It strives to give a more modern look to both typefaces and makeup. Among its innovations are the use of larger body type and a still larger type for the opening paragraph of the story, the elimination of rules between columns and the substitution of black dots for a story's dateline which normally proclaims the story place of origin and its date.

17.6 PAGES AND MAKEUP

The makeup pattern also varies with the pages in a news paper of magazines. In front page various elements form an attractive balance and overall design. The use of headlines, body type, and white space create an effect of crisp authority. The editor and his team will work with imagination to get an interesting appearance below the fold on the front page. Each year there seems to be a better handling of more photographs. Successful papers avoid the tendency to cut down the space between columns. Small space between the columns makes them appear squeezed together and therefore gets harder to read. The most recent trend among newspapers is towards narrow pages with a resulting cut in the width of columns. Continuing trends include an increase in the number of papers, dropping column rules to create more white space, more use of cut flash left headiness, more use of front page photos, and *Helvetica* type for the headlines. The increase in white space has now become an important and useful in news column as it had long been in advertising.

Every paper will have its own priority according to its type. The specific newspaper plays up what it considers most important to its readers. In the case of the important page such news will have significance; in the case of the less serious press the front page content may merely have advertisements or the ABC of Adultery, Banditry and chiseling. In all types of papers however the effort is the same to make up a page a shop window, a showcase to attract the customers. This tendency has lured many editors and publishers into giving front page prominence to the sensational, into presenting a daily disaster diet. A reader may well find himself depressed when he picks up the morning newspaper and surveys facets of life if he limits himself to the front page.

17.7 PRINCIPLES FOR SUCCESSFUL MAKE-UP

Editors are giving much importance to the below the fold appearance of their pages and no longer this space is a catch all for short news stories. Some news stories begin and end in first page itself. Some of them are carried or rather jumped to inside pages. For the reader's convenience the story in the column eight on the right hand side of the page one is sometimes carried over to column one on page two. Editors usually reserve this position for its lead story of the day. Some others tend to place their lead story in the left hand column acting on the theory that the reader's eye habitually travels from left to right.

The inside pages in which the front page continuations or jumps are placed contain general news, the editorials, the regular articles the features and the advertisements. The share of advertisements which is the major revenue earner for the newspaper ranged from 60 to 40% news. When the share of advertisement exceeds 60% and space for news comes below 40% the issue is called tight paper. Magazine layout is similar except that the paper is eliminated in favor of straight sides. It is hard to do much with that kind of ad layout.

In inside page layout all the principles that govern page one hold well except the ironclad rule that calls the upper right as the lead spot. It has been repealed now, and we start the upper left.

Some basic principles include

- You should have artwork on every page
- Every page needs a dominant headline
- Keep an eye on the ads.
- Wrapping is still a sin

Ar: The pages can be started with art and can handle with confidence. Run it big as it deserves. Many pages do not lend themselves to the use of art. Then let common sense win out over a rule. But art cannot be forced onto the page but use it when you can.

Dominant headlines: Important and interesting stories should be given dominant headlines which should be at least 12 point bigger and a column wider than the number two headline. A page with those two as the biggest headlines would not have a dominant headline, a headline that the reader would instantly recognize as the page leader. Try for a dominant headline.

Ad watching: In inside pages when there are ads you run the risk of putting headline or photo next to something similar in an ad. The ad layout indicates only that the message from a given advertiser occupies a certain space on the page 1 it does not tell you what the ad is like.

Wrapping: The page one should never break down and a story should not be wrapped from under its headline.

Typography: An attractive combination of readable type faces in both body and display sizes.

17.8 TIPS FOR AN ATTRACTIVE FORMAT

- Allow the reader to go through the pages smoothly so that he can read and understand the news with minimum effort.
- Give an orderly, meaningful pattern to the presentation of the day's news.
- Express through headline size and placement, the relative importance of the news of that day.
- Making the paper attractive to the reader and capitalizing on reader habits
- Helping the reader find what he wants to read with relative ease.

17.9 SUMMARY

Makeup of a page in newspapers could be static or dynamic. If one can predict the layout of tomorrow's page today because it has been similar with minor variations day after day the layout is static, in such layouts one can predict that the first lead story will be on left hand side. There will be pictures and then there will be the second lead and a third major story below the picture. *The Times of India* and *Statesman* provide good examples of this type of makeup. Balance, focal point, contrast are important elements in makeup of the pages in newspapers. A major headline dominates each of the quarters of the page. The two column heads below the fold also contribute to the overall balance of the page. The recent trend in makeup is instead of having one, three or more major eye catchers are distributed through the page. Focus has taken on more importance in the contemporary makeup scene, along with dynamics but, to some degree at the expense of balance.

17.10 SELF ASSESSMENT QUESTIONS

1. Write about the role of make up in a news paper.
2. What concepts shall be considered before finalizing the makeup?
3. What type of makeup suit life style pages effectively? Explain with examples.

17.11 SUGGESTED READING

1. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
2. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers.
3. Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.
4. Mencher, Melvin (2003). *News Reporting and Writing*, New York: McGraw- Hill
5. Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling Publishers Pvt. Ltd.

LESSON-18

PRINTING

After reading this lesson, the student will learn about

- Relevance of photographs in a newspaper/ magazine
- Captions
- Graphic illustrations
- Computer applications in photo editing
- Ethics in photo journalism

Structure of the Lesson

- **18.1 Introduction**
- **18.2 Desktop Publishing (DTP)**
- **18.3 Professional DTP applications**
- **18.4 Comparisons with Word Processing**
- **18.5 Comparisons With Other Electronic Layout**
- **18.6 Offset Printing**
- **18.7 Movable type**
- **18.8 The production Process**
- **18.9 Digital Printing**
- **18.10 Electronic publishing**
- **18.11 Summary**
- **18.12 Self assessment questions**
- **18.13 Suggested reading**

18.1 INTRODUCTION

Printing has revolutionized the print media industry. Fast changing hands on technologies have not only increased the quality but also increased the pace of production. From DTP to a range of technologies that have emerged made the printing easy and error free.

18.2 DESKTOP PUBLISHING (DTP)

It combines a personal computer and page layout software to create publication documents on a computer for either large scale publishing or small scale local economical multifunction peripheral output or distribution. Users create page layouts with text, graphics, photos and other visual elements using software such as Quark Press, Adobe In Design, the free Scribes, Microsoft Publisher, Apple Pages and (to some extent) any graphics software or word processor that combines editable text with images. For small jobs a few copies of a publication might be printed on a local printer. For larger jobs a computer file can be sent to a vendor for high-volume printing. The term “Desktop publishing” is commonly used to describe page layout skills. However, the skills and software are not limited to paper and books. The same skills and software are often used to create graphics for point of sale displays, promotional items, trade show exhibits, retail package designs, and outdoor signs.

Desktop publishing began in 1985 with the introduction of PageMaker software from Aldus and the LaserWriter printer from Apple Computer for the Apple Macintosh computer. The ability to create page layouts on screen and then print pages at crisp 300 dpi resolution was

revolutionary for both the typesetting industry as well as the personal computer industry. Newspapers and other print publications made the move to DTP-based programs from older layout systems like Atex and other such programs in the early 1980s.

The term “Desktop publishing” is attributed to Aldus Corporation founder Paul Brainerd, who sought a marketing catch-phrase to describe the small size and relative affordability of this suite of products in contrast to the expensive commercial phototypesetting equipment of the day. Often considered a primary skill, increased accessibility to more user-friendly DTP software has made DTP a secondary skill to art direction, graphic design, and multimedia development, marketing communications, administrative careers and advanced high school literacy in thriving economies. By the standards of today, early desktop publishing was a primitive affair. Users of the Page Maker-LaserWriter-Macintosh 512K system endured frequent software crashes, the inability to control letter spacing, kerning and other typographic features, and discrepancies between the screen display and printed output.

18.3 PROFESSIONAL DTP APPLICATIONS

Behind-the-scenes technologies developed by Adobe Systems set the foundation for professional desktop publishing applications. The LaserWriter and LaserWriter Plus printers included high quality, scalable Adobe fonts built into their ROM memory. The LaserWriter’s additional PostScript capability allowed publication designers to proof files on a local printer then print the same file at DTP service bureaus using optical resolution 600+ ppi PostScript-printers such as those from Linotronic. Later, the Macintosh II was released which was much more suitable for desktop publishing because of its larger, color screen.

During these early years, desktop publishing acquired a bad reputation from untrained users who created poorly-organized ransom note effect layouts — criticism was levied again against early web publishers a decade later. However, some were able to realize truly professional results. For example, .info (magazine) became the very first desktop-published, full color, newsstand magazine in the last quarter of 1986, using a combination of Commodore Amiga computers, Professional Page desktop publishing software, and an Agfa graphics typesetter.

18.4 COMPARISONS WITH WORD PROCESSING

While desktop publishing software still provides extensive features necessary for print publishing, modern word processors now have publishing capabilities beyond those of many older DTP applications, blurring the line between word processing and desktop publishing. In the early days of graphical user interfaces, DTP software was in a class of its own when compared to the fairly spartan word processing applications of the time. Programs such as WordPerfect and WordStar were still mainly text-based and offered little in the way of page layout, other than perhaps margins and line spacing. On the other hand, word processing software was necessary for features like indexing and spells checking, features that are today taken for granted. As computers and operating systems have become more powerful, vendors have sought to provide users with a single application platform that can meet all needs. Software such as Open Office.org Writer and Microsoft Word offers advanced layouts and linking between documents, and DTP applications have added in common word processor features.

18.5 COMPARISONS WITH OTHER ELECTRONIC LAYOUT

In modern usage, DTP is not generally said to include tools such as TeX or troff, though both can easily be used on a modern desktop system and are standard with many Unix-like

operating systems and readily available for other systems. The key difference between electronic typesetting software and DTP software is that DTP software is generally interactive and WYSIWYG in design, while older electronic typesetting software tends to operate in batch mode, requiring the user to enter the processing program's markup language manually without a direct visualization of the finished product. The older style of typesetting software occupies a substantial but shrinking niche in technical writing and textbook publication; however, since much software in this genre is freely available, it can be more cost-effective than the professionally-oriented DTP systems. Desktop publishing allows the editor to design and layout reports, newsletters, brochures and presentations by manipulating copy and graphics right on a computer screen instead of on a drawing board. It produces camera ready pages for offset printing.

18.6 OFFSET PRINTING

The printing technology that dominates will continue to be web to be web offset litho, mainly because of the huge tonnages of metal already in place. However digital printing will become extremely important, particularly in producing hybrid publications where the numbers for a customized print run fall below economic levels. Technological development will help bring this break point lower. Plate making will be faster and more accurate and it will be easier to prepare presses for printing and far easier to match one printing with another, whether alongside the first or in a different part of the country. Remote or satellite printing becomes increasingly important to cut lead times and reduce road travel. Complete digital editions of a newspaper will be sent to plants closer to where the readers are. This is only sensible if levels of quality can be maintained over huge distances. For instance now the newspaper industry has developed a color matching system that operates across the printing sites if uses from one branch to another branch. The software ensures that the variations in the printing characteristics of each printing characteristics of each printing press—its fingerprint—are provided for, by adjusting the file as it arrives from the head office. The result is that the paper will look the same, regardless of where it has been printed.

18.7 MOVABLE TYPE

The creation of movable type marked the beginning of mass production of the written word and thus was essential to the newspaper industry's development. In general, this accomplishment is credited to Johannes Gutenberg, who was working in Mainz, Germany, in the mid-1400s. Apart from this few printing techniques existed prior to that time, including a form of movable type in Egypt and other areas of the Mediterranean. In 1295, Marco polo brought Europe word of advanced printing techniques that were being used in Chinese. Furthermore, the Aztecs of South America hung colored banners in their main public squares to spread the "news" without the use of Gutenberg's or anyone else's "modern" technology. With Gutenberg's movable type, the process of information dissemination underwent a revolution.

A newspaper is a printed periodical whose purpose is to deliver news and other Information in an up-to-date, factual manner. Newspapers appear most commonly in daily editions, but may also be issued twice a day or weekly. While the content of a newspaper varies, it generally consists of a predetermined combination of News, opinion, and advertising. The editorial section is written by reporters and other journalists at the direction of editors and may also be compiled from wire service reports. The advertising content of a newspaper can be divided into two parts, classified and display. Classified ads are small, text-only items obtained via telephone and set into the format by the classified advertising

Representative. Display ads are obtained by sales representatives employed by the newspaper who actively solicit local businesses for this larger, more visually oriented ad space. A newspaper is printed on thin paper made from a combination of recycled matter and wood pulp, and is not intended to last very long. Large printing presses, usually located at a plant separate from the editorial and advertising Headquarters, print the editions, and a network of delivery trucks bring them to the newsstands and geographical distribution centers for subscribers.

18.8 PRODUCTION PROCESS

The production of newspaper pages includes the following processes.

18.8.1 Typesetting: The composing room receives the story in an electronic format, with the Computer text file already translated with typeset codes. In a typeset file, the characters are of the same “type”—style, size, and width—as they appear on the pages of the newspaper. The setting of stories into the type that a reader sees went unchanged for several decades until the latter years of the 20th century. Well into the 1800s, type was set by hand, letter by letter. A typesetter dropped small metal letters into a hand-held tray called a “stick.” The invention of the linotype machine in 1884 made possible a quicker, more efficient method of typesetting. Invented by German Ottmar Mergenthaler of Baltimore, Maryland, this large, machine worked by casting hot lead into a line of type with the assistance of an operator who typed in the copy on a keyboard. Individual lines of type were then placed by hand onto a page form. When a page was completed, it was then sent to a stereotyping room where a curved metal plate was made from the page form. The page form was then placed on the printing press. Modern technology has replaced the linotype process through a method called phototypesetting. The first step in this process is the transfer of the dummy to the page layout section of the newspaper. There, an operator transfers the instructions on the dummy into a rough page prototype. A printed version may be looked over and adjusted several times by one of the reporters whose story is featured as well as by the copy editor. If another breaking story comes in, this page layout can be altered in a matter of minutes.

18.8.2 Image Transfer: The final version of the page is then approved by the editor on duty, sometimes a night editor in the case of a paper that is slated for a morning edition and sent over to a process department. There, the page is taken in its computer format and transferred via laser beams onto film in an image setter apparatus. The operator then takes the film to a processor in another section of the paper, who develops it and adjusts it for its final look. Photographs are scanned into another computer terminal and inserted into the page layout. The pages that are set to be printed together are then taped down onto a device called a “stripper,” and an editor checks them over once more for errors. The strippers are then put into frames on light-sensitive film, and the image of each page is burned onto the film. The film of each page is inserted into a laser reader, a large facsimile machine that scans the page and digitally transfers the images to the printing center of the newspaper.

18.8.3 Plate Making: From these negatives, the forms from which the paper will be printed are composed in a plate making room. The film of the page, usually done two pages at a time, is then placed on a lighted box. Next, an aluminum plate containing a light-sensitive coating is placed on top of the image of the pages. The light box is then switched on, and ultraviolet light develops the image of the pages onto the aluminum plate. The aluminum plate is then bent at the edges so that it will fit into a press, and is fitted onto plate cylinders.

18.8.4 Printing: The aluminum plates of each page next move on to the actual printing press, an enormous machine often two stories high. When the press is running, the noise in the building is deafening and employees must wear earplugs. The most common method of printing newspapers is called web offset. The “web” refers to the large sheets of blank newsprint that are inserted in rolls, sometimes weighing over a ton, into the actual printing press. The reels of newsprint are loaded in at the bottom floor of the press. The rolls are inserted onto a reel stand, which has three components: the first reel brings a roll of paper up to the press, a second is loaded and ready to replace the first roll when it runs out, and a third reel stays empty and ready to be fed with another when the first reel is almost finished. Each roll of blank newsprint has double-sided tape at its edges, so that when one roll runs out in the press, another smoothly takes up where the other left off without interrupting the printing process.

The plate cylinders then press the image of the page onto a blanket cylinder, leaving a version of the page’s image on the cylinder’s soft material. When the paper runs through the press, the blanket cylinder presses the image onto it. The chemical reaction of the ink, which contains oil, and the squirting of jets of water into the process result in the actual newspaper page of black or colored images on a white background. Since oil and water do not mix, the areas where ink should adhere to the page are black or colored, and water washes away the parts where ink is not needed. This is why this printing process is referred to as “offset.”

Next, the large sheets of printed news print move on to another large piece of machinery called a folder. There, the pages are cut individually and folded in order. This entire printing process can move as fast as 70,000 copies per hour. Quality control technicians and supervisors take random copies and scan them for printing malfunctions in color, order, and readability. Next, a conveyor belt moves the papers into a mail room section of the plant, where they are stacked into quires, or bundles of 24. The quires then move to another section where a machine wraps them in plastic. The bundles are now ready to be loaded onto delivery trucks for distribution.

18.9 DIGITAL PRINTING

Some newspapers are now using digital printing, making use of inkjet heads to add lucky numbers to the top or bottom of the paper. Each number is different, and even at 70,000 copies an hour, legible. The same technology will be used to add a late breaking story, replacing the stop press box, which used to be a feature of letterpress printing. It has been impossible with offset printing to replicate the stop press, where a small story could be slotted on to the printing cylinder after the rest of the page was mounted and printing had begun. Stopping the press, adding the few extra lines of lead and starting again, was a matter of minutes. In offset litho where the entire plate has to be exposed, processed and then fitted to the press, stop press has become a thing of the past. A limited digital capability will restore this feature. The same technology might also be used to print a marketing message, perhaps providing local information to an otherwise global ad – the name and address of a local car dealer for instance.

18.10 ELECTRONIC PUBLISHING

Electronic publishing includes the publication of e-books and electronic articles, and the development of digital libraries. Electronic publishing has become common in scientific publishing where it has been argued that peer-reviewed paper scientific journals are in the process of being replaced by electronic publishing. There is usually a delay of several months after an article is written before it is published in a paper journal and this makes journals not

an ideal format for disseminating the latest research news. In some fields such as astronomy and some parts of physics, the role of the journal in disseminating the latest research has largely been replaced by preprint databases such as arXiv.org. Electronic publishing is increasingly popular in works of fiction as well as with scientific articles. Electronic publishers are able to provide quick gratification for late-night readers, books that customers might not be able to find in standard book retailers (erotica is especially popular in e-Book format), and books by new authors that would be unlikely to be profitable for traditional publishers.

18.11 SUMMARY

From conventional printing to modern technologies such as CD-ROM, the Internet and the WWW are starting to change the paradigm for publishers. The options are increasing. But it is already apparent that there will not be an immediate switch from conventional publishing to electronic, and indeed that not all publications will be suited to electronic production. All the innovations are within our grasp. Certain areas of the publishing world are nearer the digital dream than others. Academic publishers are already prepared to forego print and provide pure electronic information. Printing presses exist that can take digital input and produce just one book at a time. The colour that the digital press can reproduce is improving in quality all the time and the cost of using and owning such equipment is dropping.

18.12 SELF ASSESSMENT QUESTIONS

1. Trace evolution of various printing methods with suitable examples.
2. Explain various stages of the production process of a news paper.
3. Write about the latest printing technologies used by the newspaper production.

18.13 SUGGESTED READING

1. L. S. Burns (2002). *Understanding Journalism*. London, Sage
2. Anna McKane (2006). *News Writing*: London, Sage.
3. Ian Hargreaves (2005). *Journalism: A very short introduction*: London, Sage.

LESSON-19

MAGAZINE PRODUCTION

After reading the lesson, the student will learn about

- History and evolution of magazines and their importance
- Various types of magazines
- Physical features and content of magazines
- Editing process of magazines

Structure of the lesson

- **19.1 Introduction**
- **19.2 Indian magazines**
- **19.3 Functions of magazines**
- **19.4 Types of magazines**
- **19.5 Physical features**
- **19.6 Cover page**
- **19.7 Circulation promotion**
- **19.8 Content**
- **19.9 Editing of magazines**
- **19.10 Consistency and change**
- **19.11 Summary**
- **19.12 Self assessment questions**
- **19.13 Suggested Reading**

19.1 INTRODUCTION

Print media including newspapers, magazines, journals etc also play a vital role of watch dog and present a true picture of the events to people. Magazines offer wide variety of reading material and viewpoints of many people and thus provide better comprehension of the affairs and issues. They provide space for expression of their views and grievances in reader's columns and help to get feedback as a part of effective communication process. This generates debates on various social and other issues and they serve as social vitalisers.

The role of newspapers played in fodder scam in Bihar, Bofors scam, Hawala case, Shabano case is phenomenal. The coverage enlightened people by informing with many unknown facts and discussed about the series of events. In this exercise the magazines are also not left behind. Some magazines even broke stories about misappropriation and scams by means of investigative journalism. Especially the Harshad Mehta Stock scam in 1992 and the recent 2G spectrum scam in the Ministry of Telecommunications were unearthed by magazines which worked for months together to bring facts to the light and apprise people of misappropriation of crores of public money.

19.2 INDIAN MAGAZINES

Magazines are read and appreciated during leisure times. They are written and produced leisurely. Dummy pages of these pages are prepared well in advance. The production department as well as editorial department will have ample time to polish the pages as the

fear of deadlines is not there. There was a magazine boom in India during 1980s. Magazine publication witnessed growth in English as well as in many Indian languages. *India today* and *The Illustrated Weekly of India* have revolutionized the magazine boom from seventies. In early eighties, other magazines like *Gentleman*, *Fashion quarterly*, *Onlooker*, *The Week*, *Sunday* and *Front Line* from *The Hindu* group have also carved a niche in the magazine market. The *India Today* group has treaded a long path from monthly to fortnightly and now is in weekly format and is being published in many Indian languages. The group which started with one general magazine has now expanded its activities and started publishing special magazines such as *Science Today* and *Computers Today*.

The boom continued in India in 1990s despite the closure of long established magazines like *The Illustrated Weekly of India*, *Bombay* and *Blitz*. Specialized magazines in the fields of business, trade, entertainment along with women as well as children magazines became popular. Several special interest periodicals such as *Parenting*, *Auto India* and *Car and Bike* were launched in 1993. In the early 21st century, magazines like *Sunday Indian*, *Tehelka* have become popular.

19.3 FUNCTIONS OF MAGAZINES

Magazines satisfy a whole range of tastes and interests of the public at large. They have homogenous, heterogeneous and special interest readers. Though some magazines are designed for special interest groups they appealed to large sections of masses cutting across socio, economic and intellectual lines.

19.4 TYPES OF MAGAZINES

Generally there are two types of magazines. They are general interest and special interest magazines.

General interest magazines: They cater to large range of people who have varied interests. Whereas increasing affluence, education and leisure have created new readership and enabled people to pursue variety of interest to which hundreds of specialized magazines were born. Explaining the functions of magazines Defluer and Dennis said, the magazines as a contemporary medium continue to serve its surveillance function, monitor activities of various departments, transmit the culture and entertain the population. Its most notable function is correlation that is interpreting the society by bringing together diverse facts, trends and sequences of events. Magazines in essence are the great interpreters of what is happening in society. To attract the attention of readers magazines are becoming more and more innovative than newspapers. The news magazines or social magazines are expanding their reach by catering to the readers with various sections on art, culture, sports, films, business, politics, industry, environment, health, science etc. These opinion magazines also set agendas, shape ideas and set trends. These are read by government officials, business leaders, academicians, educators, intellectuals and all those others who affect public affairs.

Special interest magazines: These magazines cater to the interests of specific groups. Magazines such *Business India*, *Business Today*, women's magazines such as *Femina*, *Women's era*, *Savvy*, *Grihasobha*, *In and out* in interior designing, children magazines such as *Safari*, *Wonder world*, *Chandamama* etc. have earned niche markets. In many fields such as interior designing, architecture, sports, medicine, literature etc. magazines are witnessing rapid growth along with mushrooming of new magazines. Advertisers also patronize magazines especially special interest magazines as they act as media for publicizing their specialized products. For eg. Child products, their accessories can be effectively advertised in

the children magazines so are women's magazines, architecture and interior design magazines. Apart from the regular publication of *Frontline* every year *The Hindu* group also publishes annual reviews on agriculture, industry to give comprehensive picture to the public about the latest situation in these fields. As publishing of magazines is not considered a serious journalistic practice they enjoy freedom of publishing biased, informal information such as gossip, investigation and present their findings in a lengthy manner. They have the choice of publishing a wide range of stories among which some are contemporary and some are not time bound.

Activist magazines: Apart from the mainstream print media alternate media also has emerged to satisfy the interests of certain groups such feminists, environmentalists, minorities, political, social, religious activists etc. These groups complain that their voice is not heard by regular magazines and mainstream press is complacent and biased. Many such publications find it difficult to survive because of shortage of acumen for affective advertising and distribution because of their radical views. But they are given due respect as they provide a platform for people who are intellectuals and activists. Last decade of 20th century and first decade of 21st century have witnessed the birth of magazines such as *Manushi*, *Voices*, *Dalit India*, *Muslim India*, *Mother India*, *Down to Earth* etc. These magazines prioritize concepts and problems such as development, environment, oppression, gender, justice, literature and boost up the activities of related fields to achieve a viable, just and humane alternative to an oppressive present. These magazines provide space for the ideology or view points of the concerned activists, academicians or policy makers, NGOs, academic institutions, research institutes who aim to communicate to masses about their activities, view points and ideas. But the sustenance of these publications becomes doubtful as they do not concentrate on promotion of advertisements and distribution but some of them could manage because of funding by groups. Lack of followers, dedicated team of workers, and lack of market or sometimes dearth of the founders also led to natural death of these publications.

19.5 PHYSICAL FEATURES

Magazines differ from newspapers in their size, format, layout, overall design, presentation and printing techniques. While daily newspapers measure 41x 56cms, magazines or periodicals tend to be around 27cms x 20cms. However there are weeklies such as *Sunday mail*, the *Sunday Observer*. On the lines of magazines some newspapers publish regular, daily special editions also. They are also of similar size, look and design as the daily newspapers. The basic philosophy of a buyer of magazine is different from that of a newspaper reader. While 85% dailies are subscribed to and delivered at homes or offices, more than 50% magazines are looked at before being brought. Hence the magazine covers have special significance. The arrangement of magazines in a stall is somewhat evident in its display. The cover page, contents, price, design strategy to attract the attention of the reader make the magazines class apart from newspapers.

19.6 COVER PAGE

The cover page of the magazine is crucial in attracting the attention of the magazine reader. It is this cover page that compels the readers to buy it. The cover page differs from magazine to magazine depending on the type of it. If magazines like *Business India*, *Business world*, *Business today* or *India today*, *Sunday* and *The week* are put side by side the differences among them could be noticed easily. The content of the cover page and its design drastically differ from one magazine to another. Definitely the cover page of a magazine would be more creative than the newspaper and the priorities of the page keeps changing. Every magazine

has history behind it, and it is evident in their editorial policies, pages and traditions of cover design etc. This tradition or the past pattern of the coverage design tends to set the standard for selection of the alternatives, which may or may not be suitable for particular magazine. The success of the cover page design of a magazine is well established by means of the loose sales of it from the stands.

19.7 CIRCULATION PROMOTION

Though magazines enjoy freedom from deadlines, space, ideology, biases etc. the longevity depends on how strong the distribution and attention of readers are. The main emphasis lies on sales promotion through newspapers and magazines stalls. If the management adopts sales promotion policy the physical features assume significance. Especially cover page and the content raise the potential for sales and promotion. Compared to newspaper reader magazine reader always respects something new and magazines have fixed readership. It is very difficult to expand the readership and bring new readers into its fold. While bulk of the readers remain the same some new readers, however small they may be added with each new edition. When some readers drop out of the subscription the reader profile changes drastically. Tastes, requirements and expectations of magazine readers are highly dynamic and keep changing. Since magazines operate in a competitive environment new challenges from competitors are common.

19.8 CONTENT

News reports, special reports, stories, investigative and interpretative stories, features, photo features, editorials, articles, reviews on books, music, films interviews along with advertisements are found in all magazines. The components of magazines range from serious topics such as international relations to humble content such as children cartoon serials. Many magazines will have fixed style sheet as well the schedule of number of pages and the content that goes into it. Unless and until the magazine decides to opt for a special edition the same routine would continue. Especially cover page story and its type setting are more important in marketing point of view. These are the two things that draw the attention of the reader from the stalls. Since subscription habit is less in case of magazines readership and much of the marketing is dependent on loose sales from the stands. The success of the magazine is measured by the number of readers willing to pay for it and that determines the paid circulation.

The readership profile of a magazine is defined in terms of age group, educational level, marital status, disposable income, nature of job, quality and place of residence, consumption pattern etc. Most general interest magazines are ahead in circulation with a wide spectrum of readers drawn from different age groups, income levels, educational standards etc. The readership profile is defined in terms of groups and percentages. Another factor that tends to influence the price and cover design of magazines is the long term sales promotion strategy of the newspaper management i.e. Editor and Publisher. The most important question generally posed is 'whether the management is trying to build a long term (one to three years) subscription and distribute the magazine through mail as is done by *Readers Digest* or is the main emphasis on sales promotion through newspaper and magazine stalls. In case the management adopts the sales promotion policy of promoting magazines through open sales i.e. through newspapers stalls, the magazine cover design acquires status and sales promotion importance. The cover design should be critically evaluated with the coverage of other magazines of the same genre.

19.9 EDITING OF MAGAZINES

Whatever is the type of magazine, whether it is a trade magazine, cultural, scientific, entertainment, social or any other type, every magazine is carefully edited by the editor himself or by his team if it is from a bigger organization. Generally the magazine aims at informing and entertaining the readers. Since the shelf life of a magazine is longer i.e. it ranges from weekly, biweekly monthly, quarterly or half yearly the producers will have ample time to collect content, edit it and publish it. Hence the reader expects the content of the magazines to be fresh, should sustain interest for considerable time. Newspapers become stale after 24 hours but magazines will have minimum of one week life during which the reader prefers to read it as his time permits him to do so. Of late the magazines have been facing competition from newspapers also as many of them are publishing magazines regularly. Special pullouts such as metro news, entertainment segments, special shopping features, and advertorials are some of these sections which are supplemented to the regular editions of newspapers. Many newspapers are publishing them frequently in their weekly schedule. The magazines have to compete with not only newspapers radio, television but with other media of information and entertainment such as web pages, portals, blogs and websites etc. As such they have to be physically more attractive and from the point of view of contents in a more varied and perfect form than the Sunday newspaper. The front page or the cover page as it is popularly called is the main attraction for the marketing and readership. The reader cannot stop discussing about what the coverage story is and how it is presented. The coverage guides the reader into inside pages which are equally interesting and the editorial department cannot ignore their significance. The content, the treatment, style, careful selection of stories according to the significance of pages, the precision with which they are handled, the headlines, the captions, the layout arouse curiosity.

Since the time and resources are at his disposal copy editors edit the pages with great freedom. The stories are edited, cut or expanded to suit the size of space in an attractive format. Another advantage is stories need not be cut and jumped into other pages but can be continued in consecutive pages. Since magazine stories and articles are written well in advance quite often the lead paragraphs of special articles and features on current issues have to be rewritten by the magazine editorial team and the latest news peg is introduced.

19.10 CONSISTENCY AND CHANGE

Change is a way of life in journalism. This principle applies more effectively to the magazines rather than newspapers in print media. Whenever reader picks up a magazine he expects to find something new in it. However the change can be noticed in predetermined format only. Formats provide a sense of continuity. Format, may be viewed as a rough outline of the newspaper or magazine, its shape and size, placement of its mast head, and the typeface used for it; placement and presentation of the news, views and other contents etc. If a magazine needs change in its style and production one has to give importance to page makeup or design layout for which certain factors are important.

- While majority of the readers will remain the same, some new readers, however small may be added with each new edition
- When some readers dropout the overall readership profile could change
- Tastes, information requirements, entertainment requirements of readers keep changing
- Newspapers and magazines operate in a competitive environment; hence new challenges from competition have to be met

Compared to newspapers, magazine readership is built slowly. It is a painfully slow marketing and editorial effort. With the passage of time most readers get addicted to the nature and quality of presentation of the news, the views and the format in which the newspapers and magazines present their contents. Hence the question that crops up is 'how much and how?' the change should be incorporated in each issue? Since each publication of a magazine is a unique entity, there can be no simple clear cut answer. However, generally it would very much depend on the subject matter of the topics to be covered. In most cases the change would be reflected in the treatment of the topics, language, the quality of illustrations, allotment of space, positioning of articles, typographic changes etc. with the common observation that a picture is worth a thousand words the nature of pictures selected to accompany the composed matter often indicate the degree of change. Pictures or illustrations used indicate the degree of change. Pictures or illustrations are usually the first to be noticed and often draw relatively strong reaction from readers. Hence, it is important that the quality and contents of pictures or illustrations selected should not have to vary from the earlier issues.

19.11 SUMMARY

Print media including newspapers, magazines, journals etc also play a vital role of watch dog and present a true picture of the events to people. Magazines offer wide variety of reading material and viewpoints of many people and thus provide better comprehension of the affairs and issues. They provide space for expression of their views and grievances in reader's columns and help to get feedback as a part of effective communication process. This generates debates on various social and other issues and they serve as social vitalisers. The role of newspapers played in fodder scam in Bihar, Bofors scam, Hawala case, Shabano case is phenomenal and the coverage enlightened people by informing with many unknown facts and discussed about the series of events. In this exercise the magazines are also not left behind. Some magazines even broke stories about misappropriation and scams by means of investigative journalism.

19.12 SELF ASSESSMENT QUESTIONS

1. How does a magazine differ from newspaper? Explain
2. What are salient features of magazines?
3. Write about various types of magazines.

19.13 SUGGESTED READING

1. Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.
2. Mencher, Melvin (2003). *News Reporting and Writing*, New York: McGraw- Hill
3. Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling Publishers Pvt. Ltd.

LESSON-20

ETHICS: OBJECTIVITY AND FAIR PLAY

After reading the lessons, the student will learn about

- Fair play
- Ethics
- Pressure groups

Structure

- **20.1 Introduction**
- **20.2 Norms and ethics**
- **20.3 Fair play**
- **20.4 Pressure groups**
- **20.5 Code of ethics**
- **20.6 Professional Associations**
- **20.7 Combination**
- **20.8 Social standing and training**
- **20.9 Summary**
- **20.10 Self assessment questions**
- **20.11 Suggested reading**

20.1 INTRODUCTION

Collection and dissemination of information is the duty of the media. Because, the press as a mass communication channel operates in a public sphere for the benefit of the readers, the actions of the press are expected to be above ground. The public scrutinizes the actions of the press on all occasions and expects to reflect values and ethics of the profession. In the process of collection and dissemination of information, the press adopts different means to obtain information and occasionally suppresses news from the public because of extraneous reasons.

20.2 NORMS AND ETHICS

The press is, expected to have certain norms and ethics in the collection and dissemination. When the press does not impose self-restraints on its gathering and dissemination process, a regulating mechanism is required. Former Press Council of India chairman P B Sawant in 2001 too noted that the code of ethics all over the world emphasises the following:

- Honesty and fairness
- Reply to critical opinions
- Objectivity in reporting
- Prohibition to receive gifts
- Respect for privacy
- Distinction between fact and opinion
- Not to inflame hatred
- Not to use dishonest means to obtain information
- General standards of decency and taste

A study done in 31 countries on the ethical code, found that journalists adhere to 57 principles and 10 principles are found to be common in all these countries. They are: truthfulness, honesty, accuracy of information, correction of errors, prohibition of discrimination on the basis of race/ethnicity/ religion etc. Respect for privacy, prohibition to accept bribes or any other benefits, fair means in information collection, prohibition to allow any outsider to have influence on the journalistic work, prohibition of discrimination on the basis of sex/class etc., freedom of speech, expression, comment, criticism, and professional secrecy.

The ethical code adopted by the Society of Professional Journalists, Sigma Delta Chi in the USA in 1973 identifies the following as ethics and fair play:

Journalists must be free from obligation from exhibiting any interest on a particular section of the society other than the public's right to know the truth.

- Favors, free travel, special treatment, gifts, or privileges can compromise the integrity of journalists and other employers. Nothing of value should be accepted.
- Secondary employment, political involvement, holding public office, and service in community organizations should be avoided if it comprises the integrity of journalists and their employers. Journalists and their employers should conduct their personal lives in a manner, which protects them from conflict of interest, real or apparent. Their responsibilities to the public are permanent. That is the nature of the profession.
- Journalists acknowledge the newsman's ethic of protecting confidential sources of information.
- So-called news communications from private sources should not be published or broadcast without substantiation of their claims to news value.
- Journalists will seek news that serves the public interest, despite the obstacles. They will make constant efforts to assure that the public's business is conducted in public and that public records are open to public inspection.

20.3 FAIR PLAY

Journalists at all times should show respect for dignity, privacy, rights well-being of people encountered in the course of gathering and presenting the news.

- The news media should not communicate unofficial charges affecting reputation or moral character without giving the accused a chance to reply.
- The news media must guard against invading a person's right to privacy.
- The media should not pander to morbid curiosity about details of vice and crime.
- It is the duty of news media to make prompt and complete correction of their errors.
- Journalists should be accountable to the public with their reports and the public should be encouraged to voice its grievances against the media. Open dialogue with our readers, viewers, and listeners should be fostered.

Though these codes specifically mention that public accountability and privacy of the individual seem to be important, the media violate them while asking for absolute freedom to discharge its duties. Thus, in many countries, certain elements of free press are regulated such as press freedom, freedom of expression, privacy, libel/defamation/slander, right to reply, access to public information, discrimination, pre-condemnation and court proceedings, responsibility of the publication, censorship, source protection and minors. For example, the Indian Government imposes restrictions on the press not to disclose certain information.

According to Soli Sorabjee in 1990 the government considered the following as secret under Official Secrets Act, 1923 although the entire information is not officially secret:

- International relations and national security;
- Law enforcement and prevention of crime
- International deliberations of the government
- Information obtained in confidence from some source outside the government
- Information which, if disclosed would violate the privacy of an individual
- Information, particularly of an economic nature, which if disclosed, would confer an unfair advantage on some person or subject some person or government to an unfair disadvantage
- Information which is covered by legal professional privilege, like communication between a legal adviser and his client
- Information about scientific discoveries and inventions and improvements, essentially in the field of weaponry

Despite the code of ethics and the law in certain countries, if the press violates the code, what can be done to enforce the code and make the media accountable? Interestingly, two ways can be adopted to make the media accountable viz., individuals and pressure groups.

Nevertheless, the press has to function in a democracy and the press is given an opportunity to justify its actions in the face plaintiff's claim of being defamed. The defences are

- Justification or truth
- Fair comment
- Privilege which may be either absolute or qualified.

In most of the countries, invasion of privacy of individuals is considered an offence. The United Kingdom, France, and Spain protect individuals' privacy through laws. For example, the British super model Kate Moss sued a tabloid newspaper, *Daily Mail* for accusing her for turning up for a photo shoot incapacitated with drugs or alcohol. The allegations published in the newspaper were false and completely unfounded. The paper admitted that it committed a mistake and apologised. The paper agreed to pay libel damages to the model (*The Hindustan Times*, May 14, 2001). Arun Shourie, the prominent journalist suggested things to do by the readers when the newspapers indulge in platitudes. The suggestions are:

- Demand that their paper comes clean about a mistake;
- Watch out for "news" that is obviously a plant-and most often the whole thing is so crudely done that the alert reader should have little difficulty in spotting it- and when they locate such items, inundate the editors with letters demanding the bases of the items;
- Demand that each time the paper or nay journalist working on it receives a favour from a government –Centre or state, Indian or foreign – it must publish the information in the paper;
- Launch a campaign for the reformation of court procedures so that papers cannot misuse the courts to delay the proceedings;
- Choose papers intelligently rather than continuing to buy a paper just because their grandfather bought it.

20.4 PRESSURE GROUPS

Pressure groups can be formed to fight for media accountability. Normally, groups of people rely on media for information for their day-to-day information. In fact, media may

sensationalise the news and may exaggerate the situation. For example, an overzealous hockey fan Andrew Linnehan posted a letter on the Internet on May 23, 2002 questioning the media coverage of sports events.

With this view, the organization has set certain objectives for functioning:

- Educate citizens on their media rights;
- Build a national coalition for media accountability
- Establish local campaigns, a clearing house for media activism and develop citizen feedback forums that hold television broadcasters accountable for serving the interests of the overall community;
- Create a socially responsible media that is accountable to the public. The purpose is to create a healthy media environment for the young people.

Similarly, another organisation, “Media Monitor Networks” was set up in October 2000 as “a non-profit, non-biased and non-political platform” to counter information warfare and fabricated propaganda in the world media and to promote the whole truth, fairness and accuracy in news reporting. The organisation says accountability of the press is necessary to reduce corruption, fraud and disinformation in many news media organisations. However, the organisation is of the view that independent, aggressive, critical, and free press is essential to an informed democracy. More over, another organisation, Accuracy in Media, which was launched in 1969 at Washington, is working for the same purpose.

20.5 CODE OF ETHICS

The current Code of Ethics and Professional Conduct of the Radio-Television News Directors Association states that journalists should present the news accurately, and the American Society of Newspaper Editors Statement of Principles includes an article on truth and accuracy. Fact-checking is a tool used in newsrooms to catch inaccuracies before they make it into news reports.

20.6 PROFESSIONAL ASSOCIATIONS

News gathering may involve documentation, detective work, outright research, or combining findings from existing databases. Other specialists such as photographers, technicians, designers, and the like are central to producing content but are not responsible for the full journalistic text. Furthermore, media work involves observing events and images or fetching information from outside sources, transcribing or transforming the information, and finally editing and framing the information into a preset template. It is difficult to pursue journalism outside editorial departments. Joining a professional journalist association usually requires gaining one's main livelihood by working fulltime in the editorial department of a media organization. Getting hired by a publisher is still one of the main criteria for entering journalism and for being admitted to a professional organization.

20.7 COMBINATION

Codes of ethics serve as a combination of abstract principles and guidelines to professional values and conduct, which unite journalists working under different conditions. Codes began to appear in the 1920s, but most codes emerged after World War II. The Society of Professional Journalists in the US revised its code of ethics in 1996 and did not mention, as in previous versions, *objectivity* of journalistic texts as the cornerstone for professionalism. Instead the code now emphasizes journalists' active role in the mediating process: seeking truth, minimizing harm, acting independently, and being accountable. The growing

importance of professional standards help journalists identify more with their job than with their media organization, but no wide agreements exist on how to staff a media organization and edit content, or on what minimum quality standards apply to journalistic products. The power to reorganize media organizations still rests with the publisher. The formation of associations for journalists followed a sequence resulting from changes in the newspaper industry in each country and from the ensuing changes in journalists' position within the work organization of newspapers, as well as from changes in the social standing of journalists. Only recently have organizations been active in pursuing professional objectives beyond the codes of ethics.

20.8 SOCIAL STANDING AND TRAINING

The social standing of journalists has been ambiguous throughout journalism history and still varies widely for at least three reasons: because journalism covers many different jobs, from manual to intellectual, because their control of what gets published varies greatly, and because journalists' characteristics are hard to describe. General literati, essayists, professors, and members of the free professions were among the forerunners of the journalist today. In the early nineteenth century much of the news gathering and manuscript editing still occurred outside the printer's shop. The network of regular contributors included out-of-town correspondents as well as legmen roaming the streets in metropolitan cities, visiting courts, harbors, and the like, and hunting for news. Around the end of the nineteenth century, when reporters moved to offices sheltered inside newspaper headquarters in metropolises around the world, their qualifications also changed. Newspapers came to emphasize a daily news cycle that demanded continuous surveillance of sundry events. Efficiency in writing all sorts of copy became the main qualification of journalists, making journalism more a job for handymen and wordsmiths than for specialists or independent intellectuals. At the same time the editorial hierarchy grew, adding layers of subeditors, rewriters, reviewers, and special correspondents, threatening to de-skill journalism in an industrial environment.

20.9 SUMMARY

Simply stated, "ethics" refers to standards of conduct derived from moral values. Those standards vary greatly from discipline to discipline and person to person, and even philosophers approach ethics from multiple directions. But in its most basic form these are concepts of right and wrong behavior, not limited to what is required by law. Law deals with only a limited range of "wrong" behavior, especially in the context of advertising. The law and codes of ethics mainly include truthfulness, honesty, and accuracy of information; correction of errors; prohibition of discrimination on the basis of race/ethnicity/religion; respect for privacy; prohibition of accepting bribes or any other benefits; fair means in information collection; prohibition of any outsider influences on the journalistic work; prohibition of discrimination on the bases of sex/social class; freedom of expression of any kind; and professional secrecy.

20.10 SELF ASSESSMENT QUESTIONS

1. What is meant by ethics?
2. How ethics is related to journalism. Explain
3. What are the codes of mass media in practice in various countries?

20.11 SUGGESTED READING

1. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
2. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
3. Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.

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