

**DR. M.G. R. GOVERNMENT ARTS AND SCIENCE COLLEGE
FOR WOMEN
VILLUPURAM – 605 401**
***Journalism and Mass Communication
(BEEN 55A) III YEAR SEMESTER-5***

SEMESTER V

**ELECTIVE PAPER I –
JOURNALISM & MASS COMMUNICATION**

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Prescribed Texts

1. Vir Aggarwal & V.S.Gupta., **Handbook of Journalism and Mass Communication**, Concept Publishing Company, New Delhi.
2. Puri. G.K. **Competition Success: Review Communication** . New Delhi: Sudha Publication,
3. Roy, Baron, **Beginner's Guide to Journalism**, New Delhi: Pushtak Mahal, 2003.
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Unit-1

Mass Communication- Origin and Development

Need for Communication

We **communicate** for a variety of reasons! We use **communication** to share information, comment, ask questions, express wants and needs, develop social relationships, social etiquette, etc. **Communication** is much more than wants and needs. Exchanging information grows through the years.

Types of Communication

Verbal Communication

Verbal communication occurs when we engage in speaking with others. It can be face-to-face, over the telephone, via Skype or Zoom, etc. Some verbal engagements are informal, such as chatting with a friend over coffee or in the office kitchen, while others are more formal, such as a scheduled meeting. Regardless of the type, it is not just about the words, it is also about the caliber and complexity of those words, how we string those words together to create an overarching message, as well as the intonation (pitch, tone, cadence, etc.) used while speaking. And when occurring face-to-face, while the words are important, they cannot be separated from non-verbal communication.

Non-Verbal Communication

What we do while we speak often says more than the actual words. Non-verbal communication includes facial expressions, posture, eye contact, hand movements, and touch. For example, if you're engaged in a conversation with your boss about your cost-saving idea, it is important to pay attention to both their words and their non-verbal communication. Your boss might be in agreement with your idea verbally, but their nonverbal cues: avoiding eye contact, sighing, scrunched up face, etc. indicate something different.

Written Communication

Whether it is an email, a memo, a report, a Facebook post, a Tweet, a contract, etc. all forms of written communication have the same goal to disseminate information in a clear and concise manner – though that objective is often not achieved. In fact, poor writing skills often lead to confusion and embarrassment, and even potential legal jeopardy. One important thing to remember about written communication, especially in the digital age, is the message lives on, perhaps in perpetuity. Thus, there are two things to remember: first, write well – poorly constructed sentences and careless errors make you look bad; and second, ensure the content of the message is something you want to promote or be associated with for the long haul.

Listening

The act of listening does not often make its way onto the list of types of communication. Active listening, however, is perhaps one of the most important types of communication because if we cannot listen to the person sitting across from us, we cannot effectively engage with them. Think about a negotiation – part of the process is to assess what the opposition wants and needs. Without listening, it is impossible to assess that, which makes it difficult to achieve a win/win outcome.

Visual Communication

We are a visual society. Think about it, televisions are running 24/7, Facebook is visual with memes, videos, images, etc., Instagram is an image-only platform, and advertisers use imagery to sell products and ideas. Think about from a personal perspective – the images we post on social media are meant to convey meaning – to communicate a message.

7 Major Elements of Communication Process

Seven major elements of communication process are: (1) sender (2) ideas (3) encoding (4) communication channel (5) receiver (6) decoding and (7) feedback.

Communication may be defined as a process concerning exchange of facts or ideas between persons holding different positions in an organisation to achieve mutual harmony. The communication process is dynamic in nature rather than a static phenomenon.

Communication process as such must be considered a continuous and dynamic inter-action, both affecting and being affected by many variables.

(1) Sender:

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

(2) Ideas:

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

(3) Encoding:

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

(4) Communication Channel:

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

(5) Receiver:

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

(6) Decoding:

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

(7) Feedback:

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

Barriers in Communication

Barriers of Communication: This far we have seen what we mean by the process of communication. But, at times even after taking care of every other detail some misunderstandings arise. So, to eliminate these misunderstandings, we have to understand the most common barriers to effective communication.

Barriers to Effective Communication

The process of communication has multiple barriers. The intended communicate will often be disturbed and distorted leading to a condition of misunderstanding and failure of communication. The Barriers to effective communication could be of many types like linguistic, psychological, emotional, physical, and cultural etc. We will see all of these types in detail below.

Although the barriers to effective communication may be different for different situations, the following are some of the main barriers:

- Linguistic Barriers

- Psychological Barriers
- Emotional Barriers
- Physical Barriers
- Cultural Barriers
- Organisational Structure Barriers
- Attitude Barriers
- Perception Barriers
- Physiological Barriers
- Technological barriers
- Socio-religious barriers

Linguistic Barriers

The language barrier is one of the main barriers that limit effective communication. Language is the most commonly employed tool of communication. The fact that each major region has its own language is one of the Barriers to effective communication. Sometimes even a thick dialect may render the communication ineffective.

Psychological Barriers

There are various mental and psychological issues that may be barriers to effective communication. Some people have stage fear, speech disorders, phobia, depression etc. All of these conditions are very difficult to manage sometimes and will most certainly limit the ease of communication.

Emotional Barriers

The emotional IQ of a person determines the ease and comfort with which they can communicate. A person who is emotionally mature will be able to communicate effectively. On the other hand, people who let their emotions take over will face certain difficulties.

A perfect mixture of emotions and facts is necessary for effective communication. Emotions like anger, frustration, humour, can blur the decision-making capacities of a person and thus limit the effectiveness of their communication.

Physical Barriers to Communication

They are the most obvious barriers to effective communication. These barriers are mostly easily removable in principle at least. They include barriers like noise, closed doors, faulty equipment used for communication, closed cabins, etc. Sometimes, in a large office, the physical separation between various employees combined with faulty equipment may result in severe barriers to effective communication.

Cultural Barriers of Communication

As the world is getting more and more globalized, any large office may have people from several parts of the world. Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behaviour will change drastically from one culture to another.

Organisational Structure Barriers

As we saw there are many methods of communication at an organizational level. Each of these methods has its own problems and constraints that may become barriers to effective communication. Most of these barriers arise because of misinformation or lack of appropriate transparency available to the employees.

Attitude Barriers

Certain people like to be left alone. They are the introverts or just people who are not very social. Others like to be social or sometimes extra clingy! Both these cases could become a barrier to communication. Some people have attitude issues, like huge ego and inconsiderate behaviours.

Perception Barriers

Different people perceive the same things differently. This is a fact which we must consider during the communication process. Knowledge of the perception levels of the audience is crucial to effective communication. All the messages or communicate must be easy and clear. There shouldn't be any room for a diversified interpretational set.

Physiological Barriers

Certain disorders or diseases or other limitations could also prevent effective communication between the various channels of an organization. The shrillness of voice, dyslexia, etc are some examples of physiological barriers to effective communication. However, these are not crucial because they can easily be compensated and removed.

Technological Barriers & Socio-religious Barriers

Other barriers include the technological barriers. The technology is developing fast and as a result, it becomes difficult to keep up with the newest developments. Hence sometimes the technological advance may become a barrier. In addition to this, the cost of technology is sometimes very high.

The Seven C's of Communication

1. Clear

When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either. To be clear, try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say. Information and actions required, must be clear so the reader has the information they need to take action.

2. Concise

When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three.

- Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."
- Are there any unnecessary sentences?
- Have you repeated the point several times, in different ways?

3. Concrete

When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laser-like focus. Your message is solid.

4. Correct

When your communication is correct, it fits your audience. And correct communication is also error-free communication.

- Do the technical terms you use fit your audience's level of education or knowledge?
- Have you checked your writing for grammatical errors? Remember, spell checkers won't catch everything.
- Are all names and titles spelled correctly?

5. Coherent

When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

6. Complete

In a complete message, the audience has everything they need to be informed and, if applicable, take action.

- Does your message include a “call to action,” so that your audience clearly knows what you want them to do?
- Have you included all relevant information – contact names, dates, times, locations, and so on?

7. Courteous

Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. You keep your reader’s viewpoint in mind, and you’re empathetic to their needs.

Functions of Mass Communication

Mass communication doesn’t exist for a single purpose. With its evolution, more and more uses have developed and the role it plays in our lives has increased greatly. Wright characterizes seven functions of mass communication that offer insight into its role in our lives.

- **Surveillance.** The first function of mass communication is to serve as the eyes and ears for those seeking information about the world. The internet, televisions, and newspapers are the main sources for finding out what’s going around you. Society relies on mass communication for news and information about our daily lives, it reports the weather, current issues, the latest celebrity gossip and even start times for games. Do you remember the Boston Marathon Bombing that happened in 2013? How did you hear about it? Thanks to the internet and smart phones instant access to information is at the users fingertips. News apps have made mass communication surveillance instantly accessible by sending notifications to smartphones with the latest news.
- **Correlation.** Correlation addresses how the media presents facts that we use to move through the world. The information received through mass communication is not objective and without bias. People ironically state “it must be true if it’s on the internet.” However, we don’t think that in generations past people must have without a doubt stated it “has to be true” because it was on the radio. This statement begs the question, how credible are the media? Can we consume media without questioning motive and agenda? Someone selects, arranges, interprets, edits, and critiques the information used in the media. If you ask anyone who works for a major reality TV show if what we see is a fair representation of what really happens, the person would probably tell you “no.”
- **Sensationalization.** There is an old saying in the news industry “if it bleeds, it leads,” which highlights the idea of Sensationalization. Sensationalization is when the media puts forward the most sensational messages to titillate consumers. Elliot observes, “Media managers think in terms of consumers rather than citizens. Good journalism sells, but unfortunately, bad journalism sells as well. And, bad journalism-stories that simply repeat government claims or that reinforce what the public wants to hear instead of offering independent reporting -is cheaper and easier to produce” (35).
- **Entertainment.** Media outlets such as People Magazine, TMZ, and entertainment blogs such as Perez Hilton keep us up to date on the daily comings and goings of our favorite celebrities. We use technology to watch sports, go to the movies, play video games, watch YouTube videos, and listen to iPods on a daily basis. Most mass communication simultaneously entertains and informs. People often turn to media during our leisure time to provide an escape from boredom and relief from the predictability of our everyday lives. We rely on media to take us places we could not afford to go or imagine, acquaints us with bits of culture, and make us laugh, think or cry. Entertainment can have the secondary effect of providing companionship and/or catharsis through the media we consume.
- **Transmission.** Mass media is a vehicle to transmit cultural norms, values, rules, and habits. Consider how you learned about what’s fashionable in clothes or music. Mass media plays a significant role in the socialization process. We look for role models to

display appropriate cultural norms, but all too often, not recognizing their inappropriate or stereotypical behavior. Mainstream society starts shopping, dressing, smelling, walking, and talking like the person in the music video, commercial, or movies. Why would soft drink companies pay Kim Kardashian or Taylor Swift millions of dollars to sell their products? Have you ever bought a pair of shoes or changed your hairstyle because of something you encountered in the media? Obviously, culture, age, type of media, and other cultural variables factor into how mass communication influences how we learn and perceive our culture.

- **Mobilization.** Mass communication functions to mobilize people during times of crisis (McQuail, 1994). Think back to the Boston Marathon Bombing. Regardless of your association to the incident, Americans felt the attack as a nation and people followed the news until they found the perpetrators. With instant access to media and information, we can collectively witness the same events taking place in real time somewhere else, thus mobilizing a large population of people around a particular event. The online community Reddit.com is a key example of the internet's proactivity. While the FBI was investigating the bombing, the Reddit community was posting witness's photos and trying to help identify the culprits. People felt they were making a difference.
- **Validation.** Mass communication functions to validate the status and norms of particular individuals, movements, organizations, or products. The validation of particular people or groups serves to enforce social norms (Lazarsfeld & Merton). If you think about most television dramas and sitcoms, who are the primary characters? What gender and ethnicity are the majority of the stars? What gender and ethnicity are those that play criminals or those considered abnormal? The media validates particular cultural norms while diminishing differences and variations from those norms. A great deal of criticism focuses on how certain groups are promoted, and others marginalized by how they are portrayed in mass media.

Unit-II JOURNALISM

What is Journalism?

Journalism is the production and distribution of reports on current events based on facts and supported with proof or evidence. The word journalism applies to the occupation, as well as collaborative media who gather and publish information based on facts and supported with proof or evidence. Journalistic media include print, television, radio, Internet, and, in the past, newsreels. Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities.

History of Journalism

In 1556, the government of Venice first published the monthly *Notizie scritte* ("Written notices") which cost one *gazzetta*, a Venetian coin of the time, the name of which eventually came to mean "newspaper".

By 1400, businessmen in Italian and German cities were compiling handwritten chronicles of important news events, and circulating them to their business connections. The idea of using a printing press for this material first appeared in Germany around 1600.

The first true newspaper was the weekly *Relation aller Fuernemmen und gedenckwürdigen Historien* ("Collection of all distinguished and memorable news"), started in Strasbourg in 1605. Newspapers in all major countries became much more important in the 19th century because of a series of technical, business, political, and cultural changes. High-speed presses and cheap wood-based newsprint made large circulations possible. The rapid expansion of elementary education meant a vast increase in the number of potential readers. Political parties sponsored newspapers at

the local and national levels. Toward the end of the century, advertising became well-established and became the main source of revenue for newspaper owners.

The number of newspapers in Europe in the 1860s and 1870s was steady at about 6,000; then it doubled to 12,000 in 1900. In the 1860s and 1870s, most newspapers were four pages of editorials, reprinted speeches, excerpts from novels and poetry and a few small local ads. They were expensive, and most readers went to a café to look over the latest issue. There were major national papers in each capital city, such as the London Times, the London Post, the Paris Temps and so on. They were expensive and directed to the National political elite. Every decade the presses became faster, and the invention of automatic typesetting in the 1880s made feasible the overnight printing of a large morning newspaper.

India has a long history of the freedom struggle that included various challenges.

The freedom of the Press in India has also endured a saga of fights against draconian authorities which attempted to suppress information.

Pre-independence

The first newspaper in India is credited to James Augustus Hickey, who launched The Bengal Gazette, also the Calcutta General Advertiser, in 1780. The paper lasted just two years before being seized by the British administration in 1782 for its outspoken criticism of the Raj. Several other newspapers followed such as The Bengal Journal, Calcutta Chronicle, Madras Courier, and Bombay Herald. All of them, however, were curtailed by censorship measures imposed by the British East India Company.

Throughout 1799, 1818 and 1823, the colonial administration enacted several Acts to regulate the press in the country. The legislative outlier during this period was the Press Act of 1835, better known as the Metcalfe Act, which introduced a more liberal press policy.

This lasted till the revolt of 1857, after which, a perturbed foreign administration, shaken by the mutiny, introduced the Licensing Act in 1857. It gave the colonial administration the powers to stop publication and circulation of any printed material.

In 1867, the administration enacted the Registration Act, which required every book or newspaper to bear the name of the printer, the publisher and the place of publication. Additionally, all books were to be submitted to the local government within a month of their publication.

Mahatma Gandhi's Salt Satyagraha widely used the Press to rally the masses against the British. This further heightened the tension between the Press and the government. With Gandhi's arrest in 1930, the government enacted The Press (Emergency Powers) Act of 1931. It gave the provincial governments censorship powers.

The outbreak of the Second World War in September 1939 brought further restrictions. The government demanded stiffer censorship, in spite of the Press Emergency Act of 1931. It controlled and filtered international news that was coming in.

Amidst such acts of censorship, the All-India Newspapers Editors' Conference was conceived. It was aimed to be a protector of press rights in the country. It fought with the British government to lift the restrictions and advocated for better relations with the government.

Post Independence

The Press Enquiry Committee was set up in 1947 with the aim of examining press laws in the light of fundamental rights formulated by the Constituent Assembly.

A Press Commission was set up under Justice Rajadhyaksha in 1954. A major recommendation of the committee was the establishment of the All India Press Council. It was formally established on 4 July, 1966, as an autonomous, statutory, quasi-judicial body, with Justice J.R. Mudholkar, then a judge of the Supreme Court, as chairman.

Today, there is no formal body that exclusively deals with the freedom of Press in the country. All matters concerning the freedom of the Press falls under Article 19(1)(a) of the Constitution, which states that "All citizens shall have the right to freedom of speech and expression..." . These freedoms are restricted under Article 19(2) that prevents absolute power under 19(1).

Other self-regulatory organisations such as News Broadcasters Association (NBA) and Broadcast Editors Association (BEA) were established that self-regulates the news content aired on television.

The electronic media complies with the guidelines of Central News Media Accreditation Guidelines, 1999, which falls under the Central Press Accreditation Committee that grants accreditation to the representatives of media organisations.

The role and functions of the Press

Role of the press:

The **press** plays an important role in the modern age. In spite of the heavy impact of television and radio news coverage on the public, newspapers still continue to serve as the basic news medium for a majority of the population.

Among the press's roles are what are called the "three I's"—information, interpretation, and interest. Roger Hilsman, a political scientist and State Department official in the John F. Kennedy administration, identified "the gathering and dissemination of information" as a major function of the press.

The role of the press is to support this in two ways:

- 1) to inform the public on what is being discussed, and the background to what is being discussed, and
- 2) to promote conversation and debate around political issues so that no change or action may go through unnoticed, for such things, not being approved by the public, cannot with any certainty represent the will of the public.

For a democracy to be a true democracy, the people must be active participants in political discourse, and for this to happen, the press itself must be an active agent that brings this about. The role of the press is not to entertain or to educate, or even to merely inform. The role of the press is to bring about real political discourse.

The press as a public watchdog

The role of the press as a watchdog is a traditional characterisation of the role of the news media in particular.

The media as 'a watchdog of the society [monitoring] the activities of public administrations and other institutions and practices that directly and indirectly affect the public'.¹⁶ This watchdog role can take many forms, depending on the nature of the medium concerned, as well as on the state of democracy and development in a particular country. Essentially, this role is to provide information — to be the 'eyes and ears' of the public in monitoring what is happening in public life by reporting on daily events as they unfold.

Reporting on government

When one thinks of the press as a watchdog, one thinks of the press as report-ing on the happenings of government. It involves reporting on the programmes and activities of the three branches of government:

The legislature: Its activities include not only deliberating upon and passing legislation, but also important committee work, overseeing the executive's operations and being the body to which public authorities are generally accountable.

The executive: Its activities include the day-to-day management of government and government policy development. The activities of all ministries and government departments fall under the auspices of the executive, which is essentially the 'engine room' of governance in a country. The media needs to be able to report on all these ministries — finance, health, trade, education, sports and more.

Reporting on economic development

Economic issues can be as important as political ones. Hence, a watchdog press also needs to report on economic developments and news. While these will often overlap with government-related reporting (for example, when covering issues such as interest rates, unemployment figures, gross domestic product figures, the budget, development projects or the use of international donor aid), this is not always necessarily the case. Often economic issues involve the private sector, and a watchdog press will need to be able to report on the activities of major corporations and concerns in all spheres of the economy, including energy, mining, oil operations, agriculture, manufacturing and services. In doing so, the press needs to keep the public informed about the side-effects of economic activity, such as the actions of polluting companies.

Reporting on social issues

The press also needs to be able to report accurately on the social life of the nation. This means covering artistic and cultural happenings and sporting events, as well as social trends and developments that impact on the daily life of all, including children, the youth, the elderly and the disabled.

The press as detective

The role of detective is a critical adjunct to the role of the press as public watchdog; however, it is dealt with separately here to emphasise the difference between reporting on public affairs and journalistic investigations into wrongdoing in the administration of public affairs.

The press as a public educator

The press also plays a general educative role in society. The media (print or electronic) can inform the adult population about a wide range of educational topics, including climate change, nutrition, health (especially concerning diseases such as HIV and Aids, malaria and diabetes) basic money management and budgeting, developments in agriculture, child care and the like.

Functions of Journalism are to Inform, Educate, Guide and Entertain

Information

This function includes all reports, news and happenings concerning the daily life. It covers all news regarding government politics, foreign affairs, weather, accident, business, labour, education.

Interpretation of News

The need for interpreting and explaining the news in our day and age is readily manifold because their own fields of knowledge baffle even the specialists at times. Accordingly, present day journalism sees to it that along with its announcement of a fact, event or theory, the reader or listener also gets explanation, background material interpretation and diagrams. These are all aimed at helping an individual to achieve a better understanding of the significance of what he reads or hears.

Entertainment

Side by side with its more serious roles as a purveyor of information, interpreter and molder of opinion, journalism lays increasing emphasis on its function as an entertainer. Under this Function can be included all types of fiction like comic strips stories amusing aspects of everyday life etc. It

also includes factual material sports news, theater reviews and hobby columns, which deal with leisure.

Advertising

This function of the press can very easily be recognized because it is commercially oriented. Sometimes, the advertisements also have some public service message under the prestige advertisements regarding family planning, driving safely, childcare, health care etc. The commercially oriented advertising seeks to promote the sale of their goods. Advertising also plays a very important role in the success of running a mass media. Advertising provides the largest part of the revenue to finance the most elaborate technically sophisticated press system. In fact all sorts of daily newspapers, magazines; publications depend on advertising revenue. Advertisement also supplies essential marketing information to the public and helps information businessmen of changes within their fields.

News Function

The most important and exacting function of journalism / newspaper is the provision of a daily or periodical supply of news and all the news. The provision of news to the readers is a basic concept of journalism.

The function includes all reports news and happenings concerning the daily life, it does include any information involving or regarding Govt. politics, foreign affairs, weather, accidents, business, education etc.

Opinion for Motives

It means influence the opinion of the readers through editorials, articles or certain special features. In journalism people are not only informed, guided and entertained but they all influenced to have their opinion on certain issues. In certain cases, the opinion of people is diverted to another direction, sometimes, to negative and sometimes to positive direction.

Guidance

The journalism / newspapers not only provide the information to the people but they also educate people by providing guidance on various issues through the editorials and column.

Journalism as a Career

Journalism is a dynamic, fast-paced and very competitive field that includes skills such as writing, editing, and researching. Journalists play a major role in the development of a nation. They gather information about business, politics, culture, arts, history, economics, entertainment, and sports. They are professionally trained people who investigate and report events, issues, and trends to the audiences through magazines, blogs newspapers, books, radio, television, and social media. Journalists have a number of roles and responsibilities that they must consider throughout the course of their entire careers. The job of a journalist involves interviewing sources, attending events, conducting research to uncover interesting and significant news, interviewing key persons (witnesses, sources, etc.) to obtain more information, maintaining notes and audio recordings, reading press releases, liaising with editors, sub-editors, designers, and photographers and verifying statements and facts.

Types of Job Roles Journalist

There are several career choices and job profiles for journalists. Following are some of the job profiles for journalists that one can opt for:

Photo Journalist

The job of a photo-journalist involves taking photographs or film video segments, capturing images in an authentic and ethical manner and editing photographs or video for publication.

Researchers

To be a researcher, one must be creative and inquisitive. The job of a researcher involves doing the research work for the channel or the website.

Copywriter

Copywriters are responsible for generating words, slogans, and audio scripts that accompany advertising visuals. He/she is responsible for taking a client's advertising brief and generating original copy ideas that grab the attention of the target audience.

Public Relations Specialist

The role of public relations specialist involves creating and maintaining a favourable public image for the organizations they work for. They shape public perception and increase brand awareness.

Editor

Editor work on newspapers, magazines, and online media. The job of an editor is to work with writers to plan and edit content for publication. Editors have to ensure uniformity and continuity of the print media.

Reporter

A newspaper, magazine, news agency, radio, or television reporter has a job of informing the public about news and events. They work on tight deadlines in a fast-paced environment.

Social Media Specialist

A social media specialist is responsible to work for a brand or organization. He/she communicates with the public through social media platforms to build a favourable reputation.

Pros of becoming a Journalist

- Being a journalist helps you to develop various skills such as writing, reporting, editing, headline writing, photography and page design.
- One will become skilled at interviewing sources and will have an opportunity to write various kinds of news/stories about a variety of topics.

Cons of becoming a Journalist

- Journalism is an extremely competitive to get into and there is a low job security.
- One will have to work on unsociable hours that includes late nights, weekends and holidays.

Essential Qualities of a Good Journalist

- A Way with Words.
- Thorough Knowledge.
- Investigative Skills.
- Effective Communication Skills
- Professionalism and Confidence.
- Persistence and Discipline.
- Ethics are Important Too.

Ethics and Integrity

- A solid ethical core characterizes a good journalist.
- Fairness, objectivity and honesty matter when reporting everything from local referendums and proposed state tax increases to presidential elections.
- Professional journalists abhor fake news based on rumor, innuendo and unverifiable anonymous tips.
- Reporters should only share opinions in newspaper editorial pieces.

Courage and Boldness

- Good journalists push themselves to dig deeper and ask tough questions.
- They put personal feelings aside to boldly unearth the truth about newsworthy people, places and events.
- Courage is vital to investigating what is happening at the scene. They are not satisfied making phone calls from a comfortable desk in the newsroom when covering major happenings. For example, newspaper journalists may travel to the scene of dangerous

floodwaters in their community and talk to volunteers who are helping sandbag a faltering dam.

Expert Communication Skills

- Along with impeccable character, newspaper journalists must be skilled communicators to interview sources and write in-depth stories.
- Newspaper journalists include background information and needed detail to give context to a more nuanced understanding of the issue by the reader.
- Typically, journalists have a bachelor's degree in communication or journalism and relevant undergraduate experience, such as writing for their college newspaper. You must be highly proficient in English grammar, technical writing and proper attribution of sources to be a good newspaper journalist and not lose your job.

Knowledge of Technology

- Newspaper journalists follow and use social media appropriately to provide immediate and transparent coverage of happening events. They know how to use the internet to research stories and access public records when engaging in investigative journalism.
- Technology, such as Facebook and LinkedIn help them contact potential sources to request information or an interview.

Investigative Skills

- Good newspaper journalists have an analytical mind and base stories on evidence and facts, not emotion. They are astute observers and instinctively sense when there is much more to a story than what is being shared at a news conference,
- for example. Critical thinking skills are crucial when weighing conflicting accounts of an incident and assessing the credibility of sources.
- They exercise sound judgment when blogging or writing yet unverified information on the newspaper's website during a breaking story.
- Even when faced with looming deadlines, good newspaper journalists take time to get a balanced accounting of the subject.

News is information about current events. This may be provided through many different media: word of mouth, printing, postal systems, broadcasting, electronic communication, or through the testimony of observers and witnesses to events

a report of recent events or unknown information I have good news! We won! 2 :

information or recent events reported in a newspaper or magazine or on a broadcast. 3 :

broadcast of information on recent events We saw pictures of a flood on the evening news.

4 : an event that is interesting enough to be reported.

Unit-III
PRINT MEDIA

What is News?

News is information about current events. This may be provided through many different media: word of mouth, printing, postal systems, broadcasting, electronic communication, or through the testimony of observers and witnesses to events.

Oxford Dictionary defines it as “New information, the report of latest incident”.

According to Gerald W. Johnson, “News is the report of such incidents as in writing them, a first rank journalist feels satisfied”.

According to William F. Brook, “News is in fact a synonym of the unexpected.”

According to William Stead, “Everything which is extra-ordinary and unusual is called news”.

Timeliness: News must be timely and new. It will not arouse interest if it is already known, or brought to notice long after its occurrence.

Nearness or Proximity: People are more interested in what happens in their own village, town, country rather than distant places. Similarly, they are more concerned in the occurrence of an immediate impact on them. The news that the price of rice may rise due to strike of local transporters, will make them sit up than a report that Government subsidy for fertilizers has been abolished.

Conflict: People gather in street if and when there is a fight. Conflicts of all kinds are a part of life and make a good copy.

Prominence: What happens to important people makes news. The value of the news increases with the prominence of the person involved. What the prominent people say is also very important for a reporter, particularly, if they make some announcements which have an impact on the common people.

Human interest: People are interested in what is happening to other people. The oddities, humour, tragedy, triumph over handicaps, stories involving children, animals- all make good human-interest stories.

Government action: The passing of a law or other orders concerning general people, cabinet meetings, parliament and assembly sessions, notifications about new rules and regulations are newsworthy.

Development projects and issues: News related to development issues such as Environment, Ecology, Gender, Health, Population control, Agriculture etc. need to be reported and disseminated.

Weather and Sports: Both the weather and sports have great news value. The arrival of monsoon or cyclones make important news. Similarly, fury of drought and floods make news.

Follow-up: A good news story does not end at the first reference, it needs a follow-up.

Follow-up keeps the interest of the listeners alive by updating them on the latest development of an event or an issue.

Collecting the Facts

The main sources of news are the following:

- News Agency and Monitored reports
- Reporters and Correspondents
- Foreign correspondents
- Interviews
- Press releases

Journalists have traditionally used three sources of information to get news. These are:

- a. Direct observation
- b. Human or secondary sources
- c. Documents or tertiary sources

Direct observation

You can gather this information only through careful observation, and meticulous note taking. Don't depend upon your memory alone. Note every point that strikes you as unusual or noteworthy.

It is this description that will make your story different. Of course, you must not turn your news report into fiction. You must stick to facts, and describe what you see. You can gather this information only through careful observation, and meticulous note taking. Don't depend upon your memory alone. Note every point that strikes you as unusual or noteworthy.

Secondary sources

a. Interviews:

- The victims/ eyewitnesses/ Officials involved in a news can be interviewed to gather facts.
- Another type of interview is the reporter fixes a time with a well-known public figure, and visits his home or office at the appointed hour. The reporter then asks a string of questions that may have been prepared beforehand or may be framed on the spur of the moment. A news report is then prepared based on these answers. These reports can be exciting or dull based on how provocative are the answers given by the subject.

b. Press conferences: These are staged news events. A minister, a government official, a corporate chief or any celebrity may call a press conference to present his point of view.

c. Press notes: Many organizations find it easy to mail press notes detailing their activities to newspapers. The newspaper reporters can then pick out useful information, and write news stories.

Documents

An important source of material is what researchers call tertiary sources. These are reports of inquiry commissions, research material, documents, newspaper clippings, copies of judgements, hospital records etc. This information can be used to supplement a report or else can be used to write a standalone report.

Reporting the News

Definition of News Reporting

News reporting involves discovering all relevant facts, selecting and presenting the important facts and weaving a comprehensive story. Reporting involves hard work, which in turn involves stamina and patience. The main function of journalistic profession is news reporting.

Types of News Reporting

There are different types of news reporting which are as under:--

1. Investigative Reporting
2. Court Reporting
3. Accidence Reporting
4. Political Reporting
5. Fashion Reporting
6. Business Reporting
7. Sports Reporting
8. Specialized Reporting

News Reporting Definition, Types and Perquisites

Definition of News Reporting

- News reporting involves discovering all relevant facts, selecting and presenting the important facts and weaving a comprehensive story. Reporting involves hard work, which in turn involves stamina and patience. The main function of journalistic profession is news reporting.
- A reporter needs not only energy to spend long hours chasing a story, collecting facts from various sources in an effort to dig up the truth, he needs must have the will to pursue the course of his investigation to the very end in order to produce a really comprehensive story without any missing links or unanswered questions.
- In the modern age news journalism the responsibilities of the press have grown manifold. These days, the people are governed by multiplicity of authorities, viz. Municipality, District Administration, State Government and the Central Government. Even non-governmental authorities are involved in the lives of the people in one-way or the other.
- A journalist should not only perform unbiased news reporting but should bear full responsibility for the accuracy of the facts

Types of News Reporting

There are different types of news reporting which are as under:--

1. Investigative Reporting
2. Court Reporting
3. Accidence Reporting
4. Political Reporting
5. Fashion Reporting
6. Business Reporting
7. Sports Reporting
8. Specialized Reporting

Requisites of News Reporting

A News Reporter should follow the following steps

1. A reporter must appreciate the importance of having a good reputation for absolute reliability. For this purpose he must be systematic in his habits and punctual in keeping his appointments. By observing these principles, every reporter can make his path smooth and trouble free.

2. A reporter should have the ability of news reporting and writing skills in the language of his paper. He should possess the quality to compose in a condensed manner as per allowable space.
3. The reporter of any local newspaper occupies a unique position and he becomes quite popular with the people of his town. He reports the local events, functions, fairs, socials etc. and comes closer to the social life of the town. A reporter should follow some professional ethics in his work. Sometimes, while engaged in his profession, he may come to some persons and develop confidential relations with them.
4. Sometimes, a reporter may be asked to write short length paragraphs regarding the local intelligence or about the city news. For this he should keep his eyes and ears open and develop a nose for local news. He should develop a system to ensure that none of the interesting news is missed by him. He should try to know the secretaries of social, religious, political, musical dramatic, legal, official and other organizations and should call upon them regularly to get some interesting stories. He should make inquiries from the police regarding news of accidents and crimes. He should also contact the fire-station for the particulars of local fires.
5. Every reporter should keep an engagement diary. In this way he can systematize his working and attend to all his appointments properly and punctually. By keeping an engagement diary he can know about the important engagements and other events in the future and cover them without fail.
6. The reporter should not forget to give a head line to his typed copy. Every copy which goes to the printer to be set is given a catchline. The catchline is a key word, because during the production it identifies all the sheets of the copy. The catchline is given on each sheet so that the printer can collate the whole story. The catchline should be chosen very carefully. It is better to choose an uncommon word, which may not resemble with another news catchline.

Editing the News

The Advanced Learner's Dictionary of Current English defines editing as 'preparing, (another person's writing) for publication (especially in a newspaper or other periodical); doing the work of planning and directing the publication of a newspaper, magazine, encyclopedia etc; preparing a cinema film, tape recording by putting together parts in a suitable sequence.

The exercise of editing, especially in print media, can broadly be divided into four stages:

- Conceptualisation and planning
- Visualisation
- Dummy Preparation
- Handling of copy

Of the four stages, the most exhaustive stage is the fourth stage, i.e., handling of copy. It involves the following:

1. Selection of news items
2. Cutting and pruning
3. Removal of mistakes
4. Rewriting when necessary
5. Headlining
 - The first activity, i.e., selection, is basically a gatekeeping process. It involves sifting through the entire incoming news items, i.e., the copy and sorting out the newsworthy stories in accordance with the newspaper's editorial policy.

- The second, third, fourth and fifth stages together form what is popularly known as copy editing.
- It includes cutting the news, tailoring and shaping them for publication.
- It also includes checking for inadequacies in grammar, syntax, facts and figures and, of course, news sense.
- It is also the job of the copy editor to cross-check facts. If required, corrections are made and at times the story is even rewritten.
- Finally, the news report is topped with a suitable headline.
- An important function of copy editing is to bring uniformity of language and style in conformity with the stylebook, so that readers get a uniform reading experience.
- The desk people are highly skilled in carrying out this specific job of editing. Their role is very specialized and demands immense creativity and concentration. It is because of their contribution that news becomes worthy of publication.
- They scan through all the news items, select the ones that are newsworthy and relevant for their readers, look for factual and qualitative errors, correct them, cut them to fit into the limited space without tampering the actual meaning of the news and finally give the news the shape and style that is followed by their newspaper.
- Therefore, the newsroom is the hub of the entire activities, and the Editorial Desk (also known as the Editorial Department or Copy Desk or News Desk) is the nerve centre of a newsroom.

How to write Headlines?

Headline writing is perhaps the most difficult part of news editing. Most stories come without a proper headline, and providing the appropriate headline which not just truly represents the story, but also catches the eye of the reader is indeed a challenge. While explaining the story accurately, the headline must also fit into a limited space. Some copy editors approach headline writing by looking for a key word or two that expresses the high point of the story.

Then they add other words until they have a headline. Other copy editors begin by forming a sentence that contains the essential elements of the story. Then they edit out excess words (adverbs, adjectives, articles, and so forth) and minor details until all that is left is a well-tailored headline that tells the story's essentials.

- The best way to write a good headline is to keep it simple and direct.
- **Use the active voice:** Effective headlines usually involve logical sentence structure, active voice and strong present-tense verbs.
- **Do not capitalize every word.**
- Use present tense for immediate past information, past tense for past perfect, and future tense for coming events.
- Headline punctuation is normal with two significant exceptions: Use **periods for abbreviations only**, and use **single quotes** where you would use double quotes in a story.
- Use Simple but Powerful Language
- Target a Keyword with High Search Volume. Is the keyword you're targeting something that people are actually searching for? If the answer is *no*, then it's useless.
- Making a bold, opinionated or controversial statement is a sure way to do this. Think about ways to spice your title up, and word it in a way that instantly draws readers in.

- **Include Numbers in Your Headline.** People are inherently attracted to numbers and lists. They're easy for the brain to process, and they ensure your future reader that the format is going to be easy to digest
- **Do Your Competitive Research.** A great headline often drives people to reshare it with their audience. How can you craft a headline that's even more enticing? Research is critical.
- **Ask a Strange or Funny Question.** Questions, especially weird ones, are the perfect way to grab someone's attention in a way that leaves them wanting more, creating a so-called curiosity gap.
- **Instill a sense of urgency** by giving a date when a special offer expires and using urgent language.
- **Leave an Air of Mystery.** There's an art to how much information you should divulge in a headline, but you should never reveal your main takeaway.
- **Write Multiple Headlines and Vote on the Best**

The News Editor

- The News Editor plays the most important role in the shaping of a newspaper after the editor.
- A News Editor's responsibilities are quite important as he or she is supposed to be in the overall charge of making sure that no important item is missing from the newspaper or the bulletin at any cost.
- He or she is also responsible for maintaining a steady and continuous flow of up-to-the-minute news items. He must get the best out of the news agencies and his own correspondents and see that they do not miss an important news.
- He has to coordinate the activities of the newspaper in its various sections like reporters, the different news desks and the picture and feature departments.
- Usually, this position is reserved for someone with long years of experience and a lot of 'connections and sources' in the field of news gathering. This is because he or she bears the ultimate responsibility for adequate coverage of all important news items. The News editor must be able to spot an interesting news item when others may have failed. Then again, even if the reporters or other journalists of that organization miss anything of importance, it is the responsibility of this person to spot it and instruct his or her colleagues for getting the news out from the potential sources.
- A person in this position has to be literally 'on his toes' round the clock as anything may break out at any moment of the day.
- He must also keep a watch on what appears in the rival newspapers and evaluate the performance of his newspaper in relation to those newspapers.
- The news editor has to play the role of the eyes and ears of the Editor and act as a liaison between him and the newsroom

Unit-4
REPORT WRITING

The Reporter

A **reporter** is a type of journalist who researches, writes and reports on information in order to present using sources. This may entail conducting interviews information-gathering and/or writing articles. Reporters may split their time between working in a newsroom, or from home, and going out to witness events or interviewing people.

Reporters may be assigned a specific beat or area of coverage.

Types of Reporters

There are many types of reporting in journalism, and subsequently many different types of reporters. Reporting roles include:

Assignment Reporters (Media Correspondents)

Assignment reporters, sometimes called general assignment reporters or media correspondents, cover the notable incidents in their news coverage areas. Working as an assignment reporter means writing stories about community news events, such as car accidents or celebrity visits, as they are assigned to you by an editor.

Beat Reporters

A beat reporter specializes in one area of interest, from shopping to the environment to education. Sometimes called reporter specialists, these reporters keep up-to-date in their field so they can find stories and inform the public of new developments.

Columnists

While assignments and beat reports must tell the facts as they are, columnists get to insert their opinions. They may specialize in a particular field in order to make their opinions well-formed.

Sports and Weather Reporters

Most media outlets have specialists in sports and the weather. Many of these reporters are highly trained, such as weather reporters who have degrees in meteorology or who have played or studied sports at the college or professional level.

Who is a chief reporter?

“A chief reporter” is the head of the reporting department. He / she is in charge of all the reporters at a center of publication, supervise their work and also regularly reports and interprets all news of legislative, political or general importance along with the deadline of reporting.

What are the Roles of Chief Reporter?

Chief Reporter plays a pivotal role in news reporting since he/she is in charge of all the reporters in center of publication. Chief Reporter is a commander of news- hunting business. He/ she holds discussions with the news editor regarding the coverage of the news. According to the discussion, plans are being lay out and allocates the reporters with a responsibilities of covering news. It is the responsibility of the chief reporter to see that all the activities are covered properly or that the reporters miss nothing important.

The major roles of Chief Reporter can be explained below.

1. News hunting

Chief reporter allocates pre-expected, expected and unexpected news and makes plans for special coverage of the news.

2. Beat Management

On the basis of news value, chief reporter decides what types of assigned beat should be covered in a particular space and to give importance to.

3. Administrative function

Chief Reporter does the work of planning, organizing, staffing, directing and supervising since he/ she is the head of the reporting department. He/ she prepares plans for news coverage and does the

work of staffing in assigning the duties to the reporters. He/ she supervises the whole management team in the reporting for the effective function.

4. Special Reporting

Special reporting such as depth reporting, investigating reporting, development reporting, crime reporting, court reporting etc. under beat reporting where it requires experience and expertise

5. Work as a public relation

Public Relation, is the practice of presenting the public face of an organization. It is the representational role with the ambition of influencing the public to think well of the particular media. The effective the chief reporter's PR is, the wider the particular media wins the heart of the audience

6. Co- ordination with Chief and Executive editor

Holds discussion with chief and executive editor regarding the coverage of the news. He / she makes plans and allocates the duties to the reporters.

7. To mobilize reporters

On the basis of the plans, he/she assigns duties to the reporters and see the activities are covered properly and reporters are missing nothing.

8. Comparative study of Competitors

Chief Reporter analysis the works of the competitions and are fully aware of their activities. The comparison between the competitors give them the space for further improvement in their work.

Feature writing

Features are more in-depth than traditional news stories and go beyond providing the most important facts. The purpose of these stories is to provide a detailed description of a place, person, idea, or organization.

What Is a Feature Story?

To begin with, Oxford Dictionary defines a feature article as "a newspaper or magazine article that deals in depth with a particular topic." Cambridge Dictionary is a little more encompassing when it calls a feature article as, "a special article in a newspaper or magazine, or a part of a television or radio broadcast that deals with a particular subject." In very simple parlance, feature stories emphasize on people, places and issues that affect the lives of readers.

The APPLAUSE Formula

According to a popular theory, a feature story must subscribe to the APPLAUSE Formula, where each letter of the word APPLAUSE stands for the following values:

- A Appeal
- P Plain Facts
- P Personalities
- L Logic
- A Action
- U Universal/ Unique
- S Significance
- E Energy/ Enthusiasm

A feature story is not really a hard piece of news and is distinguished by the way it is written. In fact, feature stories should be unique in their style of reporting and should have a different style of writing and expression. An apt example could be the anchor piece in a newspaper, which is invariably a feature story.

The Freelance Journalist

A freelance journalist is a writer who is self-employed. They complete contract work, single pieces or regular assignments for newspapers, magazines, companies and other organizations

Benefits

- Freelancers have a variety of reasons for freelancing, the perceived benefits differ by gender, industry, and lifestyle.
- For instance, the 2012 Freelance Industry Report reported that men and women freelance for different reasons.
- Female survey respondents indicated that they prefer the scheduling freedom and flexibility that freelancing offers, while male survey respondents indicated they freelance to follow or pursue personal passions.
- Freelancing also enables people to obtain higher levels of employment in isolated communities.
- The ability to pick and choose who the freelancer works with is another benefit. The freelancer interviews a potential client and they get to pick whether or not to work with that individual or company.
- Freelancing is also taken up by workers who have been laid-off, who cannot find full-time employment, or for those industries such as journalism which are relying increasingly on contingent labor rather than full-time staff.
- Freelancers also consist of students trying to make ends meet during the semester. In interviews, and on blogs about freelancing, freelancers list choice and flexibility as a benefit.

Unit-5 ELECTRONIC MEDIA

Radio is one of the important inventions of the 20th Century, which has changed the overall meaning of the term mass communication. The parallel changes in technology have made the radio more powerful in terms of the impact they have upon masses. Radio reaches almost everyone everywhere. Radio involves the process, by which the messages are sent through electrical waves. In other words, sound would be sent and received through the waves.

Functioning of a Radio Station

A radio station comprises of three different wings

1. Programme wing
2. Engineering wing
3. Administration wing

The programme wing and Engineering wing are responsible for running a radio station's broadcast, while the administrative wing provides all the support that is required for the functioning of the station. The management or administrative Department looks into Human Resources (HR), Public Relations (PR), Accounts and Business areas. The Programme department is led by a Programme Director who oversees planning, research and production of programmes. There are two types of staff

- a) On air talent like DJ who may not be a regular staff
- b) Production Directors, Programme Executives who supervise programmes.

Some radio stations have a Sales Department consisting of Account executives, Advertising managers, and sales representatives.

Working of a Radio Station

Radio management is a multifaceted activity. A radio station is where the radio programmes are produced and transmitted to a heterogeneous mass audience, spread over a large geographical area. The station directs diverse range of programmes at certain hours to specific

audience groups. Radio station management involves the coordination of a number of specialized activities; programming, engineering, sales promotion, business administration etc. To control each and every station, there are different departments with heads.

Radio Studio

A radio studio is sound proofed and hemmed with shielding in the walls to prevent any unwanted sound to come in. It is done, so as the listeners can get clear voice of the presenter or the music or any other thing. To meet these standards, the studio is provided with sound lock and heavy doors along with walls shielded with perforated wooden panels. The studio looks nice with proper air-conditioning.

Writing for the ear

Radio is accessible everywhere. Social, economic and cultural backgrounds are not a barrier. Its range of audience varies from downtrodden to the elite. For live coverage of breaking story, as for bulletins, the radio is the most reliable medium for listeners. People living in remote areas and the visually impaired usually get news through radio.

The radio language

- Language is the basic tool of verbal communication.
- Simplicity makes a program easily digestible.
- Brevity makes a program affordable at the first utterance itself.
- Clarity makes a copy clearer.
- Radio scripting is writing for the ear. It involves research, imagination, skills to fill the void of visuals, so that the listeners do not miss them. Radio writing demands a high degree of skill and conciseness.
- The writer must be particularly sensitive to the sound of the spoken language. Write only the essential facts. Sentences must be absurdly simple and short.
- The listener cannot re-read a sentence if he does not understand it.
- The most important consideration in broadcast news style is clarity. Radio and TV share this need.
- Unlike the newspaper reader a radio listener has no time to reflect. Clear writing is not a matter of luck. In deriving formulas for readability researchers have used such yardsticks as lists of difficult words, sentence length, number of prepositional phrases, average letters per word, use of personal words and sentences, complexity of sentences, ratio of clauses, percentage of abstract words, and number of pronouns.
- Long words are normally harder to understand than short words. Write what is important and interesting.
- Conversational writing Conversational writing means 'not formal' style. Conversational language adds extra bit of flavor to the report. Write the news stories in informal language. Avoid complicated words. Everyday language increases the clarity.
- The need for conversational writing for radio is stressed by the fact that the listener may be only half listening until his attention is seized by something the announcer says. The listener may be eating, drinking, talking or driving a car, or even washing dishes. He listens

only subconsciously until what the announcer says make him sit up and want to hear the story.

- **Radio stories must be written bearing the following conditions in mind**
- -Avoid the use of abbreviations
- -Round off large and detail numbers
- -Rephrase direct quotations into indirect quotes
- -In writing time, use figures, don't use a.m and p.m
- -Overuse of the word today makes newscasts monotonous.
- -Avoid the use of pronouns like he, she, it, his, him, our, this, these etc.
- -Write more informally
- -Personal address makes it more emotional
- -Avoid listing names at great length
- -Use layman's language
- -Simplify complex sentences
- -Use short sentences –
- Keep items brief Radio News Writing News stories must be legible and intelligible. They should be designed for effortless reading. News stories must be well structured and organized.
- Five Ws should be incorporated into each story.
- News bulletins are broadcasted by AIR almost every hour of the day in English and the various regional languages. The major bulletins are of 15 minutes duration, while others are of only five minutes duration. News bulletins present summaries of news stories in order of importance and interest-value.
- The major ingredients of news bulletins are the following -National news -International news -Regional news -Local news -Human interest stories -Sports news For a news bulletin, the script writing should be in interesting, brief, clear, accurate and well authenticated.
- The listener cannot re-read a sentence if he does not understand it. So the sentences for the script must be concise and clear. It dealt with the news of the day and carried interviews and the voice and sound of important events and personalities round the world.
- In the west, the personal element began to dominate in its content and presentation and was copied in other countries. Radio news reel was the forerunner of many later developments in radio news broadcasting. It was described as "deliberately designed to suggest immediacy, seeking radiogenic stories and sequences and relying on slick continuity.
- News bulletins are usually of 10 minutes duration. About 1,500 words are needed to fill a 10 minute bulletin. Individual stories are considered long if they go much beyond 100 words lasting about 40 seconds. A minute is considered too long for anything but a comparatively big story on radio.

Radio Script Writing

- Conversation is the simplest and most popular mode of Conversational communication. attitude and language help the communication Stories written process successful. for radio and Television are written in conversational and informal languages. It is presented clearly and simply.

When writing a radio script,

- decide how long the entire program should be.
- A typical radio news bulletin is between two and three minutes long.
- Having allocated the total length of the program, decide on the length of each report. Most people speak at three words a second, so the script for a 30-second report contains about 90 words.
- Think about the audience and use appropriate language -Write as one speaks.
- Avoid formal language as much as possible
- Avoid repeating the same word too often
- -Avoid any words which are tricky to pronounce phonetically
- Liven up the reports with lots of interviews and sound or video clips.
- Long sections of script, containing only the presenter's words can become boring
- It is necessary to tell the audience who said what.

Consider the following in mind when we write a radio script.

- -How long was the programme?
- -Where are the headlines?
- Did the programme contain music?
- How many stories did the programme contain?
- -How long was each of the report?
- -What was the language like?
- -Which sound and video clips were used?
- Is it interesting?
- To sum up follow the script closely with Clarity, Correctness and Conciseness

Radio Drama

Radio drama is referred to as 'Theatre of the mind'.

- ✓ It presents word pictures. Dialogues, instruments and background sound effects keep a harmony to make pictures in hearer's mind.
- ✓ Simple dramatic situations, language and imagery are used in a radio drama. Tonal variations make impacts.
- ✓ Each words and sounds should provide exact pictures. Instead of actions and facial expressions words and sounds dominate in radio dramas.
- ✓ Radio drama is a story told through sound alone.

- ✓ All the ingredients of the drama like the voices of characters, background or mood effects, musical effects, atmospheric effects is conveying only through sound. So, when writing a script for radio drama, the script writer should be known to write the entire visual picture through sounds i.e. the audio script should draw the visuals.
- ✓ Listeners can visualize everything by hearing the audio. Sound should reate facial expressions, body language, gestures, crisis, conilict, fight and the like. .
- ✓ Generally they have not more than 3 or 4 characters whose voices must be sufficiently distinguishable lest the listener gets confused. They must sound natural and speak true to character.
- ✓ Average time duration is 30 to 60 minutes. That is why the script should be suitable.

CHARACTERISTICS OF TELEVISION AS A MEDIUM

Television is a popular and powerful medium which plays a central role in the multimedia environment in the present day world. Audio visual medium Television content includes both sound and visuals. This audio visual character of television makes it a magic medium which allows us to watch the world from our drawing rooms.

- This powerful visual nature helps television to create vivid impressions in the minds of the viewers which in turn leads to emotional involvement. The audio visual quality also makes television images more memorable.
- Domestic medium To watch television, the viewers need not leave the drawing room. No need of going to the movie theater or buying tickets. They can watch television in the comfort of home with family. This is why television is generally regarded as a domestic medium.
- It provides entertainment and information right inside home and has become an integral part of the everyday lives of people. It can actually pattern the daily activities of the viewers.
- This domestic nature of television influences the content also. A newspaper report has an impersonal tone, whereas the television anchor addresses the audience directly. The domestic nature of television makes it an intimate medium. This makes the viewers experience a sense of closeness to the Television.
- Live medium The important characteristic of television is that it is capable of being a live medium. This is because the live nature of television allows it to transmit visuals and information almost instantly. The visuals of an earthquake in Indonesia can reach our television set in almost no time. This capacity of the medium makes it ideal for transmitting live visuals of news and sports events.
- Television allows you to witness events which happen thousands of miles away. Mass medium Anyone with a television receiver can access the information shown on television. This makes it an ideal medium to transmit messages to a large audience. This characteristic of television makes it an ideal instrument for transmitting social messages. Television also has a very wide output, range and reach. It is truly a mass medium.
- A transitory medium Television programmes are not easy to be recorded by viewers. It may be practically impossible to record every programme which appears on your television. Therefore, television is generally identified as a transitory medium. However of late

advancements in technology is making recording easily possible. Expensive medium There is need of a large amount of machinery and expertise to run a television station.

- A television programme can never be made easily. It requires a lot of money, series). They could be primarily instructional or educational, or entertaining as is the case in situation comedy and game shows.
- Television news: A television program depicting real, up-to-date events. Eg: News at Noon- NDTV, Current Affairs: Broadcast journalism where the emphasis is on detailed analysis and discussion of a news story. Eg: Panorama-BBC, Television
- Documentaries: A documentary is a feature-length or near-feature length film depicting a real-world event or person, told in a journalistic style if told in a literary narrative style the result is often a docudrama). The aims of documentary are to enlighten, arouse and motivate or simply to entertain. Eg: The Times of Harvey Milk- BBC, Your Rubbish, Our Hope-BBC Interview Programmes: Interview programmes are of various types.
- Personality interviews are in which the attempt is to probe well known film personalities, literary figures etc. In content interviews message rather than personalities is of prime Phool Khile importance. Eg: Nere Chowe- Manorama News, Hain Gulshan Gulshan- Doordarshan
- Quiz programmes and game shows: These shows are audience popular because of participation. Most of the quiz programmes and studio game shows are oriented. Advertisers sponsors and provides prizes for these programmes. Eg: University Challenge- BBC, Deal or No Deal- Children's Surya TV programmes: They are defined as and offered to programmes specially made for children at certain special times.
- Cartoons, educational items are puppet shows, some of the items that make Kutty Pattalam- Surya TV, Cartoon up children's show. Eg: Time- Asianet Programmes for farmers and industrial workers: These cater to the special interests of rural and urban workers, and are Krishi Deepam- Asianet, Naattu largely instructional. Eg: Kissan Pacha- Manorama
- News Reality shows: A purportedly unscripted show interacting with each other or featuring non-actors dealing with invented or contrived challenges, such as competing against others for a Dance- Mazhavil Manorama prize. Eg: Big Boss- Colors, D for Television series: A television series that is intended to comprise a limited number of episodes may be called a miniseries or serial. Mohabattin- Star Plus, Amma- Asianet. Eg: Ye Hai Some of the series extend for years, called mega series. They are also known as Cooking show: A soap operas. type of television show that presents food preparation in a kitchen studio set. Typically, the show's host, who is often a celebrity chef, prepares one or more dishes over the course of an episode. The chef takes the viewing audience through the food's inspiration, preparation, and stages of cooking. Women's Eg: Magic Oven- Kairali TV programmes: They are defined as programmes specially made for Discussions and offered to women. Eg: Valkannadi-Asianet and debates: It is the contention in argument, dispute, controversy especially the discussion of questions of public interest. Eg: Kerala Summit- Media One.

SCRIPTING FOR TELEVISION PROGRAMMES

Broadcast writing means writing for radio and Television. In style and tone, writing for both the media are similar to a great extent. However television news complement the visuals story must displayed. It's important to remember that there is no hard and fast standardization. Each show has its own idiosyncrasies. There are some consistent things, however, that remain in all teleplays whether drama or sitcom. The goal here is to Every TV give an idea. script begins with a story idea. The writer comes up with several ideas for what can happen to the characters in the show he or she is writing for. Then the writer will explain the story idea to the other writers on the staff. The other writers will respond to the idea by sharing their thoughts and constructive comments. Then the story idea will be approved by the head writer, who is usually called the Executive Producer or Show Runner. Once the story has been approved, the writer writes the script. The writer and a few others will then take a day or two to break the story. This means they go through the plot points of the story very carefully to make sure it all makes sense. They want to make the script The writer the best it can be. now goes off to write an outline. It is fairly short (about 10 pages) and contains all of the scenes and suggestions for what the characters will say in those scenes. This gives the show runner a chance to see if the story is heading in the right direction. The writer then meets with the show runner to get his or her notes on the outline. The writer does write the script, but ie's not yet ready for TV. The writers write what's called the writer's draft of the script. The writer's draft is usually around 40 pages for a 30-minute show. Once the writer turns in the script, it then goes to rewrite. The rest of the staff, guided by the show runner, goes through the script to find out any dialogue or story points need improvement. This process takes another week or two. Finally, after several passes at the script, including a final polish, the script is read by all the actors at a table read. Based on how well the table read went (did the story make sense, were the lines all funny - or, if it's a drama, sad), the writers go back to the Writers' Room to rewrite some more. They stay at work until the script is finished for the next This day's rehearsal! goes on for another day or two of rehearsal, until, finally, the script is locked and then it is filmed and TV put on TV.

Dos and Don'ts of Script Writing

- Keep it light, bright and tight
- Write the spoken words Use direct, short and direct language
- Follow an informal but standard style
- Address the audience directly 16 line sentences=1 minute air time.
- Keep this in mind: Use active voice, Avoid the use of pronouns, Avoid repetitions, clichés and unfamiliar words
- Words and pictures should complement each other .Words and pictures must go together.
- The commentary must not describe in detail what viewers are able to see or hear themselves and must describe only what viewers are unable to see and or hear themselves
- Rephrase direct quotations into indirect quotes
- Do not pack too much of information in words or pictures
- Never state the obvious
- Avoid slang
- Avoid tongue twisters
- Avoid sensationalism or distortion