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Notes

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Sports Journalism

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Unit 1 (Part - A)

Journalism

Introduction

Journalism is a form of communication, but it's distinct from other forms. It is unique because it's a one-way message, or story, from the journalist to the audience. It's most unique because the message isn't the journalist's personal story or subjective thoughts. Instead, the journalist acts as a conduit, narrating an objective story about something that happened or is happening, based on his or her observations and discoveries. Journalism can be distinguished from other activities and products by certain identifiable characteristics and practices. These elements not only separate journalism from other forms of communication, they are what make it indispensable to democratic societies. History reveals that the more democratic a society, the more news and information it tends to have. Journalism means writing for newspapers or magazines. It is the communication of information through writing in periodicals and newspapers. The people have an inborn desire to know what's novel or new. This curiosity is satisfied by the journalists through their writing in the newspapers and journals on current affairs and news. This book provides a lively and authoritative introduction to journalism in all its forms. The focus of the book is to show how journalists do their job, not only by explaining the process but also by hearing from those who do it on a daily basis. The book is a product of communication revolution and changing mass communication perspectives.

Though journalism is practiced for years now, there is no established definition of the term 'journalism'. It is generally a term used to denote the practice of reporting news or current happenings for the masses of the country. While the people who work in collecting news and gathering information through various means are called journalists, the mediums through which they communicate the news – newspaper, radio, television, website etc. are called media. But to get a rough definition about what journalism means, I referred the dictionary. According to the dictionary, journalism is an occupation of writing, editing, reporting, photographing or broadcasting news. Interestingly, the word journalism is derived from the Latin word diurnalis which means daily. Acta Diurna was probably world's first newspaper, established in Rome. Later on, pamphlets, periodicals, gazettes etc were termed as 'newspapers'. Those who wrote for these newspapers were called news writers or journalists.

Journalism comprises of several different types of media which include newspaper, magazine, radios, television, cinema, internet based websites, blogs, phones and now social media.

Definition

The definition of journalism is the work of finding, creating, editing and publishing news, or material written and presented for a newspaper, magazine or broadcast news source. An example of journalism is the work of a Newspapers and magazines collectively.

According to Leslie Stephens, "Journalism consists of writing for pay on matters of which you are ignorant."

Eric Hodgins of Time Magazine defines it as, “Journalism is the conveying of information from here to there with accuracy, insight and dispatch and in such a manner that the truth is served and the rightness of things is made slowly, even if not immediately, more evident”.

According to Webster third international dictionary journalism define as “The collection and editing of material of current interest for presentation, publication or broadcast”.

Meaning of Journalism

Journalism means writing for newspapers or magazines. It is the communication of information through writing in periodicals and newspapers. The people have an inborn desire to know what's novel or new. This curiosity is satisfied by the journalists through their writing in the newspapers and journals on current affairs and news. Journalism is the occupation of reporting, writing, editing, photographing or broadcasting news or of conducting any news organization as a business. The word “Journalism” is derived from the word “Journal” which means a daily register or a diary – a book containing each day's business or transactions. This includes newspapers no matter whether they are published daily or weekly. It also means a magazine to whatever section of the audience it caters to.

When a person writes for a newspaper, magazine or a journal (journalist), such writing is called journalism which means communication of information about daily events condensed into a few words, sounds or pictures. We know that man by his nature is curious to know what is going on in the world around him. Journalism satisfies this vital human need by providing him and other members of the public with the relevant and requisite information. While a historian records what happened in the past, a journalist reports on current events and the latest news.

The role of a journalist is not confined to merely reporting the news and events. He is also responsible for interpreting and commenting on the news and events. Thus a journalist's main function is to give out “News and Views”. The views to be expressed need not be those his own. He can elicit and report the views of the knowledgeable cross-sections of people.

Historical Background of Journalism

The history of Indian print media dates back to 1980. Indian Print Media is one of the largest Print Media in the world. The two hundred year history of the Indian Press from 1780 to the present day is the history of a struggle for freedom. The evolution of the Indian media since has been fraught with developmental difficulties illiteracy, colonial constraints and repression, poverty and apathy thwart in news and media.

In the 16 century the Christian Missionaries brought the Printing Press in India. James Augustus Hickey is considered as the founder of the first newspaper (Bengal Gazette) in India. James Augustus Bengal Gazette (English Weekly) published by James Augustus Hickey in 1780 from Calcutta. It was also the first news Paper in south Asian sub continent. Hickey declared his newspaper as "a weekly political and commercial paper open to all influenced by none". Bengal Gazette was a two-sheet paper with a size of 12"x8" having three columns on each side. Bengal gazette could not survive more than two year due to sharp confrontation with warren hastings.

Peter Read, a salt agent, launched Indian gazette as a rival to the Bengal Gazette in the same year (1780).

Indian Gazette was supported by Hasting and enjoyed various benefits. Calcutta Gazette was Published in 1784 Bombay Herald weekly was launched in 1789 which was later merged into Bombay Gazette in 1791. Bombay courier appeared in 1790. Hurukaru (weekly) came into existence in 1793. Calcutta Chronicle and Calcutta Journal appeared in 1818 an early period the newspapers in India were run by Britishers. Bengal is considered as the birthplace of journalism in India. The language press also originated in Bengal. Digdarshan in Bengali a monthly magazine launched in April 1818 was the first Periodical in Indian language. It was started by the Serampur Missionaries. Samachar Darpan (Bengali) weekly newspaper also started publication in the same year (1818).

Christian missionaries played the leading role in the growth & development of Press in India. Most of the ventures were patronized by the Christian Missionaries. Raja Ram Mohan Roy, the Pioneer Journalist and social reformer whom Nehru Considered as the founder of Indian Press, played pivotal role in the growth and development of press in India. He published Brahmanical Magazine (English) in 1821, Sambad Kamudi in Bengali in 1821, Mirut-ul akhbar (Persian, 1822).

In 1823, the British Government imposed Press regulation in India to control newspapers. The regulation was used as a tool to deport James silk Buckingham editor at Calcutta chronicle. Raja Ram Mohan Roy Protested against the press ordinance of 1823 and injustice done to Buckingham. In 1822, the chandrika samachar was started in Bengal. In the same year Bombay Samachar was started by Ferdunji Mazban of gane emphasis on social reform and commercial news in Gujarati. The first Hindi weekly newspaper Oodunta Martand was Published from Calcutta in 1826. It was a short-lived newspaper. It could not survive long. The first Hindi daily samachar sudha varshan (1854) appeared form Calcutta.

The first Oriya newspaper appeared in 1849 AD. Tamil Magazine the first Tamil paper appeared in 1832 AD. Kanada Samachar was the first Kanada paper. The Marathi newspaper made it appearance in 1832. (Neogi1977). The growth and development of journalism in India has had a chequered history. Journalism has been a product of struggle against the continuing repressive measures of the British rulers area long period to time right from the beginnings in 1780. Thus the birth of Indian Journalism could be traced to the second & third decade of the 19century. These journals were started in Bengali & Gujarati. During those days, Raja Ram Mohan Roy, Gangadhar Bhattacharjee, Bhawani Choran Bannerjee, Girish Chandra Ghose etc. were the Pioneers Indian journalists.

The Sepoy Mutiny (the first war of Indian Independence) was a turning point in the history of Indian journalism. The British Government enacted vernacular press Act also known as Gagging Act to suppress the Indian language newspapers. The Amrit Bazar Patrika came into existence in 1868 from Calcutta from Allahabad. The Hindu was launched in 1878 from Chennai. Keshari in Marathi and The Maratha in English were launched in 1878 from Pune by Balgangadhar Tilak. The Hindustan Times came into existence in 1923.

The Indian express was published in 1937. In 1861 Mr. Knight merged the Bombay standard, Bombay times, Bombay telegraph and Courier and launched The Times of India. The Pioneer was launched in 1861. The Bombay chronicle was launched in 1913.

The Indian National Congress (INC) founded in 1886 was another turning point in the history of freedom movement & Journalism in India. Most prominent members of the congress were eminent journalists. After the establishment of INC Indian Press became an important part of struggle for independence. Some of the leading newspapers that came into existence after the establishment of INC are Bengali English daily in 1900, Bande Mataram in 1901(Bangali weekly), Yuganta (Bengali daily in 1906). New India appeared in 1913.

Annie Besant was the editor of New India. Mahatma Gandhi the great freedom fighter played a pivotal role in the freedom movement. He was also a veteran journalist. He became the editor of Indian opinion in 1904 and published it in English, Tamil & Gujarati. In 1919 he published young India in 1933 he started Harijan, Harijan Bandhu and Harija senak in English, Gujarati & Hindi respectively.

HISTORY OF JOURNALISM IN INDIA:

Newspapers: The first newspaper that ever made its way in India was started by James Augustus Hickey by the name The Bengal Gazette in 1780. This was followed by many other newspapers later on. The biggest newspapers currently in India are Times of India, Hindustan Times, DainikBhaskar, DainikJagran, Rajasthan Patrika etc.

Magazines: Newspapers were followed by magazines which are active even today. English magazines like India Today, Outlook, Filmfare, Femina and Regional magazines like Grihshobha, Saheli, Vanithaetc are widely read.

Radio: Radio began in India from 1927 and it was named All India Radio in 1937. Later, it was rechristened to Akashvani in 1957. In the mid-2000s, the advent of FM Radio happened and today, it has become one of the most heard mediums.

Television: Broadcast reporting started in 1959, followed by the advent of coloured television in 1982. Doordarshan was the first channel which aired news, entertainment and infotainment shows. In 1990s when the liberalization happened, Cable-Tv was introduced in India, which took the broadcasting industry by storm.

Internet: Late 1990s and early 2000s saw the introduction of the World Wide Web. What began as a medium of entertainment, soon became a necessity. From providing information across the globe to giving out news within minutes, internet has done it all. It later introduced the culture of websites and blogs, which are currently ruling across the audience.

Smartphones: With the unveiling of smartphones, India has gone a step closer to digitization. The phone has captured the masses and has penetrated deep into the country, bringing about a digital trend. It has given rise to new set of audience. Ever media organization today enjoys as good as 75% of the mobile users and in the coming days, this number is only going to increase.

Beats/Types of Journalism Reporting: News reporting consists of various beats which include – Crime, Political, Entertainment, Lifestyle, General amongst many others. Each beat provides an in-depth reporting of that particular subject.

Importance of Journalism for Society:

Mass Communication subject exist for many decades. Today's technology adds more prominence in today's journalism world. Today a journalist can travel to any part of India to cover any news. It helps the rest of India know what's happening on another side of India. Know how the importance of journalism.

1. Constant News Reporting

India is large as well as diverse in Culture, ideas and historic. To get update event news or any issues, journalist plays an important role by covering the event or issue and let people know what happens.

2. Awareness

After 5 years government change means the ruling party change after the election. Journalists play an important role in spreading awareness about the development made by the government or no development happens.

3. Discussion

Discussion between the journalist, businessman, and politician keeps everyone on the loop of current affairs.

4. Fourth State

It acts as a fourth state of the Indian Government.

5. Open Platform

Journalism is a place where everyone has an equal right to share their thoughts, views, and opinions.

6. Voice of the Voiceless

They bring the matter in highlight to make high authority prioritized and do justice.

It is also a pillar of democracy.

7. Producing original content

We live in an age where people re tweet and repost everything from social platforms such as Face book, Twitter and more. While some may repost actual articles, others repost rumors. When articles are posts its original content. Who creates original content? Journalists do. Journalists look for sources to tell the truths published in their stories. In other words, journalists perform research. It's the research that is important here. Without doing the research, without performing verification, the news that is found on the internet is nothing more than a meme or a series of rumors that one may have difficulty proving.

8. Code of ethics

Any individual who defines themselves as a journalist works by a code of ethics. The Society of Professional Journalists lists four tenets by which all journalists must abide. These are:

- Seek the truth and report it
- Minimize harm
- Act independently
- Be accountable and transparent

Ethical journalism requires that journalists act with integrity. These principles ensure that integrity occurs while also promoting the free exchange of information.

9. Providing content to shape opinions

Journalists do research and provide reliable content that reports various aspects of subjects. The writing that they do helps us understand complex issues. Journalists fame issues and present the corresponding side to those issues. In this manner, journalists help provide the public at large with the information needed for intelligent public discourse.

10. Make our lives better

Journalists are expected to provide a fair opinion because they are committed to finding the truth and presenting it to the public. The “news” is a function in peoples’ lives. As such, it provides people with the best possible available information so they can make informed decisions about all aspects of their lives.

The world of journalism has exploded in the 21st century. Students interested in the profession can expect to find a wide variety of journalism jobs that can help make people make better and more informed decisions.

Unit 1 (Part - B)

Mode of Journalism

Common types of journalism

Here are some types of journalism that you might experience every day:

1. Investigative journalism
2. Watchdog journalism
3. Online journalism
4. Broadcast journalism
5. Opinion journalism
6. Sports journalism
7. Trade journalism
8. Entertainment journalism
9. Political journalism

1. Investigative journalism

Investigative journalism involves thoroughly researching a topic to expose evidence and deliver findings of figures or organizations to a wider audience. Investigative journalists conduct in-depth research and use various tactics to collect information. After collecting and evaluating evidence, investigative journalists write comprehensive reports to expose the subject and provide evidence to support their conclusions.

This type of journalism often requires more time to plan, prepare and research, and is typically a longer form to fully report details of research, findings and conclusions. Investigative journalism can be both print and broadcast media. An example of investigative journalism includes researching businesses to determine whether they promote fair practices.

2. Watchdog journalism

Watchdog journalism is a genre intended to guard society against illegal activity or inefficiency from societal powers, such as corporations and politicians. It is similar to investigative journalism in that the intent is to uncover and expose wrongdoing. Watchdog journalists monitor the activities of large companies and influential figures and report activities that may have negative impacts on society. This type of journalism helps ensure societal powers remain accountable for their actions.

Watchdog journalism can be both print and broadcast media. An example of watchdog journalism includes investigations into political campaign finances to ensure that candidates adhere to campaign finance law.

3. Online journalism

Online journalism reports facts through internet media, such as digital newspapers, blogs or social media. All kinds of information is freely available on the internet, but sources are not always credible. Online journalists create and deliver content that aligns with the traditional journalism practices of objectively reporting the facts of a situation or event. Online journalism allows reporters to quickly deliver information to audiences through online media without delays for print layout, processing and delivery or broadcast time slots.

4. Broadcast journalism

Broadcast journalism reports information to the public through media such as radio and television. Branches of broadcast journalism include sports, weather, traffic, news and entertainment. Broadcast journalism can also take the form of investigative, watchdog and opinion types. Broadcast journalism can include reading the report without corresponding video, narrating a report with a related video playing in the background or conducting a report in the field while capturing live video.

5. Opinion journalism

Opinion journalism reports on a topic using subjective ideas rather than objective facts. Opinion journalists report stories from their own perspective, including their own thoughts and biases. Opinion journalism is unique from other types because the writer can include their viewpoint. It can be important to recognize the difference between opinions and facts. Opinion journalism is useful in helping people understand their own opinions and values as well as to develop a fuller picture of reality when consuming reports from multiple perspectives.

While some opinion journalists may align with your personal viewpoints, balancing those opinions with opposing perspectives is necessary to gain a deeper understanding and develop empathy and respect for diversity. An example of opinion journalism includes political journalists who report on political activity from their own perspective.

6. Sports journalism

Sports journalism focuses on the subject of athletic news. Sports journalists report scores, standings and rankings for different teams or athletes in different sporting events. Sports journalism can take the form of a specific genre such as investigative or opinion styles. It can be both print and broadcast media. A sport commentating is a form of sports journalism in broadcast and online journalism.

7. Trade journalism

Trade journalism reports on a particular industry or field. Trade journalists detail movements and developments in business that impact people involved in that field. It includes industry-specific news for products such as oil, metals and agriculture as well as business sectors, such as travel,

finance and healthcare. Trade journalist's process and report on substantial amounts of information regarding market conditions of the trades they cover.

8. Entertainment journalism

Entertainment journalism relates to the current events of popular figures and trends. Entertainment journalists report on the entertainment business, including celebrities, movies, television, books and events. Entertainment journalists may cover movie premiers and awards ceremonies as well as news about the entertainment industry. This type of journalism can take the form of different genres and is common in print, digital and broadcast media.

9. Political journalism

Political journalism focuses on government, politics and political candidates. It covers different segments of political activity, such as local, national or international news. Political journalists often report on the activities of elected officials, political processes and the results of political work. It includes reporting political news and conducting investigative and watchdog reporting to ensure that the public has access to information about political activity. Political journalists may also report news in the form of the opinion journalism genre. Political journalism applies to print, digital and broadcast media.

Types of Journalism in India

There are various types of journalism that can be put under certain categories to understand them better. Let us try to comprehend the field of journalism in a simpler way.

Types of journalism regarding Hard News

Hard news and soft news are broadly classified on the basis of the kind of information they provide. Hard news mostly includes serious factual stories like political, current affairs, government, crime, business, etc.

1. Investigative Journalism

Investigative journalism deals with objectively working towards uncovering the hidden truth or facts on a given matter, person, topic of interest or an event. An investigative journalist finds the facts by studying cases that require a lot of efforts. She/ he expose scandals for propaganda by making headlines. Due to the complex procedure, a single case can sometimes take months to years to finish. So, to become an investigative journalist, one is required to possess knowledge, patience and persistence.

2. Political Journalism

This is considered as one of the serious types of journalism. The field of political journalism can be broken down into three categories: international political news, national political news and local political news.

A journalist whose niche is political news has to have an in-depth knowledge of political events, political figures, bodies, election campaigns, policies, their impact, the after-math and then report

the news in an unbiased manner. It is very important for a political journalist to deliver a piece of information to the audience without impacting it due to a personal opinion on it. So, it would not be too much to say that being a political journalist is a tough and risky job because if your news is hindered by your personal opinions, it can make you look bad in common people's eyes.

3. Crime Journalism

A crime journalist writes and researches about criminal events for media outlets like newspapers, television, magazines or other platforms. The journalists conduct interviews and also attend court hearings. From murder to some manipulation in the stock market, anything that is against the code of law is a criminal offence. So, a crime journalist covers all kinds of crimes be it a mysterious homicide or money embezzlement at an MNC.

4. Business Journalism

Free flow of communication between two businesses or companies is healthy for a country's economy. Because of this communication, the economy remains highly interlinked. For instance, a finished product of one company could be used as a raw material at some other company. Policies adopted by a major organization can affect a huge part of the economy. A merger of two giants can impact the turnover of many small organizations.

So, to promote all of this, a business journalist delivers information on business news. These journalists talk about the stock market, big mergers, stakeholders, etc.

Types of journalism regarding Soft News

Soft news covers less serious issues like celebrities, arts, sports and culture. Check out the types of journalism on the basis of soft news below.

1. Arts Journalism

This type of journalism is for people who love art. Arts journalism covers various forms of arts like music, dance, films, literature, painting, drama, poetry, etc. An arts journalist analyses trends in the art world and shares the information with the related audience. Since art journalism is quite popular amongst the audience, many news agencies hire art journalists to gather news in the field.

2. Celebrity Journalism

In the past few years, the word 'paparazzi' has become very popular. This term is designated to celebrity journalists. A journalist in this field works to gather information on celebrities be it about their personal lives or about their movies or shows or public appearances.

A celebrity journalist also interviews celebrities and reports gossips as fans always want to know what is happening in the lives of the people they admire. A large number of the audience enjoys watching and reading about their favorite celebrities.

3. Education Journalism

Education journalism deals with reporting different development and events happening in the field of education. These education journalism reports help a policymaker to implement new education policies, when in need. The main focus of an education journalist is to increase awareness about the education system and to promote students to opt for higher education. Usually, the target group for education journalism is students, researchers and teachers.

4. Sports Journalism

As the name suggests, a sports journalist covers news related to a sports series, event or a sportsperson. This type of journalism comes with additional perks like watching live sports events, travelling to different places and it even provides you with the opportunity to meet sportsperson and interview them. To work in this field, one requires having knowledge of the sports, must be omnipresent and should have good communication skills.

5. Lifestyle Journalism

In recent times, people's interest in knowing about different lifestyles has increased. Lifestyle journalism serves this purpose by delivering news related to leisure, music, cooking, gardening, entertainment, home decor, fashion, shopping, exercises, yoga, and healthy eating habits. This type of journalism helps readers know the tips to lead a healthy and better lifestyle.

Types of Journalism Based on the Medium of Delivery

Based on the medium of news delivery, journalism can be divided into three types: TV and Radio Journalism/ Broadcast Journalism, Print Journalism, and Online Journalism.

1. Cyber/ Online/ Digital Journalism

Cyber journalism or online journalism or digital journalism is the latest type of journalism. As the name suggests, this deals with delivering the on different internet platforms. The whole world has become a virtual global village after the introduction of the world wide web (WWW) and the internet.

With a number of easily accessible platforms, cyber or online journalism has risen to popularity. A number of channels dedicated to journalism are followed on You tube. Even various TV and Print media houses have started going digital through blogs, websites, you tube and different social media applications.

2. Print Journalism

This type of journalism deals with delivering news through newspapers, magazines, etc. Since these mediums can hold the same news or information as other mediums, a journalist can work for both prints as well as some other media at the same time.

Now, whether print journalism is dying or not, that only time will tell. But this topic has been in conflict for a long time now. The higher costs of material, lower subscription numbers and the increment in other easily accessible media platforms have had a huge impact on print journalism.

3. Broadcast/ TV/ Radio Journalism

This kind of journalism deals with broadcasting news through television or radio. Both of these mediums are widely used and possess unique characteristics. A reason why TV journalism is more popular than print journalism is that it does not only deliver news for the eyes but for the ears as well. Audio-visual experience provided to the audience through TV journalism engages them. This journalism has large budgets and resources that help journalists create high-quality content.

Unlike TV, radio includes a large amount of interaction with the target audience. But, it usually gathers a limited number of participants as the broadcasting is done live. Radio channels usually have smaller budgets than TV channels causing limitation to covering fewer stories.

Mass Media

Mass Media is a medium to communicate the large masses whether oral, written, or broadcast to a larger audience. There was a time when people use to switch on the radio for listening bulletin information or pick up the newspaper for reading daily headlines and information to know what is going on in the world all-around with a cup of tea in their hands.

But with time, technology has changed and there are other media introduced to convey information to the masses such as:

1. Books and Magazines
2. Televisions
3. Internet videos
4. Films and
5. Documentaries

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

Types of Mass Media

There are various types of mass media we people, even **the children who are at home watching cartoons and geography channels** is also a kind of mass media.

We human beings, today, are surrounded by various types of Mass Media which influences our life. Through **oral, written, and broadcast media**, all age groups get knowledge, information, and entertainment.

There are 6 types of Mass Media:

1. **Traditional Media**
2. **Print Media**
3. **Electronic Broadcasting Media**
4. **Outdoor Media**
5. **Transit Media**
6. **Digital Media or New Media**

There are various types of mass media that provide us with various types of Political, Religious, Economics and Social related news and information to the masses or larger audience through print media or digital media.

Each media has its significance in some or the other way. For example - Newspapers, a print provides news headlines and information in rural areas and urban areas as well as a TV which also provides information, news and entertainment shows through a digital medium.

Print Media

Print Media is a means of mass communication in the form of printed publications. It comprises of magazines, newspapers, books, circulars, journals, pamphlets, and periodicals. Print Media is an incredibly important part of the marketing mix and can help businesses to engage their target audiences and extend their reach to potential customers by investing in it.

Print Media is defined as a Print form of information that is provided to the larger audience and is a part of mass media. During Ancient times or Early Age, information is conveyed to the masses through manuscripts.

Before the invention of the Printing press, the articles and printed matters are to be handwritten that was made available to a larger audience.

There are various forms of Print Media:

1. Newspapers
2. Journals
3. Books, Novels and Comics

Electronic Media

Electronic media is the media that one can share on any electronic device for the audiences viewing, unlike static media (Printing) electronic media is broadcasted to the wider community. Examples of Electronic media are things such as the television the radio, or the wide internet.

The purpose of using electronic media can be for many reasons; one of the reasons is that you can use it to market yourself and anything else from businesses to products and so on. Electronic media is an efficient way to communicate to one another, either by the use of media devices and networks or social media sources such as Television or the Internet these are a few of the many ways you can use Electronic media to your advantage.

There is a wide range of Electronic media that broadcast a variety of different things like advertisements and promotions. Different Electronic media types are below:

- 1. Television:** Television is one of the most used Electronic media devices because franchises can pay for advertisements to show millions of people, thus bringing in more business for the franchise owner.
- 2. Radio:** The Radio is similar but does not give the audience visuals, just sound. This method of Electronic media can be effective and much more affordable than Television but does not engage the listeners as much as visual ads.
- 3. Internet:** The Internet is one of the most profitable Electronic media devices, with a single click of a button ads will fill the webpage and is definite to catch a few glimpses for fellow web surfers. This not only spreads through Electronic media but can profit the creator of the web page throughout time.
- 4. Shops:** Shops have Electronic media in most places, whether it is on an electric billboard or ATM screen Electronic media is sure to be in almost everywhere you go.

Role of IT in Journalism

At the dawn of a new era, vast expansion of human communication is profoundly influencing culture everywhere. Revolutionary technological changes are the only part of what is happening, which is unifying humanity and turning it into what is known as a global village. But it has changed to the concept of global room, because recent decades have also witnessed remarkable developments in the technology of communicating. These include both the rapid evolution of previously existing technologies and the emergence of new telecommunications and technologies, satellites, cable television, fiber optics, video cassettes, compact disks, computerized image making and other computer and digital technology and much more else. Obviously this is the age of information technology and information technology has brought a revolution in the field of media industry also. The conventional mass media has been replaced by up to date most complicated and most sophisticated one. Along with this technological advancement media industry is growing fast and rapid. Information revolution had made the information process speedy and rapid, news and information can be sent in a flash to any corner of the world. When printing press was not invented that time newspapers were published in hand written shape. Today in this age of information technology the use of computer is the part media industry (Print, Broadcast, Electronic and Advertising Agency, News Agency and Films). Composing, printing, animation, diagrams, audio, video visuals, large data storage and centralized newspapers, magazines publishing are only possible through this advance system. Online newspaper editions are also possible through this rapid technology. In recent years, the explosion of new media; particularly the Internet, has caused new anxieties. The advent of the

new digital media has brought the conditions of the old technologies into sharper relief, and has made us suddenly conscious of our media environment, in the confusion of the digital revolution.

News on Internet: For years, publishers of newspapers, magazines and other print products have been fascinated with the idea of delivering information electronically. In contrast to conventional printing on paper, delivery by computer and other means seemed to offer several benefits both to the producer and consumer. Second, information can be disseminated to readers much more quickly than it could be in printed publication. The bulk of information in a daily newspaper is at least 12 hour old; articles in a monthly magazine are often written three or four months before they are published. During the next decade, publications turned to several other means of delivering information electronically. Some hooked up with online services such as CompuServe and America Online, others experimented with fax editions and computer bulletin boards. A range of media companies tried their hands at producing CD-ROMs, delivering information by satellite and e-mail, N11 services (using three-digit phone number like 911) and a number of other methods.

Evolution of Internet Journalism: The web exploded in 1995, electronic delivery came to age. In 1993, 20 newspapers worldwide and a few magazines and newsletters were published electronically, mostly on online services such as prodigy and CompuServe. During 1994, the number of online newspapers reached to thousands. At this relationship between the journalist and the technical means of gathering and reporting information emerges, we see a new breed of communicator, the techno journalist. In reporting, working and thinking, the journalist of the future will be different from those of today. The journalist of the future will have to balance the humanistic sensitivity that produces best journalism with newfound technological tools, journalists must not settle for becoming mere scientists' apprentices; they will have look at the impact of technology on values.

Web-offset: Photo setting was made possible by the computer but it owed its utilization to the web-offset printing process. The continuance of hot metal typesetting and page make-up had been unchallenged because it suited the plate making process used in letterpress printing. The plates could be cast conveniently in metal from the moulds taken from the made-up pages.

De-centralized Printing: Page facsimile transmission is a technique whereby made-up pages can be photographed and transmitted from the main production center to satellite printing plants within the circulation area so that the printing operation can be carried out simultaneously at several centers. The page photographs are digitized by means of scanners so that the data is compatible for sending by microwave for short distances, or by broadband telephone lines or earth satellite for longer distances. The use of computerized systems has meant the down of the electronic newsroom, with news editors checking reporters 'files on the screen, sending back stories where coverage is not sufficient or have failed in some way, and routing stories to the copytaster and the subeditors as they become ready.

Unit – 1 (Part –C)

Ethics of Sports Writing

Ethics in Sports and Games

A more ethical approach to athletics is sportsmanship. Under a sportsmanship model, healthy competition is seen as a means of cultivating personal honor, virtue, and character. It contributes to a community of respect and trust between competitors and in society. The goal in sportsmanship is not simply to win, but to pursue victory with honor by giving one's best effort.

Ethics in sport requires four key virtues: fairness, integrity, responsibility, and respect.

Fairness

- All athletes and coaches must follow established rules and guidelines of their respective sport.
- Teams that seek an unfair competitive advantage over their opponent create an uneven playing field which violates the integrity of the sport.
- Athletes and coaches are not discriminated against or excluded from participating in a sport based on their race, gender, or sexual orientation.
- Referees must apply the rules equally to both teams and cannot show bias or personal interest in the outcome.

Integrity

- Similar to fairness, in that any athlete who seeks to gain an advantage over his or her opponent by means of a skill that the game itself was not designed to test demonstrates a lack of personal integrity and violates the integrity of the game. For example, when a player fakes being injured or fouled in soccer, he or she is not acting in a sportsmanlike manner because the game of soccer is not designed to measure an athlete's ability to flop. Faking is a way of intentionally deceiving an official into making a bad call, which only hurts the credibility of the officiating and ultimately undermines the integrity of the game.

Responsibility

- To be sportsmanlike requires players and coaches to take responsibility for their performance, as well as their actions on the field. This includes their emotions.
- Many times athletes and coaches will make excuses as to why they lost the game. The most popular excuse is to blame the officiating. The honorable thing to do instead is to focus only on the aspects of the game that you can control, i.e. your performance, and to question yourself about where you could have done better.
- Responsibility requires that players and coaches be up to date on the rules and regulations governing their sport.
- Responsibility demands that players and coaches conduct themselves in an honorable way off the field, as well as on it.

Respect

- All athletes should show respect for teammates, opponents, coaches, and officials.
- All coaches should show respect for their players, opponents, and officials.
- All fans, especially parents, should show respect for other fans, as well as both teams and officials.

The sportsmanship model is built on the idea that sport both demonstrates and encourages character development, which then influences the moral character of the broader community. How we each compete in sports can have an effect on our personal moral and ethical behavior outside of the competition.

Gratuity:

Gratuity is that part of the salary of an Employee which he receives from his/her employer in gratitude for the services offered to the employer's company. It is one of the retirement benefits given by the employer to the employee, leaving the job.

Amateurism

An amateurism certification is required by the NCAA for participation in Division I or II sports. When you register with the NCAA Eligibility Center, you are asked a series of questions about your sports participation to determine your amateur status. An amateur, as typically defined by the NCAA, is someone who does not have a written or verbal agreement with an agent, has not profited above his/her actual and necessary expenses or gained a competitive advantage in his/her sport.

Professionalism

The Merriam-Webster dictionary defines professionalism as "the conduct, aims, or qualities that characterize or mark a profession or a professional person"; and it defines a profession as "a calling requiring specialized knowledge and often long and intensive academic preparation."

These definitions imply that professionalism encompasses a number of different attributes, and, together, these attributes identify and define a professional.

Professionalism is skill or behavior that goes beyond what an ordinary person would have or behaving in a more formal or business-like manner. ... An example of professionalism is a business person who is dressed in a suit and tie, has good manners and shows good business sense.

Professionalism includes a variety of personal qualities and behaviors that demonstrate commitment to effective performance in a given job. Commitment and confidence, responsibility and dependability, honesty and ethics, and appearance and professional presence are central professional characteristics.

Characteristics of professionals

Specialized Knowledge: First and foremost, professionals are known for their specialized knowledge. They've made a deep personal commitment to develop and improve their skills, and,

where appropriate, they have the degrees and certifications that serve as the foundation of this knowledge.

Competency: Professionals get the job done. They're reliable, and they keep their promises. If circumstances arise that prevent them from delivering on their promises, they manage expectations up front, and they do their best to make the situation right. Professionals don't make excuses, but focus on finding solutions.

Honesty and Integrity: Professionals exhibit qualities such as honesty and integrity. They keep their word, and they can be trusted implicitly because of this. They never compromise their values, and will do the right thing, even when it means taking a harder road.

Accountability Professionals hold themselves accountable for their thoughts, words, and actions, especially when they've made a mistake. This personal accountability is closely tied to honesty and integrity, and it's a vital element in professionalism.

Accountability: Professionals hold themselves accountable for their thoughts, words, and actions, especially when they've made a mistake. This personal accountability is closely tied to honesty and integrity, and it's a vital element in professionalism.

Self-Regulation: They also stay professional under pressure. For instance, imagine a customer service employee who's faced with an irate customer. Instead of getting upset or angry in return, the employee exhibits true professionalism by maintaining a calm, business-like demeanor, and by doing everything that she can to make the situation right.

Image: Professionals look the part – they don't show up to work sloppily dressed, with unkempt hair. They're polished, and they dress appropriately for the situation. Because of this, they exude an air of confidence, and they gain respect for this.

What is amateurism?

Amateurism is a set of ideas about sport that emerged in the 19th century, especially in Britain's public schools and universities. The central idea was that people should not receive any material reward for taking part in sport. Amateurs were expected to play fairly and with flair, always behaving respectfully towards umpires and their opponents. During the second half of the 19th century amateurism evolved from a set of ideas about how sport should be played into the dominant ideology of athletics and many team sports. In effect, it determined the conditions under which the working and middle classes were allowed to participate in sport.

What is professionalism?

Definitions of professionalism have varied considerably. In the 19th century, a professional was generally defined as someone who made their living from sport. Some stricter interpretations extended the definition to anyone who accepted money or prizes for taking part in sport. In practice the distinction between amateurism and professionalism was often blurred. Some administrators maintained that sportspeople could be reimbursed for legitimate expenses and remain amateur. Interpretations of what 'legitimate expenses' were differed between codes and administrators. In Britain amateurism was applied differently in different sports. Football

(soccer) had separate competitions for amateurs and professionals, whereas rugby union outlawed professionalism altogether.

Difference between Amateurs and Professionals:

- Amateurs stop when they achieve something. Professionals understand that the initial achievement is just the beginning.
- Amateurs have a goal. Professionals have a process.
- Amateurs think they are good at everything. Professionals understand their circles of competence.
- Amateurs see feedback and coaching as someone criticizing them as a person. Professionals know they have weak spots and seek out thoughtful criticism.
- Amateur's value isolated performance. Think about the receiver who catches the ball once on a difficult throw. Professionals value consistency. Can I catch the ball in the same situation 9 times out of 10?
- Amateurs give up at the first sign of trouble and assume they're failures. Professionals see failure as part of the path to growth and mastery.
- Amateurs don't have any idea what improves the odds of achieving good outcomes. Professionals do.
- Amateurs show up to practice to have fun. Professionals realize that what happens in practice happens in games.
- Amateurs focus on identifying their weaknesses and improving them. Professionals focus on their strengths and on finding people who are strong where they are weak.
- Amateurs think knowledge is power. Professionals pass on wisdom and advice.
- Amateurs focus on being right. Professionals focus on getting the best outcome.
- Amateurs focus on first-level thinking. Professionals focus on second-order thinking.
- Amateurs think good outcomes are the result of their brilliance. Professionals understand when good outcomes are the result of luck.
- Amateurs focus on the short term. Professionals focus on the long term.
- Amateurs focus on tearing other people down. Professionals focus on making everyone better.
- Amateurs make decisions in committees so there is no one person responsible if things go wrong. Professionals make decisions as individuals and accept responsibility.
- Amateurs blame others. Professionals accept responsibility.
- Amateurs show up inconsistently. Professionals show up every day.

- Amateurs go faster. Professionals go further.
- Amateurs go with the first idea that comes into their head. Professionals realize the first idea is rarely the best idea.
- Amateurs think in ways that can't be invalidated. Professionals don't.
- Amateurs think in absolutes. Professionals think in probabilities.
- Amateurs think the probability of them having the best idea is high. Professionals know the probability of that is low.
- Amateurs think reality is what they want to see. Professionals know reality is what's true.
- Amateurs think disagreements are threats. Professionals see them as an opportunity to learn.

Invasion of Private life

Invasion of privacy is the unjustifiable intrusion into the personal life of another without consent. However, invasion of privacy is not a tort on its own; rather it generally consists of four distinct causes of action. States vary on both whether they recognize these causes of action as well as what elements are necessary to prove them, so you should be sure to check your state's laws or consult with a lawyer before bringing legal action.

The four most common types of invasion of privacy torts are as follows:

1. Appropriation of Name or Likeness
2. Intrusion Upon Seclusion
3. False Light
4. Public Disclosure of Private Facts

Sportsmanship

Sportsmanship may seem hard to define, but its hallmarks include being able to win without gloating, respecting one's opponents, and being able to lose gracefully. Here are some important principles to instill in your children: If you lose, don't make up excuses. If you win, don't rub it in. Being angry at and arguing with opponents, referees, and teammates is a bad sportsmanship. If you get rejected, you may feel upset and think you were not treated fair. Know that next time you will have an opportunity to show everyone they were not right.

Sportsmanship is when competitors or viewers of competitive events treat one another with respect and exhibit appropriate behavior. Good sportsmanship means being fair and ethical to those you're playing with both your teammates and the opponents and is especially crucial for young athletes to learn.

Sportsmanship can also apply to audience members, including viewers in the bleachers and coaches on the sidelines. Sportsmanship doesn't mean going easy on opponents, because most times, aggression is part of the game. Being a good sport means your conduct is polite and gracious, and that you avoid disrespecting others during game time.

Qualities of Good Sportsmanship

- Have a positive attitude.
- Give your best effort.
- Shake hands with the other team before and after the game.
- Support teammates by saying "good shot" or "good try."
- Accept calls and don't argue with officials.
- Treat the other team with respect and never tease or bully.
- Follow the rules of the game.
- Help another player up who has fallen.
- Take pride in winning but don't rub it in.
- Accept a loss without whining or making excuses.

Sports for Charity

This is because they promote participation in healthy activity. Sports can also advance other charitable purposes, like relieving the social needs associated with a group (for example: people with disabilities or older people)

Unit 2

NEWS (A)

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 etc. News is information that wasn't known before or current events broadcast over the radio, television, online or in print media. An example of news is a couple announcing their engagement at a family gathering

There is no full form of NEWS as such. The English word “NEWS” was developed in the 14th century for the adjective “new” or “new thing”. Many claim that “NEWS” is as an acronym of 'North East West South'.

Source of News:

These include print media (newspapers, newsmagazines)

Broadcast news (radio and television),

Internet (online newspapers, news blogs, news videos, live news streaming etc)

Purpose of news:

1. **Informing the audience:** news helps in informing people of what is going around them in the world. It covers the entire serious topic that every individual has right to know for the better living.
2. **Educating the audience:** as discussed above news is used to inform people it is also used to educate them on the matter which is directly or indirectly related to them. For instance, there is a happening going on GST in India but many are not aware of exactly what is it so news helps us to educate on such topics and how it will affect us and others.
3. **Guiding the audience:** As we all know now from the above points that it helps people inform and educate there comes guidance through the news. Once the audience is informed, educated on certain issues then it helps people in guiding but is right and what is wrong with them.
4. **Interpreting facts and news:** people have the tendency to believe written things as it is believed that anything in written form as more authenticity. A good news means every fact and figure must be looked after keenly and presented in the news appropriately.
5. **Source of entertainment:** news is usually read, heard and seen in the leisure time. It covers that news which is light in nature news on fashion, movie reviews, hobby columns, sports news etc. Entertaining news is gaining a great number of audience as it is attractive in nature.
6. **Forming opinions:** News helps people to build their opinion on the information given by the news. During elections media displays each party in such a way that it creates an image of each party differently and affect people's opinions.
7. **Spreading Awareness:** it helps in spreading awareness regarding what is going on around the world on serious topics. Politics, health, business and other people-oriented matters. For say if there is a disease spreading all over a nation then the news plays important role spread awareness on it and how to prevent ourselves from it.

8. **Advertising:** many times there are messages conveyed which are of public service and for public awareness such as the message on family planning, safety while driving, blood donation etc but at times the advertisement is commercially oriented meaning on some products. The advertisement is disliked by many as people believe when news channels start to show more advertisement they lose their value and forget what their actual duties are.

Importance of news

Every single bit of information that we get from the newspapers is of great importance.

1. It provides space for public grievances.
2. It educates the people on good citizenship.
3. It provides information on the variety of subjects like art, science, business, sports, crime, fashions, etc.
4. It is important for students, as early as Kindergarten, to start learning to read.
5. It helps students develop daily reading habits that will last their entire lives.
6. It helps students who learn using newspapers become more active citizens as adults.
7. News acts an important medium to control corruption and scams.
8. News is a mode of mass communication. It is very helpful in creating social awareness.
9. We can get the information of forthcoming movies and television shows through news.
10. It is our cheapest and most powerful weapon in the last analysis.
11. A wide coverage of information is obtained at low cost through news.
12. It has also seen that illiterate adults are taking up education to read news.
13. It raises voices against social issues such as child labor, dowry system, etc.
14. It also helps to develop new ideas.

Quality of News:

Accuracy: The accuracy of news is in fact taken for granted by the news consumers. It is very difficult to be writing accurately in news. Readers should have a feeling that whatever they are being presented is the overcome of an honest and dedicated effort of the writer. All facts given in the news item should be accepted by readers without questions. What factual accuracy really means is that every statement in news items every name and date and age, quotation every definite word or expression or sentence must be precise and presentation of the true facts

News should be Balanced: News is to be balanced though it is not an easy task to write news which is balanced in every respects, a severe effort must be made by a reporter to render the account of any event in the best possible manners. The reporter has to write all the specific facts correctly, fairly and accurately and objectively. As a reporter he must constantly strive to give each fact its proper emphasis and to put it in proper relation to every other fact and to give those facts the relative importance to the meaning of the story as a whole. A reporter has to select and arrange facts in a manner so as to give a balanced view of the whole situation.

Objectivity: Objectivity in the news is one of the most important principles of modern journalism. It means that the news covers to the consumer intimated without any personal bias or any outside influence that would make it appear anything but what it is. News is unavoidable. News should be presented without a shade. Objectivity is essential because only pure news can give the consumer confidence since people from their opinions on the basis of news items it is all the more necessary that it should be objective in all manners.

News should be Concise and clear: News must follow the news form developed over a period of many years. It must be unite, concise, clear and simple. A story that is diffused, disorganized and ambiguous in meaning does not have the characteristic quality of news. It should be well-paced, unified and abuse all written so clearly that the meaning of the story is also absolutely plain.

Current: The definition of news remains incomplete if element of time is not given major consideration. Time is the essence of the news. Emphasis is on the time element of news story, this is necessary because of the changes which may occur in the transitory period. The news media are specific about time. They tell the readers that the news is not only recent but truly the last word on the subject. The news media has developed great speed in news media has developed great speed in news handling in order to able to report events while they are still new. The reader is interested in current and new things. A newsman wins consumers and readers by rendering.

Directness: News must be direct, clear and simple. The reader is more interested when no unnecessary facts and ideas included in news. A reporter has to select and arrange facts in a manner so as to give a simple and direct view of the whole situation.

Nature of News

While Lippmann (1922) explores the newsman's challenge of translating "Truth" into news fit for print, McDonald (1971) questions whether the journalistic convention of objectivity helps or hinders in the process. Epstein (1974) and Roshco (1975) discuss how sources can manipulate the rhythms of the news cycle, imposing tight limits on the quantity and quality of the truths that make the leap from reality to newsprint or airwaves. Boorstin (1971) details the social logic behind the self-propagating spectacle of what Boorstin calls "pseudo-events."

Lippmann saw the news media as a searchlight scanning the landscape, its beam too narrow to put what it shines on into context. The interpreters of events, the span of their searchlight limited by time, space, and convention, use stereotypes to fill in the gaps. Like mythic archetypes woven into the structure of storytelling, these stereotypes are intended to be broadly comprehended. These should be the lowest common denominators that hold a society together. Unfortunately, these shortcuts tend to reinforce the status quo. By performing this function, the news media is unintentionally proving Klapper's 1960 limited effects hypothesis.

Journalists sometimes use objectivity as a barometer to prove their lack of bias. McDonald calls objectivity "an essential correspondence between knowledge of a thing and the thing itself," although in most newsrooms this translates to "get both sides of the story." The Associated Press bears a great deal of responsibility for the journalistic application of objectivity. Before the AP started using the telegraph to transmit stories, publishers practiced personal journalism each newspaper espoused the principles of its publisher, and the reader was left to choose the newspaper whose politics best suited his own. The advent of the AP wire brought about the need appeal to every reader in every story. Rather than write six stories about a given subject to include all six opinions about it, an AP writer would find a source to furnish each point of view, playing them against each other, allowing the reader to find their own viewpoint somewhere in each story.

Epstein and Roshco detail the flaws in the rhythms and bureaucracy of the news business. Sources are self-interested, making the reporting of complicated socioeconomic issues into a *Rashomon*-

like game of “he said, she said,” in which the participants each try to spin a data in their preferred direction. The “objective” reporter is left to draw the quotation marks and maintain his distance, although interpretative journalism remains an option for some news organizations.

The news media’s need to consult “expert” opinions or quote “official” pronouncements allows the powerful people in society to manipulate the news through leaks and “pseudo-events” staged for the purpose of being recorded. Boorstin claims that reporters play a leading role in this act, “making” news by asking controversial questions of political figures, digging for human interest in unremarkable events, or making predictions on their topic of choice. Boorstin does not give the news media enough credit for attempting to tell stories that add context to the political and social spectrum. Boorstin is correct; however, when he points out the media’s role in the process of creating a synthetic layer of “news” can blind the public to the reality of a given situation.

This layer of spectacle hangs over the globe like a ragged shroud, exposing patches of truth almost by chance. When reporters let sources take advantage of journalistic conventions to dictate the content of the news, they are not playing the role of Lippmann’s inadequate searchlight; they are dancing between the light of truth and the shadows on the wall in Plato’s cave. That is simply not enough when it comes to performing the imperative task of informing the public in a democracy. Robert E. Park wrote in his 1923 “Natural History of the Newspaper” that “the newspaper must continue to be the printed diary of the home community.” Without principles and conventions that let news organizations control the content of the news in the public interest, the content of our newspapers will continue to be determined by those who control access to the official version of events.

Cross Platform Discussion

Media users receive an overwhelmingly large supply of media content from multiple media, yet much research on media use examines the use of a single medium. This study investigates patterns of media use across multiple media platforms by taking a media repertoire approach. Using single-source data that merge television people meter data and a survey on other media use of the same respondents, this study identifies five distinctive media repertoires (TV-Oriented Entertainment, Internet, news on Traditional Media, Tabloid Newspapers, and Cable TV Only). This study finds significant differences in user background characteristics, total news media use, political interest, and political knowledge among representative users of each media repertoire. Regression analyses on factor scores reveal that media repertoires are explained by individual and structural factors of media choice discussed in previous research. The implications for future research on media repertoires as news, information, and entertainment sources are discussed.

News Reporter General Qualification:

- 10 years of experience as a Reporter or similar role
- Passion about writing and creating interesting stories
- A portfolio of published articles
- Strong knowledge of media processes
- Excellent communication and research skills

- Charismatic and magnetic personality
- Critical thinker and problem-solving skills
- Good time-management skills
- Great interpersonal and communication skills
- Degree in Journalism or relevant field

News Reporter Responsibility:

- Keep up with all the local and global happening
- Cover a wide variety of stories
- Conduct and schedule interviews
- Track influencers' work
- Plan, edit, and write stories and articles to be broadcasted
- Verify information provided by interviewees
- Finalize news content
- Keep up with deadlines as timeliness is extremely important
- Follow news events and other media sources to stay informed

SPORTS REPORTER DUTIES AND RESPONSIBILITIES:

Sports journalists write about and report on amateur and professional sports. As a sports journalist, you can expect a variety of job duties such as reporting game statistics, interviewing coaches and players and offering game commentary. You can work in a variety of media, including radio, television and print. A sports reporter will cover all sports-related news, both on-campus and off, and will be specifically expected to:

- Monitor the news daily to keep abreast of sports events and issues that need to be covered and see that no pertinent news is missed.
- Work with the sports editor and fellow reporters to generate story ideas.
- Ensure that all areas of sports are regularly covered. At the minimum, the sports desk must regularly cover:
 - University intercollegiate athletics Sports Events.
 - Major professional and college sports, as appropriate.
 - Coordinate with the graphics department to ensure as many stories.
 - Possible have a visual element with them by posting photo and graphic tip sheets, and when appropriate, by taking a camera on assignment to shoot photographs.
- Become extremely familiar with the rules of Associated Press and Emerald style.
- Ensure, to the best of your ability, that all your writing is accurate, fair, clear and complete.
- Work with the sports editor to improve your writing.
- Finish all writing on deadline.
- Keep regular office hours.
- Attend required staff meetings and weekly desk meetings.
- Set individual goals each term to improve your journalistic skills.

Evaluating News (B)

News Sense

It is that intuitive feeling that a particular topic will make a good story. For journalists, it's an ability to know what will connect with their readers; in PR, it's knowing if something would be suitable for the media or not. Here at Blue Sky, having news sense means that we can take one look at a piece of research or an alumni story and know if the media would be interested in it.

News sense means that you know what to pitch and what not to pitch to a journalist. This is so important because journalists get bombarded with hundreds of pitches every day, and if you keep pitching them things that aren't relevant you could end up being blacklisted, meaning you've lost a valuable contact.

How to improve news sense

News must be interesting: What you are writing has to be interesting for your particular audience or readership. There's no point writing about the intricacies of cake baking if your audience is only interested in football. So, ask yourself if your audience or readers would be interested in what you are writing. If the answer is a no or maybe, then the chances are your story is a non-starter.

News must be important: Are you writing about something that your readers really need to know, regardless of how interesting it may be? It does not matter whether the issue is deathly dull. If the answer is yes, then it may be worth pursuing.

News must be relevant with readers: It doesn't matter how interesting and important an issue is, if it's not relevant to your readers. For instance if you are writing for a publication or program for a defined geographical area, if it does not happen in that area, forget it.

News must be new: If your story is already out there it can't be news. News means what it says. It has to contain information which is new. This doesn't mean it always has to be some spectacular or unusual event. It simply means it can't repeat what everyone already knows. It can however be an update or development of an existing well-established story.

So, news sense knows the particular blend of these four factors that works well for a publication, program or website's audience. More 'highbrow' media will place more emphasis on importance; tabloid or popular will go for stories that are more interesting.

News Values

News values, sometimes called news criteria, determine how much prominence a news story is given by a media outlet, and the attention it is given by the audience. A. Boyd states that: "News journalism has a broadly agreed set of values, often referred to as 'newsworthiness'. News values are not universal and can vary widely between different cultures. In Western practice, decisions on the selection and prioritization of news are made by editors on the basis of their experience and

intuition, although analysis by J. Galtung and M. Ruge showed that several factors are consistently applied across a range of news organizations.

The practical constraints of the newsgathering process, the collective norms of the newsroom and manipulation by external pressure groups all affect the news value given to an event by the journalist and the way it is reported. The news value given to the story by the audience, its impact or interest, is determined by the degree of change it contains and the relevance of that change to the physical and social security of the individual or group. Major change, coupled with high relevance, gives the story a correspondingly high news value; little, or slow, change, together with low relevance, indicate low news value.

Frequency: Events that occur suddenly and fit well with the news organization's schedule are more likely to be reported than those that occur gradually or at inconvenient times of day or night. Long-term trends are not likely to receive much coverage.

Personalization: Events that can be portrayed as the actions of individuals will be more attractive than one in which there is no such "human interest."

Meaningfulness: This relates to the sense of identification the audience has with the topic. "Cultural proximity" is a factor here -- stories concerned with people who speak the same language, look the same, and share the preoccupations as the audience receive more coverage than those concerned with people who speak different languages, look different and have different preoccupations.

Co-optation: A story that is only marginally newsworthy in its own right may be covered if it is related to a major running story.

Prefabrication: A story that is marginal in news terms but written and available may be selected ahead of a much more newsworthy story that must be researched and written from the ground up. Predictability: An event is more likely to be covered if it has been pre-scheduled.

Competition: Commercial or professional competition between media may lead journalists to endorse the news value given to a story by a rival. Co-optation: A story that is only marginally newsworthy in its own right may be covered if it is related to a major running story. Prefabrication: A story that is marginal in news terms but written and available may be selected ahead of a much more newsworthy story that must be researched and written from the ground up. Predictability: An event is more likely to be covered if it has been pre-scheduled.

5Ws and H

The Five Ws, Five Ws and one H, or the Six Ws are questions whose answers are considered basic in information-gathering. They include Who, What, When Where, and Why. The 5 Ws are often mentioned in journalism (*cf.* news style), research, and police investigations. They constitute a formula for getting the complete story on a subject. According to the principle of the Five Ws, a report can only be considered complete if it answers these questions starting with an interrogative word.

- **Who** is it about?
- **What** happened?
- **When** did it take place?
- **Where** did it take place?

- **Why** did it happen?

Some authors add a sixth question, "how", to the list, though "how" can also be covered by "what", "where", or "when"

1. **Why** - though it seems so obvious, I've often been part of projects where the why question was never asked! I think sometimes you get so used to being assigned projects with little to no evaluation let alone business case justification, that the fundamental question of "Why are we doing this project" does not get asked. Really delving into this question will allow you to get at the drivers and benefits that the project is to deliver which will allow you to deliver a project your customer and stakeholders' satisfaction.
2. **What** – this is really the first question you ask when you're trying to gather requirements for your project to define the scope. It gets no simpler than "What do we do?"
3. **Who** – who are your stakeholders, team, customer that will work on, sponsor and ultimately benefit from when your project is completed?
4. **When** – sometimes this question gets asked before the entire question we discussed above get answered. You need to know why, what and who will be part of your project before you can adequately answer when it will get completed.
5. **Where** – then after all is said and done, where will your project be done? Where will it be delivered? With today's global and dispersed environments, this question is not as simple as it may seem!

Steps to writing news

Focus on the part of your story that is likely to be of most interest to your readers. Stories become news because of their importance, emotion, impact, timeliness and interest to the reader.

The more people involved, the more newsworthy the story. Likewise, the more people affected, whether it's by campus car-parking charges or a pay award for staff, the more newsworthy the story is.

News is what's new. Time is of the essence. So what's news today probably won't be news in a few days, unless there are major new developments.

Who, what, where, when, why and how?

Include information that answers these questions within the headline and the first two paragraphs. Try to get as many of the Ws into the first (lead) paragraph as possible.

For example your first line could be: "Sanjeev Bhaskar [WHO] presented degree certificates for the first time [WHAT] at this week's [WHEN] summer graduation ceremonies in Brighton [WHERE]."

News first, background later

Tell the best bits – the *new* bits – first. The background to the story should come later.

Don't try and tease your readers into getting to the end of your article by withholding information.

Would your story still make sense if someone read only the first two lines? Or even just the headline? It should.

Be objective and stick to facts

The reporting 'voice' in the story should contain only facts. Any opinions or subjective descriptions should be attributed to a named source.

E.g. don't write: 'The event was a great success and led to a pleasing increase in applications'.

Who says it was a success? Who is pleased?

Instead, write: 'Dr Jones said the event went well: "It was a great success and I am pleased that, since it took place, we have had a number of new applications."'

Keep it simple and short

News stories should be no more than 400 words long, and preferably 250-300 words long. You need to write in a succinct and engaging way but still include all the important facts.

Don't include too many flowery words. Be punchy. If something isn't essential to the story, don't include it.

For text to be easily readable at speed, write in short sentences (think 25 words or fewer) and use simple language.

Use plain English and not academic or technical jargon.

Assume no prior knowledge - some people find it helpful to imagine that they are explaining the story to a relative who doesn't work in higher education.

Acronyms

Universities are full of acronyms and, especially if you have worked in the sector a long time, it can be easy to forget that not everyone will understand what they mean.

Always spell out an acronym the first time it is used, followed by the acronym itself in parentheses. From then on, in your story, you may use the acronym. E.g. 'the School of Media, Film and Music (MFM) organized the event. MFM is ...'

House style

The University has a 'house style' – a consistent way of writing – that is part of our brand. Having a set house style helps to convey an impression of quality and thoroughness, no matter who is writing or editing.

Exclamation marks

Do not use! (As the author Scott Fitzgerald said, it is like laughing at your own jokes.)

Don't use 'I' or 'we'

Readers won't necessarily know who wrote a news article, so don't talk about yourself or your team in the first person.

Always name individuals (even if that person is you) or units/teams mentioned in your piece. Never say 'we held a lecture'; instead say 'the History department held a lecture'.

Write a great headline

Many news writers argue that the headline is the single most important part of a news story.

Research shows that, on average, 80% of people read only headlines and then skip the rest of the story.

For this reason, you need to make sure that yours is clear, concise and tells your story using just a few (4-8) words. What is the minimum information that you want a skim reader to know?

Many find it easiest to write the headline last. This way you can try taking your first line and trying to distil it back to its bare bones. Cut out unnecessary words and shorten phrases (e.g. 'leads to improvements' becomes 'improves').

This is not an easy skill and takes practice, but it is worth spending time on getting it right.

Think pictures

A good photo or other image to accompany your story is a great way to reinforce and complement your news. When you are writing your story, always think of how you could illustrate the story with a picture.

Check your work

Even if a deadline is really tight, still take the time to check. Chances are you will spot at least one mistake every time.

Make sure that your text has no spelling mistakes, including names, or any errors with grammar or punctuation. Then read it over again, asking yourself:

- Does it make sense?
- Are things explained in order?
- Is it as easy as possible to understand?
- Is it accurate?
- Have you repeated yourself?
- Are any ideas or phrases covered twice?

- Is it written in plain English?
- Are all dates and numbers correct?

If you wrote the article, get someone else to look over it for you. You might also want or need to run it by any individuals or units/teams mentioned in the piece.

Unit 3

Writing Sports Feature (A)

Sports feature:

The sports feature is an essential aspect of sports coverage, meant to complement and add human interest and meaning to day-to-day coverage of sporting events. There are so many sports available in the world nowadays, but we can categorize them by the numbers of players, the three main categories are individual sport, dual sport and team sport.

Elements of Sports Writing

- Highlights of the game.
- The names of the teams involved.
- The type of sport.
- Score or final outcome.
- When and where the game was played.

Types of Sports Features

Straight-Lead Game Story

The most basic form of all sports writing, the straight-lead (also spelled straight-lead) game story is an article using a straight-news format. The article summarizes the main points of a game: which team won or lost the final score, and what a star player did.

A straight-lead might look something like this:

After that, the story follows by giving an account of big plays, players who contributed tremendously to the final outcome, and after-game insights, quoting both players and coaches.

Many high school and college sports use the straight-lead game story, but sports writers for professional sports events have veered away from this format.

The reason is that TV already shows the entire game and fans usually know the scores and highlights before the article makes it to publication.

Feature Game Story

The feature game story is a favorite tool for professional sports writers because it gives fans and readers a different angle from the highlights they have seen on TV.

After opening with this unique angle, the writer proceeds to describe the prominent rugby coach's background, as well as what was going on at the time he had this unusual experience. And, as is common trait of feature game stories, he only gets to the scores near the end of the article—which is fine because readers are not looking to read about the score, which they already know.

Instead, the story gives them a different perspective of the game and the people involved.

Profiles

Whereas a feature game story spotlights a game, a profile features an individual character. This person might be a rookie athlete rising in the ranks, or perhaps an influential coach.

Season Preview and Wrap-up Stories

Every sportswriter needs season previews and wrap-up stories in their collection. These stories are published while the coaches and their teams are preparing for the upcoming season, or after the season has ended whether in victory or in defeat.

These stories take a bird's eye view of the season: they normally share the expectations that coaches and players have, or how they feel at the end of a season.

Columns

A sports writing column is the place where a sportswriter shares their opinion. Sometimes these columns may include venting when a team, player, or coach doesn't meet expectations. Other times, they may write about what they admire in a team, player or coach.

A favorite subject is a coach who is able to direct a weak team to an unexpected championship, or perhaps an underdog player who demonstrates unusual determination and teamwork.

Fear less writing in Sports

Putting ideas out in the world takes courage, so playing it safe with your writing can be an appealing strategy. Faced with limited writing time and abundant competition, you figure out what works, then follow that tried-and-true trajectory for years, maybe.

But if your go-to methods are starting to feel stagnant, and your writing lacks verve and daring, it's probably time to take a new approach. Started by disconnecting your writing GPS. Learn to navigate by instinct rather than reason, and break a few of your own writing rules. Where will your writing take you when you follow your gut?

- Test-drive the little things your gut tells you to. Not just the big things—listen to your gut better on the fly, too. If you have a hunch, follow it. Turn one direction instead of the way you usually go. Give yourself choices and enjoy every choice you make.
- If your gut says write a novel, then take a fiction class or participate in NaNoWriMo (National Novel Writing Month).
- If a hunch says go to a writing retreat, then apply for fellowships or concoct your own getaway. Why not?

- If you feel gross from watching trash television, stop. If your gut says start watching a little television for a mental break now and then, then start.
- What is your gut saying right now? Go to a bookstore and let your gut steer your attention around the store.

Sports Personalities and their thumb nail sketches

Art directors, storyboard artists and graphic designers, as well as other kinds of visual artists, use the term "thumbnail sketch" to describe a small drawing on paper (usually part of a group) used to explore multiple ideas quickly.

They are called "thumbnail" sketches or drawings because they are meant to be drawn small.

Thumbnail sketches are "used to explore multiple ideas quickly" and that they are "similar to doodles, but may include as much detail as a small sketch." And Craig Smallish explains in a Lynda.com course, "A thumbnail sketch...serves as a chance to experiment or create a prototype of an idea."

A thumbnail image is a small image that represents a larger one. Thumbnails are often used to provide snapshots of several images in a single space. They are commonly used by digital photo organization programs as well as visual search engines.

A thumbnail sketch is very useful to avoid problems like, "uh-oh I made this drawing too big and now I can't fit everything on my page!" Or, "eueh this composition isn't looking as good as I thought it would". Try also, "I can't figure out this position/this perspective, ugh!"

Thumbnail Sketch Definition

A thumbnail sketch is, very simply, a quick sketch, usually **with no corrections**.

You just pick any medium you want, like a pencil, but if you prefer other tools for sketching, don't hesitate. This kind of sketching is made in small sizes, small squares or rectangles with about 2 or 3 cm.

A thumbnail sketch serves to **visualize your final painting**. So leave the details behind, work with shapes and composition only and try different sketches, until you're happy with one. Now you're ready to work on your final piece!

He will be among the five most prolific batsmen on view in the World Cup behind Virat Kohli, Mahendra Singh Dhoni, Chris Gayle and Ross Taylor. And Rohit Sharma can be expected to bring all his experience to bear during India's campaign in the World Cup in England later this year.

Over the years, his opening partnership with left-handed Shikhar Dhawan has often laid a strong platform for India to build on. It is one of the key factors that makes the Indian such a respected combination. The mutual respect and understand that the pair shares can only help the side when it comes together in the World Cup as well.

Virat Kohli may be acknowledged as the best batsman of the Indian team, if not the world, but there can be no denying that Rohit Sharma's talent with the bat, especially in white ball cricket, has won him countless fans. His range of strokes is second to none, but he makes batting look pretty simple with his craft. When he gets past the early phase of batting himself in and is in flow, he is a treat to watch. India will hope that he finds the rhythm early and can bat deep in the innings.

Besides, Rohit Sharma's tactical acumen can be of immense use to the side. Kohli has conceded that he relies on his vice-captain Rohit Sharma and former captain, wicket-keeper Mahendra Singh Dhoni's inputs on the field. Such chemistry can be forged only when a man of Rohit Sharma's talent and skill does not hesitate even for a moment in sharing his insights with the captain of the side so that the team can draw immense benefits. He will be looking to contribute his mite so that he can return from his second World Cup tournament with even better memories than in 2015.



Matches	206
Innings	200
Not out	31
Runs	8010
Highest	264
Average	47.39
Strike Rate	87.95
100s	22
50s	41
Catches	73
Stumpings	0
Innings	38
Overs	98.5
Maidens	2
Runs	515
Wickets	8
Best Bowling	2 for 27
Average	64.37
Economy Rate	5.21
Strike Rate	74.1
4wl	0

ROHIT SHARMA



VIRAT KOHLI



Matches	227
Innings	219
Not out	37
Runs	10843
Highest	183
Average	59.57
Strike Rate	92.96
100s	41
50s	49
Catches	111
Stumpings	0
Innings	48
Overs	106.5
Maidens	1
Runs	665
Wickets	4
Best Bowling	1 for 15
Average	166.25
Economy Rate	6.22
Strike Rate	160.2
4wl	0

There are few better sights in modern one-day internationals than watching Virat Kohli lead the chase of a target. The romantics will be hoping to see this on July 14 this year in the hallowed Lord's ground in London. As he heads to his third successive World Cup campaign, having been a part of the memorable conquest at home in 2011 and the squad whose cruise in the 2015 tournament was brought to an end in the semifinals by Australia, he has evolved as one of the world's finest batsmen.

Rival bowlers and captains have realised that his wicket is one of the most prized in contemporary cricket – across all formats. He has an additional responsibility this time. While Virat Kohli the batsman will have to be the fulcrum of the team's batting, Virat Kohli the skipper may be in greater focus. He will be well aware of the expectations of the country's cricket fans. Yet, his focus will be on ensuring that each of the men who steps on the field for any game in the World Cup would deliver his 100 per cent. His challenge will be to pick the best from the resources available for each match and to utilise their skills to the fullest.

If he achieves that on July 14 this year, he would realise a dream that was possibly embedded in his mind from the time he led India to victory in the ICC Under-19 Cricket World Cup in Malaysia in March 2008. It is not an easy task to accomplish but one that will fire him on this journey in the ICC Cricket World Cup 2019 in England and Wales. With the team rallying around him, it is not beyond Kohli to be able to become the third Indian captain to lay his hands on the ultimate prize.

Book Reviews

A successful book review includes a short summary of the book, background information about the author and topic, and an evaluation of the content. When writing a short summary of the book, assume that your audience has not read it and address the book's main topics and ideas and explain why they matter.

A book review is a description and a critical evaluation of a book. It gives a summary of the content and assesses the value of the book focusing on the book's purpose, contents, and authority

A book review is a guide for potential readers. In a concise manner, a review summarizes the author's qualifications and main points, often providing examples from the text. A review also provides an opinion on whether the author succeeds or not in convincing readers of his or her points.

How to write a book review:

1. Start with a couple of sentences describing what the book is about.
2. Discuss what you particularly liked about the book.
3. Mention anything you disliked about the book.
4. Round up your review.
5. You can give the book a rating, for example a mark out of five or ten.

Stages in writing a book review:

- Introducing the book,
- Outlining its contents,
- Highlighting parts of the book.
- Give a detailed evaluation.

Elements of a review book:

- **Title Page:** On the title page include the title, your name, and the date.
- **Abstract:** An abstract is a brief summary of your review.
- **Introduction:** The introduction of your review should accomplish three things.
- **Discussion:** The discussion section is the body of your paper.
- **Conclusions.**
- **References.**

Writing of sport editorial:

When a reporter covers sports events and issues, he must know how to find the news and file the report. It is most important for a reporter that he must get along with people of varying natures. He should also understand the politics of the news medium.

A reporter who wants to make a mark in the profession must inspire confidence. He should know landmarks in the history of the game, its rules, terms and top ranking players of the sport he covers. The background information and achievements of players should be on his fingertips. Besides, he must know the coaches, managers, officials and office-bearers of various prominent sport clubs and associations.

If a reporter has good contacts, then he will be able to extract some information from them when you need to substantiate your report. There is variety in sports news starting from college sports at the amateur level to professional sports. It can be categorized as local, regional, national and international sports.

The readers are interested in the prospects of the team, individual players in a match and a post-mortem of the contest. Readers also look for important information related to the match or sport.

A sport reporter must be aware of factors which have a direct or indirect bearing on the contest from coaches and managers to regulations. The reporter must be aware of the part played by these factors so that he will be able to portray the correct picture while writing the report. The more a reporter study the scenario the more likely it is that he will gather information and the better will be his report.

There is slight difference between sports news reporting and general news reporting as a sports reporter has more freedom of self-expression. For example, sport reporters use more superlatives. Experienced and knowledgeable sport reporters generally get more freedom in usage as they know where to use and where not to use superlatives. However, sport reporters should also rely on accurate and objective writing, stressing, clarity while avoiding jargon and unfamiliar terminology.

Reporters should also avoid writing vague reports. Readers will not be interested to read such reports. News reports should also provide details on the fitness of players, points of play, individual performance, tactics and strategies adopted in the contest and crowd reaction. To be a successful, a reporter has to cultivate his power of observation and presentation style.

Writers must choose their words with care when writing about stars and professional players. Reporters must have documentary evidence before they comment about player's misdeeds on and off the ground. The profession is quite hazardous and reporters must play safe while writing about some players, coaches or sports bodies.

Need for Specialization:

The field of sport reporting is vast and it may be difficult for a reporter to be proficient in every game and discipline. In spite of that a sports reporter should know the basics of every sport at least the salient features norms, rules and regulations. Besides, a sport reporter should specialize in one or two of the following disciplines: hockey, football, cricket, tennis, badminton, table tennis, athletics, diving, gymnastics or swimming. There are also many other sports.

By sheer knowledge and dedication, a reporter can outbid a rival. During training, a sports journalist can realize which sport or game more he will be comfortable with. Also, if you are well conversant with the rules of a game, you can write a report on a match with great ease and finesse.

If you are working in a major national daily, there will be many sport reporters and initially you may be asked to cover all sports as per the editorial needs. That is a good opportunity to learn the tricks of the game and you can go for specialization later on in your career. Besides, a reporter

should adopt a style of writing which should be refreshingly different and illuminating to the general reader.

Facts for the Advance Story or News Item:

To write an advance copy, a reporter has to talk to the concerned officials, coaches and managers to get details. If you have good relations with officials, you will extract information easily. If you have a good equation with a coach, players or officials, they may yet be willing to speak to even in the face of a defeat. In a winning moment, you should not face any problem to get a quote or a comment. Sport today is no longer a matter of coordination of body parts. It is now played at the mental level.

The temperament and psychology of the players are equally, if not more important than technique and skill. Some teams or individuals lose under pressure, while some rise to the occasion despite intense competition,

This is an important aspect of sports and reporters must study it before writing the reason for a loss or win. Further, sports reporters must exercise tact and perhaps persistence when seeking information from officials. They need to study the situation well before asking questions for example to the coach or the manager. Whatever information you gather in this way will provide you with content enough for your advance report.

Covering the Game:

A sport reporter must learn to take notes systematically. All the important incidents and happenings including the major moves or strategies had a bearing on the outcome of a game. Reporters should watch the match dispassionately and without getting unduly excited.

The first rule in sport writing is tell the story immediately. Show off of your vocabulary, style or terminology should be avoided. Writers should also avoid injecting color and drama unless the situation demands such a report. If the match is dull and drab, you should not hesitate to say so. You should report the action of the sport or game in as much detail as the space allows.

There is no strict rule or formula for a sport reporter; there are some conventional rules about the structure of the sports story. Generally, a report should be written in the following way:

- Lead should have who won where, when, why and how.
- Second part should be the major details including star players, breaks and weather, if necessary.
- Third part should have minor details including other players, other plays and the behavior/description of spectators, and
- Fourth part should have other details including statistics, line-ups and substitutions.

The summary lead should include the score and important details or the highlights, for example, the injuries, or the strategies, or the turning point of the match.

In sport reporting, hard facts are more important than rich language and colorful expression. A report with facts can score over other reports. Simple language and original expression are suitable for sports writing.

The follow-up story is usually written at leisure incorporating analysis and comment. In the follow up story information will be updated. There are also instances when the first report itself includes analysis. A reporter has to write under the pressure of deadline.

Headlines (B)

News Headlines

A headline is the title of a newspaper story, printed in large letters at the top of the story, especially on the front page. The headlines are the main points of the news which are read on radio or television.

But, more interesting, a headline changes the way people read an article and the way they remember it. The headline frames the rest of the experience. A headline can tell you what kind of article you're about to read—news, opinion, research and it sets the tone for what follows.

About Headlines

- 5-10 words at the most.
- Should be accurate and specific.
- Use present tense and active verbs, but don't start with a verb.
- Use infinitive form of verb for future actions.
- Do not use articles - a, an, the.
- Do not use conjunctions like and - you can substitute a comma.

Types of News Headlines:

1. **Direct Headlines:** Direct headlines are (surprise!) direct. They state the selling proposition upfront. They're often used in retail promotions.
2. **Indirect Headlines:** Indirect headlines are meant to arouse curiosity. They raise questions that are answered in the body copy or on the landing page.
3. **News Headlines:** News headlines deliver new information about a company, product or service.
4. **How-to Headlines:** How-to headlines offer the information to accomplish certain tasks or solve problems.

5. Question Headlines: Question headlines ask a question—preferably one that readers can empathize with.
6. Command Headlines: Command headlines tell prospects what you want them to do.
7. Reason-why Headlines: More commonly known as “list headlines,” these headlines promise a numbered list of instructions or information.
8. Testimonial Headlines: Testimonial headlines use the customer’s own words to make the pitch.

Functions of Headline:

A headline is the window to the accompanying story. It attracts the attention of the readers, holds their interest, and tells them about the story.

- A headline should attract the reader's attention.
- A headline should summarize the story.
- A headline should depict the mood of the story.
- A headline should help set the tone of the newspapers.
- A headline should adequate typographic relief.

Style of Headline:

Most headlines are set in a single line or deck. But increasingly headlines are being set in two and even three decks.

- The most used headlines styles are the hanging indentation, the inverted pyramid, and the pyramid.
- Sometimes the headline is longer than the story. Some tabloid newspapers also use more than ten decks for the headlines.

Hanging Indentation

Hanging Indentation

Inverted Pyramid

Pyramid

Right aligned)

(Left aligned)

XXXXXXXXXXXXX

XXXXXXXXXXXXX

XXXXXXXXXXXXX

XXX

XXXXXXX

XXXXXXX

XXXXXXX

XXXXXXX

XXXXX

XXXXX

XXX

XXXXXXXXXXXXX

Unit-4

Copy and Schedule

Meeting

There are, of course, many different types of meetings. One could say that whenever two or more people get together there is a meeting. However, for the purpose of this chapter, a meeting is a gathering of several people with a specific purpose, usually in a planned and organized way, with a formal or semi-formal structure. Thus meetings range from small sub-committees to international conventions - and all are a possible source of stories for the good journalist.

The thing to remember about all meetings is that they do not only provide news for other people. Most of your readers or listeners will belong to some group or other, and they will like to hear news of their meetings, even if they were present themselves.

Many organizations will inform the news desk about dates, times and venues of their meetings, so that these can be entered in the diary. Lots of organizations have regular weekly, fortnightly or monthly meetings, so it is worth making a note in your news desk diary of when they are held, for example, "the second Thursday in the month".

But you will get some of your best leads on meetings by regular and careful reading of the public notices columns of the newspapers, or from posters stuck on walls, trees or lamp-posts. If the organizers think that a meeting is important or interesting enough to advertise in the newspaper or on posters, it may be interesting enough to report. There are, of course, many occasions when a meeting is little more than a social get-together. In such a case, it might be a waste of time attending yourself, but you should check beforehand to assess the situation. If you decide not to attend, make a note to check up by phone with the organizers the following day, to see if anything newsworthy came out of the meeting.

Anyone can organize a meeting, although most can be classified under the following headings:

Government

These can be local, provincial, regional, national or international. As the decisions they reach will probably affect ordinary people, they are usually of public interest. These can range from, for example, sittings of national parliaments to meetings of local councils. Whenever they make decisions which can affect people's lives, they are newsworthy.

Company

Because companies produce consumer goods and services, they are generally newsworthy. They also usually provide employment and support economic development, locally, nationally or internationally. Most companies like to run their business meetings behind closed doors, away from the eyes of the media and their own competitors. However, public companies are usually forced by law to hold certain meetings in public, especially their annual general meeting. This

may be restricted to shareholders, but there are usually enough people present who are willing to talk afterwards about what went on. Alternately, your media organization could buy a nominal share in a public company so that it can send a representative as a legitimate shareholder.

Special interest groups

These can include such bodies as chambers of commerce, parents and teachers associations, the Friends of the Earth, trade unions and women's groups. Although some may wish to conduct much of their business behind closed doors, most welcome the attention of the media and provide single-issue stories which are generally newsworthy. Sporting clubs and associations are usually a good source of news.

Political parties

Most of the regular party meetings are held in private and are attended only by party members. However, because they often make important political decisions for people in power, they are a valuable source of news. In many countries, political parties hold local meetings to select candidates for elections and hold annual meetings to elect leaders. These national meetings are called conventions or annual conferences and are a special kind of meeting which we will discuss later.

Educational, cultural, social or religious

Some meetings are simply organized to inform or educate people. They make no decisions which directly affect people's lives, but opinions expressed can form the basis of a news story or a feature. For example, sermons in public acts of worship can be newsworthy. In some countries, sermons are the only forum for political opposition or dissenting voices.

Timeline

A timeline is the presentation of a chronological sequence of events along a drawn line that enables a viewer to understand temporal relationships quickly. The term is also sometimes extended to mean a chronology that is tabular, year-by-year paragraphs or purely conceptual. Increasingly, timelines are illustrated in infographics combining text and graphic images for a better presentation.

Timelines are useful to document any type of development, providing an easy-to-understand history and helping viewers to understand past and ongoing trends. The tools are also useful for management tasks. In project management, for example, a timeline illustrates milestones,

deadlines and other significant dates and events over the lifecycle of the project, clearly tying goals to specific dates. Annotations to the timeline can document actual progress.

Copy and Schedule

Unit 4 (A)

Meeting Timeline

Understanding the best time to pitch the media can make or break your attempt to garner the attention of the local news media. Interestingly, most people don't really know that you can pitch media stories, let alone the best time to approach the media. For many people, news organizations are like a fortress, there's a mystery as to what actually happens inside the buildings, yet every day a newspaper ends up on their front porch. While there may seem to be a mystery around their work, I can tell you after working in media for 12-years, all reporters appreciate a good pitch from businesses and PR agencies. The challenging part for those not familiar with media relations is understanding what is actually newsworthy and what is self serving corporate information. Even when armed with that information, it's often difficult to know when the best time is to pitch them your story.

There's no one "catch all" way to summarize the best times to pitch the media especially in this 24-hour, digital age when information is constantly at our finger tips. Yet, here are a few things for you to know as it relates to the average print and broadcast media persons schedule.

Understand editorial meeting schedules

Most broadcast television news media have at least two editorial meetings per day. One in the morning and one in the afternoon. The morning meetings are usually anywhere from 9a.m. to 10a.m., generally speaking. The afternoon meetings can run anywhere between 1p.m. and 3p.m. Typically, the late editorial meeting for television news is for the late evening news and the early editorial meeting is for the early evening news casts. If you have a story that the news deems worthy for the 6p.m. news, you better get your pitch to the assignment editor by at least an hour

before that early meeting. It's never too early to hit up the assignment folks for an evening news story.

News has a life span

Just because a story would be great one day, doesn't mean it will be great the next day. There is a living, breathing news cycle and the term "yesterday's news" is real. An event that is big news on Monday, may not be worth a mention the next day. For example, if there's a national story for which you can provide a local angle, don't wait for a day or two to pitch the media. Get to them right away and let them know you're available on *that* specific day.

Pitching Print Media

When pitching print reporters, again, it's usually better to pitch news stories to print reporters early than late, and their afternoons get busy as deadlines approach. If you get a reporter on the phone and they tell you they cannot talk because they're on deadline, respect that and ask when you can call back. Then let them go as quickly as you can. One way to make a reporter upset with you for a long time is to display a lack of respect for their deadline.

Avoid pitching close to deadlines

You won't know what the deadlines are unless you ask, but typically, when it comes to television news, do not call any time an hour before news cast. So, for most local news outlets that means no calls from about 4p.m. until about 6:30p.m. Call during that time and it's a sure way to tick off the people whom you are trying hardest to influence. If you get a reporter on the phone and they tell you they cannot talk because they're on deadline, respect that and ask when you can call back. Then let them go as quickly as you can. Remember, the media work day is not like yours and mine it's fast-paced, often pressure filled and precise. They have pockets of time when they are available to talk, but remember, you're like a solicitor to them. Be sure your pitch is thoughtful, organized and news worthy. You'll know if they're interested and if they blow you off don't hesitate to ask them if they feel your pitch is something they would cover. If not, don't push it because what is news to you may not be news to them.

Checking facts for Accuracy

News journalism is about the assembly and publication or broadcast of information which has been thoroughly checked to ensure it is factual and accurate. That information must be supported by strong evidence, and it must be clear and unambiguous. There can be no room for mistakes or misunderstanding.

A news journalist's job is to uncover facts that can be verified and attributed to trusted sources. They should not deal in rumor or speculation. Nor should they add their own opinions or feelings when they are compiling their news reports. Accuracy is an essential part of that process.

Accuracy comes ahead of speed. If you are not sure, then don't publish until you are. Being first and wrong is not a model to aim for. Being right and always reliable is. Journalists need to be totally transparent in declaring what they know and what they don't know. Those who trust you and your news organization will be prepared to wait for your version. In fact they might use your version of events to check whether a hastily prepared item by another news organization has any truth in it.

Most major news organizations require their journalists to:

- have first-hand sources, not just talk to the same people as everyone else
- double-check all the facts that appear in their news reports include supporting evidence or sources
- validate the information submitted
- confirm that something has happened by having two reliable and independent sources
- Include corroboration for any claims or allegations made.

Keeping notes and records

Most reporters are given a notebook when they start work for the first time and told to keep it safe and never throw it away. This is because you never know when you might have to refer to your notes as evidence in a legal case.

Accurate note-taking is essential. The usual rule is that notes must not only be accurate, they must also be contemporaneous. That means that you need to have spoken to reliable sources at the time an incident happened rather than jot down information from memory at a later date.

Names, numbers, and dates

Accuracy is essential when you are dealing with names, numbers, and dates. You must get the spelling of a person's name right if you are to refer to them in the story. If you are referring to their age, this has to be right, too. If you are writing about the number of people attending a meeting you should not guess, but you should seek out someone who might know, such as the event organizer, and quote them.

Fake news and social media

Accuracy is also important because of the growth in fake news. The speed at which fake news can spread has been increased by the growth in social media – and the dependency of many in the audience on outlets such as Twitter and Face book for their primary source of news.

Protecting sources

A journalist will often have to turn to anonymous sources as part of their news-gathering. It might be the case that part of the fact-checking process is to find and talk to people who are afraid of being identified for safety or career reasons. If you feel that the information these people have is crucial to the accuracy of your report, and if you can't find the corroboration to complete the story elsewhere, you might have to agree to anonymity.

Anonymity raises some ethical issues about misleading the public. You might agree to any of the following to disguise identity:

- using a voice-over to broadcast what they say
- using blurred images so as not to identify the individuals
- hiding locations so that those seeking anonymity can't be traced
- Avoiding using real names not giving an age range.

Third-party material

Always make clear when material has been provided by others. Attribution is essential. Say "according to..." or "it's being reported by..." and you are covered. However, in contentious issues, your sources need to be representative of the widest opinion base in order to protect your credibility. Sourcing such information is part of your commitment to accuracy.

Admitting mistakes

The willingness to admit mistakes is another part of being accurate. This has become all the more important in the age of online archives, although it has always been the case that mistakes in old newspaper cuttings could be repeated and result in an inaccurate report being circulated again years later. All news organizations should have a correction strategy.

Correcting Language

Sentence Structure

One of the most fundamental differences between journalism and other forms of writing is the way journalists obtain the information they write about. Journalists obtain information through a variety of reporting techniques, which can include interviewing sources, looking through government documents, researching old articles, and observing events firsthand.

Good news writing begins with good, accurate reporting. Journalists perform a public service for citizens by presenting truthful facts in honest, straight-forward articles.

News Values

Journalists commonly use six values to determine how newsworthy a story or elements of a story are. Knowing the news values can help a journalist make many decisions, including:

- What information to give first in a news article, and in the lede
- Which articles to display on a newspaper's front page
- What questions to ask in an interview

The six news values are:

1. Timeliness- Recent events have a higher news value than less recent ones.
2. Proximity- Stories taking place in one's hometown or community are more newsworthy than those taking place far away.
3. Prominence- Famous people and those in the public eye have a higher news value than ordinary citizens.
4. Uniqueness/oddity- A story with a bizarre twist or strange occurrences. "Man bites dog" instead of "dog bites man."
5. Impact- Stories that impact a large number of people may be more newsworthy than those impacting a smaller number of people.

6. Conflict- “If it bleeds, it leads.” Stories with strife, whether it’s actual violence or not, are more interesting.

The newsworthiness of a story is determined by a balance of these six values. There is no set formula to decide how newsworthy a story is, but in general, the more of these six values a story meets, the more newsworthy it is.

Libel

Libel is defined as the published defamation of a person’s character based on misleading or inaccurate facts. Newspaper reporters can often run into issues of libel because it is their job to write truthful articles about people that might not always be flattering.

Even though we live in a country with a free press, journalists cannot write anything they want. Reporters do not have the right to state something about a person that could damage their reputation and that is untruthful.

Lead

Lead of a news article is the first sentence, usually written as one paragraph that tells the most important information of the story. When writing a lead, it is helpful to use the “tells a friend” strategy. Imagine you had to sum up to a friend, in one sentence, what your story is about. How would you sum up quickly what happened? A story’s lead answers the “Five W’s” in a specific order: Who? What? When? Where? Why?

For example:

The Atlanta Police Department will hold a memorial service Wednesday at Holy Christ Church in Buckhead for fallen officer Lt. James Montgomery.

WHO: The Atlanta Police Department

WHAT: will hold a memorial service

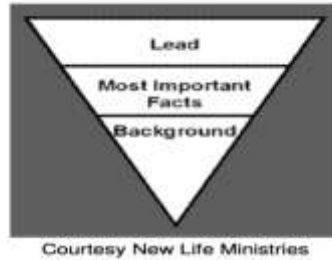
WHEN: Wednesday

WHERE: Holy Christ Church in Buckhead

WHY: for fallen officer Lt. James Montgomery

Inverted Pyramid

News articles are written in a structure known as the “inverted pyramid.” In the inverted pyramid format, the most newsworthy information goes at the beginning of the story and the least newsworthy information goes at the end.



After you have written your story's lead, order the information that follows in terms of most important to least important. There is NO formal conclusion in a journalism article the way there is in an essay or analysis paper.

Paraphrasing

Paraphrasing involves putting a passage from source material into your own words. A paraphrase must also be attributed to the original source. Paraphrased material is usually shorter than the original passage, taking a somewhat broader segment of the source and condensing it slightly.

Paraphrasing means formulating someone else's ideas in your own words. To paraphrase a source, you have to rewrite a passage without changing the meaning of the original text.

Paraphrasing is an alternative to quoting, where you copy someone's exact words and put them in quotation marks. In academic writing, it's usually better to paraphrase instead of quoting, because it shows that you have understood the source and makes your work more original.

Every time you paraphrase, it's important to cite the source. You also have to be careful not to use wording that is too similar to the original. Otherwise, you could be at risk of committing plagiarism.

How to paraphrase in five steps

1. Read the passage several times to fully understand the meaning
2. Note down key concepts
3. Write your version of the text without looking at the original
4. Compare your paraphrased text with the original passage and make minor adjustments to phrases that remain too similar
5. Cite the source where you found the idea

Paraphrasing example

Original passage

"The number of foreign and domestic tourists in the Netherlands rose above 42 million in 2017, an increase of 9% and the sharpest growth rate since 2006, the national statistics office CBS reported on Wednesday" (DutchNews.nl, 2018).

Paraphrased version

According to the national statistics office, the Netherlands experienced dramatic growth in tourist numbers in 2017. More than 42 million tourists travelled to or within the Netherlands that year, representing a 9% increase—the steepest in 12 years (DutchNews.nl, 2018).

- The text is rewritten in your own words
- The meaning of the text did not change
- The source is cited correctly

Paraphrasing tips

The five steps to paraphrasing may seem straightforward, but writing an idea in a different way than the published version can be difficult. These are four tricks you can apply to help you do so.

1. Start your first sentence at a different point from that of the original source
2. Use synonyms (words that mean the same thing)
3. Change the sentence structure (e.g. from active to passive voice)
4. Break the information into separate sentences

1. Start your first sentence at a different point from that of the original source

In the example, you can see that we started by introducing the context (the hearing) followed by the last part of the original sentence: the expectations of creators, regulators and users. In fact, the key pieces of information are mentioned in a completely different order.

2. Use as many synonyms as possible

Synonyms are words or phrases that mean the same thing. Our example uses several synonyms:

- “exposed a critical turning point” → “made it apparent”
- “outpaces” → “rapidly eclipsed”
- “power” → “immense influence”

If you’re struggling to think of synonyms, a thesaurus can be a useful tool. However, don’t overdo it! It’s perfectly acceptable and often necessary to use some of the same words as the original text. In this example, it would be unnecessarily confusing to use synonyms for words like “technology”.

3. Change the sentence structure

For example, if the sentence was originally in the active voice, change it to passive. The active voice is when a sentence is led by the subject (the thing doing the action). When the object (the thing receiving the action) leads the sentence, that sentence is written in the passive voice.

- “technology outpaces what users, regulators or even its creators expected” → “the expectations of creators, regulators and users have been rapidly eclipsed by technology”

In this example, technology is the subject; the expectations of creators, regulators and users are the object. The original quote was written in the active voice, while the paraphrase uses the passive voice.

4. Break the information into separate sentences

Although paraphrasing will usually result in a word count roughly the same as an original quote, you may be able to play with the number of sentences to make the text different.

In this example, one long sentence was broken into two. The opposite could also be the case, i.e. if the original quote is comprised of two sentences, you may be able to combine the information into one.

Avoiding repetition

On the most basic level, avoid copy-and-pasting entire sentences or paragraphs into multiple sections of the paper. Readers generally don't enjoy repetition of this type.

It's important to strike an appropriate balance between restating main ideas to help readers follow along and avoiding unnecessary repetition that might distract or bore readers. For example, if you've already covered your methods in a dedicated methodology chapter, you likely won't need to summarize them a second time in the results chapter.

Keep an eye out for lengthy introductory clauses that restate the main point of the previous sentence. This sort of sentence structure can bury the new point you're trying to make. Try to keep introductory clauses relatively short so that readers are still focused by the time they encounter the main point of the sentence.

In addition to paying attention to these introductory clauses, you might want to read your paper aloud to catch excessive repetition. Below we listed some tips for avoiding the most common forms of repetition.

- Use a variety of different transition words
- Vary the structure and length of your sentences
- Don't use the same pronoun to reference more than one antecedent (e.g. "They asked whether they were ready for them")
- Avoid repetition of particular sounds or words (e.g. "Several shelves sheltered similar sets of shells")
- Avoid redundancies (e.g. "In the year 2019" instead of "in 2019")
- Don't state the obvious (e.g. "The conclusion chapter contains the paper's conclusions")

