

DJMC 3
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ସମ୍ବଲପୁର
Odisha State Open University
Sambalpur

Diploma in Journalism & Mass Communication
(DJMC)

Editing



Journalism & Mass Communication



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Odisha State Open University, Sambalpur
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DIPLOMA IN JOURNALISM & MASS COMMUNICATION

DJMC-3

Editing

Block

1

Editing

Unit-1

Editing: concept, process and significance

Unit-2

Editorial Values: objectivity, facts, impartiality and balance

Unit-3

Concept of news and news making

Unit-4

Difference between newspaper/ radio and TV news editing

Unit-5

Challenges before editor: bias, slants and pressures

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Unit-1	Editing: concept, process and significance	
1.0	Unit Structure	5
1.1	Learning Objectives	5
1.2	Introduction	5
1.3	Concept of Editing	6
1.4	Relationship between Editing and Editors	6
1.5	Process of News Editing	7
1.6	Editing and its Need	8
1.7	Rules of Editing	9
1.8	Copy Editing	11
1.9	Editorial and Editorial Boards	11
1.10	Types of Editor	11
1.11	Significance of Editing	14
1.12	Check Your Progress	14
Unit-2	Editorial Values: objectivity, facts, impartiality and balance	
2.0	Unit Structure	16
2.1	Learning Objectives	16
2.2	Introduction	16
2.3	Editorial Values	16
2.4	Meaning of Balance and Fairness	22
2.5	Check Your Progress	23
Unit-3	Concept of news and news making	
3.0	Unit Structure	24
3.1	Learning Objectives	24
3.2	Introduction	24
3.3	What is News?	25
3.4	Definition of News	26
3.5	Characteristic of News	27
3.6	News values: Element of News	28
3.7	Types of News	30
3.8	Types of News Stories	30
3.9	Concept of News Making	31
3.10	Guidelines to be followed while making news	33
3.11	Check Your Progress	35
Unit-4	Difference between newspaper, radio and TV news editing	
4.0	Unit Structure	36
4.1	Learning Objectives	36
4.2	Introduction	36
4.3	Difference between newspaper, radio and TV news editing	37
4.4	Radio Editing	38
4.5	Basic Principles of Visual editing	42
4.6	Major areas of differences in Print and Electronic Media	43
4.7	Check Your Progress	45

Unit-5	Challenges before editor : bias, slants and pressures	
5.0	Unit Structure	47
5.1	Learning Objectives	47
5.2	Introduction	47
5.3	Important consideration for the editor	47
5.4	Challenges for the editor	49
5.5	Bias and Slant	50
5.6	Check Your Progress	51
	FURTHER READINGS	52
	ANSWERS TO CHECK YOUR PROGRESS	52
	MODEL QUESTIONS	61

UNIT-1

1.0 UNIT STRUCTURE

- 1.1 Learning Objectives
- 1.2 Introduction
- 1.3 Concept of Editing
- 1.4 Relation between Editing and Editors
- 1.5 Process of News Editing
- 1.6 Editing and its Need
- 1.7 Rules of Editing
- 1.8 Copy Editing
- 1.9 Editorials and Editorial Board
- 1.10 Types of Editor
- 1.11 Significance of Editing
- 1.12 Check your progress

1.1 LEARNING OBJECTIVES

The objective of this unit is to understand the concept and definition of Editing. Further, in this unit, some important aspects of News Editing, its process and significance are also discussed.

After reading this unit you will be able to understand: the basic concept, definition and idea of News Editing, and its process and significance.

1.2 INTRODUCTION

In a news organization, editing plays a pivotal role. A news item or a news story, as it is called, is written by hurried reporters and is rough-edged like raw diamond. Hence, the copy is polished and honed by a team of editors, who form the Editorial Desk. The team, also called the desk persons, works under tremendous pressure and severe time constraint. The desk persons work well past midnight and ensure that your newspaper reaches you on time in the morning. The present unit will take you through a newsroom, introduce you to the desk persons, and explain their role, functions and responsibilities. As you read through. You will identify the principles of editing. You will also see how news is selected for publication, checked for accuracy, judged, edited, given a shape, designed into a format and made readable and presentable.

1.3 CONCEPT OF EDITING

Editing is the process of selecting and preparing news for the readers/viewers/listeners. Editing of news stories can involve correction, condensation, organization as well as modification performed with the intention of producing a correct, accurate and complete work. Editing does not only involve the trimming of information by removing the unnecessary or less necessary information from the news story but also insertion of important points that can come up as being important for the readers. Editing is one of the main stages until finally the news is disseminated. It not only ensures the strong base of any news story but keeps a check on every news value essential for the readers.



1.4 RELATION BETWEEN EDITING AND EDITORS

Editing is the process of selecting and preparing written, visual, and audible and film media used to convey information. The editing process can involve correction, condensation, organization, and many other modifications performed with an intention of producing a correct, consistent, accurate and complete work. The editing process often begins with the author's idea for the work itself, continuing as a collaboration between the author and the editor as the work is created. As such, editing can involve creative skills, human relations



and a precise set of methods. Editing has come to mean various things over the years, and even within different publishing houses, the term can be used to cover a multitude of individual tasks. Within newspapers and periodicals, the terminology shifts still further. Editing prepares a written work for publication.

An editor checks for completeness, accuracy, consistency, word choice, writing style and spelling errors. While a writer may accept, negotiate or reject individual edits, the efforts of an editor always enhance the final product. Sometimes the writer doubles as the editor. However, a professional editor with no previous knowledge of a work usually produces better results. An editor with no pride invested in a composition brings fresh insights with eyes tuned to enhance and refine. A written work receives two edits—the copy edit and the final proofreading. Copyediting happens when a writer turns in a draft copy. The editor examines the copy for all things erroneous, missing and debatable. The editor marks up the draft with corrections, suggestions and questions. After reviewing the marked up copy, the writer makes changes, while discussing questionable items with the editor. Proofreading is the final check before publishing. The writer does the final proofreading, often with the assistance of an editor or another writer. Proofreading verifies the inclusion of corrections from the copy edit. It also checks for typographical and formatting errors. The details of the proofreading

process vary, depending on the publishing format. For print publishing, proofreading reviews copies of the typeset pages. Proofing for web publishing happens in the online staging area for the website, although some writers prefer to proofread printed copies of the web pages. Proofreading sometimes uncovers mistakes overlooked during the copy edit.

There are various editorial positions in publishing. Typically, one finds editorial assistants reporting to the senior level editorial staff and directors who report to senior executive editors. Senior executive editors are responsible for developing a product for its final release. The



smaller the publication, the more these roles overlap. The top editor at many publications may be known as the chief editor, executive editor, or simply the editor. A frequent and highly regarded contributor to a magazine may acquire the title of editor at large or contributing editor. Midlevel newspaper editors often manage or help to manage sections, such as business, sports and features. In U.S. newspapers, the level below the top editor is usually the managing editor. In the book publishing industry, editors may organize anthologies and other compilations, produce definitive editions of a classic author's works (scholarly editor), and organize and manage contributions to a multi author book (symposium editor or volume editor). Obtaining manuscripts or recruiting authors is the role of an Acquisitions Editor or a commissioning editor in a publishing house. Finding marketable ideas and presenting them to appropriate authors are the responsibilities of a sponsoring editor. Copy editors correct spelling, grammar and align writings to house style. Changes to the publishing industry since the 1980s have resulted in nearly all copy editing of book manuscripts being outsourced to freelance copy editors. At newspapers and wire services, copy editors write headlines and work on more substantive issues, such as ensuring accuracy, fairness, and taste. In some positions, they design pages and select news stories for inclusion. At U.K. and Australian newspapers, the term is sub-editor. They may choose the layout of the publication and communicate with the printer. These editors may have the title of layout or design editor or (more so in the past) makeup editor. In common terms Editing is a stage of the writing process in which a writer or editor strives to improve a draft (and sometimes prepare it for publication) by correcting errors and by making words and sentences clearer, more precise, and more effective. The process of editing involves adding, deleting, and rearranging words along with recasting sentences and cutting the clutter. Tightening our writing and mending faults can turn out to be a remarkably creative activity, leading us to clarify ideas, fashion fresh images, and even radically rethink the way we approach a topic. Put another way, thoughtful editing can inspire further revision of our work.

1.5 PROCESS OF NEWS EDITING

There is a definite process of news gathering which may prove to be very beneficial for the one who is responsible for the editing of the news story.

1. **Assembling the facts and figures** - Before coming to the final decision of the mode according to which the whole news story is to be presented, it is important to bring together even the littlest of the information about the happening. The acceptance and denial of facts in a news story shall be done after a thorough study of the information.
2. **Make the Story Precise** - Editing involves making a news story as precise as possible. Making a story brief involves inclusion of such facts and figures in a news story that can make it appear sound. Précised information shall not affect the understandability of the readers. The whole news story must be short and meaningful.
3. **Transitions** - It is important for a news story to have an eye-catching beginning so that the readers can generate interest in reading the story. Not just the beginning but also the information after the 5Ws and 1H. The information should be presented in such a twisted manner that it bounds the reader with the news.
4. **Logical Unity** - All the information in the news story must have a logical unity and should make complete sense to the readers. The facts and figures must never confuse reader and must be presented in a proper order.
5. **Conclusion** - A conclusion must never be just an ending. Information must never seem to be a full stop towards the end of the story for the readers. A news story must have such a wonderful conclusion that it leaves the readers with an eagerness to know more.
6. **Grammar and Syntax:** There should not be any spelling and grammatical mistake in the copy. It is the responsibility of the person editing the copy to make it error free.

1.6 EDITING AND ITS NEED

A newspaper office or news agency receives a large assortment of news items. These originate from different sources. The news copy is written by both experienced and inexperienced people, and, hence, lack uniformity. It may come in different shapes, follow different styles, and in many cases lack readability. The news reporters are in a hurry, especially in the evenings, when the news development gathers momentum. The copy written by them under pressure is bound to carry errors of all types. In any newspapers, there is always a shortage of space for all news items, which are received in the office. The newspaper's advertisement department is ever eager to grab the valuable but limited space. Moreover, newsprint and means of production cost a lot of money. Ultimately, a newspaper's success largely depends on the space and its most efficient, judicious and economic use. Hence, within the space set aside for news, as much news as possible needs to be packed to serve a divergent readership. Considering these factors; editing of the news copy becomes essential. All incoming news items, collectively called copy, is sifted, before being processed, to achieve a balance of news between that originating within the organisation and that pouring in from outside. Sorting out and sifting also helps induce parity between the well-written articles and

those written by the inexperienced reporters. In the process, the unwanted matter gets weeded out. Only the newsworthy stories are finally selected. These are checked for grammar, syntax, facts, figures, and sense, and also clarified for betterment, and are condensed for economy of space.

1.7 RULES OF EDITING

Editing is the process of preparing language, images, or sound for presentation through correction, condensation, organization, and other modifications. A person, who edits, especially professionally or as a hobby, is called an Editor. The five basic rules of Editing are:

1. To process any story the sub-editor ensures the length and style laid down by the News Editor is followed.
2. To mark the news copy with setting instructions so clearly and carefully that there is no possibility of confusion or misunderstanding in the composing room.
3. To ensure that everything that needs to be checked has been checked, that is, names, places, titles, dates and anything else that could possibly be wrong.
4. To write a headline that is befitting the news and fits the space (in case of print media).
5. To make sure, that the copy as edited is intelligible, easy to read and appetizing. Rewriting where it is not necessary is simply a waste of time and in a newspaper organization; time is the most important factor. It is considered in bad taste as it is damaging to the morale of the reporter concerned and danger of committing mistakes is greater.

Editing Rule (1)

Editing involves more than making sure words are spelled correctly, language is used properly, punctuation is in the right places and spelling is accurate. These, however, are important details that separate a polished publication from a sloppy one. As with reporting and writing, there are big-picture issues that editors must attend to before plunging ahead. As gatekeepers of a publication, editors must have a clear idea about what the mission is. For instance, the Junior Journal has decided to be a voice for children's issues, a chronicler of Junior Summit action and a vehicle for breaking down barriers of distance and prejudice. Without being too rigid, editors should be sure stories fulfill at least part of the mission. So part of editing involves being missionaries and a part also involves being ambassadors of ideas.

Editing Rule (2)

What does it mean to be an ambassador of ideas? Bearing in mind that an ambassador is one who exercises diplomacy, let us examine the issue of idea formulation. It is an experience that the best ideas most often come from the bottom up, not from the top down. So editors should be encouraging writers to pursue their own story ideas. This is done with prompting, nudging, cajoling, pushing—whatever works. Diplomatically,

of course! Ask the writer what interests her or him? What issues are writers passionate about? What intrigues them? What are they curious about? What's "hot" where they live (event, trend or issue)?

Editing Rule (3)

Story ideas are similar to loaves of bread. All of the elements need to be brought together and kneaded. Then the dough is popped into the oven until it rises and is ready to eat. Editors and reporters should be collaborators in the development of story ideas. Two minds are better than one. It doesn't matter who has the initial idea. What matters is how the idea is molded and framed into a better idea. Let's say someone wants to do a story on how to make bread. The editor might suggest providing some historical perspective, pointing out that before the 20th Century B.C. There was evidence Egyptians baked bread as did the Swiss Lake Dwellers in the early days of civilized Europe. That might prompt the writer to recall religious connotations to bread: manna from heaven to feed the Israelites; Jesus calling himself "the bread of life" and the ritual of bread and wine being served in Christian traditions. Soon a simple four paragraph story can become a story with substance. The point is that we shouldn't be satisfied with the first idea that comes to mind. That's only the beginning. We should turn it over in our minds, shape it, pull it apart, and push it back together again, just like kneading.

Editing Rule (4)

Lingo means jargon or slang language. The journalism trade is full of lingo. Some of it actually makes sense. We talk of "heads" for headlines (sometimes spelled "heds"). We refer to the story as "body type". So you can think of a story as having a head and a body. The head is as important as the body. We need to put more thought into our heads, especially on the web, because readers are browsing fast. So the head has to say, "Hey, wait a minute: you need to look at my body." The tone of the headline should reflect the tone of the story. Don't use funny or flippant headlines on serious stories. Most heads should contain a verb to connote action. The selection of nouns, verbs, adjectives and adverbs should be done with care. Choosing just the right word can illuminate.



A head in smaller type under the main headline is often called a subhead. Its purpose usually is to expand on the idea in the top headline or to interject a second thought. Generally the main head expresses a single thought or point. Editor's goal is twofold: To capture the essence of the story and to entice the reader into reading it. Believe that reporters should submit headlines on their stories. They know what they want to emphasize. However, editors reserve the right to rewrite or polish the wording for the final headline. It's normal for an editor to write a half dozen, dozen or even more versions before being satisfied. You want to put your best head forward.

Editing Rule (5)

When you're in another country, you would have difficulty getting around without signs. More and more signs are minimizing the use of words and using symbols, because not everyone speaks the native language. So when you are driving and you see a sign

with an arrow bending to the right, you know there's a curve ahead. Sometimes one has to look twice to distinguish between the signs for the ladies' room and the men's room, but obviously these symbols are useful guides. The same is true with punctuation. It has an important function in a story. Its function is to help guide the reader through the sentence or paragraph in a way that will make the wording more understandable. Most publications have stylebooks to provide consistency when usage and punctuation rules have variables, such as in the last example. Lacking a stylebook, the best thing you can do is use your common sense and think twice before you type a comma or other punctuation mark into a sentence. When in doubt, leave it out. No need to put a bump in the reader's road if you don't have to.

1.8 COPY EDITING

Copy Editing is the process by which an editor makes formatting changes and other improvements to text. *Copy*, in this case a noun, refers to material (such as handwritten or typewritten pages) to be set (as in typesetting) for printing. A person who performs the task of copy editing is called a **copy editor**. There is no universal form for the term. In magazine and book publishing, it is often written as one word (*copyediting*). The newspaper industry writes the expression as two words (*copy editing*) or hyphenates it (*copy-editing*).

1.9 EDITORIAL AND EDITORIAL BOARD

An Editorial is a statement or article by a news organization, newspaper or magazine that expresses the opinion of the editor, editorial board, or publisher.

The editorial board is a group of people, usually at a print publication, who dictate the tone and direction that the publication's editorials will take. Editorials are typically not written by the regular reporters of the news organization, but are instead collectively authored by a group of individuals and published without bylines. In fact, most major newspapers have a strict policy of keeping "editorial" and "news" staffs separate. The editorial board of a newspaper will regularly convene to discuss and assign editorial tasks. If editorials are written by the board, then they generally represent the newspaper's official positions on the issues. Often however, there exist also one or more regular opinion columnists who present their own point of view. Most newspapers also utilize nationally syndicated columnists to supplement the content of their own opinion pages.

1.10 DIFFERENT CATEGORIES OF EDITOR

The Editor: The primary role of the editor is to manage the newspaper. He also determines whether a submitted manuscript is appropriate for publication. He selects expert reviewers (i.e., referees) and an area editor to evaluate the submitted manuscript. He renders a final editorial decision on each manuscript based on the other editor's recommendation, journal priorities, other similar manuscripts in process and related considerations. An editor communicates directly with the author and the review team.

He schedules accepted manuscripts for publication. He also balances workloads for the area editors and reviewers. He also resolves conflicts among members.



Managing Editor: A Managing Editor is a senior member of a publication's management team. A managing editor oversees and coordinates the publication's editorial activities. The position is generally the second highest in rank, after the editor-in-chief (also called the executive editor.). A managing editor also tends to manage budget and staffing issues at a publication, and may have equivalent ranking to a deputy editor in the organization's structure.

Executive editor: The executive editor oversees assistant editors, who have responsibility for particular subjects, such as local news, international news, feature stories, or sports. Executive editors generally have the final say about what stories are published and how they are covered. The managing editor usually is responsible for the daily operation of the news department. They also hire writers, reporters, and other employees. They also plan budgets and negotiate contracts with freelance writers, sometimes called "stringers" in the news industry.

Assignment editors: An assignment editor determines which reporters will cover a given story.

Copy editors: They mostly review and edit a reporter's copy for accuracy, content, grammar, and style..

Assistant Editor: Role of and assistant editor are as follows:

- He prepares written material for publication, performing any combination of following duties
- Reads copy to detect errors in spelling, punctuation, and syntax.
- He also verifies facts, dates, and statistics, using standard reference sources.
- Rewrites or modifies copy to conform to publication's style and editorial policy and marks copy for typesetter, using standard symbols to indicate how type should be set.
- Reads galley and page proofs to detect errors and indicates corrections, using standard proofreading symbols.
- May confer with authors regarding changes made to manuscript.
- May select and crop photographs and illustrative materials to conform to space and subject matter requirements.
- May prepare page layouts to position and space articles and illustrations.
- May write or rewrite headlines, captions, columns, articles, and stories according to publication requirements.

- May initiate or reply to correspondence regarding material published or being considered for publication. -May be designated according to type of publication worked on as Copy Reader (print. & pub.) when working on newspaper; Copy Reader, Book (print. & pub.) when working on books.

Sub-Editor: They are responsible for ensuring that the tone, style and layout of final copy matches the publication's house style and suits the target market. The work involves processing all the copy before it is published to ensure that it is grammatically and factually correct and reads well. Sub-editors also lay out the story on the page, write headings and may be involved with overall page design. Like other journalism roles, sub-editing is demanding and requires constant attention to detail within a fast-paced working environment. They work closely with reporters, editors, designers, production staff and printers.

- Polishes up the language by removing rough edges from the copy and making it readable.
- Fine-tunes the copy to the style of the newspaper.
- Simplifies the language to make it reader-friendly.
- Tailors story length to space requirements.
- Correct factual errors.
- Detects fraud or plant –a plant is falsehood in journalistic garment it promote somebody's interest or discredit somebody.
- Ensure balance and fairness and objectivity in the stories. In case of controversy, both sides get equal space.
- Guard against legal trappings like defamation and copyright violation. The report stories should not defame a person by use of pejorative language.
- Rewrites and restructures stories if necessary. Normally sub editing (subbing) involves looking for errors in spellings and grammar.
- Implement the editorial policy of the newspaper like to maintain good taste, shun sensationalism, etc.

Thus, a sub editor is responsible for every word that gets printed. The sub-editor's job is much less glamorous than a reporter's but very important. While a reporter is an out-of-doors man with a 'beat' to cover, a sub-editor is a deskman. Again, while a reporter is well known to newspaper readers as his reports frequently carry a 'by-line', a sub-editor hardly ever sees his name in print. He is an obscure figure working back-stage to give a face-lift to the paper, but even reporters, to whose 'copy' he gives spit and polish, making it readable to the average newspaper reader, rarely acknowledge his worth. Work activities vary and can depend on the extent to which production and layout work falls within a subeditor's remit. To be a good sub, you must be an all-rounder: you need to know the law, government and how to put a story together with speed and style.

1.11 SIGNIFICANCE OF EDITING

Editing is significant step in the dissemination of information. Presentation of a news story is impossible without editing. Editing transforms raw information into a news story.

1. **Understanding of the readers** - Proper understanding of a news story for the readers depends upon the method and, how it has been edited. Editing of a news story simplifies it for the readers and clarifies every little detail present in the news for the readers.
2. **Making the story attractive** - Editing does not only involve making the story brief by removing the unwanted facts, editing is also about adding a crisp to the news story, thus making it appealing for the readers. A news story must be edited in such a way that it attracts the mind of the readers and make him/her stick to the news.
3. **Voice of the people** - A newspaper acts as the voice of the people. It works as the central concentration power for the readers. So, the editing of the news story must be free from any biasness or partiality. It must bring the true and actual face of an incident in front of the people.



1.12 CHECK YOUR PROGRESS

1. Go through a daily newspaper and assess the need for editing. (Answer Key 1.6)

2. What are the rules for Editing? (Answer Key 1.7)

3. What do you mean by Copy Editing? (Answer Key 1.8)

4. Go through a daily newspaper and study the editorial.

5. Discuss the duties of different categories of editors in a newspaper. (Answer Key 1.10)



UNIT - 2

2.0 UNIT STRUCTURE

- 2.1 Learning Objectives
- 2.2 Introduction
- 2.3 Editorial Values
- 2.4 Meaning of Balance and Fairness
- 2.5 Check Your Progress

2.1 LEARNING OBJECTIVES

The objective of this unit is to understand the values, based on which, news is edited. Keeping in mind, four significant values the news undergo its editing in the newspaper house.

2.2 INTRODUCTION

There are three basic qualities which should guide the work of a good journalist - it must be fast, fair and accurate: Speed comes from knowledge, confidence and experience. Accuracy comes from constant attention to details and from hard work in finding, checking and re-checking details. Fairness is the hardest to define, but it has a lot to do with avoiding bias, treating people equally and allowing people to have equal chances to do things or express themselves. Each and every media organization has their own policies but apart from their individual policies, there are few editorial values which all the media organization and houses looks for while addressing or presenting a particular story or news.

2.3 EDITORIAL VALUES

News is the central awareness creating zone among the people. Being the focus among the people and the only source people can information, there are basic values according to which the news stories are edited. These values must always be kept into mind so as to provide the true face of news stories in front of the readers.

1. **Objectivity** - Not every happening, incident or information can be a news. Every story must have an objective strictly specified in the minds of the editor. Specification of the objective of the news story is important because it avoids the possibility of any confusion between various angles of news.
2. **Facts** - Facts are the mirror of a news story. They act as the building blocks of any story. Facts must always be in their true form, not creating any false impression for the reader. A news story must contain all the information that is necessary for the awareness of the people.

3. **Impartiality** - The work of the editor is to display facts about an incident the way they are. The information must neither be added nor subtracted. It must be exactly what has happened without any personal opinions of the editor. An editor must never give a biased angle to the story. The news must be rid of any partiality by the editor.
4. **Balance** - The work of the editor is to make a news story balanced. However, it is one of the toughest jobs of any editor but balancing a story binds the reader in the most appropriate way. The facts must be present completely providing a complete meaning to any happening as a whole. The facts must not be elaborated in detail that it traps the reader in a mess. In case of any story, such words must be added which conveys the emotions of the story but do not give it a biased touch.

Let's learn about these values in details

2.3.1 OBJECTIVITY

It is that which is not forcing your own personal opinions on the news. The opposite of objectivity is subjectivity. Objectivity implies a standard. But if a standard exists, then why don't two newspapers ever have the same angle on a breaking story? If they're all writing objective stories, how can they all present the same story differently? From the very moment a story is assigned, there exists bias. An editor wants one story over another story because they think it's a better story. They then run with a particular angle because they think that it's more interesting. The writer decides who to interview and, equally importantly, who not to interview. They decide what to ask and what not to ask, what research needs to be done and what doesn't. They then decide what the lead should be, what the angle should be (unless it's already been decided from above), who should be quoted first and who should be quoted longer. Editors then decide what to change, what to cut, what to add and what headline should go at the top. More editors decide where the story should be placed and which pictures should appear alongside it. If you're writing a story with conflict, there will be decisions made by a number of people that will affect the way the story is written. Those decisions will affect the way the story is perceived by the reader. This ability to influence perception is very powerful. It's your job to find out everything you can from all sides of any issue you write about. Always find out what different sides have to say (there are always more than two). If the research shows that your stand on an issue is wrong, then it's wrong. If the facts don't back up your opinion, your opinion needs to change. Objectivity means that when covering hard news, reporters don't convey their own feelings, biases or prejudices in their stories. They accomplish this by writing stories using a language that is neutral and avoids characterizing people or institutions in ways good or bad. But for the beginning reporter accustomed to writing personal essays or journal entries, it can be hard to do this. One trap beginning reporters fall into is the frequent use of adjectives. Adjectives can easily convey one's feelings about a subject.



2.3.2 BALANCE

Balance is the devil's advocate and the lynchpin of credibility for your story. Without a balanced representation of all viewpoints, your story ends up serving the goals of those people you chose to interview rather than representing an accurate spectrum of opinion and dissent. One of the more difficult, and hotly debated, aspects of balance is that it's necessities change story by story. Balancing one story may be as simple as asking a few students what they think of dining hall food. But often it's more difficult than that. Balance means fair representation. If there is a voice of dissent or assent, they deserve to be represented in your story. There is an element of judgment to balance, though. Representing racist or homophobic views that are poorly informed on the topic of your article doesn't serve to inform anyone. Your responsibility as a journalist extends to interviewing people who are knowledgeable in the field you are investigating; who are not reactionary message pushers; and who can legitimately debate issues at hand.



2.3.3 ACCURACY

Accuracy can have a huge affect on the credibility of your paper, your article and you as a journalist. It is imperative that you fact-check and ensure that what you've written is, in fact, true. Before, during, and after you have finished writing a piece, you should go back and check everything that is considered a fact. This includes: Nouns (names and places), Dates and times, Job titles, duties, Literary quotations, Interview quotations, Statistics, Sequence of actions, Contact information.



2.3.4 IMPARTIALITY

Impartiality, which is not taking sides on an issue where there is a dispute. Impartiality also includes presenting all sides of an argument fairly, what we call balance. Even if you have strong feelings about an issue, you must not use the news to put over your own arguments; you must not try to give extra time or better coverage to people you agree with and less time or worse coverage to those you disagree with. For the good journalist, objectivity and impartiality are two sides of the same coin. If you can be objective and control your personal feelings on an issue, you can also be even-handed in your treatment of all sides. Although impartiality or bias can enter all areas of journalism, the greatest dangers lie in reporting politics, industrial disputes, religion, race and sport. Any area in which people have very strong feelings can lead to conflict and to bias in reporting the issue.

The same general principles which govern objectivity can also help you to be impartial. Forget your personal preferences while working on a story, stand back from it and try to look at the issues through the eyes of people both for and against. That may not change your personal opinion that something is wrong, but it will help you to be fair. If you do believe very strongly in a particular cause, you must develop two personalities - the You-at-Home and the You-at-Work - and keep them separate. Many journalists in democratic countries support one political party or another. They may vote for a party or even be a member. But to keep a reputation as an unbiased journalist, they should not allow their party loyalty to influence their news judgment. The party supporter must be kept to the You-at-Home; the objective, impartial journalist is the You-at-Work. Being objective is only part of the battle against bias. The other part involves recognizing when one side in a dispute is applying unfair pressure to get their case in the news (or another side is not getting its fair share of coverage). This can be obvious and easy to correct, or more subtle and much harder to put right.

2.3.5 FAIRNESS

It means that reporters covering a story must remember there are usually two sides – and often more – to most issues, and that those differing viewpoints should be given roughly equal space in any news story. Let's say the local school board is debating whether to



ban certain books from the school libraries. Many residents representing both sides of the issue are there. The reporter may have strong feelings about the subject. Nevertheless, he should interview citizens who support the ban, and those who oppose it. And when he writes his story, he should convey both arguments in a neutral language, giving both sides roughly equal space.

Practicing fairness

There are several ways you can allow personal bias to destroy objectivity and impartiality in the way you handle news. You should be aware of the dangers at each stage of the process of news production, from the first decision to cover a story through to its presentation on a page or in a bulletin.

1. Selection of news

Busy newsrooms constantly have to make decisions about which stories to cover and which to ignore. The selection of stories can introduce a very basic bias if it is not done objectively. Simply because you disagree with a government, a group or an individual does not mean that you can suppress all stories which show the good side of them and cover only those which show them unfavorably. You should be even-handed. This is particularly important at such times as election campaigns. Your decisions on which stories to cover should be made on the principles which govern what makes news. News should be new, unusual, interesting, significant and about people. The exact balance of these criteria may vary depending on your audience. If you work for a scientific magazine, you may select different stories to a journalist who works in the

newsroom of a pop music radio station. You must develop an accurate understanding of what is news to your audience, then be fair and consistent in the selection of every story.

2. Choice of sources

Even if you have to overcome a personal prejudice and decide to cover a story you find disagreeable, you must still take care that you are fair in your choice of sources of information. It is not fair to choose to interview an attractive personality for a cause you support but an unattractive or muddled person for a cause you oppose. There is also the danger that, if you are asked to cover a story you dislike doing, you will fail to put enough energy into finding interviewees and arranging to talk to them. For example, someone you dislike may not want to talk to you. You must not say: "Oh well, let's forget him." You should try your hardest to get an interview or at least a comment. If you want to be a good journalist, you should put your best effort into every story. That way you produce a good product and help objectivity.

In some cases people will be unwilling or unable to give an interview. Maybe they are just too busy, maybe they hate the sound of their own voice. Of course, you should try your very best to convince them they should do the interview. You should still try for balance, even if it means finding someone else to speak for them or writing about their previous position on the issue. (Be careful, though, that your story makes clear that this is not a response to the present issue.) Always try to get some comment because using phrases like "declined to comment" shows that you are unable to present a fair and balanced report. If this happens too often, your reputation as a fair and honest reporter will suffer. But remember this: To maintain balance, you do not need to present both sides of an argument in one story, even though it is preferable. Balance will be achieved if you give an opposing view in the follow-up story.

3. Interviewing techniques

Do not abandon objectivity when you conduct the interview. It may be difficult to interview someone who stands for something you oppose or who has done something you dislike, but you must continue to be fair and accurate. For example, if you are interviewing a drug addict or a thief, remember you are not there as a policeman or prosecutor. Do not demand answers in an aggressive tone. Keep your temper. The golden rule of all interviewing is to be polite but persistent.

Questions should be fair and you must take as much care when taking notes or recording as for any interview. If accusations have been made against the interviewee, do not make them sound like your accusations. Instead of saying: "You ran away from your responsibilities, didn't you?" you should say: "Critics say that you ran away from your responsibilities. Did you?" The outcome is the same, only the tone is fairer. This advice applies particularly to broadcast journalists, some of whom like to ask aggressive questions for dramatic effect - the so-called tough interviewer. If that is your style, you must use it with everyone, not just the people you dislike.

4. Selecting material

Having conducted your interviews, you now have to put your material together into a story. Whether working for newspapers, magazines, radio or television, you have to

select which facts and quotes to include and which to leave out. You will probably write your story in the usual inverted pyramid, with the most important things at the start. Here again, you must be fair in choosing material. There are usually two sides to every argument, so do not be one-sided in choosing what facts to include or which words to quote. If your interviewee has said: “I support the present government, but with some serious reservations”, it would be wrong to use only the quote: “I support the present government.” Be fair and quote accurately, making sure that the meaning of each comment is put in context with what else is being said. If the person you have interviewed stressed the importance of one particular aspect, do not omit it simply because you disagree with what was said. You should judge each comment independently under the criteria for what is news. That way you maintain objectivity.

5. Language

The language in which a story is written is very important. It is quite easy to change the whole of a sentence by adding one or two words loaded with a particular meaning. For example, your interviewee might have made some remarks quite forcefully. It would be wrong to describe them as “firm” simply because you liked him, or “harsh” because you did not. Stick to facts. If he moved his finger as he made certain remarks, you can mention it but remember that there is a lot of difference between such words as “waved” (which some people do with their fingers naturally while speaking), “wagged” (which people usually do while telling someone off) and “jabbed” (which is used to make a forceful point or accusation). In fact, it is better to keep such descriptions out of news stories, although they can be used when writing features to show something about the person involved.

Any words you use instead of the verb “said” when attributing facts and opinions can add a bias to your reporting. Journalists often like to find alternatives for the word “said”, because they think that repetition becomes boring. If you do use alternatives, you must recognize that some imply that you believe the person quoted while others imply that you do not believe them.

Many journalists use a thesaurus to find alternative words to enliven their copy. A thesaurus should only be used if you have a very good understanding of the language. It is much better to use a dictionary to find the exact meaning of a word. If you use clear and simple language and leave out as many adjectives and adverbs as possible, you will limit the chance of bias entering into your copy.

Once again, if your interviewee accuses someone, you must make it clear that they are the interviewee’s words, not your own. For example, if he says that the regime in Tilapia is brutal, attribute the remark to him, either in reported speech or in a quote. Do not allow it to be seen as your own comment. Remember, one man’s regime is another man’s government. One man’s cabinet is another man’s junta.

There are also good legal reasons for choosing your words carefully. In most countries you can be prosecuted for making false statements about someone which causes them harm. You should not blemish a person’s name without a special reason, even though what you say is factually correct. There is no need to call a person who kills his daughter “a beast”. If he has not been tried it is for the courts to decide his guilt or innocence. If he has been found guilty, your story will be stronger if you carefully and accurately

record the facts without gory details and personal judgments. It will also keep your reputation as an objective journalist.

6. Placing the story

If you are a sub-editor in a newsroom, you should be fair where you place a story in the paper or bulletin. Do not let personal feelings interfere with your news judgment. Just because you are strongly opposed to deer hunting, you cannot choose to lead with that and put the story about the Prime Minister's assassination further down if they are both new. There is no excuse for hiding a story down the page or bulletin simply because you do not like what is said.

Your readers or listeners may disagree with you over the order in which you rank stories because they also have special likes and dislikes. But if you are fair and follow the guidelines of news value, you will be able to defend your news judgment against all sides.

2.4 MEANING OF BALANCE AND FAIRNESS

Balance and fairness are classic buzzwords of journalism ethics: In objective journalism, stories must be balanced in the sense of attempting to present all sides of a story. Fairness means that a journalist should strive for accuracy and truth in reporting, and not slant a story so a reader draws the reporter's desired conclusion. Some critics argue that journalists never succeed in being completely balanced and fair — in telling all sides of a story. News coverage often represents the voices of those only on both extremes of the spectrum or voices of those who are the most powerful. Election coverage is a good example of this. In many countries, candidates from non-mainstream parties garner little news coverage. Consider the case of most of the 'Independent' candidates in India. This, critics argue, leads to candidates never building recognition and, therefore, never getting elected.

Breaking news

Journalists are often criticized for lack of balance and fairness in breaking news situations. Some media publish uncorroborated Twitter feeds that, at best, tell a story only in pieces. An accusation against a prominent individual may be posted online before a response is solicited or before the accused may even have been informed of the comment. Media critics and watchdogs of all political persuasions are quick to jump on such reports in their zeal to prove a lack of fairness and balance. Do they have a point? Are fairness and balance achieved only when all of the disparate pieces of a breaking news story are consolidated and organized into a coherent whole? What of the damage done in the interim? How much must a journalist try for fairness and balance while on deadline?





2.5 CHECK YOUR PROGRESS

1. What do you mean by Editorial Values? (Answer Key 2.3)

2. Describe the concept of Fairness. (Answer Key 2.3.5)

3. Explain the significance of Balance & Fairness in Editing. (Answer Key 2.4)



UNIT - 3

3.0 UNIT STRUCTURE

- 3.1 Learning Objectives
- 3.2 Introduction
- 3.3 What is News?
- 3.4 Definition of News
- 3.5 Characteristics of News
- 3.6 News Values: Element of News
- 3.7 Types of News
- 3.8 Types of News Stories
- 3.9 Concept of News Making
- 3.10 Guidelines to be followed while making news
- 3.11 Check Your Progress

3.1 LEARNING OBJECTIVES

The objective of this unit is to make aware of the definition of news. Here in this particular chapter you will read about news and its making. Which is a key point in the field of journalism news has its own sense for people living in distinguished parts of the world and society. So to have a clear view about it read the whole chapter. Furthermore, this unit deals with the concept of how a ‘story’ becomes a ‘news story’.

3.2 INTRODUCTION

Life appears to be a shapeless jumble of events, falling over each other, elbowing and jostling each other. Journalists each day structure this chaos, so that the public receives it sorted out and neatly packaged into stories, the same day on radio, television or online and the next day in newspapers. It will have been evaluated. The biggest news will be given first in the bulletin or on Page One of the paper, in detail; lesser news will be given in less detail later in the bulletin or on an inside page; and the rubbish will have been thrown away. How do journalists decide what is news and what is not? How do they distinguish between a big news story and a small one? The answer is that they do it in exactly the same way as everybody else. Everybody makes those same judgments whenever they decide to talk about one event rather than another.

For example, which do you think is more interesting??

a) A girl going to primary school, to high school, or to university?

b) A man, aged 25 marrying a girl aged 20, or a man, aged 55 marrying a girl aged 15?

Obviously a man, aged 55 marrying a 15 years old girl is more interesting because it is unusual as people with normal age gap get married and that is usual and common. There could another point of interest here. As per the present law in India no girl could be married before 18. If somebody is marrying a girl under 15, then he is committing a crime.



Difference between news and information

In the railway station, we might have noticed the board displaying the train timings. That is not news. That is information. Information becomes news when news value is added to it. For example, if a new train time table is issued by the railways replacing the existing one with changes in train timings then that becomes news. Similarly, the different slab of income tax rates is not news. But when the government decides to increase or lower the rates, it becomes news.



(When a dog bites a man- Normal Incident)



(When a man bites a dog- Special Incident with News Value)

3.3 WHAT IS NEWS ?

News is the information about any incident or happening of public interest. News is about shaping the jumble of events into a presentable format for the awareness of the people. Things are happening every time and everywhere but not every incident is news. According to the most common example, when a dog bites a man, it is not news but when a man bites a dog it is news. This is because this incident is displaying something unusual, different from the daily routine. Events which are new and unusual may be of general interest and may even come up as interesting subjects for the readers.

News is the report of a current event, something that was not known, information of recent events and happenings. The first requirement of news is that a writing should not have been published anywhere before. It should come to the readers to the first time. It is like a hot cake coming straight from the over. Anything, which has come in print before, does not constitute news. It may be anything but not news. The second ingredient is human activity. News must relate in one way or the other to the human activity. Human beings must be involved in an event embodied in news. The Third important factor is that

it should be of some interest to the readers. The interest may be physical or emotional. The fourth important pre-requisite is that it should be designed to impart some sort of information to the readers.

The information may be in respect of the reader's interest in specific fields. The best ingredient is that it should be of some education value for readers. The readers ought to be of the progress of the country and making in the specific fields. The countrymen have the right to know as to how strangers their country is. It is for the readers of the country. A news is tomorrows history



done up in to-days meal package. News is the flow of tides of human aspirations, the ignominy of mankind and the glory of human race. It is the best record of the incredible meanness and the magnificent coverage of man. The news is current information made available to public about what is going on. It enables the people to make up their minds as what to think and how to act. News is a truly, concise and accurate report of the event. A news is the report of an event and what an event itself. News means the record of the event that has taken place in a particular era. The significant element of news is that it is an event in which some kind of action takes place. It is a report in which the action is described narrated, highlighted or recorded. News is written in a comprehensive manner. There should be one audience or a class of readership. To whom the description is to be presented in print or on the air or on T.V. or movie screen. News should provoke into recipients or at least some of them to thought or action.

3.4 DEFINITION OF NEWS



- ↪ Oxford Dictionary defines it as “New information, the report of latest incident”.
- ↪ According to Gerald W. Johnson, “News is the report of such incidents as in writing them, a first rank journalist feels satisfied”.
- ↪ According to William F. Brook, “News is in fact a synonym of the unexpected.”
- ↪ According to William Stead, “Everything which is extra-ordinary and unusual is called news”.
- ↪ According to Carrel Warren, “news is usually a report which is not known to layman before its presentation. This report deals with such activities of man as are a source of interest, entertainment or information to the readers.
- ↪ British Journal defines the news as, “any event, idea or opinion that is timely, that interests or affects a large number of people in a community and that is capable of being understood by them”.

3.5 CHARACTERISTICS OF NEWS

1. Accuracy: The accuracy of news is in fact taken for granted by the news consumers. Readers should have a feeling that whatever they are being presented is the overcome of an honest and dedicated effort of the writer. The readers should never be given an opportunity to say that they never believed what appeared in the papers. 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. Accuracy means correctness not merely in general impression but also in details, hastily accuracy is to a newspaper what virtue is to a lady.

2. Balance: 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. He has to put all the facts together in a manner that his report conveys the correct and factual impression. He has to give a fair picture of the event as it takes place. In order to be fair both to the audience and about the gentleman about whom news is given it is necessary that the news is balanced in content and meaning. News should be balanced in the matter of emphasis and complements. 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 narrate every last circumstance of the story in pause taking details. A reporter has to select and arrange facts in a manner so as to give a balanced view of the whole situation.

3. Objectivity: News is a factual report of an event as it occurred. It is not the event as a prejudiced eye might see it or as the reporter might wish it to be or have thought it to be on those concerned in the event might like to present it. Facts must be reported impartially as they occurred. 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. A reporter should not look at events through glosses either raised colored or smote. News is to be presented in full light of impartial and scrupulously honest observation. Objectivity is essential because only pure news can give the consumer confidence since people form their opinions on the basis of news items it is all the more necessary that it should be objective in all manner.

4. 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.

5. Current and freshness: 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. Things are always changing and the news consumers

want the most recent information on subjects of concerns or interest to them. In the present circumstances the news development might undergo a rapid change. The events occurring in the morning may completely outdate or upset east might facts. Most news are labelled “todays” or at the most distant, last night. 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.

3.6 NEWS VALUES : ELEMENTS OF NEWS

News values are general guidelines or criteria used by media outlets, such as newspapers or broadcast media, to determine how much prominence to give to a story. News values are not universal and can vary widely between different cultures. Journalists are the best judges about what is news and what is not. They take this decision based on certain news values. The following are the salient points to judge the newsworthiness. They are also called as Element of the News



Timeliness: News is something new. So timeliness is a great factor in deciding news. An incident that happened one month back will not make news for today’s newspaper. Also timeliness varies from publication to publication. For a newspaper, events that had happened on the previous day is news. But for a weekly, events of the previous one week can make news. For a 24-hour television news channel, every second is a deadline. They can break the news anytime. So their timeliness is different from that of a newspaper.

Impact: Impact of an event decides its newsworthiness. When the tsunami waves struck several parts of the world, thousands of people were affected. It became major news for the whole world. But if a cyclone kills 20 people in Bangladesh, it may not have any impact on other parts of the world. When dengue fever affects 100 people in Delhi, it makes news not only in Delhi but in other states also because the impact is wider and people become more alert about the news.

Proximity: “Bird flu spreading and hundreds of chicken dying in England”. Does it make news for you? You may read it but do not worry about it. But bird flu spreading in West Bengal will make you alert. This is because it is in your proximity. A plane crash in Peru will not be big. News in India, but if an aircraft crashes in India, it will be headlines everywhere. So proximity decides the news.

Controversy: People like controversies. Anything that is connected with conflicts, arguments, charges and counter-charges, fights and tension becomes news. All of you might have heard of Kargil. It was a conflict between India and Pakistan. It became

great news all over the world. Many of you may remember the controversy about the Indian and Australian cricket teams. It was news for all the media. When terrorists crashed their plane into the World Trade Centre in New York it was lead news everywhere.

Prominence: If a prominent person is involved in any event, it becomes news. If an ordinary person's car breaks down and he has to wait for ten minutes on the roadside till the vehicle is repaired it makes no news. But if the Prime Minister's car breaks down and his motorcade has to stop for five minutes it becomes news. A person visiting Rajghat and paying homage to Gandhiji may not be a news item, but when the US President visits Rajghat it becomes news.

Currency: News is about current events. Suppose the Olympic Games are held in India. It becomes news because everybody is interested in it. Likewise when SAARC leaders meet in Delhi to formulate future action plans, it becomes the current news. Similarly, if extreme cold weather continues for a week and fog disrupts air, rail and road traffic, it becomes news.

Oddity: Unusual things make news. Extraordinary and unexpected events generate public interest. You might have seen box items in newspapers about such happenings. A man pulls a car by his hair, a woman gives birth to triplets, a singer enters the Guinness Book by singing non-stop for 48 hours, the painting of a famous artist is auctioned for a very expensive price. All such odd stories evoke much public interest.

Emotion: Stories of human interest make good news items. For eg. The police rescue a school boy kidnapped by mischief makers after a search of two weeks. The parents meet the boy in an emotionally surcharged atmosphere. The story of this meeting with a photograph makes a good human interest report. Doctors advise a girl in Pakistan to undergo a heart surgery urgently. But her parents cannot afford the expenses. The Rotary Club of Delhi east offers help through their scheme of 'Gift of Life'. The girl comes to India and undergoes surgery successfully. While going back she and her overwhelmed parents narrate their experiences in India. This makes a good human interest story.

Usefulness: Sometimes news items help the public in various ways. You must have noticed that weather forecasters warn fishermen not to go to the sea for fishing on certain days because of rough weather. Newspapers give the phone numbers of police stations, hospitals, ambulance services etc. to help people. You might have seen in newspapers, requests from relatives to donors of blood for a patient in a critical condition. Newspapers also raise funds from the public to help victims of disasters and natural calamities, like tsunami and earthquake.

Consequence: If the impact of an event may directly affect readers, they will want to know about it. A run-of-the-mill burglary at the Watergate Hotel was white noise on the airwaves until it became clear what the identities of the key players meant for the nation. That bit of news cost a U.S. President his seat.

Educational value: News has also an educational value. In almost all newspapers, you can find columns about educational and job opportunities. These guide you about different educational courses, career options available, opportunities for higher studies etc. These news items help you become more knowledgeable.

3.7 TYPES OF NEWS

Hard news: Hard news is factual, often serious and always event-driven. Therefore it almost always gets priority. Often hard news happens by itself, for example, fires, accidents and natural disasters. By its very nature, hard news must be published or aired immediately because it perishes quickly and becomes “old news,” replaced by other hard news stories. It is news the public needs to know.

Hard News includes two concepts:

Seriousness: Politics, economics, crime, war, and disasters are considered serious topics, as are certain aspects of law, science, and technology.

Timeliness: Stories that cover current events—the progress of a war, the results of a vote, the breaking out of a fire, a significant public statement, the freeing of a prisoner, an economic report of note, etc

Soft News: Feature and human-interest stories are considered soft news. Soft news lacks the immediacy of hard news. Soft news can often be covered in advance and published or broadcast later with less concern for its timeliness. Often this type of news is referred to as “evergreen.” Examples of soft news could include: a feature on a military hospital; a story about how a soldier came to be a competitor at the Olympic Games, etc. Soft news placement requires more effort than what is required for hard news because it involves trying to interest media outlets in timeless material that can inform, educate, or entertain readers or viewers. Soft news include two concepts

The least serious subjects: Arts and entertainment, sports, lifestyles, “human interest”, and celebrities.

Not timely: There is no precipitating event triggering the story, other than a reporter’s curiosity.

3.8 TYPES OF NEWS STORIES

A **local news** article focuses on what’s going on in your neighbourhood. An example of a local news story would be an article on a city council meeting.

A **national news** article focuses on what’s happening in the country. An example of a national news article would be an article on the Indian government passing a new bill.

An **international news** article focuses on news that’s happening outside the country. A story on an influenza outbreak in China would be considered an international news story.

A **feature article** is an article that is about “softer” news. A feature may be a profile of a person who does a lot of volunteer work in the community or a movie preview. Feature articles are not considered news stories.

An **editorial** is an article that contains the writer’s opinion. Editorials are usually run all together on a specific page of the paper and focus on current events. Editorials are not considered news stories.

A **column** is an article written by the same person on a regular basis. A columnist (the writer of the column) writes about subjects of interest to him/her, current events or community happenings. Columns are not considered news stories.

3.9 CONCEPT OF NEWS MAKING

News is packaged information about current events happening somewhere else. News moves through many different media, based on word of mouth, printing, postal systems, broadcasting, and electronic communication. Common topics for news reports include war, politics, and business, as well as athletic events, quirky or unusual events, and the doings of celebrities. Government proclamations, concerning royal ceremonies, laws, taxes, public health, and criminals, have been dubbed news since ancient times. News making is the act or process of making news. News has various definite steps that help in its proper formation. A news story is made up by the following key points:

1. **Source of information** - Source of the information is one of the most important things that are required for the formation of a news story. It is important to note that there are various sources through which a reporter can gather information. This information can further be converted into a news story and then the news is ready for the dissemination. Some examples of news sources are police stations, government offices, post mortem houses etc.
2. **Format** - There are various formats according to which information is converted in the form of a news story. Generally, the inverted pyramid format is used for the hard news stories. In the inverted pyramid format the most important information is displayed at the top, then the further details are elaborated and then finally a conclusion at the end of the news.
3. **Style** - Generally, for converting raw information into a news story it is important to give it a hard news format. A hard news is a type of news in which the facts and figures are displayed without the addition of any personal opinions of the editor. In a hard news story, the information is never given a sentimental angle at any cost. It is kept straight, displaying what has happened without any biasness and slants.
4. **News Story** - While writing a news story it is important to keep in mind how it is being written. First of all, the headline must be taken into consideration. It must be kept crisp, must be written in active voice, does not possess long sentences and also maintain its logical unity. After the headline, the introduction of the news story is written. It contains the 5Ws and 1H which gives the first basic information to the readers about the news. Then the body of the news must be written with transitions so as to attract the minds of the readers towards the story. Finally, the conclusion must be given leaving a loop for the readers.
5. **Attribution** - Another important thing comes up as the attribution in the news story. Attribution refers to mentioning the source of information. Sometimes the source of information and the information even is kept secret. In some cases, the information is displayed but not the name of the source and yet in some cases both the information and the source is displayed.

3.9.1 CRITERIA OF NEWS MAKING

The criteria by which news is judged are:

Is it new?

Is it unusual?

Is it interesting or significant?

Is it about people?

Is it new?

If it is not new, it cannot be news. The assassination of Mrs Gandhi is unusual, significant and about people, but it cannot possibly be reported in tomorrow's papers, because it is not new. If some facts about that assassination became known for the first time, however, that would be news. The assassination would not be new, but the information would be. Events which happened days or even weeks earlier can still be news, as long as they have not been reported before. If you are telling a story for the first time, it is new to your readers or listeners and therefore it can be news. News of the death of Mao Tse-tung, for instance, was not released to the world by the Chinese government for several days; when they did release it, however, it was still very definitely news.

Is it unusual?

Things are happening all the time, but not all of them are news, even when they are new. A man wakes up, eats breakfast and goes to work on a bus; it has only just happened, but nobody wants to read about it because it is not unusual. Ordinary and everyday things do not make news. Of course, if that same man was 90 years old and was still catching the bus to work every day, it would be unusual! The classic definition of news is this: "Dog bites man" is not news; "Man bites dog" is news. This definition, though, is not universal. If dogs are eaten in your society (at feasts, for instance) then it will not be news when a man bites a dog - so long as it has been cooked. What is usual in one society may be unusual in another. Again, we will expect the content of the news to vary from society to society. In every society, though, whatever is unusual is likely to be news.

Is it interesting?

Events which are new and unusual may still not be of general interest. Scientists may report that an insect has just been found living on a plant which it did not previously inhabit. The discovery is new, and the event is unusual, but it is unlikely to interest anybody other than a specialist or enthusiast. In a specialist publication this could be big news, but in a general news broadcast or paper it would merit at most a few words.

Is it significant?

However, if that same insect was one which had a huge appetite, and which had previously lived on and eaten bush grass and if the new plant on which it had been

found was rice, then the story becomes news, because it is significant. People may not be interested in bugs, but they are interested in food. If this insect is now threatening their crops, it becomes a matter of concern to them. It is news because it is significant. Similarly, if a peasant farmer says that the Roman Catholic Church should ordain women priests that is not news. If an archbishop says it, it is news, because what he says on the subject is significant. It is the views of people such as the archbishop which help to form the policy of the Church. Once again, what is interesting or significant in one society may not be interesting or significant in another. The content of the news may be different, therefore, in different societies, but the way it is identified will be the same.

Is it about people?

Most news is automatically about people, because it is the things people do to change the world which makes news. However, news can also be made by non-human sources, such as a cyclone, a bush fire, a drought, a volcanic eruption or an earthquake. It is when reporting these stories that it is important to make sure that the story is centered on people. The cyclone would not matter if it blew itself out in the middle of the Pacific Ocean, away from any inhabited islands; the fire could burn for as long as it likes in bush where nobody lives; the Sahara Desert has a near-permanent drought, but in most of it nobody is there to rely on rains; a volcanic eruption or an earthquake which damages nobody's property and injures nobody is really not news. All these natural disasters only become news when they affect people's lives. Every story can be told in terms of people. Always start by asking yourself the question: "How does this affect my readers', listeners' or viewers' lives?" Whenever you have a story which tells of how something has happened which affects both people and property, always put the people first.

3.10 GUIDELINES TO BE FOLLOWED WHILE MAKING NEWS

1. The Five "W"s and the "H"

This is the crux of all news - you need to know five things:

Who? What? Where? When? Why? How?

Any good news story provides answers to each of these questions. You must drill these into your brain and they must become second nature.

For example, if you wish to cover a story about a local sports team entering a competition you will need to answer these questions:

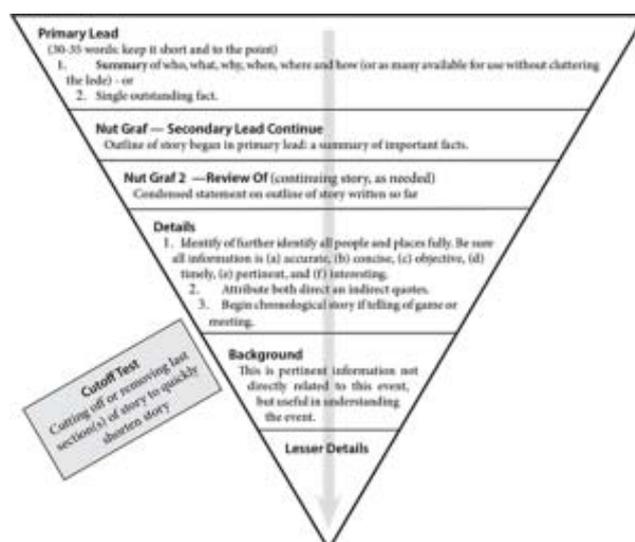
- **Who** is the team? Who is the coach? Who are the prominent players? Who are the supporters?
- **What** sport do they play? What is the competition?
- **Where** is the competition? Where the team is normally based?
- **When** is the competition? How long have they been preparing? Are there any other important time factors?

- **Why** are they entering this particular competition? If it’s relevant, why does the team exist at all?
- **How** are they going to enter the competition? Do they need to fundraise? How much training and preparation is required? What will they need to do to win?

2. The Inverted Pyramid

This refers to the style of journalism which places the most important facts at the beginning and works “down” from there. Ideally, the first paragraph should contain enough information to give the reader a good overview of the entire story. The rest of the article explains and expands on the beginning.

A good approach is to assume that the story might be cut off at any point due to space limitations. Does the story work if the editor only decides to include the first two paragraphs? If not, re-arrange it so that it does.



More Tips

↪ **It’s About People:** News stories are all about how people are affected. In your sports story, you might spend some time focusing on one or more individuals, or on how the team morale is doing, or how the supporters are feeling.

↪ **Have an Angle:** Most stories can be presented using a particular angle or “slant”. This is a standard technique and isn’t necessarily bad - it can help make the purpose of the story clear and give it focus. Examples of angles you could use for your sports story:

“Team Tackles National Competition”

“Big Ask for First-Year Coach”

Local Team in Need of Funds”

- ↪ **Keep it Objective:** You are completely impartial. If there is more than one side to the story, cover them all. Don't use "I" and "me" unless you are quoting someone. Speaking of quoting...
- ↪ **Quote People** For example: "We're really excited about this competition," says coach Bob Dabalina, "It's the highest target we've ever set ourselves".
- ↪ **Don't Get Flowery:** Keep your sentences and paragraphs short. Don't use lots of heavily descriptive language. When you've finished, go through the entire story and try to remove any words which aren't completely necessary.



3.11 CHECK YOUR PROGRESS

1. Define News. Explain characteristics & values of news with examples. (Answer Key 3.4, 3.5 & 3.6)

2. What are the different types of News & News Stories? (Answer Key 3.7 & 3.8)

3. Explain the concept of news making and discuss the guidelines to be followed while news making. (Answer Key 3.9 & 3.10)



UNIT - 4

4.0 UNIT STRUCTURE

- 4.1 Learning Structure
 - 4.2 Introduction
 - 4.3 Difference between newspaper, radio and TV news editing
 - 4.4 Radio Editing
 - 4.5 Basic principles of Visual Editing
 - 4.6 Major area of differences in Print and Electronic Media
 - 4.7 Check Your Progress
-

4.1 LEARNING OBJECTIVES

The objective of this unit is to give an analytical study of the differences between writing a news story for a newspaper, radio and television.

4.2 INTRODUCTION

Newspaper, Radio and TV are three different medium, each unique by its own characteristics and own way of dissemination of information. While Newspaper is a print media heavily dependent on language as a means of dissemination of news Radio and TV are technical instruments which make use of modern transmission technology to communicate. While Radio is empowered with audio and sound component of verbal communication, the TV has the bliss of both audio and visual to communicate apart from the language. Although newspaper and magazines currently are trying to reduce dependency on language by adding more visual strength by way of photographs and graphics its main focus still remains language as people would read the headlines and news items. In radio the audience would concentrate entirely on listening and in TV the focus is mostly on viewing complemented with listening.

Therefore, the editing function in these three media is different from each other although the basic philosophy remains the same. The language and its usage have to be made suitable for the medium. In newspaper there is a space consideration whereas in radio and TV there is a time consideration.

Radio and television programme production starts with pre-production. It is the planning and development stage. This starts with writing of script. The script includes instructions and guidelines for the production of the programme. The next stage is production. Here all the material for the programme is recorded. Postproduction is the final stage in programme production. A major component here is editing. In radio and other audio productions, the sounds recorded during production are edited and dubbed if required. In television production, the recorded audio and visual materials are pieced together

through editing. Music is added. Extra verbal content is added through dubbing. But the most important component here is editing. Why is editing done? The purposes of editing are: To arrange recorded material into a more logical sequence; To remove the uninteresting, repetitive, or technically acceptable portion; To compress the material in time, and For creative effect to produce new juxtaposition of speech, music, sound and even silence.

4.3 DIFFERENCE BETWEEN NEWSPAPER, RADIO AND TELEVISION NEWS EDITING

All the three mediums newspaper, radio and television are entirely different in working as well as presentation of any information. In fact, there is a difference between the audiences of the three mediums. Following are the points which must be kept in mind while editing news stories for the above mentioned mediums of communication.

Newspaper

1. **Diction** - As information from the newspaper are gained by the literate classes. So, the language of newspaper must neither too rich nor too easy. In fact, at various places use of rich vocabulary is also useful in stabilizing and enriching the standard of the newspaper.
2. **Grammatical and Logical Balance** - As newspaper is for dissemination of news to the literate section, so while editing of news stories for the newspaper a strict check must be kept upon its grammatical and logical synchronization of words. A check on the spellings is also mandatory in editing the stories of the newspaper.
3. **Precision with Completeness** - An editor must keep in mind that excessive detailed information can distract the mind of the readers from the story. All the facts must not only be compiled in the briefest format but also make complete sense and disseminates complete information.



Radio

1. **Diction** - As radio is an audio medium for dissemination of information to the listeners, it requires a very simple language to be used. The usage of words must include the very basic conversational vocabulary. Simple language makes it easy for the listeners to understand the news stories.
2. **Short Sentences** - As radio is an audio medium, an editor must keep a check that in a news story only short sentences are used. The use of very long



sentences or detailed information can create excessive confusion and misunderstanding for the listeners.

3. **Expression** - Nothing can be more expressive than words. As news in radio is written for the ears not eyes, so such news must be written in such a format that the ears of the listeners can feel familiarity with the news stories. An editor must ensure that the expression of the news must sound appealing to the listeners.

Television

1. **Diction** - The diction of the news must be simple and in such a way that it can easily be understood by the viewers. The editor must ensure the words used by the News Anchor are quite easy and easily understandable.
2. **Writing to visuals** - During the editing of TV news, one of the most important things which must be kept into mind is writing the news script according to the visuals. An anchor must speak according to what is being shown in the video, so as to avoid any sort of miscommunication with the audience.
3. **Presentation of news** - As TV is a medium of dissemination of information for literate as well as the illiterate viewers, so the presentation of the news must be kept must be kept simple and shall add to the proper interpretation of the news. Editing can make a wonderful presentation of any news programme.



Let us now find out the salient features of Radio and TV editing.

4.4 RADIO EDITING

Radio editors review information and content in order to help manage radio productions. Some editors may be a part of the news team and be responsible for reporting on air. Others may act more as producers, assigning stories to reporters or formatting daily operations. The main role of an editor is to scrutinize headlines, stories, and scripts in order to ensure that programs present factual information that is compliant with industry standards. This may include researching local events, checking data, following up with participants, and writing headlines or content. Additionally, radio editors also work with the production team in order to develop ideas for radio shows.

Some radio editors play an administrative role, assessing the value of potential upgrades, such as switchboards or other technical equipment. Radio editors may also assist production directors or project managers with scheduling meetings and creating company standards, such as writing guidelines. Other duties may include archiving tapes and monitoring station supplies. News editors have day-to-day control of news output, identifying stories, and selecting and commissioning material for bulletins or programmes. They set and drive the news agenda in line with the approach and style of particular radio stations or programmes and their audiences.

News editors generate original ideas and approaches to the way stories are covered; assign work to their team, briefing and deploying reporters and broadcast journalists; and check the progress of work, supervising and advising team members as required. They allocate technical resources and prioritise their use. When required, news editors themselves also might report, produce or present.

With editorial control over news output, news editors ensure that professional journalistic standards are maintained and that news content complies with the law, broadcast regulation, and organisational policy. They are the first point of contact for legal or editorial queries. News editors manage programme budgets and optimise the use of available technical resources to realise story or programme ideas. They usually have managerial responsibility for their team, motivating them, developing their skills and reviewing performance. Editors must ensure there is effective communication both within their team and between their team and others in the station or wider organisation.



The scale of the role may vary considerably, ranging from managing and deploying small teams to running large and complex news operations. Depending upon the nature and scope of the particular role, and the size of the news team, news editors may also be expected to carry out some or all of the work of a reporter or broadcast journalist, as well as having overall responsibility for the production of news content.

News editors must keep abreast of local, regional, national or international issues of relevance to their station or programme output, and should have good contacts within the communities they serve. The job title news editor is used throughout commercial radio. Within the BBC some editors may have different job titles, including senior broadcast journalist or programme editor.

4.4.1 WHAT DOES A RADIO NEWS EDITOR DO ?

Radio News Editors oversee and direct the work of a news team supplying news content for one or more different outlets, from single local radio stations to international news services.

They have day-to-day control of news output, identifying stories, and selecting and commissioning material for bulletins or programmes. They set and drive the news agenda in line with the approach and style of their station or programmes. They have editorial control over news output and ensure that professional journalistic standards are maintained, and that content complies with the law, broadcast regulation and organisational policy. They are the first point of contact for legal or editorial queries.

Radio News Editors must keep abreast of local, regional, national or international issues of relevance to their station or programme output. They should also have good contacts within the communities they serve. It is the Radio News Editor's role to generate original ideas and approaches to the way stories are covered. They assign work to their team, briefing and deploying Reporters and Broadcast Journalists. They usually have managerial responsibility for their team, motivating them, developing their skills and reviewing performance. They manage programme budgets, and allocate and prioritize the use of technical resources. They themselves may also report, produce or present, when required.



4.4.2 SKILLS OF RADIO NEWS EDITOR

The following skills are needed for a Radio News Editor to perform Radio Editing:-

- a strong sense of what makes a good news story
- sound editorial judgment
- the ability to generate original ideas and to think creatively about how to communicate them
- excellent writing and story-telling skills which they can adapt for different audiences and platforms
- in-depth knowledge of the radio market, different station and programme styles and audience demographics
- confidence and decisiveness
- the capacity to work effectively under pressure, react quickly and meet tight deadlines
- determination, diplomacy and excellent interpersonal skills
- a facility for managing creative teams, and encouraging acceptable creative risk taking
- the ability to give and receive feedback and manage performance
- the ability to deal effectively with team members of differing temperaments and morale
- the ability to encourage frank and constructive reviews of news or programme output
- the capacity to maintain objectivity in order to be fair and balanced in the treatment of stories

- a thorough knowledge of the law, ethics and industry regulation, and broad experience of their application in radio and the practice of journalism
- knowledge of when it is necessary and how to acquire the relevant clearances and licenses, including copyright and music clearances
- knowledge of the requirements of the relevant Health and Safety legislation and procedures
- a wide ranging interest in news and current affairs and particularly in those issues relevant to the communities and audiences served by their particular stations or programmes
- a high level of IT skills - particularly good word-processing and data handling skills
- the ability to learn how to use a variety of recording equipment and to operate different radio studios
- the ability to conduct effective internet research, use relevant computer software for audio editing, and, when necessary, to manipulate visual images or edit video, and upload all such material for use on websites
- the ability to manage programme budgets and resources

4.4.3 ELEMENTS OF RADIO EDITING

1. Background sound- Field recording, usually made up of sounds picked up in the background, without voice. Used to give a feel of the atmosphere of the location or event where the main sound is recorded.

2. Editing- According to Merriam-Webster, preparing for publication or public presentation”. Also to assemble by cutting or rearranging. Editing for Radio is to prepare a program or piece by starting with raw sound elements and obtaining a finished product, ready for broadcast. It is to take raw elements, treat them and end up with an ear pleasing product. It can be thought of as cutting and sewing different pieces of sound together.

3. Cue sheet - Ordered list of all voice, background sounds, sound effects and music used in a production. Usually includes for at least each element, start time, end time, name or identifier, length, fade information and comments.



4. Mix- Mix refers to the assembly of all sounds into one single sound.

5. Sound Effects- Small sounds used to convey a particular event. For instance a door squeaking, thunder, children laughing etc.

6. Voice-over- Radio editing technique where a sound is layered under voice. Often used for translation of foreign languages for radio. Voice over music can also be considered voice-over.

4.5 BASIC PRINCIPLES OF VISUAL EDITING

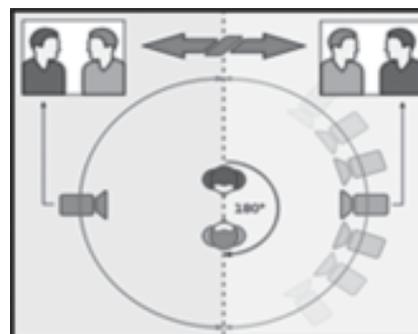
While editing these principles are generally taken into consideration to get the best out of what is being edited. They can be used as “rules” but are not unbreakable as it is possible for it to work very well by going against these conventions.

1. Continuity Editing

This refers to arranging the sequence of shots into a progression of events. It is used a lot in both television and film as it allows the story to progress in the right order making it easier to understand. Confusion could appear if it was not the case although in some cases this works really well by fracturing the narrative. Continuity editing aims for the editing to be virtually invisible, it is now universally used but was previously associated with Hollywood. It uses a smooth and seamless style of narrating the story which is done through a variety of techniques.

2. The 180 Degree Rule

The 180 degree rule is a basic guideline that states two characters or elements in the same scene should always have the same left/right relationship to each other. If the camera passes over the imaginary axis connecting the two subjects would be shown from the opposite side and therefore in reverse angle. Sometimes so that the audience doesn't get confused by the position of the characters the camera doesn't cross this line.



3. The eye-line match technique

The eye-line match technique is used as well during continuity editing. One shot shows a character looking off screen and then the next shot shows what the character or subject that it is looking at. This is used to help make cuts smoother as the viewer expects the cuts to happen and is eager to find out what is next.

4. Cross-cutting

Cross-cutting is also used in continuity editing. Like the previous two techniques (180 degree rule and the eye-line match technique) it is used to establish smooth continuity. During cross-cutting the camera will cut away from one action to another action. Through doing this it suggests that both of the actions shown are happening at the same time. During these shots, the viewer will generally compare them for this reason. Cross-

cutting is mainly used to build up suspense. During the cross-cutting the viewer will form expectations which will eventually be shown or fulfilled.

5. Jump Cuts

These are confusing cuts as they go from one shot to the next which do not follow the obvious form of cause and effect which makes this confusing for the viewer as it would not be what they are expecting. They are generally used to disrupt the audience's attention to create shock. You can see an example of the jump cut in Godard's *Breathless*. This film is a perfect example to see how the jump cut works best.

6. Fade Out

This is when the image on screen fades out to black.

7. Fade In

This is when the screen fades from black to an image. Both fading out and fading in can be used to suggest an amount of time passing, this can also be used to give the audience a short break to allow them to prepare for the next scene. It is also used in some films at the ending.

8. Dissolve

This is when the image on screen slowly disappears as the new image appears. Dissolves are generally used to indicate the end of a shot or scene and to introduce the beginning of the next one.

9. Wipes

These are when one part of the screen literally wipes over the rest of the screen. These aren't generally used in film or television as they look comic-bookish and so do not necessarily fit with a lot of film and television. A montage of the wipes can be seen in *Star Wars III*. The film uses a lot of this transition for the relation to the comic-book themes that this transition gives off. It works well with this film because of the comic-book origins of the film.

4.6 MAJOR AREAS OF DIFFERENCE IN EDITING IN PRINT & ELECTONIC MEDIA

1. Language-Language is the main pillar of the newspaper as it is a primarily reading medium. Therefore the copy editors have to be absolutely cautious about the spellings, grammar and correct use of language so as to bring out the news in its truest sense. The senior editors like sub editors also look for ethical aspects to be maintained in terms of language and authenticity of source & objectivity in terms of information. In Radio, the use of language is quite different from newspaper. It is brief in nature and crisp in flavor. It is always comfortable on ears and never tests the patience of audience. At the same time it has to be much easier to understand than newspaper. The use of language in TV is always in sync with that of the visual. The language goes as per the visual-it either introduces, or describes or concludes a visual. The use of language in

newspaper is artistic, descriptive, detailed and ornamental but in Radio it has the challenge of being descriptive in a brief scope maintaining a mass appeal. And in TV, language always compliments a visual and hence is to be used judiciously. In all three, the editing of language demands a strong linguistic sense which may ensure proper communication of ideas with correct degree of entertainment, if required.

2. Space and Time-A major aspect of newspaper editing is space management. Every newspaper has a fixed number of pages and an area is devoted to advertisements. There is a pre allotment of items across pages in newspaper. Maintaining that page planning, the news has to be accommodated in a specific space and therefore has to be edited, i.e. lengthened or shortened accordingly. In Radio and TV, the space factor is replaced by time. Time of the bulletin is the prime consideration. There is a specific time limit for each news item as per its nature and importance. So, it has to be edited keeping in mind its airtime.

3. Technique-In newspaper the news is edited primarily by the application of language techniques using linguist senses, the process popularly known as *subbing*. The technique is an intellectual process often carried out by addition or subtraction of words or alteration of sentences and syntaxes. Grammatical and spelling corrections are also done manually by through observation. In Radio & Television the script is likewise edited but the accompanying audio and visuals have also to be checked in terms of quality. Here, the question of technique is highly instrumental as it is intellectual.

4. Technology-Print Media especially newspapers are using editing softwares now a days like Quark Xpress, In Design which facilitates direct incorporation of edits in the compose copy and in the page layout. While in Radio and TV the linear and non linear editing are totally technology based done with the help of machines like Switchers, Computer softwares like Adobe Premiere Pro, Final Cut Pro, Sound Forge etc.

5. Communication Pattern-The newspaper is primarily a reading material and demands more time. Therefore, characteristically it ought to provide detailed information in the form of news, feature, editorial articles, post edits, specialists' columns and photo features. It may take hours to go through a newspaper completely. The Radio uses the language in a very different way than newspaper-it communicates the same volume of information rolled in a package of half an hour or ten minutes. The language is far more precise, subtle & crisp with distinct phonetic values. The TV makes use of visuals to communicate and hence is less dependent on language than newspaper and radio.

6. Feedback-The newspaper readers give feedback in the form of 'letters to the editors' and they have the facility to refer back to the newspaper publication. Therefore the margin for error is very narrow. The impact on audience in case of Radio & TV is maximum as they are highly influenced and moved by what they hear and see. So, while editing adequate caution has to be exercised.

7. Target Audience-The newspaper readers are supposed to have a higher degree of literacy and education. Therefore in editing, there is more scope to experiment with language and add ornaments. However, Radio and TV reaches out to the masses at large irrespective of their literacy level and therefore has to be edited in such a way that the news appeals to all classes of people. While in case of explanation or references, newspapers can afford to go for details it may not be possible for TV or Radio. So it

is challenging for them to present a follow up news comprehensively within a stringent time limit maintaining the mass appeal. It requires efficient editing.

8. Use of Visuals/Sound Effects-

Although the primary dependence of newspapers is on language, the recent trends have shown that it is becoming increasingly visible by enhancing the visual content by way of photographs and photo features. Also colours are being added to the pages to make them more attractive. The number of advertisements are also on a rise. So, photo editing has become very



important. Similarly in TV the visuals are edited with utmost importance to maintain quality and importance. In TV visual is most important and it decides the quality of the content. Special effects are in prolific use in both print media and TV using softwares and apps like Photoshop, Coreldraw, Instagram, Maya, Flash etc. The Radio too is using special sound effects for its programmes like drama, interviews, documentaries, news features etc.

9. Preparation-The newspaper due to its publication at mid night offers a little bit of more time for editing. The different editions go in a timely sequence, the district's first and the city at the end. The important news of the day or a sudden occurring has to be incorporated at the late night editions and therefore has to be edited accordingly. In case of Radio and TV the updation continues throughout the day and in each successive bulletin the latest information is updated after due editing. In case of 'breaking news' the news has to be edited immediately. Numerous packages are made throughout the day in the studio. Editing forms a vital part of these productions.

10. Flexibility-The degree of flexibility in electronic media in terms of editing is high as there is always a chance of alteration. The programmes are aired throughout the day and therefore may be altered anytime in studio. In newspapers however, little can be done once it is printed. Sometimes, different editions have different versions due to editing. However with the advent of online and internet editions of newspapers, the scope of editing has enhanced.



4.7 CHECK YOUR PROGRESS

- 1. What is the difference between news editing in newspaper, radio and TV?
(Answer Key 4.3)

2. What are the duties of a Radio News Editor? (Answer Key 4.4.1)

3. What are the skills needed for a Radio News Editor? (Answer Key 4.4.2)

4. What are the basic principles of visual editing? (Answer Key 4.5)



UNIT-5

5.0 UNIT STRUCTURE

- 5.1 Learning Objectives
- 5.2 Introduction
- 5.3 Important Considerations related to the Editor
- 5.4 Challenges before the Editor
- 5.5 Bias and Slants in Journalism
- 5.6 Check Your Progress

5.1 LEARNING OBJECTIVES

This unit has been presented with an objective to make the learner aware, of the several challenges that an editor of a newspaper faces, while handling day-to-day dealings within the newspaper house.

5.2 INTRODUCTION

The modern day editor does not live in an ideal condition that he can go on editing the press reports and articles with the pen in his hand on the basis of purely journalistic considerations. The news and media which is presently a huge industry is not a mission anymore rather a purely commercial venture. It is controlled by a number of internal and external factors which are hardly journalistic. The challenge before the modern day Editor is to counter the problems posed by these factors and maintain the standard of journalism.

The internal factors refer to the problems of ownership and the intervention of the owner's interest in the day to day journalistic affairs. The owners who are mostly corporate houses have commercial interests for which they have close connections with political parties and beaurocrats. They always try to influence policy making and legislation. To create desired pressure on the government and create favourable public opinion they use their media. The Editors, who most of the times are paid employees, find it tough to pursue the owner's motives and at the same time keep the media unbiased, objective and interesting.

5.3 IMPORTANT CONSIDERATION FOR THE EDITOR

Let us discuss the important considerations before a modern day Editor:

1. **Editorial Policy**-The editorial policy of a newspaper is one of the most important factors in the editing process of that newspaper. The editorial policy is a comprehensive set of guidelines which helps the newspaper to take stands on vital and important issues and decides the way the newspaper will approach an issue. A newspaper has to operate within the ambits of the society. There are several socio-economic cultural

and political aspects which a newspaper has to deal with in its journey. The readers and the people look forward to the newspaper for its take on a certain important topic. A newspaper has to be very careful while taking a stand. It should be guided by its editorial policy. When a newspaper takes a stand it also has the responsibility of maintaining the stand. It simply cannot change its opinion every other day. Thus an editorial policy is to be maintained and reflected always in the news presentation of that particular newspaper. For example if a newspaper is pro-capital in terms of its economic policy then it should always encourage inflow of capital, measures to encourage business and industrialization. It should support the government if it takes pro-capitalistic measures like economic reforms, SEZ etc. it should also oppose the government if it takes anti-capitalistic measures like subsidy. From the stand point of political ideology, newspapers also have to clarify their position. In India there are political parties like Congress with nationalistic ideology, BJP with pro-Hindu ideology, CPI-M with Marxist ideology, Samajwadi party and Janta dal with socialistic ideology, BSP with pro-*Dalit* ideology and parties like DMK, ADMK, Trinamool Congress, BJD with highly regional feelings. These political parties have different kinds of stands on different issues but newspaper cannot have different stands in different states so it has to take a stand very carefully. Therefore the editor has to be very careful while editing of news. The stand point of the newspaper should not get diluted or deviated due to language or editing errors.

There are other socially important issues on which the editorial policy becomes pivotal. For example in India the issue of reservation on the basis of cast is highly debatable and sensitive too. A newspaper has to take a very cautious stand as any hurry may end up in hurting a community and losing readers. Another such issue is the uniform civil code which should be dealt with caution as minority sentiments are attached to it. In recent times there have been disputes in the area of international relations regarding India's relationship with Pakistan and China. Here also the newspaper has to adopt a policy between a hard line and a constructive line. A little here and there can brand the newspaper to be anti-national.

The editorial policy of a newspaper is prepared keeping in mind mainly the ideological stand and in some cases the target market. With the increasing corporate ownership the editorial policies are also becoming frivolous and the editor's task of justifying the stand of the newspaper is becoming tougher.

2. Market and Revenue- the biggest consideration in the present day media industry is the market and revenue generation. Before the launch of a newspaper or a channel a vital decision is taken regarding the market it is going to cater to. In the media industry the share of market captured by each house is well known when a new media is launched it is calculated who will be the target audience. It is done on the basis of the competitor share, market demand and the industry position. For example if a certain percentage of television audience who has a certain taste and preference remain unattended they can become the target audiences. If the media industry is on a boom then people are likely to invest in starting more news channels and newspapers. Off late we have seen a number of regional news channels and children's TV channels because there is a demand for it. The editor has to keep in mind that market will decide the fate of his media. The TRP of his channel or the readership of his newspaper depends on the market. If the market is strong the circulation of the newspaper will be

high and that will fetch him more advertisement revenue. While editing he should keep in mind the taste and preferences of his readers and the market he is catering to. Another important factor which is key to the survival of the newspaper is the revenue generated from the advertisement. It is the lifeline of a newspaper. Therefore the demand of the advertisers is a big challenge for the editor. The advertisers will always expect the newspaper to write in their favour and will try to influence its editorial policy in their favour. For example some industrialists are alleged to provide more advertisements to the newspaper in lieu of canvassing for the candidate of their choice in the elections. It is a challenging task for the editor to satisfy the advertisers and also maintain the dignity of the newspaper.

3. Legal and Ethical Consideration- Media of our country are governed by certain laws framed by the parliament and the legislative bodies. Media content must remain within the parameters of the law. For example the law of sedition prohibits publishing anything against national security or national integrity. The official secrets act also prohibits publication of any such information which is an official secret. The constitution of India provides the right to freedom of speech and expression to the citizens which is applicable to the journalists all well. However it is the editor's duty to constantly vigil that the right is subject to reasonable restrictions hence the media just cannot publish or express whatever it feels like.

The Press Council of India has laid down the norms of journalistic conduct, which is a code of ethics to be followed by the journalists. They should not be biased and should report it in an objective manner. The language should also not cross the limit of decency and the photographs published in a newspaper should be in sync with the cultural value of the society. These are areas where the editor has to be absolutely alert and has to pass on clear instructions to his editorial team. The credibility of a newspaper is directly associated with its objectivity.

5.4 CHALLENGES BEFORE THE EDITOR

No work or task is as easy as we expect it to be or as it appears to be. Same situation is created for an editor while editing the news stories. At certain levels of editing such situations are created where the editor is trapped in a dilemma what to do and what not to do. Everything in this world has drawbacks and same is with editing where these drawbacks stand fearless in front of an editor. Sometimes, an editor's personal opinion, organization's pressures come up as obstacles in front of the work of an editor.

Bias - This come up as a journalistic norm of objectivity. During the editing of the news by the editor, it is important to draw a line of separation between news coverage and editorials. Fair and neutral reporting is one of the main aspects of editing. Editing must never involve the personal opinions and views of the editor about a story. Preferences and selectivity factor about any subject must be left out during the editing of stories as they may reflect a biased side of the news.



Slants - This is a kind of defiance to the balancing rule of facts and figures of a news story. Slant news is a biased one as it is inclined towards one direction of the whole happening. In such kind of a news story mostly one side of an incident or a happening is brought into light. Balancing a story is important as it showcases the complete information, keeping in light all the angles of the news. An editor must ensure the correct display of the news story as the displayed information is responsible for the opinion formation of the readers.

Pressures - This is a type structural or organizational biasness that diverts either the angle of the news or its selection, from what is important. Pressures in editing a news story come generally from the top management. Such pressures may sometimes be because of some high revenue earnings or the order of high authority people. These pressures not only deteriorate the journalistic standards of an editor but also bring assured false information to the readers.

5.5 BIAS AND SLANTS IN JOURNALISM

In spite of all the caution exercised by the editor a newspaper is hardly free of bias. It may be out of choice also in today's journalism parlance there is nothing called neutral being biased is equal to taking a stand. The market demands a stand. The new age audience and readers do not want to form their own opinion. Rather they want to accept a readymade opinion offered to them by the newspaper. Therefore bias has become the new name for interpretation on information.

Slant is a tool to incorporate bias in a news story. A slant is tilting or inclining a story in favour or against a side or a party in a certain incident where there are two sides, two parties or two opinions to it. A slant is incorporated by clever use of language in such manner that the newspaper would appear relatively objectives and true to the facts but at the same time it would take a strong stand in favour of a certain opinion. These demand a high degree of linguistic efficiency and journalistic experience.

How to handle bias in newspapers?

The editor should be careful that even if the report is a biased report it should be backed up with strong and proper logic and information. Secondly, if the incident is ongoing the turn of events may change and the stand taken by the newspaper or the bias incorporated by it can come under question. So, appropriate flexibility or scope should be there in the report so that if required the newspaper may change it, tone and stand according to the change in event.

How to counter pressure on the Editor?

There will be a huge amount of pressure on the editor from all quarters starting from the owner, the advertiser, government, competitors and colleagues to compromise with the standard of journalism. Each one will try in their own way to influence and manipulate the content and the presentation of the newspaper. The editor has to deal with each of them in an unique way. The Editor should maintain the basic fact that the concerned media should survive and survive well, and in order to that a basic standard of the journalism has to be maintained.

The tools of editing, specially language skills and style of presentation can help a editor to counter all kind of pressure and challenges. He can edit a new story in such a way that his editorial policy is maintained, clients are satisfied and credibility is also not compromised. He can use the magic of language, words, syntax, punctuations, photographs, graphics, info graphics and page layouts to great effect to bring about the desired result. All he needs is experience sense of language, editing skills and a good editing team.



5.6 CHECK YOUR PROGRESS

1. What do you mean by Editorial Policy? (Answer Key 5.3)

2. To what extent market affects editorial decisions? (Answer Key 5.3)

3. What are the legal and ethical considerations for an editor? (Answer Key 5.3)

4. What are the challenges for an editor? (Answer Key 5.4)

5. How can an editor handle bias and slant? (Answer Key 5.5)



FURTHER READINGS



1. *Editing Manual*-Sourin Banerjee (Calcutta Journalists Club)
2. *Handbook of Journalism & Mass Communication*-Virbala Agarwal & V S Gupta(Concept)
3. *Mass Communication in India*-Keval J Kumar(Jaico)
4. *Fundamentals of Reporting & Editing*-Dr Ambrish Saxena(Kanishka Publishers)
5. *Mass Communication & Journalism in India*-D.S.Mehta(Allied)
6. *Modern News Editing*-Mark D Ludwig & Gene Gilmore(Wiley-Blackwell)
7. *News Reporting & Editing*-K.M.Shrivastava(Sterling)
8. *Effective Editing*-Y.C.Halan(Sterling)
9. *News Reporting & Editing: An Overview*-Suhas Chakravarty(Kanishka)
10. *Editing Digital Video*-Robert M Goodman & Patrick McGrath (McGraw-Hill Education Tab)

ANSWERS TO CHECK YOUR PROGRESS

UNIT-1

1. A newspaper office or news agency receives a large assortment of news items. These originate from different sources. The news copy is written by both experienced and inexperienced people, and, hence, lack uniformity. It may come in different shapes, follow different styles, and in many cases lack readability. The news reporters are in a hurry, especially in the evenings, when the news development gathers momentum. The copy written by them under pressure is bound to carry errors of all types. In any newspapers, there is always a shortage of space for all news items, which are received in the office. The newspaper's advertisement department is ever eager to grab the valuable but limited space. Moreover, newsprint and means of production cost a lot of money. Ultimately, a newspaper's success largely depends on the space and its most efficient, judicious and economic use. Hence, within the space set aside for news, as much news as possible needs to be packed to serve a divergent readership. Considering these factors; editing of the news copy becomes essential.

2. The five basic rules of Editing are:

a) To process any story the sub-editor ensures the length and style laid down by the News Editor is followed.

b) To mark the news copy with setting instructions so clearly and carefully that there is no possibility of confusion or misunderstanding in the composing room

c) To ensure that everything that needs to be checked has been checked, that is, names, places, titles, dates and anything else that could possibly be wrong.

d) To write a headline that is befitting the news and fits the space (in case of print media).

e) To make sure, that the copy as edited is intelligible, easy to read and appetizing. Rewriting where it is not necessary is simply a waste of time and in a newspaper organization; time is the most important factor. It is considered in bad taste as it is damaging to the morale of the reporter concerned and danger of committing mistakes is greater.

3. Copy Editing is the process by which an editor makes formatting changes and other improvements to text.

4. Do it by yourself.

5. **The Editor:** The primary role of the editor is to manage the newspaper. He also determines whether a submitted manuscript is appropriate for publication. He selects expert reviewers (i.e., referees) and an area editor to evaluate the submitted manuscript.

Managing Editor: A Managing Editor is a senior member of a publication's management team. A managing editor oversees and coordinates the publication's editorial activities. The position is generally the second highest in rank, after the editor-in-chief (also called the executive editor.).

Executive editor: The executive editor oversees assistant editors, who have responsibility for particular subjects, such as local news, international news, feature stories, or sports. Executive editors generally have the final say about what stories are published and how they are covered.

Assignment editors: An assignment editor determines which reporters will cover a given story.

Copy editors: They mostly review and edit a reporter's copy for accuracy, content, grammar, and style.

Assistant Editor: Role of and assistant editor are as follows:

- He prepares written material for publication, performing any combination of following duties
- Reads copy to detect errors in spelling, punctuation, and syntax.
- He also verifies facts, dates, and statistics, using standard reference sources.
- Rewrites or modifies copy to conform to publication's style and editorial policy and marks copy for typesetter, using standard symbols to indicate how type should be set.
- Reads galley and page proofs to detect errors and indicates corrections, using standard proofreading symbols.

Sub-Editor: They are responsible for ensuring that the tone, style and layout of final copy matches the publication's house style and suits the target market. The work involves processing all the copy before it is published to ensure that it is grammatically and factually correct and reads well. Sub-editors also lay out the story on the page, write headings and may be involved with overall page design. Like other journalism roles, sub-editing is demanding and requires constant attention to detail within a fast-paced working environment. They work closely with reporters, editors, designers, production staff and printers.

UNIT - 2

1. News is the central awareness creating zone among the people. Being the focus among the people and the only source people can information, there are basic values according to which the news stories are edited. These values must always be kept into mind so as to provide the true face of news stories in front of the readers.

- A. Objectivity** - Not every happening, incident or information can be a news. Every story must have an objective strictly specified in the minds of the editor. Specification of the objective of the news story is important because it avoids the possibility of any confusion between various angles of news.
- B. Facts** - Facts are the mirror of a news story. They act as the building blocks of any story. Facts must always be in their true form, not creating any false impression for the reader. A news story must contain all the information that is necessary for the awareness of the people.
- C. Impartiality** - The work of the editor is to display facts about an incident the way they are. The information must neither be added nor subtracted. It must be exactly what has happened without any personal opinions of the editor. An editor must never give a biased angle to the story. The news must be rid of any partiality by the editor.
- D. Balance** - The work of the editor is to make a news story balanced. However, it is one of the toughest jobs of any editor but balancing a story binds the reader in the most appropriate way. The facts must be present completely providing a complete meaning to any happening as a whole. The facts must not be elaborated in detail that it traps the reader in a mess. In case of any story, such words must be added which conveys the emotions of the story but do not give it a biased touch.

2. Practice of fairness in media means that reporters covering a story must remember there are usually two sides – and often more – to most issues, and that those differing viewpoints should be given roughly equal space in any news story. Let's say the local school board is debating whether to ban certain books from the school libraries. Many residents representing both sides of the issue are there. The reporter may have strong feelings about the subject. Nevertheless, he should interview citizens who support the ban, and those who oppose it. And when he writes his story, he should convey both arguments in a neutral language, giving both sides roughly equal space.

3. Balance and fairness are classic buzzwords of journalism ethics: In objective journalism, stories must be balanced in the sense of attempting to present all sides of a

story. Fairness means that a journalist should strive for accuracy and truth in reporting, and not slant a story so a reader draws the reporter's desired conclusion. News coverage often represents the voices of those only on both extremes of the spectrum or voices of those who are the most powerful. Election coverage is a good example of this. In many countries, candidates from non-mainstream parties garner little news coverage.

UNIT - 3

1. There are several definitions of news. Some are as follows:

- ☞ Oxford Dictionary defines it as "New information, the report of latest incident".
- ☞ According to Gerald W. Johnson, "News is the report of such incidents as in writing them, a first rank journalist feels satisfied".
- ☞ According to William F. Brook, "News is in fact a synonym of the unexpected."
- ☞ According to William Stead, "Everything which is extra-ordinary and unusual is called news".
- ☞ According to Carrel Warren, "news is usually a report which is not known to layman before its presentation. This report deals with such activities of man as are a source of interest, entertainment or information to the readers.

Some of the charecteristics of news are:

A. Accuracy: Readers should have a feeling that whatever they are being presented is the overcome of an honest and dedicated effort of the writer. The readers should never be given an opportunity to say that they never believed what appeared in the papers.

B. Balance: 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. He has to put all the facts together in a manner that his report conveys the correct and factual impression.

C. Objectivity: News is a factual report of an event as it occurred. It is not the event as a prejudiced eye might see it or as the reporter might wish it to be or have thought it to be on those concerned in the event might like to present it. Facts must be reported impartially as they occurred.

D. 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.

E. Current and freshness: 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. Things are always changing and the news consumers

want the most recent information on subjects of concerns or interest to them. In the present circumstances the news development might undergo a rapid change. The events occurring in the morning may completely outdate or upset east might facts. Most news are labelled “todays” or at the most distant, last night. 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.

News values are general guidelines or criteria used by media outlets, such as newspapers or broadcast media, to determine how much prominence to give to a story. News values are not universal and can vary widely between different cultures. Some news values are - timeliness, impact, proximity, controversy, prominence, currency, oddity, emotion, usefulness, consequence, educational values etc.

2. Normally news are of two types. Such as:

a) Hard News: Hard news is factual, often serious and always event-driven. Therefore it almost always gets priority. Often hard news happens by itself, for example, fires, accidents and natural disasters.

Hard News includes two concepts:

Seriousness: Politics, economics, crime, war, and disasters are considered serious topics, as are certain aspects of law, science, and technology.

Timeliness: Stories that cover current events—the progress of a war, the results of a vote, the breaking out of a fire, a significant public statement, the freeing of a prisoner, an economic report of note, etc

b) Soft News: Feature and human-interest stories are considered soft news. Soft news lacks the immediacy of hard news. Soft news can often be covered in advance and published or broadcast later with less concern for its timeliness. Often this type of news is referred to as “evergreen.” Examples of soft news could include: a feature on a military hospital; a story about how a soldier came to be a competitor at the Olympic Games, etc.

There are several types of news stories. Such as:

A **local news** article focuses on what’s going on in your neighbourhood. An example of a local news story would be an article on a city council meeting.

A **national news** article focuses on what’s happening in the country. An example of a national news article would be an article on the Indian government passing a new bill.

An **international news** article focuses on news that’s happening outside the country. A story on an influenza outbreak in China would be considered an international news story.

A **feature article** is an article that is about “softer” news. A feature may be a profile of a person who does a lot of volunteer work in the community or a movie preview. Feature articles are not considered news stories.

An **editorial** is an article that contains the writer's opinion. Editorials are usually run all together on a specific page of the paper and focus on current events. Editorials are not considered news stories.

A **column** is an article written by the same person on a regular basis. A columnist (the writer of the column) writes about subjects of interest to him/her, current events or community happenings. Columns are not considered news stories.

3. News is packaged information about current events happening somewhere else. News moves through many different media, based on word of mouth, printing, postal systems, broadcasting, and electronic communication. Common topics for news reports include war, politics, and business, as well as athletic events, quirky or unusual events, and the doings of celebrities. Government proclamations, concerning royal ceremonies, laws, taxes, public health, and criminals, have been dubbed news since ancient times. News making is the act or process of making news. News has various definite steps that help in its proper formation. Such as: source of information, format, style, news story, attribution.

The criteria by which news is judged are:

Is it new?

Is it unusual?

Is it interesting or significant?

Is it about people?

Is it new?

Following are some guidelines to be followed while making of news.

A) 5 W 1 H:

This is the crux of all news - you need to know five things:

Who? What? Where? When? Why? How?

Any good news story provides answers to each of these questions. You must drill these into your brain and they must become second nature.

For example, if you wish to cover a story about a local sports team entering a competition you will need to answer these questions:

- **Who** is the team? Who is the coach? Who are the prominent players? Who are the supporters?
- **What** sport do they play? What is the competition?
- **Where** is the competition? Where the team is normally based?
- **When** is the competition? How long have they been preparing? Are there any other important time factors?

- **Why** are they entering this particular competition? If it's relevant, why does the team exist at all?
- **How** are they going to enter the competition? Do they need to fundraise? How much training and preparation is required? What will they need to do to win?

B. The Inverted Pyramid

This refers to the style of journalism which places the most important facts at the beginning and works “down” from there. Ideally, the first paragraph should contain enough information to give the reader a good overview of the entire story. The rest of the article explains and expands on the beginning.

UNIT- 4

1. All the three mediums newspaper, radio and television are entirely different in working as well as presentation of any information. In fact, there is a difference between the audiences of the three mediums. Following are the points which must be kept in mind while editing news stories for the above mentioned mediums of communication.

Newspaper

- a. **Diction** - As information from the newspaper are gained by the literate classes. So, the language of newspaper must neither too rich nor too easy. In fact, at various places use of rich vocabulary is also useful in stabilizing and enriching the standard of the newspaper.
- b. **Grammatical and Logical Balance** - As newspaper is for dissemination of news to the literate section, so while editing of news stories for the newspaper a strict check must be kept upon its grammatical and logical synchronization of words. A check on the spellings is also mandatory in editing the stories of the newspaper.
- c. **Precision with Completeness** - An editor must keep in mind that excessive detailed information can distract the mind of the readers from the story. All the facts must not only be compiled in the briefest format but also make complete sense and disseminates complete information.

Radio

- a. **Diction** - As radio is an audio medium for dissemination of information to the listeners, it requires a very simple language to be used. The usage of words must include the very basic conversational vocabulary. Simple language makes it easy for the listeners to understand the news stories.
- b. **Short Sentences** - As radio is an audio medium, an editor must keep a check that in a news story only short sentences are used. The use of very long sentences or detailed information can create excessive confusion and misunderstanding for the listeners.

- c. **Expression** - Nothing can be more expressive than words. As news in radio is written for the ears not eyes, so such news must be written in such a format that the ears of the listeners can feel familiarity with the news stories. An editor must ensure that the expression of the news must sound appealing to the listeners.

Television

- a. **Diction** - The diction of the news must be simple and in such a way that it can easily be understood by the viewers. The editor must ensure the words used by the News Anchor are quite easy and easily understandable.
- b. **Writing to visuals** - During the editing of TV news, one of the most important things which must be kept into mind is writing the news script according to the visuals. An anchor must speak according to what is being shown in the video, so as to avoid any sort of miscommunication with the audience.
- c. **Presentation of news** - As TV is a medium of dissemination of information for literate as well as the illiterate viewers, so the presentation of the news must be kept must be kept simple and shall add to the proper interpretation of the news. Editing can make a wonderful presentation of any news programme.

2. Radio News Editors oversee and direct the work of a news team supplying news content for one or more different outlets, from single local radio stations to international news services.

They have day-to-day control of news output, identifying stories, and selecting and commissioning material for bulletins or programmes. They set and drive the news agenda in line with the approach and style of their station or programmes. They have editorial control over news output and ensure that professional journalistic standards are maintained, and that content complies with the law, broadcast regulation and organisational policy. They are the first point of contact for legal or editorial queries. Radio News Editors must keep abreast of local, regional, national or international issues of relevance to their station or programme output. They should also have good contacts within the communities they serve. It is the Radio News Editor's role to generate original ideas and approaches to the way stories are covered. They assign work to their team, briefing and deploying Reporters and Broadcast Journalists. They usually have managerial responsibility for their team, motivating them, developing their skills and reviewing performance.

3. The following skills are needed for a Radio News Editor to perform Radio Editing:-

- a strong sense of what makes a good news story
- sound editorial judgment
- the ability to generate original ideas and to think creatively about how to communicate them
- excellent writing and story-telling skills which they can adapt for different audiences and platforms

- in-depth knowledge of the radio market, different station and programme styles and audience demographics
- confidence and decisiveness
- the capacity to work effectively under pressure, react quickly and meet tight deadlines
- determination, diplomacy and excellent interpersonal skills
- a facility for managing creative teams, and encouraging acceptable creative risk taking
- the ability to give and receive feedback and manage performance
- the ability to deal effectively with team members of differing temperaments and morale
- the ability to encourage frank and constructive reviews of news or programme output
- the capacity to maintain objectivity in order to be fair and balanced in the treatment of stories
- a thorough knowledge of the law, ethics and industry regulation, and broad experience of their application in radio and the practice of journalism
- knowledge of when it is necessary and how to acquire the relevant clearances and licenses, including copyright and music clearances
- knowledge of the requirements of the relevant Health and Safety legislation and procedures
- a wide ranging interest in news and current affairs and particularly in those issues relevant to the communities and audiences served by their particular stations or programmes
- a high level of IT skills - particularly good word-processing and data handling skills
- the ability to learn how to use a variety of recording equipment and to operate different radio studios
- the ability to conduct effective internet research, use relevant computer software for audio editing, and, when necessary, to manipulate visual images or edit video, and upload all such material for use on websites
- the ability to manage programme budgets and resources

4. Following are the basic principles of visual editing.

a. Continuity Editing

This refers to arranging the sequence of shots into a progression of events. It is used a lot in both television and film as it allows the story to progress in the right order making it easier to understand. Confusion could appear if it was not the case although in some cases this works really well by fracturing the narrative. Continuity editing aims for the editing to be virtually invisible, it is now universally used but was previously associated

with Hollywood. It uses a smooth and seamless style of narrating the story which is done through a variety of techniques.

b. The 180 Degree Rule

The 180 degree rule is a basic guideline that states two characters or elements in the same scene should always have the same left/right relationship to each other. If the camera passes over the imaginary axis connecting the two subjects would be shown from the opposite side and therefore in reverse angle. Sometimes so that the audience doesn't get confused by the position of the characters the camera doesn't cross this line.

c. The eye-line match technique

The eye-line match technique is used as well during continuity editing. One shot shows a character looking off screen and then the next shot shows what the character or subject that it is looking at. This is used to help make cuts smoother as the viewer expects the cuts to happen and is eager to find out what is next.

d. Cross-cutting

Cross-cutting is also used in continuity editing. Like the previous two techniques (180 degree rule and the eye-line match technique) it is used to establish smooth continuity. During cross-cutting the camera will cut away from one action to another action. Through doing this it suggests that both of the actions shown are happening at the same time. During these shots, the viewer will generally compare them for this reason. Cross-cutting is mainly used to build up suspense. During the cross-cutting the viewer will form expectations which will eventually be shown or fulfilled.

e. Jump Cuts

These are confusing cuts as they go from one shot to the next which do not follow the obvious form of cause and effect which makes this confusing for the viewer as it would not be what they are expecting. They are generally used to disrupt the audience's attention to create shock. You can see an example of the jump cut in Godard's *Breathless*. This film is a perfect example to see how the jump cut works best.

f. Fade Out

This is when the image on screen fades out to black.

g. Fade In

This is when the screen fades from black to an image. Both fading out and fading in can be used to suggest an amount of time passing, this can also be used to give the audience a short break to allow them to prepare for the next scene. It is also used in some films at the ending.

h. Dissolve

This is when the image on screen slowly disappears as the new image appears. Dissolves are generally used to indicate the end of a shot or scene and to introduce the beginning of the next one.

i. Wipes

These are when one part of the screen literally wipes over the rest of the screen. These aren't generally used in film or television as they look comic-bookish and so do not necessarily fit with a lot of film and television. A montage of the wipes can be seen in Star Wars III. The film uses a lot of this transition for the relation to the comic-book themes that this transition gives off. It works well with this film because of the comic-book origins of the film.

UNIT - 5

1. The editorial policy of a newspaper is one of the most important factors in the editing process of that newspaper. The editorial policy is a comprehensive set of guidelines which helps the newspaper to take stands on vital and important issues and decides the way the newspaper will approach an issue. A newspaper has to operate within the ambit of the society. There are several socio-economic, cultural and political aspects which a newspaper has to deal with in its journey. The readers and the people look forward to the newspaper for its take on a certain important topic. A newspaper has to be very careful while taking a stand. It should be guided by its editorial policy. When a newspaper takes a stand it also has the responsibility of maintaining the stand. It simply cannot change its opinion every other day. Thus an editorial policy is to be maintained and reflected always in the news presentation of that particular newspaper.

2. The biggest consideration in the present day media industry is the market and revenue generation. Before the launch of a newspaper or a channel a vital decision is taken regarding the market it is going to cater to. In the media industry the share of market captured by each house is well known when a new media is launched it is calculated who will be the target audience. It is done on the basis of the competitor share, market demand and the industry position. For example if a certain percentage of television audience who has a certain taste and preference remain unattended they can become the target audiences. If the media industry is on a boom then people are likely to invest in starting more news channels and newspapers. Off late we have seen a number of regional news channels and children's TV channels because there is a demand for it. The editor has to keep in mind that the market will decide the fate of his media. The TRP of his channel or the readership of his newspaper depends on the market. If the market is strong the circulation of the newspaper will be high and that will fetch him more advertisement revenue. While editing he should keep in mind the taste and preferences of his readers and the market he is catering to. Another important factor which is key to the survival of the newspaper is the revenue generated from the advertisement. It is the lifeline of a newspaper. Therefore the demand of the advertisers is a big challenge for the editor. The advertisers will always expect the newspaper to write in their favour and will try to influence its editorial policy in their favour.

3. Media of our country are governed by certain laws framed by the parliament and the legislative bodies. Media content must remain within the parameters of the law. For example the law of sedition prohibits publishing anything against national security or national integrity. The official secrets act also prohibits publication of any such information which is an official secret. The constitution of India provides the right to freedom of speech and expression to the citizens which is applicable to the journalists all well.

However it is the editor's duty to constantly vigil that the right is subject to reasonable restrictions hence the media just cannot publish or express whatever it feels like.

The Press Council of India has laid down the norms of journalistic conduct, which is a code of ethics to be followed by the journalists. They should not be biased and should report it in an objective manner. The language should also not cross the limit of decency and the photographs published in a newspaper should be in sync with the cultural value of the society. These are areas where the editor has to be absolutely alert and has to pass on clear instructions to his editorial team.

4. Following are the challenged that an editor faces,

Bias - This come up as a journalistic norm of objectivity. During the editing of the news by the editor, it is important to draw a line of separation between news coverage and editorials. Fair and neutral reporting is one of the main aspects of editing. Editing must never involve the personal opinions and views of the editor about a story. Preferences and selectivity factor about any subject must be left out during the editing of stories as they may reflect a biased side of the news.

Slants - This is a kind of defiance to the balancing rule of facts and figures of a news story. Slant news is a biased one as it is inclined towards one direction of the whole happening. In such kind of a news story mostly one side of an incident or a happening is brought into light. Balancing a story is important as it showcases the complete information, keeping in light all the angles of the news. An editor must ensure the correct display of the news story as the displayed information is responsible for the opinion formation of the readers.

Pressures - This is a type structural or organizational biasness that diverts either the angle of the news or its selection, from what is important. Pressures in editing a news story come generally from the top management. Such pressures may sometimes be because of some high revenue earnings or the order of high authority people. These pressures not only deteriorate the journalistic standards of an editor but also bring assured false information to the readers.

5. The editor should be careful that even if the report is a biased report it should be backed up with strong and proper logic and information. Secondly, if the incident is ongoing the turn of events may change and the stand taken by the newspaper or the bias incorporated by it can come under question. So, appropriate flexibility or scope should be there in the report so that if required the newspaper may change it, tone and stand according to the change in event.

MODEL QUESTIONS

Short Questions

1. Explain the need for editing.
2. Discuss the function of a sub editor.
3. What does a Copy Editor do?

4. Define Objectivity of News.
5. What do you mean by ‘balanced news?’
6. What do you mean by ‘timeliness of news?’
7. What are the ‘5Ws & 1H?’
8. What softwares are used in Radio and Video Editing?
9. What is the difference between a Jump Cut and a 180 Degree Rule?
10. What is the difference between online and offline editing?
11. What do you mean by Editorial Policy?
12. What do you mean by slant?

Long Questions

1. Define Editing. Describe the various techniques and rules of editing.
2. Describe the editorial structure of a media house and discuss the functions of the different types of editors.
3. Discuss the different steps of Editing.
4. Describe the relationship of Objectivity of news with the elements of Accuracy and Fairness.
5. Illustrate the importance of Language in Editing with suitable examples.
6. How will News be edited on the basis of its quality? Discuss by describing the qualities of news with suitable examples.
7. Describe the Inverted Pyramid style of editing.
8. What are the functions and essential qualifications of a Radio Editor?
9. Describe the principles of Visual Editing.
10. What are the major differences between editing in Print & Electronic Media?
11. What are the major challenges before an Editor today?
12. What are the techniques for an editor to handle Bias and slant?

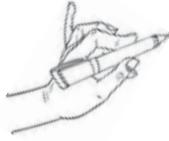


Comments



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Comments



Comments



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