

Print Journalism (102)

Unit 1

What is Reporting and what is expected of a Reporter; a reporter in a newspaper/ magazine setting; different roles of reporters in different newspaper settings; a reporter in a newspaper/magazine versus a reporter in a Newsletter or in a Political environment

Unit 2

Are there Reporters today? The Traditional hierarchy in a newspaper/magazine versus the changing functional realities in modern times

Unit 3

News versus Views: How to write and how not to write a news report; the “allowances” for Reporters and others such as Special Correspondents/Diplomatic Correspondents etc

Unit 4

Reporting for a newspaper/magazine versus Reporting for a News Agency; the structural and functional differences and limitations

Unit 5

Editing: Is there a “sub editor” in the traditional sense? The changing functions of a sub editor; how to edit a copy; the distinction between editing, rewriting and “manufacturing”

PRINT MEDIA COMMUNICATION: AN INTRODUCTION

Communication is a two-way process of sending and receiving messages through a medium (channel). The sender encodes the message and sends it through a medium and the receiver decodes the message. The process of communication can be called effective when the message is received and clearly understood by the receiver. But communication cannot be successful always as the receiver might not clearly understand the message as intended by the sender. Sometimes the message might be wrongly interpreted. Same words can mean different things. So the receiver can interpret the same message in different ways. The receiver's education, cultural background and emotions can affect his capacity to interpret the message. Thus communication is a process where the sender gives a message through a medium to a receiver who decodes the message to understand it.

MASS COMMUNICATION

When the message is sent to a large number of people it is called mass communication. The sender should be careful when he has to send the message to numerous people. Thus mass communication is a process where the sender should be cautious about his receivers. There may be unknown receivers and the reactions of the receivers can vary. Misinterpretation of messages can cause political, economic conflicts and can affect the various social classes differently. Since mass communication is a complicated process it requires proper planning and the medium chosen for mass communication also is important. During times of conflicts and chaos media can be sometimes used for propaganda or advertising. Facts can be misrepresented and people sometimes get wrong information through media. When the sender uses media for commercial success (for making money and fame) then it is called advertising. Since we live in a multi-cultural world, communication becomes a process which requires enormous attention.

PRINT MEDIA

Romans recognized the importance of recording events of life and publishing it. The origins of print media can be traced back to Roman Civilization. They recorded marriages, deaths and other important public events. The invention of printing press in the late 15th century resulted in spreading religious and secular thoughts. Pamphleteering was used to spread information. But this irregular method later led to regular publications as people recognized that printing was cheapest method of spreading information.

DEVELOPMENT OF PRINT MEDIA

Initially books were copied by monks who lived in monasteries. The original method of printing was Block Printing. Isaac Gutenberg refined this technique of printing by using movable type, where the characters are separate parts that are inserted to make the text. Gutenberg revolutionized printing as this movable type could produce more copies in a short span of time when compared to manual writing followed by monks. During the industrial revolution period steam powered press was introduced by GottlobKoeing and Andreas Friedrich Bauer which made it possible to make over 10,000 copies per day. GottlobKoeing – is a German inventor known for his high speed printing press. Friedrich Bauer is a German engineer who used steam powered engine for printing. Offset Printing is the most common form of commercial printing. This is due to the quality of the product and the efficiency in printing large numbers. Modern digital presses which use Inkjet Printers are able to produce copies at low cost but they are yet to improve to produce the sheer volume of the product that offset printers are capable of producing.

IMPORTANCE OF AUDIENCE

Audience play a vital role in communication. Media constructs information and conveys it to audience. Thomas Abercrombie, senior staff reporter and photographer of National Geography said “Audiences are not blank sheets of paper on which media messages can be written, members of an audience will have prior attitudes and beliefs which will determine how effective media

messages are. Communication becomes effective only if the message is properly received by the audience to produce the desired result. The nature of the audience also changes with the media. The audiences are different for different media. Newspapers have a set of audience, radio has another set and T.V has a different set. Radio and newspapers can sometimes have common audience. There are no effective ways to measure audiences or to measure individual responses. Thus audience is important in media studies. There are different theories related to how audience will interpret messages. Every individual receives the message in a unique way. This will result in confusion or ambiguity of meaning and the sender of the message should be careful about the way in which the message is send to the receiver.

FEATURE WRITING

A feature story is a piece of news item written with a particular intention i.e. either to make audience aware of a particular matter, to instruct or to entertain. Unlike a general news story, the feature might be prejudiced and sometimes can be used to express the emotion of the writer. An ordinary news story on the other hand is written to convey information and lacks the opinions and conclusions of the reporter. Hence the feature writer has more freedom to express himself and feature comparatively is less time sensitive than an ordinary news story. Any ordinary news story is highly time sensitive. The earlier updating of news is important. But a feature need not be on a topic of current discussion but can be a general topic. A feature story is normally slightly bigger than an ordinary news story.

HOW TO WRITE A FEATURE - STRUCTURE OF A FEATURE

- **Headline :** Headline should be as catchy as possible. The reader decides to read the news only if the headline is attractive.
- **The introduction:** The introduction should be attractive and should persuade the reader to read further. It can have quotations, anecdotes and can be made dramatic and sensitive.

- The body : Of the feature should present the details of the story. The various and opposing ideas regarding the story are presented in the body. The story should maintain its rhythm and tempo throughout.
- Conclusion : The conclusion should be able to convince audiences of a particular perspective and should end with a punch line so that the reader will be reminded of the story when it is mentioned again.

SOME KEY POINTS OF FEATURE WRITING

1. Focus should be on the topic and the topic should appeal to the audience. The feel and emotion that the writer creates determine the success of the feature.
2. Be clear what the feature should do. Is it to inform, persuade, evaluate, evoke emotion, observe, analyze?
3. Accuracy is important. Make sure that the details are correct.
4. Write for the audience. Know the audience's taste and write
5. Interviews should be detailed and it would be better if the writer can meet the interviewed rather than talk on the phone so that the interview can be flavoured and detailed.
6. Use Anecdotes (Life incidents), quotations and stories to make the feature attractive.
7. Use the same tense form of the verb throughout the feature unless the situation demands so that the language will be stable for the audience.
8. Write in Active Voice. Avoid lengthy, complex sentences and paragraphs. Use Active Voice of the sentence. (the person who does an action is mentioned at the beginning of the sentence).
9. Collect details from various sources before writing a feature. Update information and talk to experts on the topic before writing.
10. Check the grammar & spelling before sending for publication.

ARTICLE WRITING

Article analyses, interprets and provides arguments for and against an idea. The Article provides back ground information, present an update condition and goes on to predict the future. Articles usually provide some important information, interpret a trend, analyse the situation and predict the future of a particular issue. Accuracy and consistency are needed because credibility is the prime quality of an Article. An Article writer should have overall view of the topic and he should be able to substantiate his points through examples.

An Article

1. Gives information
2. Interpret a recent trend
3. Analyse a current situation
4. Attempt to predict the future of a particular issue.

While Writing an Article the writer should have accurate information. Credibility is important. To ensure this the writer must do extensive research, check the authenticity of the sources and make sure the sources are quoted accurately.

STRUCTURE OF AN ARTICLE

An article should have headline, introduction, body and conclusion.

HEADLINE : The headline should be attractive and should clearly state the topic of discussion. **INTRODUCTION** : the Introduction is the Lead paragraph presenting the topic.

BODY : The Body of the article analyses and interprets the topic.

CONCLUSION : The conclusion of the article can be a summing up or a prediction of the future of the topic.

EDITORIAL WRITING

The Editorial is an important column of the Newspaper usually written by the Editor on serious National or international news. The Editorial is called the “Voice of the News paper” as the point of view of the newspaper is clearly deposited in the editorial. Editorials try to persuade people to think in a particular way. Editorials are meant to influence public opinion and encourage critical thinking. Usually an editorial is written by a senior Editorial staff or by an expert voicing the News Paper’s attitude. The Editorial is also an article but a serious article intended to influence public opinion. The topic of the Editorial is a contemporary issue of national or international significance. The News Paper’s opinion of the matter is publically announced through the editorial. The opinions should be clear and unlike articles. The editorials are not meant to provide information. It is a call to action. For a chosen topic the paper should have an opinion which should be announced to the common public. The introductory paragraph voices the perspective of the writer. The body of the editorial should provide statistics and relevant data. The conclusion should be a belief summary of the opinion expressed and a call to action. There is no limit on the length of the editorial. They should make a strong and clear point and the length of the editorial is unimportant as long as it can influence the thought of the reader.

WRITING A NEWS STORY

News is an update on the happening around us. As the terms suggests News is any new piece of information. It can be the details on a current event, on going projects or it can be on future projects. A newspaper publishes the back ground information, analyses and criticizes the details to interpret it for the society. There is something called “news worthiness”. There are several factors that decide the news worthiness of news. They are

1. **RELEVANCE-** How important is the news for the audience is an important question. An event of Canada might be irrelevant news for an Indian who would prefer a more local news. The news should be of a current issue.
2. **TIMELINESS :** Recent event or upcoming events are likely to be news.

3. **IMPORTANCE, IMPACT OR CONSEQUENCE.** How important is the news to the reader. Issues of social concern come under this category.
4. **PROMINENCE :** The news of public figures are likely to be of interest than non-public figures.
5. **PREDICTABILITY :** Certain events like elections, major sporting events, award announcements, legal decisions etc are predictable.
6. **UNEXPECTEDNESS :** Events like natural disasters, accidents or crimes are completely unpredictable.
7. **CONTINUITY :** Some events like wars, elections, protests and strikes require continuing coverage. These events are likely to remain news for along time.
8. **HUMAN INTEREST STORIES:** Editors should know the response of the audience. The editor should select high interest stories to balance out other hard hitting investigating stories.
9. **NEGATIVITY :** The news should make an impact on the reader. So there is a normal trend of publishing negative news.
10. **THE UNUSUAL :** Strange and unusual stories are likely to receive reader's interest. Readers expect their newspapers to be accurate sources of information. A straight news story is supposed to be objective and fair. The news story has a structure. It has an inverted pyramid structure. The news story has a particular writing style. The summary of the news is the introductory paragraph. The details are given in the body of the news and the story is concluded with minor details. Every news story has a **Headline.**
HEADLINE. There should be a simple and direct headline that can attract the reader. The head line usually has a logical sentence structure, written in an active voice in the present tense of the verb.

The Lead : The lead or opening paragraph is the most important part of a news story. It is the first paragraph of a news story. It gives the reader important details and the summary of the news. There are several ways to write a lead.

1. The Five W s' and "H" :- the lead should explain the what, why, when, which, where and how of things.
2. Specificity : Try to give specific details about the news.

3. Brevity : Readers should be told why a news is important and in few words as possible. Avoid unintentional redundancy. Go right to the heart of the story.

4. Active Sentences : Use active sentences to make the lead lively.

5. Honesty : The lead should be a honest portrayal of the story.

DIFFERENT TYPES OF LEADS

1. Summary Lead : This is the most traditional news writing style where the lead gives a summary of the news.

2. Anecdotal Lead : Sometimes the lead can begin with a Anecdote (an interesting story or an incident) that can attract the reader.

3. Question Lead : The Lead can begin with a provocative question.

4. CONTRAST LEAD : It highlights conflicts or differences by drawing attention to the circumstances or time.

5. TEASER LEAD : Teases the imagination or withholds the information till the end of the news.

6. Quotation Lead : The :Lead can begin with a quotation. The essential ingredients of a News story are

1. Date Line : A date line includes the name of the city or town of the incident, the date on which the story happened.

2. By-Line: The byline contains the name of the reporter. Sometimes the credit is given to the staff reports.

3. Credit Line: The name of the person or organization providing the photos or the name of the News agency supplying the News forms the credit line.

FREELANCING

A Freelancer is a self- employed journalist not committed to any newspaper or magazines. They have the freedom to write on any topics and can sell their stories

at their will. They do not have a regular work schedule and need not work for an employer. The major drawback of freelancing is the uncertainty of job and income and the lack of company benefits. They are unorganized workmen. Freelancers should be aware of the market, should have update knowledge, should know that readership of the important newspapers and magazines and should be clever enough to sell their news to prominent papers and magazines.

Editing

The reporters of a newspaper surveys the outside or exterior. The Editor manages the inside of the Newspaper. The editor or the editorial board is responsible for every news published in the paper or magazines. The editor is penalized for the mistakes published by the newspaper. The Chief Editor assigns duties to reporters. He checks quality of the news submitted. The News Editor is usually the active head of the copy desk. The news editor handles all the copies - local and non local except that processed by special desks such as sports and literary sections. The Managing editor or Executive editor is the head of the Editors. The duties of the editor includes

- 1 To make sure that the news story conforms to the attitude and style of the News paper.
2. Correct factual errors.
3. Make stories objective and legally safe.
4. Check the clarity of the news and correct the language.
5. Determine the space to be provided for news.

SUBBING

Subbing or Su-editing is done by the Sub Editor who corrects and checks the News stories. The sub-Editor checks the style and tone of the story and often writes the headlines. He gives the final touch to the newsstory. He is responsible for the circulation and should ensure the reader's satisfaction.

REPORTING

7 Cs and 4 Ss of Communication In any business environment, adherence to the 7 Cs and the 4 Ss of Communication helps the sender in transmitting his message with ease and accuracy. The 7 Cs are as follows:

Credibility: If the sender can establish his/her credibility, the receiver has no problems in accepting his/her statement. Establishing credibility is a long-drawn out process in which the receiver, through constant interaction with the sender, understands his/her credible nature and is willing to accept his/her statements as being truthful and honest. Once the credibility of the sender has been established, attempts should be made at being courteous in expression. Much can be accomplished if tact, diplomacy and appreciation of people are woven in the message. Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message. A courteous message is positive and focused at the audience. It makes use of terms showing respect for the receiver of message and it is not biased.

Completeness: The communication must be complete. It should convey all facts required by the audience. It is cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete. A complete communication always gives additional information wherever required. It leaves no questions in the mind of the receiver. There should be enough information to be useful to enable the reader use the technology or practice successfully after following the instructions. Important items should be included and all the steps in a process covered in enough detail. Complete communication helps in better decision-making by the audience/ readers/ receivers of message as they get all desired and crucial information. It persuades the audience.

Clarity: Clarity of ideas adds much to the meaning of the message. The first stage is clarity in the mind of the sender. The next stage is the transmission of the message in a manner which makes it simple for the receiver to comprehend. As far as possible, simple language and easy sentence constructions, which are not difficult for the receiver to grasp, should be used. Scientific terms can be made

simpler and jargon should be avoided. Clarity in communication enhances the meaning of message. A clear message makes use of exact, appropriate and concrete words.

Correctness: If the sender decides to back up his communication with facts and figures, there should be accuracy in stating the same. The information must be truthful and accurate and the statements should be scientifically justifiable. A situation in which the listener is forced to check the presented facts and figures should not arise. Finally, the usage of terms should be non-discriminatory. In correct communication, the message is exact, correct and well-timed; a correct message has greater impact on the audience/readers; it checks for precision and accuracy of facts and figures used in the message and makes use of appropriate and correct language in the message.

Consistency: The approach to communication should, as far as possible, be consistent. There should not be too many ups and downs that might lead to confusion in the mind of the receiver. The level of the language should be the same throughout. If a certain stand has been taken, it should be observed without there being situations in which the sender desires to bring about a change in his understanding of the situation. He should ensure that the shift is gradual and not hard for the receiver to comprehend.

Concreteness: Concrete and specific expressions are to be preferred in favour of vague and abstract expressions. It should say when a particular technology or policy is appropriate? When it should not be used (eg: on which soils, at what altitude), and give an indication of costs and benefits. Abstractions or vague statements can cloud the mind of the sender. Instead of stating "There has been a tremendous escalation in the sales", if the sender made the following statement: "There has been an escalation in the sales by almost 50% as compared to last year", the receiver is more apt to listen and comprehend the details. Concrete message is supported with specific facts and figures; it makes use of words that are clear and build the reputation and concrete messages are not misinterpreted.

Conciseness: The message to be communicated should be as brief and concise as possible. As far as possible, only simple and brief statements should be made.

Excessive information can also sway the receiver into either a wrong direction or into inaction. Quantum of information should be just right, neither too much nor too little. Concise communication is both time-saving as well as cost-saving. It underlines and highlights the main message as it avoids using excessive and needless words. Concise communication provides short and essential message in limited words to the audience. A concise message is more appealing and comprehensible to the audience and is non-repetitive in nature.

4 Ss : An understanding of the 4 Ss is equally important.

Shortness: It is often said “Brevity is the soul of wit.”. If the message can be made brief, then transmission and comprehension of messages is going to be faster and more effective. Flooding messages with high sounding words does not create an impact. Often, the receiver has to spend his time trying to decipher the actual meaning of the message.

Simplicity: Simplicity, both in the usage of words and ideas, reveals clarity in the thinking process. Using simple terminology and equally simple concepts would help.

Strength: The strength of a message emanates from the credibility of the sender. If the sender himself believes in a message that he/she is about to transmit, there is bound to be strength and conviction in whatever he/she tries to state.

Sincerity. A sincere approach to an issue is clearly evident to the receiver. If the sender is genuine, it will be reflected in the manner in which he communicates.

Reporting means gathering facts and presenting them objectively with all news writing skills. It is an active, creative, long and tough process of news, gathering, ideas and opinion collection, fact finding in order to serve the general public by informing them and enabling them to make judgment of the issues of the time. The reporter either he/she is general assignment reporter, beat reporter or specialized reporter wants to know at all costs, what is going on and why, what has happened and why and who is involved in what manner. He/she reports it to satisfy the curiosity of the public by giving due coverage to 5Ws & 1H which the people want to know.

News is not planted and cultivated in neat row for efficient harvesting and not

necessarily in the tidy news offices. They are not developed in a vacuum. News is more likely to be found among the people, institutions, organizations, history etc. By the reporting of short news stories the reader can receive the information about the citizens, social, cultural and religious groups. Conducting interview is another part of reporting. Through interview news, personal ideas and opinions can be reported. Without reporting process there can be little business in news, and without news there can be no newspaper.

Political Reporting

Generally the coverage of a political campaign of a political personality is not sufficient. Much time and coverage needs to be given in following a candidate around and listening to the political speeches over and over again. Most of the political reporter's time is spent while covering the purely political aspects of government and personalities who run the government. He/she goes beneath the surface of routine political events and comes up with stories of great importance. For political reporting the broad knowledge of election laws, system and organizational setup of different political parties, political organizations, precampaign activities, campaigns, election practices, polling laws and techniques and way of result coverage and their proper interpretation are required by the political reporter. He/she has to interview candidates, write biographical sketches and evaluate the candidates' position on major issues during a political campaign.

Education and Research Reporting

Research and education go together. Through research one can add new knowledge which is necessary for educating the nation and also for national development. The research programmes of different institutions and their findings and achievements should be reported. The education system, its merits and demerits are the main sphere of education reporting. Public and private schooling and what is happening in universities and colleges regarding academic activities and developments, teachers and students training facilities, co-curricular activities, unions and associations should be highlighted in the news stories. The budget allocated for education and its utilisation, literacy rate and programmes to increase literacy rate, adults education are the topics about which public has some curiosity to know. Trends in classrooms teaching and dozens of other

significant problems can also be reported. The education and research reporter is normally expected to cover activities at all levels of the research and schooling system from policy making to the teachers in the classrooms. The research and education beat offers the opportunity for many routine stories as well as major news breaks, features and interpretative pieces.

Environment Reporting

The environment affects everyday life. People, sensitive about it, demand the due coverage of environment and the factors causing pollution, etc. Therefore the environment reporting can become a human service reporting. What are the government measurements for the prevention of pollution and what is public part in creating and preventing the pollution. Nowadays environmental protection has become a political movement and a sensitive reporter uses the techniques of all kinds in environmental reporting. It merited attention, with most of the early focus being on water pollution, air pollution, sanitation and urban sprawl, etc. The reporter has to cover the horror stories about the possible diseases and destruction of the planet. The reporter has to point out particularly the development of what he/she considers dangerous system for producing energy and importance of energy for national development. Through environmental reporting the public can be well aware about the rate at which natural fuels are being consumed and pollution caused by the burning of these fuels. He/she has to inform the readers about present happenings and future impact on human life.

Religious Reporting

Religious news are also part of the newspaper contents. It is one of the most sensitive beats, and demands great care and responsibility on the part of the reporter covering various religious events. However, impartiality is the only effective means to deal with this beat. The reporter has to report in fair, factual, impartial and unbiased way and maintain objectivity. The religious reporter must have clear understanding of religious sects, groups, organisations, institutions and worship services in the country and particularly in the city where he/she is working. The reporter uses simple way of explaining the news events for general readers by interpreting the religious voiding, terminologies

In religious reporting political motives of the local and national leaders must be

covered. Incorrect use of titles in religious reporting discourages the i s' interest while their correct use builds confidence in the reliability of the news. A reporter has to be cautious in religious reporting and should always keep in view the highly sensitive nature of religious ideologies, conflicts and controversies.

Speech Reporting

Speeches are the basis for sound stories published daily in the press. All those speeches taking place from time to- time in the city are important to the participants but few are worthy of news coverage. Advance stories are also being written about speeches through which the readers are informed about the person to be delivering the speech, venue and topic, etc. The reporter in speech reporting must be well aware of the ways of covering an event, and how to get, write, arrange and structure the facts of speech in a news form. The additional information can be gathered at the end of the speech or to clarify some points which is a good practice.

The most significant criteria in speech reporting are to include all the positive as well as negative aspects of various speeches. The reporter takes only the essential parts of the speech and report these points in a concise way. The main points of the speech go into the lead or intro while quotes go into the body of the story.

Cultural Reporting

Cultural reporting requires a reporter to cover not only individuals i.e. artists, craftsmen etc. but also to cover different cultural organisations, institutions and other events by upholding public interest . For this he/she has to dig out that how many cultural organisational setups exist in the city. The cultural reporter is actually a cultural promoter. The reporter has a great responsibility to stimulate interest and participation in various cultural functions. He/she has to get ideas, opinions and news about culture from different materials printed by these organizations. When actually covering culture, it is preferable to visit the scenc of cultural activity personally. Familiarity with cultural heritage and history is a special qualification of cultural reporter. He/she must be conscious about manipulation by the artists. The cultural news story writing style and contents must be based on information, entertainment and of general public interest.

Music world-cinema, theatre, television-literature, fairs etc. have great newsworthy material of public interest.

SPORTS REPORTING

Sports reporting field is broad and interesting enough to challenge the finest talent. The sports coverage remains the life blood of most sports pages. More opinions and news analyses appear on these pages. Sports reports are read mostly due to their contents and style. Sports reporter should take into account all the compulsory elements of the sports news item while reporting a news event. Sports reporting requires qualities of background knowledge and judgement, critical evaluation of sports besides sound general knowledge about games and their rules & regulations. The performance of the teams should be covered fairly, impartially

and in an unbiased way. The quality of a written sports item depends on the quality of its reporting. The sports reporter who, among other things, knows the players well, the strategy they use during game, key incidents, crowd behaviour and the game which he/she is covering, is able to write an interesting sports story. But while writing a sports story or its advance story the reporter must follow the regular news writing and reporting principles in building the story and other requirements of sports writing. Sports reporting ranges from straight news reporting through all degrees of interpretation and feature writing and the editorialised column. A sports event may be treated in any one of these degrees or in all of them combined. For an important sports event, an advance story, a straight story, similarly background, prediction, follow-up types of stories may be used.

PARLIAMENT REPORTING

Parliament and its proceedings have always been the main interest of newspaper readers. Parliamentary reporting offers opportunities to the reporter to conduct first hand study of the practical working procedure, responsibilities, role and functions of parliament, their members, different officials, the offices which they hold and their biographies besides the working of government. He/she remains in touch with the parliamentarians who may become an important source of news. In parliamentary reporting, all the techniques, proceedings and requirements of political and court reporting are involved because it is highly technical and

sensitive. It needs professional skills and there are chances that even an experienced reporter may misinterpret the arguments and the proceedings. He/she must, have access to legal parliamentary literature, reports, periodicals to improve his/her knowledge and skill. A parliamentary reporter should be well acquainted with the legislative procedure in both the Houses of parliament and could write reports of adjournment and privilege motions, as well as of questions hour, tea break discussions on private bills and proceedings of the Senate. A lot of information can be obtained through private dealings with the members of the parliament. Parliamentary report has to be composed in prevalent parliamentary terminology.

COURT/CRIME REPORTING

Reporting crime news can be a demanding task and at times, if properly done, it even amounts to public service that perhaps can even be deterrent to certain types of crimes. However, crime news reporting needs technical care on the part of reporter while covering his beat. A crime reporter should know what is meant by crime. A breach of law is a crime and may be either felony or a misdemeanour. The basic principle of crime/court reporting is that NOTHING is permitted which may prejudice the right of any accused to a completely FAIR and IMPARTIAL trial. Crime and court reporting may be completed in four steps, i.e. the crime, the arrest, the trial, the verdict In the selection of facts for crime/ court news story, the reporter must be well-alert and these facts should be carefully handled by observing the ethics of crime/court reporting. The length, the headline size and lead formation of a court/crime story is determined by the seriousness of the crime and court proceedings.

WAR REPORTING

The coverage of war imposes major responsibilities on reporters. On the one hand, they must exercise the greatest care not to spread rumours and on the other hand, they must expose themselves to danger if necessary to determine the magnitude of war event. But whatever they do. they must always be conscious that careless war reporting can cause untold harm in a tense situation. The greatest care must be taken in reporting killings, injuries, prisoners, property loss and the area captured etc. The kind of weapons being used in the*war can also be reported. The position of armies on land, in the air or oceans, bombing on different areas and types of bombing can be explained The 1SPR in Pakistan also releases information about war situation.

The cause of war, beginning of war, major areas of war and who is at fault must be covered in war reporting. The fundamental precautions regarding war should be followed. Different news story types can be used in war reporting to give full coverage of war.

QUALITIES OF A NEWS REPORTER

Reporters write stories, report events and happenings in and around the society. They provide the core of news stories that are published daily in our commercial newspapers or broadcast in the electronic media. As there is no substitute for good reporting, so also there is no substitute for good reporters. A good reporter is a great asset for his/her media organisation. He/she is the ear and the eye of his/her medium. It is what he/she reports that the audience will know about. The reporter touches lives with his report.

Some of the major qualities that make a good reporter are discussed below.

- S/he must have a mastery of the written or spoken language of the medium of expression: This will enable him/her to interact easily with news sources, eyewitnesses or even the victims of events.
- S/he must have a nose for news: This means the reporter or journalist must be curious about getting news from newsy or stale situations. A good reporter must have a natural instinct for news and should be able to identify news from seemingly events that may not be considered newsworthy by everyone else.
- S/he must be current and keep abreast of events and happenings: In the media industry, yesterday's news is stale and no more needed. To remain relevant in the industry, therefore, the reporter must keep abreast of happenings in and around him/her.
- A good reporter must be fair, accurate and objective in his news writing and reporting job. Fairness, accuracy and objectivity are news virtues, which the profession thrives on. Any attempt to compromise any of these values makes a mess of the reputation and credibility of the industry. These qualities of a reporter must be jealously guarded.

- A good reporter must be creative: Creativity makes the reporter see another unique story from an already published report. Without creativity, the reporter will remain dry, uninspiring and boring to his readers and even his sources.
- S/he must also have the ability to dress well: A common idiom says how you dress is how you are addressed and I add that it also betrays your address.
- A good reporter must know how to dress for the occasion otherwise
- he/she will be lost in the crowd or misrepresented. Dressing well is not necessarily dressing expensively. It only means having the right kind of dress for each occasion or situation.
- A good reporter must have perseverance: Perseverance is having the staying power and refusing to give up even when the situation calls for giving up.
- A good reporter must have the ability to stay longer and under stress or pressure.
- A good reporter must be a “good mixer”: There is no room for the reserved kind of reporter who cannot easily get into a discussion with a potential news source.
- A good reporter should be able to blend easily with all kinds of persons especially when such persons are primary to getting the news
- he/she is pursuing at that moment. The good reporter should be able to make contacts, grow and maintain them.
- S/he must have a high level of comportsment: The good reporter must have self-control and high level of comportsment no matter the situation or circumstances.
- He/she is not expected to be carried away easily by any surrounded situation.
- A good reporter must have the ability to embark on creative risk and courage especially in reporting coups, wars, conflicts, crime, disaster etc. S/he must have the ability to ferret out news through the process of monitoring people and events.

- S/he must also possess good observatory skills and have an eye for details: Poorly trained reporters look without seeing.
- The good reporter is able to see leads and news worthy situations by merely observing people and situations. Whenever the good reporter looks, he/she sees.
- He/she is also able to taken in a lot of details by mere observation.
- S/he must be a good listener and must have an unusual patience: The poorly trained reporters are only interested in hearing their voices in an interview situation. However, a good reporter is only interested in hearing the news source talk. Therefore, listening becomes a vital quality a reporter must possess in order to succeed.
- S/he should also possess enough idealism to inspire indignant prose but not too much as to obstruct detached professionalism (Ragged Right cited in Agbese, 2008).
- A good and modern reporter must be multi-skilled: S/he should be equipped with an array of skills to meet the demands of diverse media users (Mencher, 2010).
- A good and modern reporter must also have the unique quality called enterprise: He/she should be able to work through tougher assignments or situation by instantaneously assessing the situation and taking decisions and steps that will give him/her what the media organisation wants.

CONCLUSION

Good reporters are great assets to their media organisations. Not everyone who went to a journalism school usually turns out to become a good reporter. This is the primary reason they are always sought after anywhere they could be found. According to Sid Bedingfield, President, Fault Line Productions (cited in Mencher, 2010), "Reporting is the essential ingredient in good journalism. Everything else is dressing....The reporter is the engine that drives the newspaper, the contributor who makes the newscast worthwhile.

Reporter in a newspaper/ magazine setting

A journalist must possess certain basic qualities to be a successful professional. Integrity of character, commitment to the truth and the reasoning power are quintessential to building credibility. A good perception and interpersonal skills to elicit news would stand him in good stead in reporting. Primarily, a reporter has a 3-fold responsibility: responsibility to society, responsibility to the newspaper/news organization and responsibility to his source of information. A well-read reporter can do justice to his beat. He needs to know all aspects of his beatlaws and byelaws, functions and areas of operations and jurisdiction and so on. He should cultivate contacts in and out of his beat to get information. A perfect talker, he should be able to handle difficult people and difficult situations. A competent reporter anticipates news rather than be taken by surprise. This ability is of great importance to face situations that arise suddenly.

PRESENTATION OF CONTENT: One of the major functions of newspapers is to play the role of a watchdog. The reporters basically play this role. To be the eyes and ears of the people, the reporter must be committed to the society; he must use the power of the pen for the well being of the society and resist the temptation to destroy. Nevertheless, he is neither a social worker nor a morality preacher. More important than social and moral issues, a reporter has to do a job. This involves many roles and many responsibilities. To do the job well, a reporter has to have certain qualities. We shall discuss about these in this lesson. The content of this lesson shall be presented as follows: o Qualities of the Reportorial Staff of Newspapers, o Responsibilities of the Reportorial Staff of Newspapers, o Qualities of the Editorial Staff of Newspapers, and o Responsibilities of the Editorial Staff of Newspapers

QUALITIES OF REPORTERS: A talented reporter writes to build his own image and that of his institution. An alert mind and a sense of curiosity are important assets to him, no matter what is his beat. Besides these qualities, he must develop certain specific qualities to excel in his field. These are discussed below.

NOSE FOR NEWS: A reporter's primary job is discovering the new. But quite often, most of the material before a news reporter may just be publicity matter or advertisements in disguise. Therefore, a reporter must check his material and sift the news from publicity. The golden rule in reporting is to go by the reader's interest. Most of the time, a reporter will be covering routine matters like press conferences, which are hardly exciting. And the beginner would learn his craft by doing city reporting in the beginning before graduating into highly specialized reporting. Reporting speeches of politicians could be less challenging but the keen-eyed reporter looks for something unusual that may be lurking under the ordinary occurrence. His sharp sense of observation may help him gather amusing sidelights of interest to his readers and report an exciting news story.

INTERPERSONAL SKILLS: It is generally observed that introverts make poor reporters. Reporters move about meeting people, making and winning confidence. In this era of investigative reporting, readers are keenly interested to know what is going on behind the scenes.

DEVELOPING CONTACTS: A friendly and affable nature helps develop sources that could provide precious information, clues, or other material for the reporter in search of a story. The ability to win the confidence and respect of the potential sources is an asset of the newsman. People may hesitate to talk on sensitive matters, especially to a reporter on the investigative track. They may like to reveal but they are afraid of the consequences. There could be informers of the underworld. What may be at stake for them could be their jobs or their lives. Often it may be quite difficult to win their trust, and the reporter has to assure his sources that they will remain protected and their identities kept a secret. Beware of vested interests - be it political, business or professional - who would like to plant a story of half-truths or even lies. Crosscheck with other sources and establish the truth before you file the story, which may deceptively appear to be the greatest story of your career. The story could turn out to be your greatest career disaster. Do not slight or show in bad light insignificant or ordinary people because a humble clerk or a lowly peon could give you a tip for a story. The Watergate scandal was exposed by

two cub reporters acting upon the lead given by an ordinary source. The Harshad Mehta case began with a source contacting Ms. Sucheta Dalal of The Times of India, Bombay, with an unconfirmed report about some activities in the State Bank of India. Ms. Dalal, Assistant Business Editor of the paper, followed the lead provided by the source and got the story confirmed from reliable contacts bringing to light the stock scam concerning stock broker Harshad Mehta and others involving a staggering Rs. 6000 crore.

BEING OBJECTIVE AND FAIR: The reporter must be a sharp observer of events, presenting the facts in a balanced and objective manner. How does one maintain balance and objectivity in reporting? The first thing to do is to write the news story properly to assure the reader that what he reads is news not the reporter's opinion or some publicity matter in disguise. The sources must be quoted except when they want to remain anonymous. And ensure that the story is balanced, by giving adequate coverage to all the sides of the sides of the subject. Also ensure that the information one presents is true by counter checking. Do not adopt an indifferent attitude seeing each event afresh, unconnected to any previous events or expectations or future possibilities.

CLARITY OF EXPRESSION: Clarity of thinking leads to clarity in writing, and however complex and specialized the subject; the reporter should have the gift for simplification, reducing it to the layman's parlance. Explain difficult terminology and simplify government press notes, notorious for burying the new points. **TEAM SPIRIT:** News-breaking stories of dramatic dimension, sometimes, call for a team of reporters to handle them. The Bofors investigative stories had The Indian Express team working from Geneva and Stockholm besides New Delhi. The securities scam investigations by The Times of India involved Sucheta Dalal and Business correspondent, R Srinivasan who posed as an investor and went to the State Bank officers in Bombay to get confirmation about the goings on in the bank. The Statesman investigative stories are attributed to 'The Statesman Insight Team'. Working in a team involves pooling you talents, sources and contacts to achieve synergy.

COPING WITH PRESSURES: Investigative journalists thrive on exposing the bungling and misdeeds of men in power. On the other hand, men in power thrive on publicity and good press. Corrupt men at the top shudder at investigative journalists and hence try to put pressure to change the news or “kill the story”. While the government and advertisers could indirectly pressurize you through your news organization, direct pressure could also come from the government and political parties. In case you are doing stories, which could lead to harmful exposure of someone, he could take recourse to a range of legal and illegal options, including legal action, threats and violence to pressurize you.

There are three ways of coping with pressure:

- Fighting it,
- Giving in, and
- Anticipating the pressure and taking preventive measures.

The first one is the most noble of the three options and history is full of shining examples of this category. During the Quit India Movement Gandhiji said, “It is better not to issue newspapers than to issue them under a feeling of suppression.” Because a newspaper is a business as well as a public-service employing thousands of people, you cannot expect to become a hero throwing thousands unemployed and ruining a business. You cannot fight on your own and if your news organization does not back you, the consequences could be disastrous for you as a professional journalist. The reporters who generally brave powerful pressures are those who have the full support of their organizations or their professional colleagues backing them in a united manner. It may be recalled that the journalists of the Punjab Kesari group of newspapers who have taken a courageous anti-terrorist stand in Punjab worked under extremely tight security. The group has lost two of its owners to terrorist bullets but has not given in to pressures.

News Hierarchy:

Editor-in-chief: Oversees entire staff, communicates with publisher, public face of the paper.

Managing editors: Run most day-to-day operations, work on budgets and content planning, go-between between staff and the editor-in-chief.

Section editors: Depending on the size of the paper, there could be several of these or only a few. You can have metro editors, entertainment editors, sports editors, business editors, feature editors, government editors, suburb editors, Web editors, etc. The bigger the paper, the more specialized the section editors.

Assistant section editors: Secondary editors in various areas; again, their existence and/or number depend on the size of the paper.

Photography editor: Handles all of the photo requests and manages photographers. May have an assistant or two.

Copy chief: Handles production and manages the copy desk. May have an assistant or two.

Design/graphics editor: Handles graphic arts requests and manages the layout of the paper.

Those are your basic managerial positions. At least twice a day (late morning/early afternoon and late afternoon), the editors will meet for a budget meeting to discuss the content and layout of the next day's newspaper.

Below these people, you have your reporters, photographers, copy editors, designers, Web producers and graphic artists. Larger papers may have senior reporters, multimedia producers, community/social media managers and/or community liaisons.

Writing a News Report

Here's something very few people realise: Writing news stories isn't particularly difficult. It does take practice and not everyone will be an expert but if you follow the guidelines below you should be able to create effective news items without too much stress.

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 is the team 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?

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.

Unit-4

Newspaper/Magazine versus News Agency

Newspaper

Newspaper, publication usually issued daily, weekly, or at other regular times that provides news, views, features, and other information of public interest and that often carries advertising.

Forerunners of the modern newspaper include the Acta diurna (“daily acts”) of ancient Rome—posted announcements of political and social events—and manuscript newsletters circulated in the late Middle Ages by various international traders, among them the Fugger family of Augsburg.

In England the printed news book or news pamphlet usually related a single topical event such as a battle, disaster, or public celebration. The earliest known example is an eyewitness account of the English victory over the Scots at the Battle of Flodden (1513). Other forerunners include the town crier and ballads and broadsides.

In the first two decades of the 17th century, more or less regular papers printed from movable type appeared in Germany, Italy, and the Netherlands. The Dutch “corantos” (“currents of news”), which strung together items extracted from foreign journals, became the sources for English and French translations published in Amsterdam as early as 1620. Rudimentary newspapers appeared in many European countries in the 17th century, and broadsheets with social news were published in Japan in the Tokugawa period (1603–1867).

The first English corantos appeared in London in 1621. By the 1640s the news book had taken the form of a newspaper—the title page being dropped. The first English daily was The Daily Courant (1702–35). Not until 1771 did Parliament formally concede journalists the right to report its proceedings. The Times, which became a model for high quality and later led in mechanical innovation, was founded by John Walter in 1785, and The Observer was founded in 1791.

The Thirty Years' War (1618–48) set back incipient newspapers in Germany, and censorship in various forms was general throughout Europe. Sweden passed the first law guaranteeing freedom of the press in 1766.

In France the first daily, *Journal de Paris*, was started in 1771, and the *Journal des Débats* (1789), published until World War II, was founded as a daily to report on sessions of the National Assembly. Papers multiplied during the Revolution and decreased sharply after it.

The first newspaper in the United States, *Publick Occurrences Both Forreign and Domestick* (Boston, September 1690), was suppressed by the colonial governor after one issue. In 1704 the *Boston News-letter* began publication as a weekly issued by the postmaster. The *Boston Gazette* (1719) was printed by James Franklin, Benjamin Franklin's brother. Independent newspaper publishing in the English colonies is considered to have begun with James Franklin's *New-England Courant* (1721). Freedom of the press was advanced in a landmark case in 1735 when John Peter Zenger, a New York City newspaper publisher, was acquitted of libel on the defense that his political criticism was based on fact. Press freedom in the United States was further secured by the First Amendment to the U.S. Constitution (1791). Most of the press of the new republic proved fiercely partisan in the political struggles between the Federalists and Jeffersonian Republicans.

Circulation in the low thousands was common for papers at the beginning of the 19th century. Rising circulations were made possible by increased literacy and by technological advances in mechanical typesetting, in high-speed printing (rotary press), in communications (telegraph and telephone), and in transport (railway). Led by papers in Great Britain and the United States, newspapers broadened their appeal and reduced prices. The *Times*, for example, increased circulation from 5,000 in 1815 (price seven pence) to 50,000 by the mid-19th century (five pence). In the United States, Benjamin Day established the *Sun* in New York City (1833) as the first successful penny paper. Two years later James Gordon Bennett began the *New York Herald*. He shaped many of the directions of modern journalism, including comprehensive coverage and an emphasis on entertainment. Horace Greeley, who crusaded for women's rights and against slavery, founded the independent *New York Tribune* (1841). Another independent, though less flamboyant, paper, *The New York Times*, appeared 10 years later. By the mid-19th century, there were 400 dailies and 3,000 weekly papers in the United States.

What became the Associated Press was organized (1848) by New York publishers as a cooperative news-gathering enterprise, and in London Paul J. Reuter began

his foreign news service for the press (1858). Competition in New York City between Joseph Pulitzer, who owned the World from 1883, and William Randolph Hearst (Journal, 1895) led to excesses of lurid and sensationalized news, called yellow journalism, and reactions against it in the late 1890s. In western Europe many papers became primarily organs of political and literary opinion.

In 1896 Alfred Harmsworth (Lord Northcliffe) launched the London Daily Mail as a national paper. Priced low to increase circulation, it was deliberately based on a plan for earning most of the revenues from advertising. He also introduced the first tabloid (Daily Mirror, 1903)—about half the size of a standard paper (15 × 23 inches [38 × 58 cm]). The first American tabloid was the New York Daily News (1919), started by Joseph Medill Patterson and devoted to sex and sensationalism. Early in the 20th century, the number of American papers reached a peak (more than 2,000 dailies and 14,000 weeklies). They declined in number thereafter, though total circulation rose. During the 1920s and '30s competition for circulation continued, and the wide use of syndicated columnists and ready-to-use features, comic strips, crossword puzzles, and other amusements developed.

A dozen large chains later came to control more than half of the American dailies. The first American chain was organized by Edward W. Scripps in the 1890s. A pattern of consolidation and merger was seen worldwide, especially in the second half of the 20th century.

Dissatisfaction with established papers, notably among younger readers, led to the rise in the second half of the 20th century of a diverse “underground,” or alternative, press. The Village Voice in New York City began publishing in 1955. The alternative press, sometimes strident and irreverent, was forthright in seeking fresh approaches. Various special-interest groups, among them trade, ethnic, and religious interests, are also served by papers edited expressly for them. Nearly all the world’s major newspapers began publishing online editions of their newspapers in the early 21st century. Although some newspaper publishers charged their readers for this access, many made their Web editions available for free, based on the expectation that advertising revenue, combined with lower printing and distribution costs, could make up for lost subscription fees.

Newspaper In India

Indian print media is at a massive business in the media world and its newspapers are said to offer majority of national and international news. The history of newspaper in India began in 1780, with the publication of the Bengal Gazette from Kolkata.

The advent of the first newspaper in India occurred in the capital city of West Bengal, Calcutta (now Kolkata). James Augustus Hickey is considered the "father of Indian press" as he started the first Indian newspaper from Kolkata, the 'Bengal Gazette' or 'Calcutta General Advertise' in January, 1780. This first printed newspaper was a weekly publication. In 1789, the first newspaper from Bombay (now Mumbai), the 'Bombay Herald' appeared, followed by the 'Bombay Courier' in the following year. Later, this newspaper merged with the Times of India in 1861. These newspapers carried news of the areas under the British rule. The first newspaper published in an Indian language was the Samachar Darpan in Bengali. The first issue of this daily was published from the Serampore Mission Press on May 23, 1818. Samachar Darpan, the first vernacular paper was started during the period of Lord Hastings. In the same year, Ganga Kishore Bhattacharya started publishing another newspaper in Bengali, the 'Bengal Gazetti'. On July 1, 1822 the first Gujarati newspaper, the Bombay Samachar, was published from Bombay, which is still in existence. The first Hindi newspaper, the Samachar Sudha Varshan started its circulation in 1854. Since then, the prominent Indian languages in which newspapers had been published over the years are Hindi, Marathi, Tamil, Malayalam, Telugu, Urdu and Bengali languages.

The Indian language newspapers eventually took over the English newspapers according to the NRS survey of newspapers. The main reason was the marketing strategy that was followed by the regional papers, commencing with Eenadu - a Telugu daily started by Ramoji Rao. The second reason was the growing literacy rate. Increase in the literacy rate had direct positive effect on the rise of circulation of the regional papers. The people were first educated in their mother tongue according to their state in which they live for and eventually, the first thing a literate person would try to do is read the vernacular papers and gain knowledge about his own locality. Moreover, localization of news has also

contributed to the growth of regional newspapers in India. Indian regional papers have several editions for a particular state to offer a complete scenario of local news for the reader to connect with the paper. Malayala Manorama features about 10 editions in Kerala itself and six others outside Kerala. Thus regional papers in India aim at providing localized news for their readers.

Eventually, the advertisers also realized the huge potential of the regional paper market, partly due to their own research and more owing to the efforts of the regional papers to make the advertisers aware of the huge market. These advertisers paid revenues to the newspaper house and in return publicized their products throughout the locality. Thus, newspapers in India not only acted as news providers but also promoters of certain market products. Some of the prominent newspapers in India in the recent times are The Times of India, The Statesman, The Telegraph, The Economic Times, Indian Express and so on. The Economic Times is one of the India's leading business newspapers; carrying news about the Economy, Companies, Infrastructure, Trends in the Economy, Finance, Stocks, Forex and Commodities, news from around the world and from the world of politics besides editorial and various other features. The Malayala Manorama releases daily, weekly, monthly and annual publications from Kerala. Started in 1988 in Tamil and Telegu languages, it is now published in other regional languages like Hindi, Bengali, as well as in English. Among the various publications, the Malayala Manorama Daily has the largest circulation, selling about 11 lakhs 50 thousand copies daily. The Times of India was founded in 1838 as The Bombay Times and Journal of Commerce by Bennett, Coleman and Company, a colonial enterprise now owned by an Indian conglomerate. The Times Group publishes The Economic Times (launched in 1961), Navbharat Times (Hindi language), and the MaharashtraTimes (Marathi language).

The newspapers collected their news from the news agencies. India has four news agencies namely, the Press Trust of India (PTI), United News of India (UNI), Samachar Bharti and Hindustan Smachar. Newspapers and magazines in India are independent and usually privately owned. About 5,000 newspapers, 150 of them major publications, are published daily in nearly 100 languages. Over 40,000 periodicals are also published in India. The periodicals specialize in various subjects but the majority of them deal with subjects of general interest. During the 1950s, 214 daily newspapers were published in the country. Out of these, 44 were English language dailies while the rest were published in various regional

languages. This number rose to 2,856 dailies in 1990 with 209 English dailies. The total number of newspapers published in the country reached 35,595 newspapers by 1993 (3,805 dailies). Newspaper sale in the country has increased by 11.22% in 2007. By 2007, 62 of the world's best selling newspaper dailies were published in countries like China, Japan, and India. India consumed 99 million newspaper copies as of 2007, making it the second largest market in the world for newspapers.

Newspapers in India have almost created a huge industry in the nation. It publishes the largest number of 'paid-for titles' in the world. In 1997, the total number of newspapers and periodicals published in India was around 41705, which include 4720 dailies and 14743 weeklies. However, in the last one decade the news media in India has changed rapidly. All the major news media outlets have an accompanying news website. A new class of newspapers in India is entirely internet based.

Magazine

Magazine, also called periodical, a printed or digitally published collection of texts (essays, articles, stories, poems), often illustrated, that is produced at regular intervals (excluding newspapers). A brief treatment of magazines follows. For full treatment, see publishing: Magazine publishing.

The modern magazine has its roots in early printed pamphlets, broadsides, chapbooks, and almanacs, a few of which gradually began appearing at regular intervals. The earliest magazines collected a variety of material designed to appeal to particular interests. One of the earliest ones was a German publication, *Erbauliche Monaths-Unterredungen* ("Edifying Monthly Discussions"), which was issued periodically from 1663 to 1668. Other learned journals soon appeared in France, England, and Italy, and in the early 1670s lighter and more entertaining magazines began to appear, beginning with *Le Mercure Galant* (1672; later renamed *Mercure de France*) in France. In the early 18th century, Joseph Addison and Richard Steele brought out *The Tatler* (1709–11; published three times weekly) and *The Spectator* (1711–12, 1714; published daily). These influential periodicals contained essays on matters political and topical that continue to be regarded as examples of some of the finest English prose written. Other critical reviews treating literary and political issues also started up in the mid-1700s throughout western Europe, and at the end of the century specialized

periodicals began appearing, devoted to particular fields of intellectual interest, such as archaeology, botany, or philosophy.

By the early 19th century a different, less learned audience had been identified, and new types of magazines for entertainment and family enjoyment began to appear, among them the popular weekly, the women's weekly, the religious and missionary review, the illustrated magazine, and the children's weekly. Their growth was stimulated by the general public's broader interest in social and political affairs and by the middle and lower classes' growing demand, in both cities and rural areas, for reading matter. Woodcuts and engravings were first extensively used by the weekly Illustrated London News (1842), and by the end of the 19th century many magazines were illustrated.

Magazine publishing benefited in the late 19th and 20th centuries from a number of technical improvements, including the production of inexpensive paper, the invention of the rotary press and the halftone block, and, especially, the addition of advertisements as a means of financial support. Other developments since then have included a greater specialization of topics; more illustrations, especially those reproducing colour photographs; a decline in power and popularity of the critical review and a rise in that of the mass-market magazine; and an increase in magazines for women.

Reporting for news paper

News in newspapers is written so that it may be edited from the bottom up. As old editors liked to say, a page form is not made of rubber. It won't stretch. What doesn't fit is thrown away. Historians trace the inverted pyramid, which is not the traditional style of British or other foreign newspapers, to the American Civil War, when correspondents, fearing that the telegraph would break down before they could finish Irving Fang transmitting their dispatches, put the most important information into the first paragraph and continued the story with facts in descending order of news value. During the days of letterpress printing, the makeup editor fit lead type into the steel chase by the simple expedient of tossing paragraphs away — from the bottom — until the type fit the allotted space. In modern offset lithography the same job can be accomplished by a razor blade or a computer delete key; the editing, especially under time pressure, is often still done from the bottom of a story up. The reading of a newspaper matches bottom-up editing. The reader's eye scans the headlines on a page. If the headline indicates a news story of interest, the reader looks at the first paragraph. If that also proves interesting, the reader continues. The reader who stops short of the

end of a story is basically doing what the editor does in throwing words away from the bottom. If newspaper stories were consumed sequentially as they are in radio and television newscasts, the writing style would change of necessity. If, for instance, a newspaper reader was unable to turn to page 2 before taking in every word on page 1 starting in the upper left hand corner and continuing to the lower right corner, the writing style of newspaper stories would, I believe, soon resemble a radio newscast. Yet, although the newspaper reader can go back over a difficult paragraph until it becomes clear, a luxury denied to listeners to broadcast news, it is also true, as one newspaper editor noted, that if the newspaper reader has to go back often to make sense of stories, the reader is likely to go back to the television set.

News Agency

News agency, also called press agency, press association, wire service, or news service, organization that gathers, writes, and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies, and other users. It does not generally publish news itself but supplies news to its subscribers, who, by sharing costs, obtain services they could not otherwise afford. All the mass media depend upon the agencies for the bulk of the news, even including those few that have extensive news-gathering resources of their own.

The news agency has a variety of forms. In some large cities, newspapers and radio and television stations have joined forces to obtain routine coverage of news about the police, courts, government offices, and the like. National agencies have extended the area of such coverage by gathering and distributing stock-market quotations, sports results, and election reports. A few agencies have extended their service to include worldwide news. The service has grown to include news interpretation, special columns, news photographs, audiotape recordings for radio broadcast, and often videotape or motion-picture film for television news reports. Many agencies are cooperatives, and the trend has been in that direction since World War II. Under this form of organization, individual members provide news from their own circulation areas to an agency pool for general use. In major news centres the national and worldwide agencies have their own reporters to cover important events, and they maintain offices to facilitate distribution of their service.

In addition to general news agencies, several specialized services have developed. In the United States alone these number well over 100, including such major ones

as Science Service, Religious News Service, Jewish Telegraphic Agency, and News Election Service. Specialized services in other countries include the Swiss Katholische Internationale Presseagentur, which reports news of special interest to Roman Catholics, and the Star News Agency of Pakistan, which supplies news of Muslim interest in English and Urdu.

The major press associations in the United States have expanded their service to include entertainment features, and some feature syndicates provide straight news coverage as a part of their service. The Newspaper Enterprise Association distributes both news and features in the United States.

Despite the plethora of news services, most news printed and broadcast throughout the world each day comes from only a few major agencies, the three largest of which are the Associated Press in the United States, Reuters in Great Britain, and Agence France-Presse in France. Only these and a few others have the financial resources to station experienced reporters in all areas of the world where news develops regularly (in order to ensure access to well-organized transmission facilities) or to send them wherever news develops unexpectedly. These agencies are also equipped to distribute the service almost instantaneously. The world agencies have established a variety of relationships with other agencies and with individual news media. Most of them purchase the news services of national or local agencies to supplement news gathered by their own staff representatives at key points. Reuters, like the Agence France-Presse, supplies a worldwide news file to be distributed by some national agencies along with their domestic news reports. The American services more often contract to deliver their service directly to individual users abroad.

News agencies in communist countries had close ties to their national governments. Each major communist country had its own national news service, and each news service was officially controlled, usually by the minister of information. TASS, the Soviet news agency, was the principal source of world news for the Soviet Union and its allies; it also made Soviet Communist Party policy known. Communist states outside the Soviet sphere, e.g., China and Yugoslavia, had their own state news services, which were controlled in similar fashion. China's Hsinhua, or New China News Agency, was the largest remaining news agency in a communist country by the late 20th century.

Most other countries have one or more national news agencies. Some depend on a common service, such as the Arab News Agency, which provides news for several states in the Middle East. Others are national newspaper cooperatives, such as the Ritzaus Bureau of Denmark, founded in 1866. A few, like the Agenzia

Nazionale Stampa Associata of Italy, have expanded coverage abroad in a limited degree to supplement their domestic service but still depend on Reuters and Agence France-Presse for much of their foreign news. Germany since 1949 has built Deutsche-Press Agentur into one of the more important news agencies in Europe, including extensive exchange with other national services. In Canada the Canadian Press is a cooperative news agency with headquarters in Toronto. The oldest and largest news agency operating exclusively in Britain is the Press Association, founded by provincial newspapers on a cooperative basis in 1868. It began active work on February 5, 1870, when the postal service took over the private telegraph companies that had previously supplied the provincial papers with news. It supplies news to all the London daily and Sunday newspapers, provincial papers, and trade journals and other periodicals.

The ability to transmit news rapidly greatly increased during the 20th century. Radioteleprinters that make possible fast automatic transmission of news messages linked all major areas. Picture transmission by radio and high-fidelity wires became well developed. From the major agencies, teletypesetter service, pioneered by the Associated Press in 1951, was available to newspapers wishing to have computerized typesetting done directly from news-service transmissions. By the 21st century, most news agencies had moved the bulk of their operations and transmission to computers.

Qualities of a Good Journalist

Journalism is a sacred profession so one should require certain qualities for this Profession. It is understood that Organization is recognized by its workers and the

workers by their organization. A single worker can cause the failure of whole system if not caught time. From above discussion it is clear that a Journalist should have following Qualities;

Information of Current Affairs:

In present time, Life is so much complex so one should have complete information and awareness about his/her surrounding issues. Lack of information can put you on back in this field. He/she should have awareness about his region, country, culture, geography and must have good interest in National and International affairs of his/her country.

Good Writer:

Everyone knows how to write but writing according to the demand of department is

little bit difficult. So, a journalist must have extraordinary writing skills which comes via experience. One should know how to write a news, article or column. Being a journalist, You should not wait for the mood to write.

Good Translator:

Translation skills to translate the content in required language is also necessary. He/she can write and understand the concerned language. For example being a Pakistani he/she can translate the news from national language Urdu to English. If you are a journalist of any international News Agency then good grip on English is necessary. Learning other different languages is also very helpful for a Journalist to gather more and more views about any issue.

Deep Study Of Language and Literature:

Studies polish the attitude of a person. Study enhances the speaking power and good behavior of a person. Study of different books also increase your vocabulary and gives many options of words about any condition. Therefore, a Journalist must study the language and literature deeply.

Deep Analysis:

Deep analysis means observing the different issues with full concentration. Not only observing but also saving it in our memories. A good observer can be a good journalist. Writing a news is like making a sketch of the incident. This skill gives you the power to better understand different skills of your surroundings.

Positive Thinking:

Positive thinking and a restful mind helps the Journalist to understand different issues more accurately. For a journalist; it is very difficult to work without it. Positive automatically solves your different issues. Restful mind is necessary because a journalist also has to face certain problems and become depressed. So, in such circumstances a restful mind is necessary to take right decisions.

Curiosity:

Curiosity is present in every person but real thing is its correct use. Curiosity is very necessary for a journalist because it helps him/her to know different sides of a news. Even a tiny incident can help a journalist to fetch a big story behind it only because of curiosity about that incident. This quality is compulsory for those who are working in crime report department or investigation department. Honest: It does not suit a Journalist to be one-sided. This is totally against the respect of that profession. One should only provide the fact without his personal views about any issue. It is one of the basic rules of Journalism. Journalist's report should not reflect his/her support to any regional, political or religious party.

Good Memory:

It is also necessary for a Journalist to have a good memory. One should remember all the important points of news. Weak memory makes you dull. One can be a good journalist if he/she has a good memory. Weak memory will decrease the value of your news because forgotten parts are tried to be fulfilled with others and this will affect the factness of the news.

Determination and Strong Will:

Last necessary quality for an ideal journalist is determination and strong will. Actually, it is the basic rule of success in every field of life. You can't achieve your goal without

determination. When you lose it you fail. Above are the few qualities of a good journalist. So, if you want to be a good journalist then you must have the above given qualities in your character.

Integrity

Without integrity, it doesn't matter how good of a writer the journalist is or how wonderful his sources. Once a reporter is caught plagiarizing or twisting the facts, no one will find him credible as a journalist. Integrity means more than just not plagiarizing or fudging the facts, though; integrity means being committed to uncovering the truth regardless of the difficulties involved and reporting it in a fair, respectful manner.

Industrious

Before a reporter interviews any sources, he needs to do the background work. He finds information online from reputable websites, from print articles and from other reporters. He prepares his questions carefully and checks with his subject to make sure he correctly understands what the person is saying. He talks to other people to clarify and validate what the source has said, and he follows up on any contradictions. He reads any pertinent documents, such as public records, and follows where the trail leads him.

Observant

A good newspaper journalist is observant. He notices the details that give richness to a story: the expressions on the face of the subjects, the clothes they are wearing or the style of music playing in the background. He notices the amount of traffic in the neighborhood, the types of shops and houses, whether it's crowded or quiet. In short, he notices everything. Not every detail will make its way into the story, but observing the details will help him write a fuller, more compelling story.

Accurate

Accuracy is vital. A good journalist verifies all the major details of his story, including addresses, numbers and the spelling of names. For a controversial story, he talks with people on all sides of the issue to make sure he is not presenting a slanted view of the issue. He does not let his own opinions cloud his reporting. He double checks his work before he submits it to the editor.

Empathetic

A newspaper journalist remembers he is dealing with real people, sometimes when they are at a difficult point in their lives. He is respectful of their feelings even when he must ask them hard questions. Journalism can be a tool to right social injustices by revealing them to the public, and a reporter's empathy can help him relate to the downtrodden.

Thick-Skinned

Journalists are usually not a popular group. By reporting the facts, they are bound to offend some of the people almost all the time. A journalist needs to be tough enough to get the story even when people are giving him a hard time, and he needs to be tough enough to deal with the complaints that will inevitably come his way from time to time if he's doing his job correctly.