



# Print Journalism

BA(JMC) 102

## Unit I

by

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### Journalism: Definition, Roles and Responsibilities of a Journalist / Reporter

#### JOURNALISM

- Journalism is the collection, preparation, and distribution of news and related commentary and feature materials through such print and electronic media as newspapers, magazines, books, blogs, webcasts, podcasts, social networking and social media sites, and e-mail as well as through radio, motion pictures, and television.

OR

- Journalism is the activity of gathering, assessing, creating, and presenting news and information.

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### Continued...

#### What Journalism is **not**...

- ♦ Journalism is not the movies, book publishing, public relations, corporate communications, television sitcoms, radio talk shows, websites (with the exception of newspaper websites), or any other sub divisions of mass communication.

**JOURNALISM IS ONLY ONE PART OF WHAT IS CALLED MEDIA.**

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**Continued...**

**Purpose of Journalism**

♦ **To inform us of about changing events, issues and characters:**  
 Journalism expands our horizons beyond our immediate community. It helps us understand our neighborhood and the rest of the world a little better, helps us identify friends and foes, provides an opportunity to learn from the experience of others, and gives us an awareness to take action.

♦ **To bear witness:**  
 In its simplest definition, bearing witness means "to show that something exists or is true." It means a reporter was physically on the scene, taking in events, reporting firsthand knowledge as an eyewitness. This purpose of journalism is what fuels correspondents to risk their lives covering wars and disasters in the remotest places on Earth.

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♦ **To serve as a watchdog over those in power:**  
 Another key purpose of journalism is to bring transparency to the affairs of individuals and institutions in positions of power and hold them accountable.

♦ **To convey a sense of wisdom or context to current events:**  
 Moving beyond reporting what happened, we want a sense of why, a sense of meaning. Context provides a frame of reference for understanding current events. Context is the bridge that leads us from raw facts to deeper understanding.

♦ **To set the tone for public discourse:**  
 A lesser-considered purpose of journalism is to serve as forum for public debate. Such discourse may take the form of op-eds, talk shows, panel discussions, videos, podcasts, political cartoons and more.

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**Continued...**

**Qualities necessary for a Journalist**

- Capability to Smell News (Nose for News).
- Extroverted and Social in Nature.
- Capability to form 'contacts' or 'sources' and maintain them.
- Capability to remain a Neutral Analyst.
- Ability to present thoughts clearly.
- Ability to work with team.
- To be able to perform under various internal and external pressures.

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## Continued...

### Role of a Journalist/Reporter

- Report breaking news
- Collecting, verifying and analyzing thoroughly newsworthy information
- Developing background information
- Performing investigative reporting
- Present the story/news
- Writing and delivering news stories with the reader's perspective in mind

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### Responsibilities of a Journalist/Reporter

- Responsibility towards the 'News Organization'
- Responsibility towards 'Contacts' or 'Sources'
- Responsibility towards the readers and the society
- Responsibility towards accuracy
- Unbiased report
- Reporter should be 'apolitical'

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## Journalism as a Fourth Estate

### Journalism as a Fourth Estate

- The term "**Fourth Estate**" refers to the press and news media in its implicit and explicit ability to frame the issues of the day.

OR

- The term is also known as "**Fourth Pillar or Fourth Power**" describes media ability to significantly influence the system.

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### The Other Three Estates

- **The Legislature:** (It makes law)
- **The Executive:** (It enforces them)
- **The Judiciary:** (It applies them to the specific cases arising out of the breach of law)

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### Why is the media called the fourth estate?

- Power in most democratic countries is divided between the legislature, executive and judiciary.
- It has come to symbolize the media or press as a segment of society that has an indirect but key role in influencing the political system.
- Nowadays the term is often used as a collective noun to refer to all journalists.

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## Citizen Journalism

### Citizen Journalism

- The concept of citizen journalism is based on citizens who play a dynamic role in the process of news collecting, reporting, editing, and distributing it to other public. It is different from professional journalism and traditional reporting.
- This kind of journalism needs no graduation from a professional course. The requirements are simple. The citizen has to have a camera, good writing skills and more importantly a social media account.

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**In simple terms, Citizen Journalists are:**

- Are not professionals, but they produce and publish news
- Are people outside the mainstream media organizations
- Are people who were “audience” yesterday
- They simply write the news from their perspective.

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### Types of Citizen Journalists

1. Working on their own
2. Working with an organization

**Working on their own:** Citizen Journalists working on their own means that they create something by themselves. Instead of adding something to the existing publications, they create something and publish it on their own. Not being affected or influenced by the traditional media, these people publish their works with the help of new media.

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**Social Media** – The creative creators actively use their social media accounts like Twitter, Instagram, Facebook or others to publish their comments, photographs, or opinions. This helps in drawing the attention of the public to what is going on in the world.

**Creating a blog or a website** – When a person feels the urge to comment on an issue or tell it out, that is when that person creates their own blog or a website in order to share their opinions with the public.

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**Working with News Organizations:**

**Crowd source** – Crowdsourcing is done by professional journalists as well.

Crowdsourcing means getting sources and information from the crowd to complete an article. The citizen journalists check facts, analyse, and re-send it to the news organizations.

**Comment on the articles published** – These journalists can go to a news article published on a news website and comment on the articles. This will catch the reader's eyes and they get to give more attention to the article. The readers or other journalists can also comment on the articles as well as reply to the existing comments thereby giving a new perspective to the news.

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**Advantages of Citizen Journalism**

- These are first-hand contributors during a critical instance
- Offers an opportunity for talented people who are not professionals
- It offers a good amount of space for marginalized groups
- It talks about the problems that mainstream media forgot to throw the spotlight on
- Low cost but easy access to a large set of audience.
- Simply, threats don't play much of a role here.
- It empowers local communities
- Citizen journalists who speak for their public work for the betterment of their community.

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**Disadvantages of Citizen Journalism**

- Citizen journalists sometimes tend to work unethically
- It confuses the audience on what to believe as there are a lot of opinions
- Sometimes, the news reported are untrustworthy
- Conflicts of interests and differences in opinion
- At times, people tend to get diverted by the wrong news.

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## Penny Press

### Penny Press

- ❖ The Penny Press was the term used to describe the revolutionary business tactic of producing newspapers which sold for one cent. The Penny Press is generally considered to have started in 1833, when **Benjamin Day** founded **The Sun**, a New York City newspaper.
- ❖ Day as a publisher found that penny paper would be read by those who could not afford a costly paper. His paper was an instant success. Its motto, printed at the top of every page, was "The object of this paper is to lay before the public, at a price within the means of every one, all the news of the day, and at the same time offer an advantageous medium for advertisements."

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Benjamin Day, founder of the penny press in the USA



The Sun, Benjamin Day's Newspaper

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## Yellow Journalism

### Yellow Journalism

- **Yellow Journalism** is a style of newspaper reporting that emphasizes sensationalism over facts.
- **Yellow Journalism** and **Yellow Press** are American terms for journalism that present little or no legitimate, well-researched news while instead using eye-catching headlines for increase in sales.
- Yellow Journalism includes **exaggeration**, **scandal-mongering** or **sensationalization** of information or news.

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# News: Meaning, Definition and Nature

## WHAT IS NEWS?

- The Chamber's Dictionary defines news as: information on recent event, newly received information and something not heard before.
- "When a dog bites a man that is not news, but when a man bites a dog that is news". (Charles Anderson Dana, American journalist, 1819-1897)
- William L Rivers in his book , The Mass Media says : News is the timely report of events, facts and opinions that interests a significant number of people.
- In his book , Professional Journalism M. V. Kamath has put together a number of definitions of News, some of which are:
- News is 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.
- News is anything and everything interesting about life and materials in all their manifestation.

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### Elements of News and News Values

Some of the important criterion for judging news value are(News Elements):

- **TIMELINESS:**  
One of the significant elements of news is timeliness. News has to be new. The event itself may not be new but the discovery of it may be. News, like fish, can go stale quickly. Therefore, with news, the fresher the better. Reporters and editors , newspapers and broadcast stations, compete to be first with a big story.
- **PROXIMITY:**  
The geographic nearness or distance of an event can make a story more or less attractive to the reader. People like to read about what is near to them. Proximity means news happens close by readers and viewers want to learn about their neighbourhood, town, or country.

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## Continued...

- **PROMINENCE:**  
A well-known person, place, or event has a stronger news angle than something that the audience isn't familiar with. People or brands who have a larger awareness or following by the general public are always going to be more newsworthy.
- **IMPACT:**  
Another important criterion for determining news value is impact: how seriously it affects them determine its importance as news. The more people involved in an event, the stronger the story. Whether it is a peaceful protest that draws tens of thousands of people, or a 72 vehicle pile-up on the motorway, it has impact. For instance, a rise in income tax may, at first sight, seem the basis of a dull, depressing article. But it has impact because it will affect most people's pockets.

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### Elements of Hard News

**Headline** – It needs to be informational.

**The Lead** - It is the first sentence of the story, and should summarize to the reader, who, what, where, when, why and how.

**The Body** - Focuses on the areas that need elaborating the story.

**The Tail** - The tail of the article positions background information.

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▪ **SOFT NEWS:**

Soft news journalism focuses on lifestyle and entertainment and typically revolves around culture, art, background information about world event and human interest events. Soft news includes sports journalism, entertainment journalism, and celebrity coverage.

Ex:- Celebrity interviews, What people did during lockdown in their homes, fashion news, etc.

Elements of Soft News

**Creativity** – It gives writer a chance to show their creativity.

**Tell story** – What people want to know about the topic.

**Factual** – Creativity does not mean that you can compromise with facts.

**Anecdotes** – Use short and interesting stories to connect with readers.

**Conclude** – Write a conclusion to your story.

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## News, Features, Articles and Backgrounders

News reports the facts: who, what, where, when, why, and how. And a news story is written in a straightforward, concise reporting style. A feature article is a human interest story about a person, event, or place. A feature article is an article written to give more depth to topical events, people or issues.

News	Feature
✓ Media outlets want to publish news stories as quickly as possible after an event occurs.	✓ Feature stories, however, are not as time-dependent and contain no urgent content.
✓ News stories go straight to the point, using simple and effective words to deliver the facts quickly.	✓ Feature stories are often more wordy and they have a creative structure.
✓ News stories tell what the news is upfront and then give the most important details in the first paragraph or two.	✓ The beginning – or lead – of a feature story, on the other hand, doesn't give the news straightaway.

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### ARTICLE

A piece of writing other than fiction or poetry that forms a separate part of a publication (newspaper or magazine).

#### How to write Newspaper Article?

The best way to structure a newspaper article is to first write an outline. Review your research and notes. Then jot down the ideas for the following six sections.

- ❖ **Headline:** This is a brief, noticeable statement about the incident. The title of your article should be attractive and up to the point.
- ❖ **Byline:** Byline is the author's name.
- ❖ **Lead:** It is also called Lead paragraph that has all the who, what, when, where, why and how. The author needs to find answers to these questions and write to them, the opening sentence of the article.

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## Continued...

- **Storyline:** Once you set the stage with a good lead, follow a well-written story that includes facts from your research and quotes from people you interviewed.
- **Source:** Keep your sources with information and citations.
- **Conclusion:** Your conclusion can be your final information, summary or carefully chosen quote to leave the reader with a strong sense of your information.

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### BACKGROUNDER

A backgrounder is a form of news writing where the background information or a description of events leading up-to the latest event are given. Usually, the backgrounder is used along with the main item of an important happening.

Backgrounder includes:

1. Description of the event in chronological order.
2. Information to remind the reader of all the events.

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## News Sources

- Anything that provides news or information for a period of time is said to be a news source. News sources can be a moving person or still documents.
- There are several news sources such as official documents, governmental officials, witnesses of the crime scene, the victim itself etc. News sources are required for the both, the journalists and for the audiences.
- News sources are people who journalists interview, talk to, quote, observe or meet to 'construct' a news story. They provide the basic information which is the building block of a news story.

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## Types of News Sources

News Agencies, Wire Copies, Reporters, Individual Sources, Bureau Reports, Online Sources and Social Media Platforms are some major sources of news.

### 1. NEWS AGENCIES / WIRE SERVICES:

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.

News agencies are a steady source of news for media outlets. Each news organization subscribes to a large number of national and international news agencies to keep a close tab on all that is happening in different parts of the world where they can neither set their own bureaus or afford to send reporters.

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### Role of News Agency

- It provides foreign news to Indian subscribers.
- It provides Indian news to foreign agencies.
- It provides news, news analysis and features on different subjects like economics, science, human interest, political activities and society.
- It also provides minute to minute details of share market.

### Some important News Agency

▪ Associated Press (AP) – USA	▪ Press Trust of India (PTI) - India
▪ Agence France-Presse (AFP) – France	▪ China News Service and Xinhua - China
▪ Pan African News Agency (PANA)	▪ United News of India (UNI) – India
▪ Middle East News Agency (MENA)	▪ Asian News International (ANI)- India
▪ Reuters – UK	▪ Tass – USSR

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### 2. REPORTERS:

Reporters and correspondents are the backbone of any newspaper or a television news channel. Competent, well-known and experienced reporters are thus central to any news organization which aspires to earn its readers' or viewers' trust and claim to practice high quality journalism. Reporters are the person who go into the field to collect stories that can be transformed into news.

### 3. INDIVIDUAL SOURCES:

Most news organizations insist on getting government or established sources of information to add weight to their story. This is how media tend to reinforce the definition of the powerful few and impose a single meaning to the event. As a result of pressures of time and resource allocation coupled with the journalistic practice of objective and balanced reporting, reporters tend to get statements from 'accredited sources' i.e. accredited 'representatives' of powerful organizations who become what Hall calls the 'primary definers of the topics'. Besides the institutional sources, reporters often turn to subject 'experts', academics or known faces in a particular field to lend a new dimension to the story.

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### 4. BUREAU REPORTS:

Reports from several bureaus across the country and abroad are an important aspect of this routine of news gathering. At the level of the bureaus, the reporters are less inundated with assignments when compared with the head offices and therefore are able to spend more time in the field, even go for investigative pieces or specials. The logic behind setting up bureaus is geographical closeness given that reporters from their own native states or region have a better understanding of the political, economic and cultural dynamics of the region and therefore are better placed to cover local news stories.

### 5. ONLINE SOURCES & SOCIAL MEDIA PLATFORMS:

New media and the internet have radically altered the way news is collected, disseminated and consumed. The significance of the internet as a source of news is very well documented in the literature on online news and social media. Newspapers and television news channels keep a track of what news items are posted on different news portals and websites on a daily basis.

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## Byline, Credit Line and Embargo

### BYLINE:

A **byline** is a line at the top of an article in a newspaper or magazine giving the author's name.



- A line acknowledging the members of publication team called Credit Line.
- A Print Line is where the details (name of the publisher, address of the publisher) of the publication house and the publisher is written.

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▪ **EMBARGO:**

An embargo, also known as press embargo, is an agreement or request that a newspaper, news agency or television station refrain from reporting information until a specified date and/or time.

In other words, when a communications or public relations team sends a news release or media alert to reporters ahead of the scheduled release of the information.

▪ **DATELINE:**

A dateline tells the reader when and where we obtained the basic information for a story.

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