



PRINT JOURNALISM BA(JMC) 102 Unit III

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Structure Of A Newsroom

- According to 'businessdictionary.com'; an organization is - "a social unit of people, systematically structured and managed to meet a need or to pursue collective goals on a continuing basis."
- On the top, the organizational structure of a daily depends to a great extent on the kind of ownership the newspaper has.
- The hierarchical positions and set up of departments also vary from newspaper to newspaper. However, the broad structure remains the same in almost all the newspapers.

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- All newspaper organizations have a management structure that determines relationships between functions and positions and subdivides and delegates roles, responsibilities and authority to carry out defined tasks.

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Newspaper Falls into Three Categories

- A newspaper falls into three categories depending on its circulation.
 - **Small newspapers** – less than 25 thousand,
 - **Medium-sized newspapers** – more than 25,000 and up to 75,000
 - **Prominent newspapers** – more than 75,000.

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Multi-edition Newspapers

- Many prominent newspapers have now started taking out many editions from different places. This is done for two reasons
 - ✓ a. to increase circulation by covering more cities and towns and
 - ✓ b. to increase the volume of advertising in extended areas.

Examples of such multi-edition newspapers in English are the Times of India, The Hindustan Times, and The Indian Express, and in Hindi, Hindustan, Amar Ujala, Dainik Jagran etc.
- The editorial set-up in multi-edition newspapers is slightly different as compared to single edition newspapers. In multi-edition newspapers, the Editor might be designated as Chief Editor or Editor in Chief, and a Resident Editor will head each edition. Also, many such newspapers prefer to have a news pool to exchange important stories among different editions, so there will be a Pool Editor.

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Editorial Department Set Up

Set-up of Editorial Department

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Editor's team

- **MANAGING EDITOR:** in any newspaper, the ambition of the proprietor can lead him/her to acquire a position higher than the Editor in the editorial set-up. However, the problem occurs with finding a more loaded and catchy designation. In some newspapers, the proprietors have found a solution to this problem, as they decide to designate themselves as managing Editor.
- However, the position of the managing editor has no legal or official sanctity if we go by the PRB Act. However, it certainly gives the proprietor the satisfaction of heading the editorial department. This satisfaction reflects only the mental state of the proprietor as he/she

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News Room

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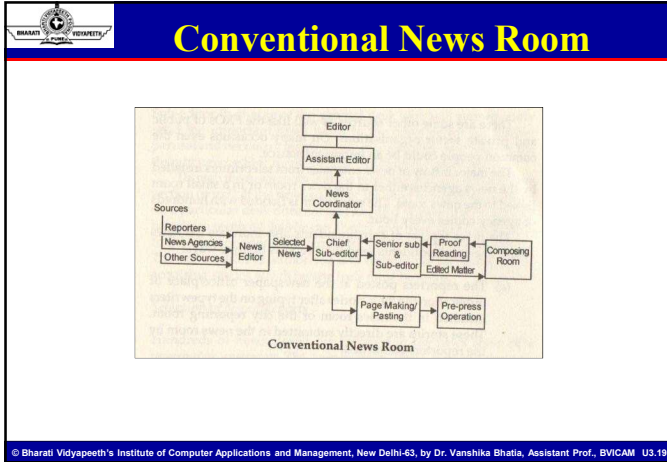
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      NR --> SND[Sports News Desk]
      NR --> BND[Business News Desk]
      NR --> IND[International News Desk]
      NR --> DND[District News Desk]
      NR --> LND[Local News Desk]
      
      GND --> CS1[Chief Sub-editor]
      SND --> CS2[Chief Sub-editor]
      BND --> CS3[Chief Sub-editor]
      IND --> CS4[Chief Sub-editor]
      DND --> CS5[Chief Sub-editor]
      LND --> CS6[Chief Sub-editor]
      
      CS1 --> SS1[Senior Sub-editor]
      CS2 --> SS2[Senior Sub-editor]
      CS3 --> SS3[Senior Sub-editor]
      CS4 --> SS4[Senior Sub-editor]
      CS5 --> SS5[Senior Sub-editor]
      CS6 --> SS6[Senior Sub-editor]
      
      SS1 --> SE1[Sub-editor]
      SS2 --> SE2[Sub-editor]
      SS3 --> SE3[Sub-editor]
      SS4 --> SE4[Sub-editor]
      SS5 --> SE5[Sub-editor]
      SS6 --> SE6[Sub-editor]
      
      SE1 --> TSE1[Trainee Sub-editor]
      SE2 --> TSE2[Trainee Sub-editor]
      SE3 --> TSE3[Trainee Sub-editor]
      SE4 --> TSE4[Trainee Sub-editor]
      SE5 --> TSE5[Trainee Sub-editor]
      SE6 --> TSE6[Trainee Sub-editor]
    
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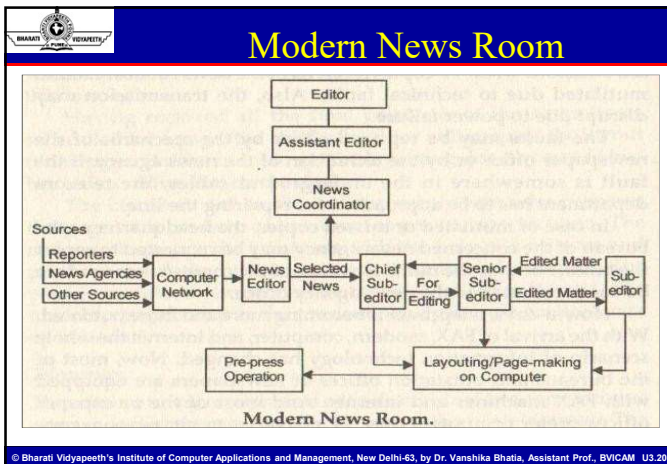
News Room Set-up

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Parameter	Conventional News Room	Modern News Room
1- Receiving news reports	News reports are received in a newspaper through two sources – news agencies and newspaper's correspondents. Normally, a daily subscribes to the services of both the domestic and international news agencies. Besides news agencies, newspaper's own correspondents are also a big source of news. The correspondents send their news reports in three ways:	Today no underground cables are laid between the news agency office and the news room of a newspaper, since no teleprinters need to be installed. At present, news agencies make their services directly available on the internet and sitting in the newsroom you can always get an access to news reports if your news agency has subscribed to the agency service.

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- ### Role and responsibilities of Editor
- Decision on Editorial Policy
 - Control over Editorial Working
 - Performance of Managerial Responsibility
 - Representative of the Newspaper
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News editor

- News editor is one of the **most important persons** who plan a daily newspaper. His **role in a newspaper office is supreme**. He/she is responsible for a steady and continuous inflow of news in the news room.
- The news editor keeps a **watchful eye on the routine side of his/her news collection as also on the other side of his/her work on the news desk which calls for more imaginative work**


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Functions and responsibilities of a news editor:

- Selection of news stories:
- Managing affairs in the newsroom:
- Monitoring the Reporting:
- Coordination with other departments:


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Chief sub-editor

- Chief **sub-editor is in charge** of a news desk. He/she is considered a senior person. On the **copy desk** and occupies an important position in the newsroom. The news editor relies the most on his /her chief sub-editors as they are the people who give the coverage and presentation of the newspaper the final shape.


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Functions of chief sub-editor

- Gate keeping:
- Assigning work to subordinates
- Monitoring and Page making:


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Senior sub editor

- Senior Sub Editor performs **the basic function of editing the copy on his/her news desk**. He/she is no different than a sub editor except **he/she is considered a more responsible person and comparatively senior in the editorial hierarchy**. Normally a sub editor rises to the position of senior sub editor after investing four or five years in the profession.
- In view of his/her seniority, **the senior sub editor can even be made in charge of a news desk if no chief sub editor is available to head that particular desk** under normal circumstances also.


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Sub editor

- The person who performs the job of editing in the news room in the true sense of the term is a sub editor. The functioning in a daily news paper revolves around him/her. He is a silent but expectedly the most efficient and alert worker in a daily.
- The significant position has been described as follows
 - ✓ Sub editor is backbone of the news paper
 - ✓ Sub editor is an unknown soldier
 - ✓ Sub editor is a creative artist – Mr. R. D. Bloomfield, Daily Express, Britain
 - ✓ Sub editor is blacksmith, architect and sculpture – K P Naraynan
 - ✓ Sub editor is a brave person, who is always remembered by Rolland E. Woolsley
 - ✓ Sub editor is an unsung hero by Stainly Walker


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Qualities of a sub editor

- Command over language:
- Self Confidence:
- Decision Making:
- Restrain:


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Functions of sub editor

- The sub editor takes a deeper look into the news stories, evaluates it from many angles. An intelligent sub editor unearths the local connections. This makes the story unacceptable to not only the local population but also to a new generation. Making the item relevant to the reader is one of the most important jobs of a sub editor.
- The sub editor also has to see if the news he is editing is part of a bigger story that is appearing in the news paper. He must edit it so as to fit it into the bigger framework.
- The most important thing in editing is organizing the structure of the story. The sub editor must identify the lead element first and tag to it the other elements in order of importance (inverted pyramid).


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Functions of sub editor

- The sub editor is always conscious of the policies and philosophy of the news paper. Facts are sacred, comment is free, the statement is true but there is no news paper in the world which does not reflect its policies in news items. This is subtly done by a process of choice and elimination.
- Editing involves a deep knowledge of the place where the newspaper is published, personality and politics of the area of publication. A sub editor must know the basic details of the place and the event.
- Editing means an almost involuntary commissioning of all these skills. It is the sculpting of a story to make it relevant to the reader, two stories of similar nature in a paper and highlighting it according to its target.


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Meaning of Editorial

- An editorial by way of definition is a corporate voice or position of media organization on any given issue of public interest.
- The editorial is also **known as the leader**.
- "opinion of the newspaper simply written for the understanding of readers, leading them to take decisions on the issues being discussed.
- It is the explanatory text, the opinion of the newspaper on any topic. An editorial is a journalistic essay which attempts to:
 - ✓ a- Inform or explain
 - ✓ b- Persuade or convince c- Stimulate or insight


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Meaning of Editorial

- It is clear that an editorial is based on expression or corporate opinion.
- It interprets issues from a deeper perspective and entertains the average reader with its substance and depth of analysis.
- Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue. In essence, an editorial is an opinionated news story.


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Features of an editorial

- It is an established fact that virtually all editorial materials have news tones. An editorial topic or subject cannot emerge from the blues.
- It must be a current issue that has been reported in the mass media (print and electronic) either by way of hard news or features.
- Such an issue must attract public attention and debate. It is therefore correct to say that an editorial comprises of news and features elements.
- An editorial also has some features of a story because of its subjectivity posture.


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Features of an editorial

- In some cases, Thought-provoking letters to the Editor are often used to gauge public opinion. When critically exploited, letters to the Editor could serve as useful raw material in writing an editorial. This is because letters to the Editor can give some useful insights into emerging controversial and topical issues of public significance


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Qualities Of A Good Editorial

- Every editorial writer must know the general hints guiding the concept of editorial writing. Some of these hints are:
 - ✓ An editorial must carry an institutional flavor. The media establishment should be heard "speaking" in an editorial and not an individual business.
 - ✓ The language of the editorial should be plain and unambiguous.
 - ✓ Whether the purpose of an editorial is to influence the audience, or educate and entertain them, the language must be understood by the target audience. If not, the mission of an editorial will not be accomplished.
 - ✓ In writing an editorial, the editorialist should always be exact. Say what you want to say without beating around the bush. There should be no room for verbosity and circumlocution.
 - ✓ An editorial must be rich in human interest. This is because people are interesting in the affairs of the fellow human beings.


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Qualities Of A Good Editorial

- An editorial or a leader must be catchy and attention arresting. Dull and weak editorials cannot create the desired effects on its target audience. Persuasive techniques another appeals can be used for this purpose
 - ✓ Every editorial must be original in tone and substance. A newspaper house should not go and dub another paper's editorial in the name of being trendy.
 - ✓ An editorial must be well researched. Newspapers should factor timeliness into qualitative and quantitative research if an editorial master piece is to be produced.
 - ✓ Editorial must be based on concrete facts, not speculations. An editorial writer who knows his/her onions must endeavor to cross check his/her facts so as to ensure high credibility of the editorial.


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Functions of editorials

- There is a striking relationship between public opinion and editorial writing. Issues in the mass media, you will agree, may start at the running- fever level (insignificant level) but later explored into public knowledge. It is at this stage that the editorial writer comes in either to support or oppose the vexed issue in the court of public opinion.
- Editorials in modern newspapers and magazines perform the following functions.
 - ✓ Criticize or attack socio-political, economic and moral dilemma of the society. And editorialist sometimes performs the job of a human right activist raising alarm or blatant abuse or annihilation of certain norms an acceptable social order in the society. Exploitative and autocratic government policies can be attacked by editorials. On the side of the governed, when a particular section of the society decides, for instance to take laws into its hands, editorials are bound to criticize such an anomaly.


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Functions of Editorials

- ✓ Illuminate the day's intelligence. By throwing more light to complex issues of the day, editorials often try to look at the two sides of an issue. They highlight an analysis the strengths and weaknesses of public issues while offering solutions to complex issues of public concern.
- ✓ Bring to fore debatable issues and provide an intellectual compass for society to discuss and resolve burning issues.
- ✓ Defend the underdogs in the society. In every given society, there exists different dimensions of natural and artificial economic gaps between the rich and the poor, the powerful and the powerless, the educated and uneducated, etc. when the rich for instance, tend to earn unjustifiably exploit and manipulate the poor editorials rise up in defence of the latter. The relationship among different members of the society is often monitored by the media and an advocacy role played by editorials to defend the course of the wretched of the earth


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Functions of Editorials

- ✓ Endorse or support an issue of public significance. Editorialists are not dogmatic sets of barking and biting professionals, who stock in trade is only attacking. Editorials can also support noble causes of public concern for instance, any time.
- ✓ Policy formulators and executors are on the right track, some editorials acknowledge their efforts. In supporting or endorsing a policy, there might be some gray area where the "supportive editorials may call for fine tuning".
- ✓ To influence policy formulation or decision making on certain issues. Editorials galvanize policy makers to set proactive agenda for good governance of the society.


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Types of Editorials

- Editorial writing, a concept that deals with case making has different approaches and types. This unit examines the various types of editorials. Basically there are four types of editorials namely;
 - ✓ 1) Explain or interpret- Editor often use these editorials to explain the way a newspaper covered a sensitive, controversial subject. School newspapers may explain new school rules or a particular student body effort like a food drive.
 - ✓ 2) Criticize- these editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem not the solution.


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Types of Editorials

- ✓ 3) Persuade – Editorial of persuasion aim to immediately see the solution not the problem. From the first paragraph readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorial of persuasion.
- ✓ 4) Praise – these editorials commend people an organization for something done well. They are not common as the other three.

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How to write an Editorial

- Writing an action packed editorial is a herculean task. It is an excise that calls for diligence, originality and craftsmanship on the side of the writer.
- Sourcing for relevant materials for editorial writing alone is not enough grantee for construction of a good editorial super structure.
- The editorial writer must be sound and logical in presentation and analysis of his/her data. The arguments in an editorial must be valid and the write up must be authoritative.

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How to Write an Editorial

- The editorialist must take into cognizance the philosophy an editorial policy of his newspaper while taking a position on any issue of the day.
- Editorial topics should be topical and must carry weight in terms of socio- political and economic value. In writing an editorial the writer should be discipline in choice of words. He/she must be focused and maintain a bearing in terms of ideas.
- This gesture will prevent the editorial writer from veering into over grown forest of ideas. Irrespective of the target audience the language of the editorial writer must be patronizing, lucid, simple must mature in style and substance.

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Qualities of Good Editorial Writers


- ✓1) Intellectual curiosity, this refers ability to probe issues from academic and critical point of view.
- ✓2) Analytical mind – the editorial writer must be able look deep at the pros and the cons of an issue and harmonize both the opposing and supportive variables in an editorial super structure.
- ✓3) Mastery of language – An editorialist must have a command of the language in which the editorial is to be written.
- ✓4) Cares for detail- in editorial writing issues are suppose to be logically and meticulously trashed. It is only people who care for details that can unveil tiny but significant molecules underline any conceptual phenomenal under probe.

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Qualities of Good Editorial Writers

- ✓5) Rational reasoning- Editorial writing is a serious minded business for serious minded people. It is a house that cannot be built on bricks of emotionalism which can't stand erect in the sea of reasoning. Strong and profound editorials can only be built on rational and logical raw material mixed with concrete facts.
- ✓6) Knack for research- editorial writing is research oriented and therefore an editorial writer must love the art and science of research. He/she must be a curiosum searching being with good leg work.
- ✓7) Nose for news- since most editorials immersed from the controversy surrounding some news stories, it is expedient for an editorial writer to have nose for news. The understanding of what constitutes good news by an editorial writer, would in no small measure add cubit in the analysis.


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Structure of an Editorial


- A typical editorial has four parts. These are: Title, Introduction, body and conclusion.
 - ✓ 1The editorial Title: this defines or introduces the editorial. It should be active, arresting and less wordy. Because titles serve as window to editorials, they should not be dull, ambiguous or misleading. Rather, they should be sharp, punchy and catchy.
 - ✓ 2The lead or "intro": Next to the title is the lead which is simply the first paragraph of the editorial or leader. Like the editorial title, the lead or introduction must be captivating and juicy in order to compel the reader to read the entire editorial. A good leader must be able to sustain the interest earlier aroused by a tantalizing title. Depending on the creative prowess and experience of the editorial writer, any kind of lead, be it question lead, contrast lead, freak lead, direct address lead , etc would perform the magic, if is well crafted.

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- ✓ 3- The Body: This contains the meat and substance of the editorial. It is the place where the pros and cons of an issue are analyzed; conflicts of different colour are raised and resolved in the body of an editorial. The body of an editorial provides a platform for editorial reaction. Editorial reaction concerns itself with the stand or position of a newspaper on an issue. A good editorial body must be coherent and logical in presentation and analyses of data. There must be page unity and harmony of words and ideas in the body of the editorial

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- ✓ Conclusion: Conclusion is the last part of an editorial. Usually, conclusion may be a reaffirmation of earlier position or idea advocated by the editorial writer in the body of the editorial. It may serve as an amplifier of a strong and potent view earlier put across in the course of writing. In handling the conclusion of an editorial, dangling modifiers and redundant words must be avoided. The conclusion of an editorial could be done in any of the following ways:
 - i- Straight-away summary ii-Quotable ending
 - iii-Appeal for action.
- A good conclusion of an editorial should leave a food for thought for the audience. It must reverberate something spectacular in the editorial.


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Letters to Editor


- Newspapers and magazines are a symbol of freedom of expression. However, they are not supposed to be a one-way traffic where only the writer has a prerogative to express his or her findings, opinions, analysis, etc. Readers also participate in this freedom to express themselves by responding to the writings. This they do by writing letters to editors.
- They usually are an attempt to hear public response or attitudes about the news or newspapers' stand. Generally, letters to the Editor are not the place for the public to demand a correction or complain about inaccuracies or bias.
- Here are some reasons why you may want or should write letters to the editors of newspapers:-

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- In democracy, writing a letter to the Editor is right as well as the duty of all citizens.
- Many newspaper readers, as concerned citizens, write such letters on issues that influence public life on local as well as national issues.
- Letters are also written as a response to a news story, a column, an editorial or an article.
- There have been instances when many writers and editors have to issue rejoinders and corrections when their statements are challenged by enlightened readers.
- Readers may also point out that facts and details are either unreported or reported incorrectly in a news item or an article.

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Selection of Letters:

- The selection of letters is highly subjective. All letters are edited before publishing. The top parameters for selecting a letter are:
- The letter should have a national conversation about the issues of the day. Fresh, bright writing that stands out through its own charm.
- Timeliness and brevity are a must.

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- According to the New York Times, the letter to Editor should have a five-part approach:
 - ✓1-Introduction: restates the thesis of the original article.
 - ✓2-Opinion: supposes/contradicts the writer's point.
 - ✓3-Anecdote: relates relevant personal experience.
 - ✓4-Evidence: Cites an independent study, report etc.
 - ✓5-Conclusion: restates the opinion of the letter writer signed.

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Writing a Movie Review

- The film review is a popular way for critics to assess a film's overall quality and determine whether or not they think the film is worth recommending. Film reviews analyse the effectiveness of the plot, theme, acting, direction, special effects, musical effects, cinematography, and all other elements that created the movie.

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Steps to Writing a Movie Review

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    graph TD
      1[1. Watch the movie and take notes as they watch the movie.] --> 2[2. Evaluate the movie by giving your opinion, express the elements of the movie that you enjoyed or disliked. As a reviewer also give important details that decide the reader to make their decision. Opinions should be evidence to allow the reader to determine whether they would agree with your opinion.]
      2 --> 3[3. Who is your audience? You need to consider who your audience will be. Writing a movie review is different requiring a different approach than "writing for a movie club. Ensure you target on the readers that matter to your likely audience."]
      3 --> 4[4. Give an outline but don't give away essential details such as the end or any surprises. If there is a big surprise, you want to entice readers by telling them something special happens, just don't say what.]
      4 --> 5[5. Give details as to who is starring in the movie and how well you think they acted.]
      5 --> 6[6. Structure Did the movie follow a regular predictable story line, or did it get you thinking, like a Quentin Tarantino movie?]
      6 --> 7[7. Cinematography and lighting give details about how well the movie was shot and directed. Was the lighting good in the movie scenes?]
      7 --> 8[8. Music Did the movie have its own score like or did it feature songs from popular artists?]
      8 --> 9[9. Read, read, and read and check your review thoroughly. It can be embarrassing to find errors in your work after it has been published.]
    
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Book Review

- It is defined as a critical description, evaluation, or analysis of a book, especially one published in a newspaper or magazine.

STEPS FOR WRITING BOOK REVIEW

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    graph TD
      A[Introduce the book.] --> B[Tell about the book, but don't give away the ending!]
      B --> C[Tell about your favorite part of the book or make a connection.]
      C --> D[Give a recommendation (e.g., if you like... you will love this book or I recommend this book to anyone who likes...)]
  
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Stylesheet

- It is a document which contains guidelines and instructions for the reporters and sub-editors to follow while writing and editing a news story. This document is planned and prepared by the editorial staff to give the newspaper a unique style.

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Its Importance In A Newspaper

- Style sheet is the document that prescribes editorial instructions for editorial staff in a newspaper or magazine.
- It details the guidelines the editorial staff need to follow while undertaking editorial assignments or performing editorial responsibilities.
- It carries guidelines or instructions for both – sub-editors and reporters. It tells them the precautions to take while writing the copy or editing it.
- Every newspaper has its style sheet prepared and developed by the editorial staff. This helps the newspaper maintain its distinctive style.

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- The primary purpose of the style sheet is to ensure uniformity and harmony in the editorial staff's working and the newspaper's overall quality.
- Style sheet guides the editorial staff whenever they are stuck somewhere, motivates them to improve the copy and produce a presentable newspaper which is complete and perfect in every respect.

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