



Writing Skills BA (JMC) 109 UNIT I

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.1



Syllabus- Unit 1

1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective
2. ABCD of Media Writing: Grammar and Vocabulary
3. Writing for News And Non-News Mediums (print and electronic media)
4. Ethics in Media Writing

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.2




Writing-An Art or a Craft?

Writing as a Craft

- As per Princeton Wordnet, craft is described as 'the skilled practice of a practical occupation'.
- It is a trade, with skills that can be learned, refined and passed on.
- You can learn how to write news stories, feature articles, blog posts and e-books.
- You need to follow to turn out a competent piece of writing, whether you are writing a novel or a sales letter.
- It takes skill to create a piece of writing one word after another and one sentence after another, to put the whole together in a way that makes people want to read, to paint a verbal picture or create a particular atmosphere with words.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.3



Syllabus- Unit 1

Writing as an Art

- As per Wordnet, art involves 'the creation of beautiful or significant things'. Painting a picture or creating an atmosphere is as much artistic as it is skillful.
- There are writings that have stirred us emotionally. Even if these are hundreds of years old, they still have the power to elicit a powerful, even visceral response.
- Examples of some significant or beautiful pieces of art- any of Shakespeare's sonnets, the Declaration of Independence, Martin Luther King's 'I Have A Dream' speech, etc.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.4



Fundamentals of Media Writing

- Different people have different styles of communicating or expressing ideas or beliefs.
- Writing for media requires different styles which are specific to different media aspects like print, television, radio, advertisement, public relations, films, new media.
- Different musicians compose songs differently, dancers adopt different dancing styles or genres, some even create new styles of their own.
- Two things are not similar to each other.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.5



Things to Know

- Information is the stock for writers
- Information of a verifiable kind, not hearsay, not fiction
- Read all types of materials
- They are practiced at absorbing information
- They observe people, events, and situations
- They listen to speeches, comments, and testimonies
- Take account of their own biases before determining whether the information they hear or see is accurate, a fake, biased, or controversial

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.6




Fundamentals of Media Writing

1. Writing to inform

- Inform the reader about facts
- 5 Ws and 1 H (Who? What? When? Where? Why? How?)
- Provide information in logical order
- When writing about processes, use signal words like firstly, secondly, thirdly, lastly
- Can do contrasts pointing out at similarities or differences using signal words


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.7



2. Writing to describe

- Provides illustration for events, places, situations, and thoughts
- Shows through senses of sight, hearing, smell, taste, touch, and emotional feelings

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.8




Syllabus- Unit 1

3. Writing to persuade


- Writing to convince people with your opinion or to do something
- For example- Speeches, advertisements, reviews, newspaper editorials
- Give people closer perspective to your beliefs by supporting with evidences
- Arguments can either have a logical or an emotional approach
- In logical approach, facts and figures are used, whereas emotional approach is driven by emotions

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.9

 **Types of Media Writing**

Descriptive	Narrative	Objective	Reflective
--------------------	------------------	------------------	-------------------


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.10

 **Syllabus- Unit 1**

1. Descriptive Writing

- It gives description of everything by creating a picture for readers
- The main purpose of this type of writing is to describe in a detailed, personal and subjective manner
- The reader can feel all his senses work
- Describes a character, a place, an event, an object or an action
- Effective writing makes you feel you are almost there.
- **Areas of Usage:** Poetry, novels, diaries writing, plays, journals/magazine writing

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.11

 **Highlights-**

- Answers 'what it is like'
- Uses figures of speech
- The writer makes the readers feel, hear, and visualize the situation the way he wants
- It describes places, people, events, situation, or locations in a highly – detailed manner (to show)
- It aims at helping the reader understand the meaning of an unfamiliar term or clarify the meaning of an abstract or vague term or to completely understand the situation or scenario.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.12



• Example:

My dog's fur felt like silk against my skin and her black coloring shone absorbing the sunlight and reflecting it back like a pure dark mirror.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.13



Key Term- Imagery

- Words can be chosen to create more than just meaning: they create *feeling*, too. Some words (or phrases) are able to create a particularly vivid sense such as a picture, a sound, a taste, etc. This effect is called **imagery**.
- Example: I heard the **popping and crackling** sound as mom dropped veggies into the frying pan and soon the salty greasy smell wafted towards me.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.14



Example: She was waiting for me, a white face behind a dusty window. She smiled, her painted mouth unfurling as a red flag caught in a sudden breeze. Her hair was dyed dark-auburn. Her legs were a Mesopotamia of varicose veins. She still had the tatters of an extraordinary beauty.

She had been making pastry and the grey dough clung to her hands. Her blood-red nails were cracked and chipped.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.15




Syllabus- Unit 1

2. Narrative Writing

- Can be broadly defined as storytelling either real or fictional by introducing a topic, giving more details, then transitioning to another paragraph.
- The main purpose of this type of writing is to tell or narrate a story.
- The writer creates different characters and tells you what happens to them.
- The writer uses first person narration, even dialogues.
- Narrative writing is mostly personal, imaginative, and self-expressing.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.16



• Highlights

- Writing is characterised by a main character who engages with a problem or event in a particular way
- Inclusion of dialogues, written in first form
- Use of metaphor, imaginative language, and figure of speech
- Has a plot, character, setting, climax, and an ending
- Usually told chronologically and in past tense
- **Areas of Usage:** Novels, short stories, poetry, fairy, tales, autobiographies, anecdotes, screen scripts, play, legends, songs, etc.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.17




• Sample

It was a hot sunny day. I finally visited Disneyland. It was a dreamland. It was my childhood dream to visit there. Being there was like dream come true experience. On entering, the very first thing that I said was, "Oh wow! What a wonderful place!" People were walking and enjoying their time with all the Disney characters. Children over there were so happy and excited. I believe that it is a must visit place for everyone.

-The writer is sharing his or her personal experience and emotions. It is a narrative style of writing.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.18



Difference Between Descriptive And Narrative Writing

- Descriptive-shows; Narrative-tells
- Descriptive-what one sees, hears, smells, tastes, feels, etc.; Narrative: has a story, plot, characters, etc.
- Example: Thomas slammed his fist on the table. He raised his voice and his face turned red. (D)
Thomas was really mad. (N)

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.19




Syllabus- Unit 1

3. Objective Writing


- Objective writing is writing that uses facts to record what happened.
- You can verify or prove it through evidence and facts
Ex. sky is blue, water is wet.
- If you are writing objectively, you must remain as neutral as possible through the use of facts, statistics, and research.
- This type of writing is best used when you as a writer need to present unbiased information to an audience and then let them determine their own opinion.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.20




- Literally meaning 'uninfluenced by personal feelings in representing facts,' objective writing strives to do just that.
- News reports and school textbooks often use objective writing.
- It's important to differentiate objective writing from **subjective writing**, which is writing that one cannot evaluate, calculate, or verify. Subjective writing might express feelings, opinions, and judgments.
- This would come in handy for writing a personal essay or an opinion column for a paper, but should not be used when the goal is to simply inform the audience.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.21



- Ex. Dogs are best pets (objective or subjective?)
- Lettuce is gross (objective or subjective?)
- Rosa was excited to see her aunt (objective or subjective?)


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.22



How to Write Objectively


- To keep your writing objective, try to follow these tips:
- Be specific instead of vague or general. Rather than writing: 'almost everyone voted for him,' write: '82% of the company voted for him.'
- Do not use opinionated, prejudiced (preconceived notion), or exclusive language. Rather than writing: 'men and girls,' write: 'men and women.' Keep both equal, and keep both genders listening to you.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.23




- Avoid using first person to keep it more professional and less about you. Rather than writing: 'I believe...' try using a fact or credible source to prove your point like: 'According to Smith (1999).'
- Try not to over exaggerate your writing. It can help to never use words such as 'really,' 'always,' 'never,' or 'very.' These words can make your writing appear falsified or weak. Rather than writing: 'the race was really close,' be more informational by writing: 'the race was close enough to demand two recounts.'

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.24



- A writer can use both, but one should be able to distinguish which type of writing is which. To make it easy, let's simplify it to:
- Objective writing-fact-driven
- Subjective writing-opinion-driven
- For objective writing, you should be wondering: Can you prove it? Has the writer proven it? Is this the writer's opinion, or is it factual information? Consider these questions for the following example: 'The company's president is an idiot. Anyone can see that.'


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.25



4. Reflective Writing


- When given an assignment to write an essay or summarize a piece of literature, you are often limited in personal response and opinions. If you are looking for a different point of view when analysing, you might try reflective writing.
- **Reflective writing** is writing that is formal or informal about a subject matter after it has been presented in literature or other media, using emotions, memories or thoughts.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.26




- Reflective writing is often used as a reaction to what has been read or to pull knowledge from a specific event, piece of literature or lesson that has been presented. It can be used to determine key points or to form new ideas about a subject.
- It is a key strategy that can help improve writing by making thoughts more developed and precise, as well as enhance critical thinking.
- Example-reviews, critiques, etc.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.27

 BHARATI VIDYAPEETH

- Avoid re-explaining the experience
- Interpret and evaluate the experience from your perspective
- Explain how did it make you feel


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.28

 BHARATI VIDYAPEETH

ABCD of Media Writing

Accuracy of Facts	Brevity of Matter	Clarity of Content	Discernment of Events
--------------------------	--------------------------	---------------------------	------------------------------


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.29

 BHARATI VIDYAPEETH

A for Accuracy


- Accuracy is all pervasive
- Must develop good habits for obtaining accurate information
- Pay attention to the details of the information they obtain

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.30



- “Getting it right”
- Constantly competing against one another to be the first to have the fastest breaking news reports
- Caused some reporters to compromise with accuracy
- Journalists can lose their credibility


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.31



As per Reuters Handbook of Journalism,

“Accuracy is the heart of what we do. It is our job to get it first but it is above all our job to get it right.”


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.32



How to Ensure Accuracy?

- Check facts for accuracy of information
- Revise your draft for grammar, usage, spelling, and punctuation errors
- Take care of your pronunciation, accent, intonation and no verbal mannerism during oral communication
- Use simple, familiar, and exact words (abandon-give up, accumulate-collect, consequence-result, colloquial-informal)
- Avoid excessive use of jargons


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.33



B for Brevity


- Shorter articles tend to work better because most people struggle to read long documents
- Paragraphs should be concise
- Stick to one concept per paragraph
- Brevity in video and audio

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.34



- Keep it short and simple (KISS rule), avoid needless words
- Writing only what is absolutely necessary
- Be brief, but not at the expense of completeness
- Utilizing multi - syllabic, complex words that very few people understand – NO


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.35



Write Less, Say More


- Write in a verbose manner does not show you as intelligent.
- People often make a mistake in thinking that writing long-winded sentences with big words makes them appear smart.
- Writing a lot or using big words is not required to sound smart.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.36



- Make your points in a quick and shrewd manner.
- Not to say less, but to communicate a message more concisely.
- Example
- **Wordy style:** A computer performs several important functions, which include performing fast and accurate calculations.
- **Concise style:** A computer performs fast and accurate calculations.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.37



Elimination of words

- "The field of technology" and "the technology industry" BECOMES "technology"
- "the amount of total sales increased" BECOMES "sales increased"
- "have a tendency to" BECOMES "tend to"
- "some of the people" BECOMES "some people"
- "I am writing in regards to" BECOMES "I'm writing about"


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.38



C for Clarity

- The key to clear writing is understanding the subject
- Avoid all kinds of jargon
- Use specific words
- Check the time sequence to ensure clarity of thoughts
- Include transitions

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.39




• **Example:** He will meet you soon. What does the word soon mean here? Does it mean tomorrow or the day after tomorrow, or the next month? The reader will definitely be confused. A better version will be: **He will meet you by March 15.**

Checklist for achieving clarity

- Do not use indirect expression
- Use specific word and phrase
- Avoid exaggeration
- Avoid ornamentation
- Use direct sentence


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.40



D for Discernment

- Discernment on the other hand is assessing a situation objectively, with no emotional attachment, to decide what is appropriate and right for the masses. A writer has to judge the situation and write accordingly.
- Journalists think critically.
- They often tell sources that they will contact them again with more questions about a topic or event.
- Balance a story – *fairness, balance, objectivity.*

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.41




Fairness (both-sides journalism)

- Making sure all viewpoints are included in a story.
- Reporters discern which viewpoints are more important than others in conveying the truth about a topic or event.
- If some facts detract from that truth, or are unfair, ethical journalists leave them out.
- Must remember there are usually two sides – and often more – to most issues, and that those differing viewpoints should be given roughly equal space in any news story.

Can a reporter ever be an unbiased observer?


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.42



Balance

- Balance doesn't mean getting two equal sides of a story.
- It means discerning which side is more accurate and then gathering facts to make that case by detecting motives of sources and getting expert opinion to support or refute them.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.43



Objectivity

- Reporters discern whether they have any biases that might taint a story and, if so, how they might adjust for that when filing a report.
- Objectivity means that when covering hard news, reporters don't convey their own feelings, biases or prejudices in their stories.
- They accomplish this by writing stories using a language that is neutral and avoid characterizing people or institutions in good or bad ways.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.44



Writing For News And Non-News Mediums

Differences between Media

	Print	Radio/ TV	Internet/ Digital Media
Language	Standard; complete sentences, formal	May use contemporary slang, informal and conversation language	Large variation in usage patterns; websites of large organizations are more formal than others
Structure	Linear, though now a lot of display devices allow some non-linearity	Chronological and explanatory to aid understanding of process	Non-linear and modular
Reader Expectations	Facts and analysis of news events; serious and dependable information; attention to detail; length provided when demanded; has reference value	Quick facts; much of the story told visually; not as serious and dependable; for immediate consumption; no reference value	Easy access in terms of language and style; allows user to define level of detail; permanent yet transient, due to constant updates
Support from other media forms	Text complemented by photographs and infographics	Combines speech, pictures, and graphics	Multimedia output on most sites; convergence allows for all forms to be combined on a single platform

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.45

Writing for print (for eyes)

- Inverted pyramid-most common writing style
- 5Ws 1H in first paragraph
- Short and straight, without jargons

Checklist for avoiding poor news writing

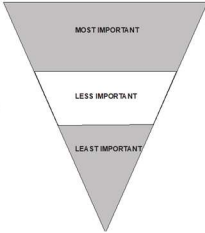
- Long sentences
- Long paragraphs or paragraphs with more than two topics
- Confusing wording
- Excessive technical jargons
- Long and meaningless quotations
- Words that could be interpreted by reader in more than one way
- Misspell words, words incorrectly used and grammatical problems

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.46

• There are many kinds of stories such as news stories, features, and editorials.

• **Hard news: Straight, inverted pyramid style**

- "The lead": Includes most imp information, 5Ws 1H (1-2 thin paragraphs), may include a quote, paint a small picture of story.
- "The body": Build your argument, provide more detail by adding little controversy, story, issue, evidence background, dispute, to add the story.
- "The tail": Extra information to make it interesting



© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.47

Feature Writing (Non-news)

- A feature story is a piece of non-fiction writing
- Considered as side bar to hard story
- It is a type of soft news.
- The main sub-types are the news features and the non-news features.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.48



- Here are three critical differences between a feature story and a news story.

Timing

- The major difference between a news story and a feature story is that a news story is time-sensitive. 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. You can write one anytime after an event occurs.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.49



Style

- The writing styles of a news story and features are different. A news story emphasises on content rather than form, goes straight to the point, uses simple and effective words to deliver the facts quickly, usually range between 300-500 words.
- Feature stories are often more wordy and they have a creative structure, can include opinions, can be more than 2000 words.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.50



Beginning and Ending

- A news story and a feature story have different types of beginnings and endings. 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. Instead, it hooks readers and keeps them reading until the end.
- A news story can end anywhere after you've described the most important facts, whereas a feature story ends with readers feeling satisfied that they gained some value from reading the story.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.51



Editorial

- Editorial writing is creating an opinion piece that represents the views of the newspaper's editorial board.
- Various other article on the editorial page also includes opinions and views of authors and it has the motives of creating opinions among readers and audience on issues and topics.
- Editorial writing is **NOT** reportage. It is a **piece of writing** that seeks to give an opinion or judgement about some topical issue or **news** matter.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.52



Editorials have the following:


- Introduction, body and conclusion like other news stories
- An objective explanation of the issue, especially complex issues
- A timely news angle
- The opinions of the writer delivered in a professional manner. Good editorials engage issues, not personalities and refrain from name-calling or other petty tactics of persuasion.
- Alternative solutions to the problem or issue being criticized. Anyone can gripe about a problem, but a good editorial should take a pro-active approach to making the situation better by using constructive criticism and giving solutions.
- A solid and concise conclusion that powerfully summarizes the writer's opinion. Give it some punch.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.53



- Should be clear, crisp, concise, compelling and non stuffy way
- Should not be afraid of using informal language when appropriate
- Should write as you speak, with short sentences and one thought per sentence
- Use every day language but don't use slang
- Write as natural conversation speech
- Prefer short word to the long one, active voice to the passive voice, the concrete to the abstract
- Keep it short and simple
- Keep it happening now

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.54



• Writing for non-news mediums

1. Film reviews

- After watching the movie without bias
- Should be honest, specific and concise
- Mention director, actors, important details, name, genre
- A short summary in second paragraph, without discussing climax
- Feedback on photography, story, direction, script, music (both positive and negative)


2. Book reviews

- Usually by panel of specialists in newspapers
- 500-1000 words (no. of pages, title, date and place of publication, publisher, etc.)

3. Interviews

- Good communication skills, remain calm, keep eye contact, conversational
- Research enough
- Asking provocative questions in friendly manner
- Better to record to be able to write better


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.55



Organize Your Writing


- Identify your target audience
- Select an important issue that needs to be discussed/shared
- First paragraph should introduce your argument. State the 3 best reasons you have to support your position.
- Plan out your argument. Organise the information, create a rough draft.
- The body should include at least 3 paragraphs. Each point should cover a main point to back up your argument and idea.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.56



- While creating a rough draft, give credit to experts for quotes.
- Make each sentence count. Be clear and stick to your point.
- Revise and edit your rough draft.
- Write your final draft.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.57



Media Ethics

- Media ethics are code of conduct prescribed by press to guard and protect the professionals and profession entirely
- These are specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media, and new media that promote values such like universal respect for life, rule of law and legality.
- Example: copyright, dissemination of information, etc.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.58



Need for Media Ethics


- Media practitioners need ethical code to safeguard themselves from committing any offence against the society.
- It helps to set standards of moral context w.r.t. what is avertible and unacceptable in gathering, processing, and dissemination of a wide varieties of messages through mediated communications.
- Major subsets are: journalistic ethics, advertising ethics, and public relations ethics.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.59



- The fundamental objective of journalism is to serve the people with news, views, comments and information on matters of public interest in a fair, accurate, and unbiased: and decent manner and language.
- In 1948 the United Nations made the Universal Declaration of Human Rights laying down certain freedoms for the mankind. Article 19 of the Declaration expresses the most basic of these freedoms, thus "Everyone has the right to freedom of opinion and expression", the right includes the freedom to hold opinions without interference and to seek and receive and impart information and ideas through any media and regardless of frontiers".
- **Article 19 (1)(a) of the Constitution of India** guarantees to the citizen, the right to "Freedom of speech and expression".
- Media has great impact on society and hence it must not loose sight of its privileges, duties and obligations. Journalism is a profession that serves.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.60




Fundamentals of Media Ethics

Clifford Christians' summary of duties

- 1. Media persons' duties to societies:** Should work in public interest
- 2. To profession:** Must adhere to the professional code of conduct, must understand normative practices in their profession and then make decisions ethically.
- 3. Duties to audiences:** Newsmen/non-newsmen should respond to the needs, motives, and interests of the audiences at large
- 4. To self:** Should not be self serving, yet must respond to personal ethics


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.61



Salient Features of Journalistic Ethics

- 1. Truthfulness:** Honest representation of all information intended for the public. Accuracy and honesty in information that is reported.
- 2. Privacy:** Everyone has right to maintain privacy, i.e. the extent to which we want to discuss ourselves in the public space. It protects all men and women against spying. The journalists however, are often intrusive and often cross the lines. Eg. Marital problems of stars, sexual orientation of celebrities are common in news.
- 3. Confidentiality:** Duty of journalists to keep the names of people confidential who have provided them the information. Otherwise, people won't be able to tip the reporter fearing action.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.62



- But, there is irresponsible journalism done in the name of confidentiality using words like unnamed sources, other sources, to frame anyone to achieve an agenda.

- 4. Personal ethics:** Acceptance of free gifts from groups or organisations that fall under your news coverage marks conflict of interest.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.63




The media all over the world has voluntarily accepted that code of ethics should cover at least the following areas of conduct.

General guidelines


- i. Honesty and fairness; duty to seek the views of the subject of any critical reportage in advance of publication; duty to correct factual errors; duty not to falsify pictures or to use them in a misleading fashion;
- ii. duty to provide an opportunity to reply to critical opinions as well as to critical factual reportage;
- iii. appearance as well as reality of objectivity; some codes prohibit members of the press from receiving gifts;
- iv. respect for privacy;
- v. duty to distinguish between facts and opinion;

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.64



- vi. duty not to discriminate or to inflame hatred on such grounds as race, nationality, religion, or gender; some codes call on the press to refrain from mentioning the race, religion or nationality of the subject of news stories unless relevant to the story; some call for coverage which promotes tolerance;
- vii. duty not to use dishonest means to obtain information;
- viii. duty not to endanger people;
- ix. general standards of decency and taste;
- x. duty not to prejudice the guilt of an accused and to publish the dismissal of charges against or acquittal of anyone about whom the paper previously had reported that charges had been filed or that a trial had commenced.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.65



Press Council of India Code of Conduct in India (2010)

- Norms of journalistic conduct in India


-Accuracy and fairness: Press should not provide false, inaccurate, distorted, or half information, not based on hearsay, all sides should be provided

-Pre-publication verification: Editor must verify statements made in the report, quotes should be used

-Caution against defamatory writing: Newspaper must not engage in defamation-libel or slander.

-Parameters of the right of press to comment on the acts and conduct of the public officials: Press can write, but after due verification.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.66




-Right to Privacy: No person shall be deprived of his life or personal liberty except according to the procedure established by law. So, press must refrain from intruding into personal lives of people unless larger good is attached. Eg. Sushant, Sneha Dubey

-Caution against identification: Press must refrain from revealing the identity of accused and victim while covering a crime. Proper care shall be taken care to keep names, faces, and identities hidden. Eg. Rape victim, etc.

-Recording interviews and phone conversations: Shall take permission from the interviewee to record.

-Conjecture, comment, and fact: The difference must be made clear in story.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.67



-Newspapers to avoid suggestive guilt: Should not report mention names of family or relatives who are innocent and not related to crime.


-Corrections: Duty to publish an apology in case of misinformation sent as news.

-Right to reply: The aggrieved person must be able to reply, counter, explain etc. w.r.t your published item.

-Letter to the editor: A well balanced approach is required to select the final publication of letters to editor, diversity of opinion should be practiced.

-Obscenity and vulgarity to be eschewed: Should adhere to definition of obscenity and not publish anything objectionable about a gender or society.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.68



-Glorification of social evil eschewed: The press must ensure that besides crime, social evils such as dowry, domestic violence, untouchability, female foeticide, caste based discrimination should be discouraged.


-Glorification of criminals: Story should not have content that may create a favorable image of people committing crime.

-Covering communal disputes and clashes: Emotions should be trimmed and facts should be reported.

-Caste, religion and community references: The constitution of India must be respected in designating a specific segment of society.

-Reporting social calamities: Cross-verification of facts, no sensationalism and haste.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.69




-Paramount national interest: Media has responsibility of nation building and strengthening democratic state. It must adhere to restrictions of freedom of speech in article 19(2).

-Foreign relations: The writings should not jeopardize the relation of two nations.

-Investigative journalism, its norms, and parameters: Investigations must be based on a process of leads, documents, and evidence.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.70



- *What more accurate and better way to conclude can be than the words of Mahatma Gandhi, an eminent journalist is his own right, "The sole aim of journalism should be service. The newspaper press is a great power; but just as unchained torrent of water submerges the whole countryside and devastates crops, even so an uncontrolled pen serves but to destroy. If the control is from without, it proves more poisonous than want of control. It can be profitable only when exercised from within".*

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Sakshi Aggarwal, Asst. Prof., BVICAM U1.71
