

BJ (MC) - 104

Print Journalism

Course Content

Unit I [News]

1. What is Journalism?
2. Journalism as Fourth Estate
3. Who is a Journalist?
4. Role and responsibilities of a Journalist
5. What is News?
6. Elements of News
7. News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest, Novelty
8. Types of News
9. News Sources: types; credibility and protection
10. News versus Information, Hard vs. Soft News
11. Difference between article, news, feature, and backgrounder, editorial.

Unit II [News Writing]

1. Inverted Pyramid style of news writing-Why & How
2. Various types of leads/intros
3. Headline writing: Types & Functions
4. The WHAT formula for news writing
5. 5Ws and 1H of news writing
6. Good (The exact, apt, simple, unambiguous words), Bad (redundancies jargons, verbosity), Ugly of news writing.

Unit III [News Reporting]

1. What is news reporting?
2. Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight)
3. Reporting for Newspapers, News Agencies and Magazines.
4. Pitfalls and problems in reporting-attribution, off-the-record, embargo

Unit IV [Reporter]

1. Reporters: Qualities and Responsibilities
2. Set up and functions of a city reporting room in a daily and bureau
3. Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers, and freelancer.
4. Reporting for different beats

UNIT-1

What is Journalism?

Journalism is the activity, or product, of journalists or others engaged in the preparation of written, visual, or audio material intended for dissemination through public media with reference to factual, ongoing events of public concern. It is intended to inform society about itself and to make events public that would otherwise remain private.

Journalism as Fourth Estate

Access to information is essential to the health of democracy for at least two reasons. First, it ensures that citizens make responsible, informed choices rather than acting out of ignorance or misinformation. Second, information serves a "checking function" by ensuring that elected representatives uphold their oaths of office and carry out the wishes of those who elected them.

In the United States, the media is often called the fourth branch of government (or "fourth estate"). That's because it monitors the political process in order to ensure that political players don't abuse the democratic process.

Others call the media the fourth branch of government because it plays such an important role in the fortunes of political candidates and issues. This is where the role of the media can become controversial. News reporting is supposed to be objective, but journalists are people, with feelings, opinions and preconceived ideas.

Who is a Journalist

Journalists work in many areas of life, finding and presenting information. However, for the purposes of this manual we define journalists principally as men and women who present that information as news to the audiences of newspapers, magazines, radio or television stations or the Internet.

Within these different media, there are specialist tasks for journalists. In large organisations, the journalists may specialise in only one task. In small organisations, each journalist may have to do many different tasks. Here are some of the jobs journalists do:

Reporters gather information and present it in a written or spoken form in news stories, feature articles or documentaries. Reporters may work on the staff of news organisations, but may also work freelance, writing stories for whoever pays them. General reporters cover all sorts of news stories, but some journalists specialise in certain areas such as reporting sport, politics or agriculture.

Sub-editors take the stories written by reporters and put them into a form which suits the special needs of their particular newspaper, magazine, bulletin or web page. Sub-editors do not usually gather information themselves. Their job is to concentrate on how the story can best be presented to their audience. They are often called *subs*. The person in charge of them is called the **chief sub-editor**, usually shortened to *chief sub*.

Photojournalists use photographs to tell the news. i.e. photojournalists; They either cover events with a reporter, taking photographs to illustrate the written story, or attend news events on their own, presenting both the pictures and a story or caption.

The editor is usually the person who makes the final decision about what is included in the newspaper, magazine or news bulletins. He or she is responsible for all the content and all the journalists. Editors may have deputies and assistants to help them.

The news editor is the person in charge of the news journalists. In small organisations, the news editor may make all the decisions about what stories to cover and who will do the work. In larger organisations, the news editor may have a deputy, often called the **chief of staff**, whose special job is to assign reporters to the stories selected.

Feature writers work for newspapers and magazines, writing longer stories which usually give background to the news. In small organisations the reporters themselves will write feature articles. The person in charge of features is usually called the **features editor**. Larger radio or television stations may have specialist staff producing current affairs programs - the broadcasting equivalent of the feature article. The person in charge of producing a particular current affairs program is usually called the **producer** and the person in charge of all the programs in that series is called the **executive producer** or **EP**.

Specialist writers may be employed to produce personal commentary columns or reviews of things such as books, films, art or performances. They are usually selected for their knowledge about certain subjects or their ability to write well. Again, small organisations may use general reporters for some or all of these tasks.

There are many other jobs which can be done by journalists. It is a career with many opportunities.

Role and responsibilities of a Journalist

A journalist is responsible for his job towards people, he has to respect their dialogue with ombudsman. He has to create idoneus instruments (reader's guarantee, pages for readers, spaces for reply etc.), giving a wide diffusion to their activity.

A journalist only accepts suggestions and instructions from the editorial hierarchy of his newspaper, as long as the dispositions are not against the professional law, against the national Italian journalist's work contract (CNLG) and the Ethic Code (Carta dei Doveri). A journalist cannot discriminate against people on grounds of race, religion, mental and physical conditions or political opinions.

Circumstances that are not extenuating, references that are not insulting or denigratory concerning people and their privacy are only accepted when they are relevant to the public interest. A journalist respects the right of secrecy of every person and he may not publish news about someone's private life, unless they are transparent and relevant to the public interest, however, he must always make known his own identity and profession when he gathers such news.

The names of the relatives of people involved in such daily events cannot be published unless they are relevant public's interest; they can be neither made known in case of danger to people's safety, nor can they publish other elements, that can expose people's identity (photos, images). The names of victims of sexual violence can be neither published, nor can a journalist give details that can lead to their identification unless it is required by the victims themselves for relevant general interest.

A journalist has to proceed with great caution when publishing names or elements that can lead to the identification of members of a legal team or of the police, when they may provoke the risk of incolumity for themselves or their families.

Reporting Duties- Before journalists can write about a subject, they must first gather information. They usually conduct several interviews with people involved in or having knowledge of the subject. They may also go to the scene of an event, such as a crime or an accident, to interview witnesses or law enforcement officers and to document what they see. In addition, they often search public records or other databases to find information and statistics to back up their stories. Researching a story is often similar to conducting an investigation, and journalists must sometimes ask difficult questions. They may have to invest a lot of time tracking down information and people relevant to the story.

Working with People- Even though a news article bears a single journalist's by line, the process requires significant collaboration. How good a journalist's story is often depends on how adept he is at communicating and working with others. For example, journalists take instruction from their editors regarding what angle to approach when writing a story, how long the story should be and whom to interview. They also need strong people and communication skills so they can persuade sources to talk to them. Journalists frequently approach people they don't know, whether when reporting from the scene or calling to request an interview. If they're uncomfortable around strangers, they'll make others uncomfortable as well, making it less likely that people will want to be interviewed.

Legal Responsibilities- In addition to serving the public interest, journalists must also follow the law, especially regarding the confidentiality and privacy of the people they interview or write about. For example, while journalists often tape record their interviews to ensure accuracy, federal and state laws generally make it illegal to record a conversation without the permission of the other party. In this case, journalists must tell their sources they're recording the interview before it begins. Journalists must also understand the laws regarding libel and invasion of privacy. If a journalist is careless when reporting criminal allegations against a person, for example, he could face a defamation lawsuit if the accusations are proved untrue.

Ethical Responsibilities- Some aspects of a journalist's job are not subject to any kind of law but are just as important. Journalists must strive to present an accurate, well-balanced explanation of the stories they cover. For example, they have an obligation to present all sides of an issue, and to conduct extensive research and talk to several sources knowledgeable about the subject. If they present only popular opinion, or if they conduct minimal research without fully exploring the subject, they

don't give readers and viewers the information they need to understand the implications of the event or issue. Journalists must also be honest with the people they interview, telling them before talking to them what the article is about and that they plan to quote them in the piece.

What is News?

The Standard Newscast in India employs the technique of reading out the news in a formal manner from script (on electronic teleprompter), interrupted with an occasional still, a map or a moving pictures.

→News is an event or incident which has an audience interest in it to gather information or to make opinion about the matter.

Elements of news

1. **Where did it happen?**- News is identified with where it has occurred e.g. national, international, space etc.
2. **Relevance**- Relevance means the importance of news.
3. **Immediacy** -News is about what is happening now. News is only news while it is new.
4. **Interest** -The most interesting element in news is often people, not just famous people but people in general and what they do. People, just like gossip, give news some feeling: curiosity, envy, admiration, malice or affection. People whose actions and decisions influence and shape our existence.

News Value

What is news? The cliché is, when dog bites man, it's not news. When man bites dog, that's news. Critics say, why is the newspaper always full of bad news? Because bad news is unusual, and no one wants to read about ordinary events.

News usually has at least one of these elements:

- **Impact.** Impact is determined by the number of people affected, the number of boats that sink, the number of cars wrecked, etc. The more people affected, the more boats sunk, the bigger the impact of the story.
- **Proximity.** The closer your audience is to the event, the greater its news value. If a train hits a bus in Bangladesh, it may receive three column inches behind the sports section. If a train hits a bus on Niles Canyon Road, the Argus will play it on page one.
- **Timeliness.** "New" is a big part of news. If it happened just before deadline, it's bigger news than if it happened last week. Even "big" stories last only a week or so. News, like fish, is better fresh.
- **Prominence.** If it happens to the mayor, it is bigger news than if it happens to the Monitor adviser. The public cares more about celebrities than they do about people

they don't know. If President Clinton goes jogging, reporters take pictures. If the Monitor adviser goes jogging, dogs bark, but no one else notices.

- **Novelty.** If an event is unusual, bizarre, the first, the last, or once-in-a-lifetime, it is has more news value than if it is something that happens all the time.
- **Conflict.** War, politics and crime are the most common news events of all. If everyone got along, there wouldn't be much news.
- **Relevance.** How does the story affect the reader? If there's no effect at all, maybe there's no news.
- **Usefulness.** How can I use this information? Home, business and leisure news sections have sprouted in newspapers in an attempt to give readers news they can really use.
- **Human interest.** A story may be weak on the other news values, but be interesting anyway. It can be as simple as an interview with a fascinating person who does unusual things. If people are talking about it, it's news, even if it doesn't meet the criteria of our other news values.

Types of News

→**Emergencies**-The emergency services deal with the high points of human drama – fires, sea or mountain rescues. Wherever human life is at risk there is a story.

→**Crime**

Rise crime rates offer a steady source of news although journalists are perfectly aware of the fear of crime in society. Crime stories have many phases, from the actual incident, to the police raid, arrest and eventual appearance in court. In television interesting crimes are usually reconstructed using actors. TV news broadcasters need to the reconstruction based entirely on known evidence and are not supposed to let any kind of fiction to creep in to make a true incident more dramatic. :

→**Government**- Every action of government –locally or nationally –has an influence on a potential audience and whatever affects an audience is news. Most stories which start at government level are reported from the point of view of people affected, which always make them more interesting. :

→**Planning and Developments**- Building developments are news which is emerging before your eyes. Big projects like Metro, shopping malls, housing schemes make big news.

→**Conflict and Controversy**- News is about change –events that shape our society and alter the way we live. Conflict is the essence of drama, and anything that is both true and dramatic makes news. This can be physical clashes in the streets or a conflict of ideals –a row at local council or in a national government or a political party.

→**Pressure and Lobby Groups**- They either want change or are opposed to it, so their demands usually make news, reaction to government policy, events or developments can make an effective follow up to a story.

→**Industry and business-** Employment and the state of business is a major factor in most people's lives. These can affect jobs, pensions, savings, prosperity and welfare so developments in industry make big news.

→**Health and Medicine-** Health makes news: outbreaks of agricultural diseases, rationing of drugs, epidemics or a new kind of life saving operation.

→**Sport-** Covering national and international sport event like 20-20 matches, US open, Football league etc. a local station tends to support its local teams but at the same time being fair to the opponents.

→**Seasonal news-** Seasonal news includes Christmas shopping, Diwali sales, Holi etc.

→**Special Local interest** - No two areas are the same. Each will throw up stories peculiar to its own geography and make-up.

→**Weather** - Regular weather updates are one of the main features in the local news and form a regular part of the schedule of 24/7 radio and TV news channels.

→**Animals** - Animal's stories can make news and create interest in the audience.

→But the first question an editor will ask is: Does it affect our audience, and how and why and what does it mean for them?

News Sources: types; credibility and protection

In journalism, a **source** is a person, publication, or other record or document that gives timely information. Outside journalism, sources are sometimes known as "news sources". Examples of sources include official records, publications or broadcasts, officials in government or business, organizations or corporations, witnesses of crime, accidents or other events, and people involved with or affected by a news event or issue. According to Shoemaker (1996) and Mc Quail (1994), there are a multitude of factors that tend to condition the acceptance of sources as bona fide by investigative journalists. Reporters are expected to develop and cultivate sources, especially if they regularly cover a specific topic, known as a "beat". Beat reporters must, however, be cautious of becoming too close to their sources. Reporters often, but not always, give greater leeway to sources with little experience. For example, sometimes a person will say they don't want to talk, and then proceed to talk; if that person is not a public figure, reporters are less likely to use that information. Journalists are also encouraged to be skeptical without being cynical ("If your mother says she loves you, check it out."). As a rule of thumb, but especially when reporting on controversy, reporters are expected to use multiple sources.

News versus Information, Hard vs. Soft News

What Is News? On the surface, defining news is a simple task. News is an account of what is happening around us. It may involve current events, public figures or ongoing projects or issues. But newspapers publish more than just the news of the day. They also provide background analysis, opinions, and human-interest stories.

Hard news- This is the term journalists use to refer to "news of the day." Hard news is a chronicle of current events/incidents and is the most common news style on the front page of your typical newspaper. Hard news gives readers the information they need. If the federal government announces a new youth initiative, it's hard news the

next day. Examples of hard news stories include reports on crime, court cases, government announcements, house fires, awards ceremonies, plane crashes, international events, etc. Hard news reporting uses clean and uncluttered writing. It may start with a summary lead that describes what happened, where, when, to/by whom, and why (the journalist's 5 W's). The lead must be brief and simple, and the purpose of the rest of the story is to elaborate on it.

Soft News- This is a term for news that is not necessarily time-sensitive. Soft news includes profiles of people, programs, or organizations. Feature stories take a step back from the headlines to explore an issue in depth. Written in the soft news style, they are an effective way to write about complex issues too large for the terse style of a hard news item. A good feature might be about the people in your community and their struggles, victories and defeats, or maybe about a trip someone took to Africa as a part of a school project. A feature usually focuses on a certain angle, explores it through background research and interviews with the people involved, and then draws conclusions from that information. For an example, look at street kids. A hard news story must clinically report the relevant statistics: how many there are, where they are, and what they're doing. It usually relies on a time-sensitive hook – for example, the release of a new study, a demonstration by street youth or the untimely death of a young person on the streets. A feature on street youth is not limited in such a manner. It might be written over a longer period of time, and allows the unique and detailed stories of street kids' individual lives to be expressed

Difference between article, news, editorial

Editorial- Different newspapers are owned by different groups having their own leanings in a broad political system. The owners can have thinking on social and political issues that are similar to those in government or can be aligned to other groups and forces that are in opposition. The opinions and thinking of the owners gets reflected in the editorial of a newspaper.

Editorial has not always been there in newspapers, and before it became an integral part of newspapers, news and views published in any newspaper seemed to contain the viewpoint of the newspapers owners. It meant that a particular newspaper reported news in such a manner that it became clear which political party or social group it was aligned to or leaned towards. To make newspapers more objective and to separate the news items from being colored because of political leanings of the owners, editorial started to appear in all newspapers. News articles became objective, and anyone could read articles without thinking about the leanings of the newspaper towards the government or the opposition.

We are living in the age of information and pay to read news articles and not the opinions of the editorial staff on every event or personality. This is why editorial is limited to just one page of the newspaper while the rest of the newspaper carries articles of all hues without any comments or opinions of the editorial staff.

Article- All news stories or events that are covered by the correspondents are presented in the form of articles with a catchy headline to arouse the interest of the readers. If the story is about a natural disaster, a court case, or an important meet taking place to discuss some important social or environmental issues, the article

necessarily has timeliness about it as it is time bound and has to carry facts and information that is fresh and has taken place just now. The news item should not appear stale.

Another characteristic of a news article is that it should not have any judgment or remarks from the author or the creator of the story as it is based upon real life facts and situations. In fact, a simple article does not need concluding remarks from the writer, and it should be just reporting the facts as they are without being biased or judgmental.

There are also feature articles that carry information on any event that are still fresh in the memories of the readers.

News- The Standard Newscast in India employs the technique of reading out the news in a formal manner from script (on electronic teleprompter), interrupted with an occasional still, a map or a moving pictures.

→News is an event or incident which has an audience interest in it to gather information or to make opinion about the matter.

Feature

What Are Feature Stories?

- Feature stories are human-interest articles that focus on particular people, places and events.
- Feature stories are journalistic, researched, descriptive, colorful, thoughtful, reflective, thorough writing about original ideas.
- Feature stories cover topics in depth, going further than mere hard news coverage by amplifying and explaining the most interesting and important elements of a situation or occurrence.
- Feature stories are popular content elements of newspapers, magazines, blogs, websites, newsletters, television broadcasts and other mass media.

A feature story is not meant to report the latest breaking news, but rather an in-depth look at a subject.

- Feature articles range from the news feature that provides sidebar background to a current event hard news story, to a relatively timeless story that has natural human interest.
- Features generally are longer than hard-news articles because the feature penetrates deeper into its subject, expanding on the details rather than trying to concentrate on a few important key points.
- In hard news stories, often referred to as *inverted pyramid* style, the reporter makes the point, sets the tone, and frames the issue in the first paragraph or two.
- In a feature story, on the other hand, the writer has the time and space to develop the theme, but sometimes postpones the main point until the end. The whole story does not have to be encapsulated in the lead.

Backgrounder

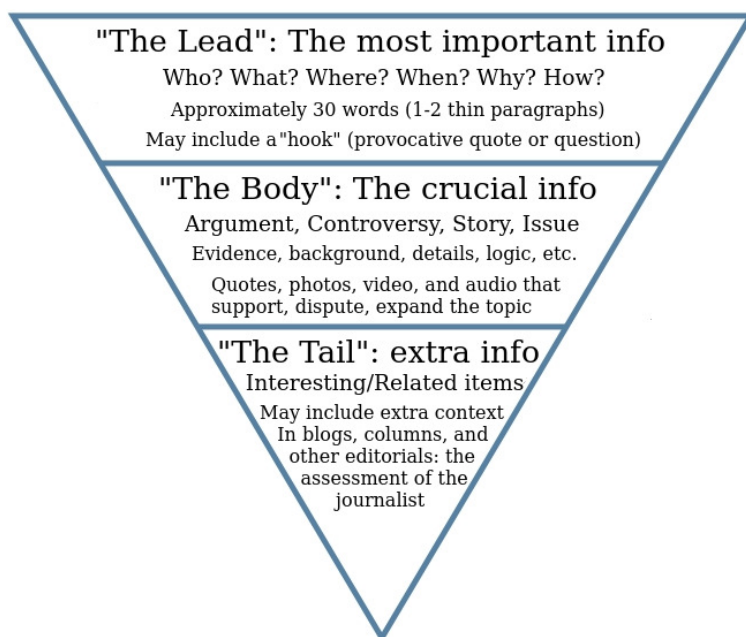
It is a press conference or interview in which a government official explains to reporters the background of an action or policy. It is a type of story that explains and

updates the news. Thus, as compared to a proper news story, it is a part of it, i.e it can be a supplement to various articles and news stories need to be updated and written on various occasions. While backgrounder serves as an important source of news and further pursuing on it for details, it is different from article, news and editorial in the sense that it is not a proper form of writing. Its main purpose is to update and inform.

UNIT-2

Inverted Pyramid style of news writing-Why & How

The **inverted pyramid** is a metaphor used by journalists and other writers to illustrate how information should be prioritized and structured in a text (e.g., a news report). It is a common method for writing news stories (and has adaptability to other kinds of texts, e.g., blogs and editorial columns). It is widely taught to journalism students, although it is most systematically used in Anglophonic media contexts, wherein it was most likely first developed.



Various types of leads/intros A lead (or an intro) is the beginning paragraph for a story. It is the hardest part to write as it sets the tone and introduces the reader to the rest of the story. A good lead paints a vivid picture of the story with a few words. Not many reporters can produce sharp, original leads. Writers of little talent and scant judgment load their leads with official sources, official titles, official phrases, even official quotes, and produce long-winding, cumbersome and dull leads. If the lead is not effective, the reader may skip the story. It should be appropriate for the story. The lead must be accurate, short and crisp. The lead should reflect the mood of the story.

Straight lead (or Summary lead) A good lead incorporates the inverted pyramid style with the most important facts first. It tells readers what they want to know in a creative manner. If the reader only read the lead, he or she would have a solid grasp of the story.

Descriptive lead A descriptive lead describes how an event happened rather than simply telling what the event is about.

Quotation lead Quotes frequently are the essential documentation for a lead and should be used immediately after a paraphrase that summarises them. Here paraphrasing the verbatim quotation permits the removal of unnecessary words. But if a verbatim quotation itself is very important or interesting, it can be the lead itself. This lead would add an element of interest such as drama, pathos, humour, astonishment, or some other factor that will reach out to the reader.

Question lead Many editors dislike question lead on the basis that people read newspapers to get answers, and not to be asked questions. But if the question is provocative, it may be used as a lead.

Personal lead It involves the use of the first person singular in the lead. Normally such a use is discouraged except for a columnist or such privileged writers.

'You' lead (or Direct Address lead) The 'You' lead is intended to make a personal appeal to the reader involved in a complicated situation. The second-person approach reaches out to involve the reader and capture his/her attention.

Contrast lead To vary monotony, a saga can be split into two sentences -- the first of which refers to the humble beginning and the second to the hero's latest triumph.

Delayed lead (or suspended interest lead) A situation can be exploited in an interesting way so that an ordinary item stands out. The reporter delves in several paragraphs to find out what had happened. The reader must get the story by reading to the end of the story.

Blind identification lead If the person concerned is not well known in the community, his/her name is less important than other salient facts that identify the person. eg. "a 80-year-old woman" instead of her name.

Anecdotal lead The anecdotal lead is used when the anecdote is bright and applicable and not too wasteful of space. It brings the reader quickly into a news situation that might not attract his attention if it were routinely written.

Gags (or funny) lead - a journalist who writes a funny story put up the saddest face in a newsroom. Journalistic humour requires the skilled and practice

Literary allusion lead Paralleling the construction of a nursery rhyme or part of a well-known literary creation can add to variety.

Functions of Headlines:-

- (1) **Enticing the readers:** - The main aim of a headline is to attract reader's attention.
- (2) **Indexing/Grading:** - Headlines grade the news symbolically by highlighting the importance or prominence given to certain stories.
- (3) **Gist of the story:** - Headlines summarises the story for the readers.
- (4) **Visual appeal:-** Headlines help in making the newspapers more attractive.
- (5) **Identity of Newspapers:** - Headlines give the newspaper character and stability.
- (6) **Seriousness of News:** - **Headlines** give relative seriousness of the news as well.

Sale Value: - Headlines help the newspaper to sell

Various types of Headlines

- **Direct Headline:** These are straight forward headlines that state exactly what they want; they make no attempt whatsoever to be clever.”
- **Indirect Headline:** These headlines are subtle, what could be considered as link bait. They usually try to generate curiosity by the reader, or offer a double meaning in their headlines. In others words the classic link bait approach.
- **News Headline:** This is a direct news announcement.
- **How to Headline:** This is exactly as you would expect, it's a headline that offers you an article on how to do something.
- **Question Headline:** This category of headlines ask a question that the reader can relate to, that they can empathize with, something they would like answered. A classic example is “Who else wants to make a million dollars in the stock market?”
- **Command Headline:** This headline states what the reader of the article needs to do. For this headline to work the first word needs to be a strong and commanding word.
- **Reason Why Headline:** This is basically a list of why something is good or bad.
- **Testimonial Headline:** In this case the headline is a customer testimonial. This is done to offer outside proof, otherwise known as social validation. You're validating through social proof that your article (or product) is great and worth the readers time. After all it's not just you who says so, someone else is saying it too.

The WHAT formula for news writing

W What has happened? The introduction tells the story in brief.

H How did it happen? Explain the immediate background or context.

A Amplify the introduction. Flesh out the main points in order of importance.

T Tie up loose ends. Give additional background material.

The story as it is finally written should answer the questions, *who, what, when, where, why* and *how*, though not necessarily in that order.

The trickiest part is deciding which facts to include and which to leave out (every journalist's ethical dilemma). A 20-second story is only 60 words long (the formula of three-words-per-second reading speed is traditionally used), which leaves no room for superfluous detail. Frequently, important points have to give way if vital points are to remain.

5Ws and 1H of news writing The Five Ws, Five Ws and one H, or the Six Ws are questions whose answers are considered basic in information-gathering. They are often mentioned in journalism. They constitute a formula for getting the complete story on a subject. According to the principle of the Five Ws, a report can only be considered complete if it answers these questions starting with an interrogative word.

- **Who** is it about?
- **What** happened?
- **When** did it take place?
- **Where** did it take place?
- **Why** did it happen?
- **How** did it happen

Each question should have a factual answer — facts necessary to include for a report to be considered complete. Importantly, none of these questions can be answered with a simple "yes or "no".

This concept is very helpful when preparing interview questions or writing factual news stories. This concept may help you write better news releases too, considering they should contain news.

Good (The exact, apt, simple, unambiguous words), Bad (redundancies jargons, verbosity), Ugly of news writing.

News writing is a key skill for journalists, but it helps with other types of writing as well. That's because news writing is about telling a story quickly and concisely. Anyone can learn to do this, with a bit of help. Here's how you can write the news and get your story across. The technique also works well for writing press releases. For good news writing **we should follow good elements like:-**

1. Exact information
2. Apt information
3. Simple words
4. Unambiguous words- **Ambiguity** means that what a thing is, is not clear. Literally, the word refers to a choice between two different things. In the proper sense it should mean "two different meanings" because "ambi" comes from the Greek word for "two".

We see things happen, and then we decide what they mean. If we cannot decide what is going on, the event is ambiguous. This is an extension of the original use of the word. Words or sentences that are ambiguous can lead to misunderstandings (people

get the wrong meaning). This can sometimes be serious, but it can also be funny. Jokes often rely on ambiguity.

We should avoid bad elements like:-

1. **Redundancies-** Means excessiveness of same words
2. **Jargon** – Jargon means technical terminologies of particular subjects. We should avoid them because they are not easy to understand by a layman.
3. **Verbosities-** It means to talk about things in great detail, listing every facet of their being. Also to have the ability to speak at great lengths about nothing.

Ugly elements: - these are the elements which we should never use in journalism writing like sensationalise a news, providing wrong facts, overhyping an issue.

UNIT-3

What is News Reporting?

News is the communication of selected^[1] information on current events which is presented by print, broadcast, Internet, or word of mouth to a third-party or mass audience. Reporting is the process through which we go on location or site of the incident and grab the information and make available to the common people.

Various types of reporting

Interpretative Reporting It is reporting news depth and with care, news refreshed with background materials to make it comprehensive and meaningful. - Lester Markel, editor, The Sunday New York Times • It is objective judgment based on background knowledge of a situation or appraisal of an event which are essential parts of news. - Lester Markel. It is about telling the reader everything he needs to know about a given development, and all the essential facts in a way that brings the story to the readers environment. - Robert Bolorf, executive editor, The Wall Street Journal

It is giving the reading public accurate information as fully as the importance of any story dictates. - Catledge, editor, The New York Times

Investigative Reporting In-depth, long-term research & reporting

Documentary research and use of public and private records, following the paper trail

Extensive interviewing

Crime-solving tools and methods (undercover reporting, hidden cameras, surveillance)

Revealing information others want to keep secret or information not known to the public

In-Depth Reporting More thoroughly researched stories that report a trend or interpret a complicated topic. These tend to be much longer pieces so they should not be given a space limitation.

Flexible deadline, simply print when it is ready.

Research, observe, interview, and consult print and other sources. Usually require more research. In-depths can be their own staff or they can be part of one of the four main sections (sports, features, editorials, entertainment)

More time to plan. Planning includes design, info graphics, artwork, and photography.

Reporting for Newspapers, News Agencies and Magazines

Newspapers:- A newspaper is a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television listings. It is an important method of letting the public knows everything that is happening in their local area and around the world. Even with the advancements in computer technology, newspapers continue to be an important aspect of everyday life.

For news paper reporting it is required to deliver the information on deadline otherwise it will left out by the news paper because of the printing process. And as we all know that newspaper is 24 hour late process in comparison to electronic media.

News Agencies: - News agencies were created with a single aim to enrich the newspapers with a wide variety of news events happening around the world. Initially the agencies were meant to provide the news items only to the newspapers but with the passage of time, the rapidly developing modern mediums such as the radio, television and Internet too adapted the services of news agencies.

News agencies working process is totally different from newspapers because news agencies work as a news providers to different news channels they are not publishing the news like Times Of India, and Hindustan Times.

Magazines:- Magazines may be referred to as **popular press** publications because articles are often written by journalists, who gather information from various sources and synthesize it into their stories or reports. Although a journalist may specialize in a particular type of reporting, journalists are not usually scholars. The audience for articles in magazines is usually the general public. Articles in magazines are often a good way to gain an overview of your topic, but will seldom give full information on where the author found the information included. That is, a bibliography of sources is generally not included.

Magazines reporting style is also quite different from newspapers because they are not having the same issue of deadline to report a story. They come weekly or monthly in which they have ample time to develop a story and do a proper research of the subject.

Pitfalls and problems in reporting- off-the-record, embargo

Attribution In journalism Attribution is the identification of the source of reported information. Journalists' ethical codes normally address the issue of attribution, which is sensitive because in the course of their work journalists may receive information from sources who wish to remain anonymous. In investigative journalism important news stories often depend on such information.

Off-the-record Off the record can mean two very different things.

Off-the-record can mean that whatever the journalist is told can be reported so long as it is not attributed to the person who said it.

Then there's the other form of off-the-record. That's when neither the identity of the source or the information they've passed on can be revealed. This is important when someone needs a reporter to know the context of a story but can't reveal their identity or the actual information because it would prejudice them.

Embargo In journalism and public relations, a news embargo or press embargo is a request by a source that the information or news provided by that source not be published until a certain date or certain conditions have been met.

A newspaper is a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports

news and television listings. It is an important method of letting the public knows everything that is happening in their local area and around the world. Even with the advancements in computer technology, newspapers continue to be an important aspect of everyday life

UNIT-4

Reporters: Qualities and Responsibilities

The following are the basic qualities of a reporter or rather a good reporter:

Credibility is something that every good reporter should have. In other words, a reporter must exhibit characters and behaviors that make him or her to be believed and trusted by people.

1. A good reporter should be courageous and confident. Without courage and confidence it is difficult for a person to be a good reporter. Timidity on the part of any reporter will get them nowhere.
2. Curiosity is another very important quality of any good reporter. There is the need to be curious all the time. The spirit of curiosity helps the reporter get good stories.
3. A journalist should have a healthy scepticism. This means checking and rechecking information which is very important because every story is based on facts and evidence.
4. A reporter should be able to work fast and enthusiastically on any given story. News writing especially has a lot to do with deadlines. This therefore means that a good reporter should be able to work under pressure and meet deadlines. If you can't soak the pressure then it is going to be hard to work as a reporter.
5. A good reporter should be able to gather facts in a very careful and accurate way.
6. Reporters should be able to write well. By writing very well I mean writing clear and well-focused stories that is easy to understand by everyone. Good spellings, punctuations and grammar are also requirements.
7. Reporters should be able to write very good leads for their news stories and features.
8. A good reporter should have the habit of self-editing their copy before submitting it to their editors.
9. There is the need to have wide general knowledge on different issues.
10. A good reporter should have an eye for what is newsworthy and should be able to produce new stories without being told.
11. Another very important skill a good reporter should have is the skill of producing stories that are fair and balanced.
12. A good reporter should be skilled at taking notes.
13. A good reporter must be able to analyze and interpret information.
14. Must be good at asking the right questions at the right time.
15. The work of news gathering is quite an unpredictable one. One might never know when news will break or where it will happen. It is for this reason that a reporter should be able and willing to work at irregular hours.
16. A reporter should be a good team player and be capable of working with other reporters, photographers and even editors.
17. A good reporter should be able to take corrections and criticisms in the course of performing their job.

Set up and functions of a city reporting room in a daily and bureau

A **newsroom** is the central place where journalists—reporters, editors, and producers, along with other staffers—work to gather news to be published in a newspaper and/or an online newspaper or magazine, or broadcast on radio, television, or cable. Some journalism organizations refer to the newsroom as the city room.

The concept of "newsroom" may also now be employed by some Public Relations practitioners, as representatives of companies and organizations, with the intent to influence or create their own "media".

Breaking News Reporters cover events that make the news. A news editor makes decisions about the importance of breaking stories and assigns reporters to cover the event. The source of the story could be a press release, breaking news over the wire service or a tipoff from a contact. Reporters travel to the scene, gather information and quotes from official sources such as police or fire crews or witnesses, and put together a story. If they are covering the story for radio or television, they record the story and interview sources.

Events News reporters cover regular, scheduled events in addition to breaking news. Sports correspondents, for example, attend games to prepare reports. Reporters covering local government issues attend official meetings and community events. Crime reporters go to police stations and courts to keep up to date with ongoing cases or get leads to follow up.

Background To add depth to news stories, reporters do background research. They check the accuracy of facts and contact experts or witnesses to obtain more detailed information. They also confer with the legal team to ensure that sensitive stories are not breaking any laws. When they write articles, reporters add background to the original news story and prepare a piece that fits the length or time slot allocated by the editor.

Investigation Editors may assign individuals or teams of reporters to investigate issues of public concern, such as allegations of corruption or inefficiency in local government. Reporters interview people who can provide insight on the issues and build a story over time.

Presentation Reporters working in radio or television may also be responsible for presenting all or part of their stories. They may present the story in the studio or do a live link to a news anchor, giving an overview of the story and introducing the interviews they recorded on site.

Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers, and freelancer

News Bureau

News bureaus are media offices set up for the purpose of gathering, writing and distributing news coverage. A news bureau chief is an experienced reporter or correspondent who holds a management position in the newsroom and is responsible for coordinating the efforts of the reporting staff to investigate and cover stories, often for dissemination to other media outlets.

Bureau Chief

As a seasoned reporter, the bureau chief may perform many of the same tasks as members of the reporting team. They investigate leads and tips, conduct interviews, research stories, write and edit news, update Web content, meet publication or

broadcast deadlines and report on newsworthy events. Bureau chiefs often have experience working with relevant production and technical equipment as well. In their capacity as newsroom managers, bureau chiefs coordinate and assign news coverage to reporters, photographers and videographers, editors, producers and other members of the news team. They may also serve as administrators, working with other newsroom managers or directors to set budgets and fulfill human resources functions related to training, hiring and managing staff.

News bureau chiefs use their judgment and experience to set the news agenda according to publication, station or media conglomerate guidelines, and maintain journalistic integrity, accuracy and fairness. A bureau may focus on local, national or international news coverage, or it may have a subject-specific focus, such as government affairs, politics or economics. In all of these situations, the bureau chief must employ his or her expertise to develop professional contacts with subject-matter experts, government officials and other important figures to best obtain news information.

Chief Reporter

1. Cover newsworthy events as directed by the news editor
2. Attend weekly news conference with news editor
3. Present suggestions for news/sports stories to be covered, subject to approval of news editor
4. Supply news copy free from error, written in house style - typically three or four 250 to 400 word stories per week, plus pictures and/or AV reports as directed by news editor
5. Write copy in the newsroom or remotely as appropriate and deliver copy as arranged and according to deadline
6. Make whereabouts known to news editor and managing editor at all times
7. Function as deputy to the news editor.

Correspondent A **correspondent** or **on-the-scene reporter** is a journalist or commentator, magazines or more general speaking, an agent who contributes reports to a newspaper, or radio or television news, or another type of company, from a remote, often distant, location. A **foreign correspondent** is stationed in a foreign country. The term *correspondent* refers to the original practice of filing news reports via postal letter.

Stringers and freelancer In journalism, a **stringer** is a freelance journalist or photographer who contributes reports or photos to a news organization on an ongoing basis but is paid individually for each piece of published or broadcast work.

As freelancers, stringers do not receive a regular salary and the amount and type of work is typically voluntary. However, stringers often have an ongoing relationship with one or more news organizations, to which they provide content on particular topics or locations when the opportunities arise.

Reporting for different beats

On the Basis of Beats

Agricultural Journalism This branch is growing at a fast pace in the past few years. Most people are not fully aware of the prospects in this field and thus get deterred.

from taking it up. However, it has a wide array of options in multiple fields. Careers in the food and wine industry, environment welfare and conservation bodies, and resource organizations are some commonly pursued options.

Arts Journalism This beat is for all the art lovers. The focus is on various forms of art that includes literature, film, dance, music, drama, and many more. Here, the journalist analyzes the developments and trends of the art world and reports it to the audience. People, who have passion for art always need regular inputs, which makes arts journalism, a fast-growing stream of the industry.

Business Journalism Here, the journalist has to cover business news from around the globe. This will include launch of new products in the market, mergers & acquisitions of companies, economic ups and downs, performance of companies, and so on. Well-researched analytical reports have to be made when it comes to business. These reports gather dates of all the important events on an international level; moreover, these reports have also exposed many business-related scandals.

Celebrity Journalism As the name goes; this genre is related to the life of celebrities from all fields. This includes news regarding their personal as well as professional life. Reporting gossip is one of the angles, which the readers love to read. Interviewing celebrities from various fields, like music, sports, politics, arts, and films is also a part of this profession.

Civic Journalism This branch of the industry makes use of the democratic right, i.e., freedom of speech. Here, the citizens are involved in gathering news wherein they speak out their problems and give opinions. This information is used by the journalists to create new stories and present it to the world.

Community Journalism Stories, news, and information specific to a certain town, vicinity, or area are sorted under this category. Though many people do not take community news seriously, it has its fair share of readership. In fact, community journalism is known to affect people in a much closer way than national or world news. Featured stories are more or less light-hearted and entertaining. Jokes, articles, and stories submitted by readers are also usually included in these subscriptions.

Crime Journalism This beat has always been popular from a long time. People are always eager to know about crimes taking place, with all the possible and accurate details. Even though this is the most amusing beat for journalists, it needs extensive investigation and networking to get all the facts true. It consists of violence, revenge, greed, and major issues, like corruption, drugs, and so on. A crime reporter should always have good contacts so that no incident is missed.

Culture Journalism This branch gives journalists a chance to explore the cultural part of the society. Culture has been an important medium for peace and understanding on international levels. This field is all about creating an awareness of one's culture, background, and about the diverse groups in which one stays. The focus is on various types of festivals, history, languages, art, and so on.

Cyber Journalism This field is also known as online journalism. In simple words, this is a collaboration of most other forms of journalism -- the only difference being the medium. Cyber and multimedia are two closely related fields; they aim at extending the reach of the information to a global level, while making the data appealing and engrossing.

Defence Journalism As the term explains, this is all about what is happening with the country's military forces. It also includes the latest updates on various defence equipment that have been introduced by the Army, Navy, and the Air Force. Defence

forces of a country play an important role in maintaining international relations, so journalists need to gather a lot of information on the same. These reports are also useful when there are violent situations. It makes the citizens aware of the basics of national defence.

Education Journalism This branch includes articles and reports on the developments taking place in the educational sector. The audience mostly consists of researchers, teachers, and students. These reports stand a lot more important for the policy makers. It focuses on spreading the importance of education among people so that more number of children will take the step towards higher education rather than those leading towards the factory doors.

Environmental Journalism Many journalists prefer writing about environmental issues, related to its protection and conservation. It is about the various changes in the environmental policies and events held by organizations for various causes. Multiple environmental crises can be communicated in a better way through this medium. This category is for the nature lovers, may be as a work or cause!

Fashion Journalism This field is for the people who have a stack of Cosmopolitan and Vogue under their pillow. Their main job is to keep a track of the latest trends in the fashion world. Interviewing models, designers and covering fashion shows are also a part of their work. Fashion is one of the hot subjects of the journalism industry, as one can work for magazines, websites, and fashion channels.

Financial Journalism Financial journalism tops the list as the whole world revolves around numbers. It is related to all the facts and figures of the financial changes taking place. It will include up-to-date news of the stock markets, financial information of companies, changes in any financial rules and regulations of any country, and so on.

Food Journalism writing about food can be someone's passion. Moreover, people love to try new things, especially when it comes to food. Food writing is not only about different recipes or reviews of restaurants but it includes history and culture of various cuisines. This beat attracts a lot of scope as many newspapers and magazines focus on these articles. Roaming all over the world and trying all types of cuisines encourage a lot of "foodie" journalists to select this beat.

Lifestyle Journalism The world is evolving and people are interested in reading more about lifestyle. This beat has been on a fast-track growth focusing on entertainment, music, leisure, shopping, home, gardening, and so on. Lifestyle journalists study the stages of development of lifestyle, economic influences on society, fashion, and trends. They provide readers with tips that can help in changing their lifestyle with time.

Medical Journalism Health and science-related subjects fall under this category. It plays a crucial role in spreading awareness among professionals and general masses alike. Today, it is no longer restricted to lengthy journals and has spread to daily and monthly subscriptions, such as newspapers and magazines! Presented information needs to be accurate, thus rigorous and extensive research is a must for every assignment.

Motoring Journalism This is one beat that has been newly introduced in the subject of journalism. As a motoring journalist, your job involves writing descriptive articles about latest updates in the automobile field. If you are lucky, you might find yourself driving newly launched cars and bikes and scribbling down their reviews! There is a lot of scope for this beat as many newspapers and magazines keep a section for these articles. So if you are obsessed with bikes and cars, then this is the field of choice for

you.

Multimedia Journalism This branch has evolved recently and is intended to make the information more interesting, interactive, and appealing. Being relatively new, this style has no specific guidelines. Mostly on the web, it primarily uses different images, videos, and other forms of media to enhance the content. The idea is to make the information easily understandable, while increasing the overall appeal of the page. An added advantage here is, a large amount of content can be conveyed easily with the help of tables, links, or a simple slideshow.

News Journalism This type is undoubtedly the widest and most well-known, where news journalists are required to compile and report information with necessary facts and details. The key aspect here is to ensure that the information is concise and direct while keeping the content intact. This is one of the most influential means of reaching out to people. Thus, it is important that the story is reported in an unbiased and objective manner.

Political Journalism This branch covers subjects pertaining to political science. One needs to carefully study and observe political figures, bodies, campaigns, events, and report the same in an impartial fashion. Again, being objective is essential as political journalism is known to be instrumental in effecting many a change. Though this is one of the most interactive and interesting fields, political journalists are often criticized for being highly opinionated.

Scientific Journalism As a science journalist, your goal is to report science-related information to a layman. This requires basic understanding of the subject with a good level of writing skills. Journalists need to ensure that the information is broken down into simple words without compromising on its precision. Writers in this field mostly work on science journals, subscriptions, and informative features. The numbers seem to be declining in the recent years, and today this branch has only a few takers.

Sports Journalism Like any beat journalism, this requires one to report information on the specific subject. This includes covering a sports event, sportsperson, or an entire series. As a sports journalist, one enjoys several added advantages. Not only do you have your own set of audience who follow the sport, but you also get to be physically present at most of these events! For those interested in broadcasting and media, and are passionate about sports, this could be a great alternative.

Trade Journalism This branch reports on different trade markets and analyzes the changes and developments. The focus is on the commodity market as well as the financial market. A trade journalist needs to have a good understanding about the economical cycles that affect the business and trade of the world.

Travel Journalism With a chance to roam all around the globe, this is truly a great career alternative! One must truly enjoy travelling, and have a passion for experiencing different cultures to excel in this field. Here, one is required to compile information regarding a particular destination. This includes detailed description of the place -- its tourist attractions, accommodation facilities, eateries, and other similar details.

Traffic Journalism Mostly telecast via the radio or television, this branch pertains to road accidents and traffic conditions. Though a very small sect, it is helpful in avoiding traffic problems by redirecting people to alternative routes. However, with latest technological developments, traffic journalists are declining by the day.

Video Game Journalism It primarily comprises reviews and comparisons between upcoming games, their sequels and of course, the gaming consoles. To be a video

game journalist, genuine interest and passion for gaming are the main skills required. The reviews need to be highly descriptive and detailed. Hence mostly, gamers with writing skills go on to become video game journalists. There are plenty of platforms to begin with; you could be a freelancer or employed on a part-time basis. Some exceptionally skilled journalists go on to develop their own site!

War Journalism As the name suggests, war journalists are required to cover an ongoing war. Though they are not required on an everyday basis, it is undoubtedly a dangerous profession. There are two types of war journalists; those assigned with a military unit to gather information, and others, who cover the same independently. In the former type, one is more likely to hear a one-sided story. In the latter, information is usually presented indifferently as a third person.

Weather Journalism This self-explanatory and widely-known category is not taken seriously by most people and is usually sidetracked. However, this small section is immensely helpful and vastly relied upon, even today! Here, how you present the information is secondary; the key factor is to be short and precise.

On the basis of News gathering

Ambush Journalism this is one of the techniques followed by journalists to collect news. It is actually a military tactic used to make a surprise attack in the same way as it is used to confront people so as to get answers. We come across this method more often on television, in a news show, or interviews where answers on sensitive topics are pulled out from people, who generally avoid speaking to journalists.

Analytical Journalism This class primarily aims at collaborating bits of information on the basis of evidence to draw substantial conclusions. Investigative journalism also plays a key role here. Analytical journalists are tasked with probing into simple chunks of news with mere theories. These journalists invest a lot of effort to bring many commonly missed points by shedding light on them.

Citizen Journalism This is a type of journalism where the people make their contribution to the news. They can share facts, give suggestions, and also say what they feel about that particular event. Even after the news has been published, it is open for people to add their comments and suggestions. This method is mostly used by journalists for sensitive issues so that the citizen gets a chance to speak and another news can be made with that information. People can also bring to notice issues that may have been missed by media houses.

Collaborative Journalism This is a method which is used in the journalism industry where many news organizations and individual journalists come together and contribute their work to a news story. A lot of centres have been helping the amateur as well as professional journalists to come together and work on a news story together. This has been followed since the time Internet usage became vast. So, a single collaborative news story will have the hard work of many authors combined with different perspectives.

Drone Journalism Gathering news with the use of a small, unnamed aerial device known as drones for collection of photos, videos and news is called drone journalism. This method has emerged with a lot of buzz in the industry. Various drone labs have been set up which allow the use of these devices. This method is used to get a better coverage of wars, droughts, earthquakes, tsunamis, and so on. The use of drones is made legal in the U.S. and one is allowed to fly the same till 400 feet as of today.

Investigative Journalism This type of journalism is about unearthing facts and

studying cases that may require more efforts, which can take months, or even years. Journalists, who specialize in investigative journalism create headlines with news that expose scandals. Sometimes, persistent follow-up of a story proves beneficial to uncover some hitherto unsolved cases. This would require in-depth research from the journalist along with evidence.

Parachute Journalism This method is about going to hotspots around the world and gathering news from those places. It includes jumping to places so as to cover the breaking news. Being an outsider, a parachute journalist collects information from a fresh perspective. Even though he lacks the necessary networking, he is tasked with collecting all the inside details from scratch. Many a time, these journalists have to land in countries that speak different languages and work with tight deadlines, which makes this profile a challenging one.

Participatory Media This method is quite related to the citizen kind. In this, the audience is given an opportunity to participate, and it acts as a platform for discussion and debates. It also helps communities, who share the same interest to come together and share their views. It stands as a transparent medium and encourages corrections and additions.

Precision Journalism This method is a need that has arisen for the fast-paced society. Journalists have to present all the information in a manner that grabs the reader's attention. Various research methods and techniques are applied to collect information. Statistical programs are used to analyze records, which help the journalists to effectively create a presentation. It aims to be objective with a scientific approach and strives for the truth.

On the Basis of Writing Styles

Activist Journalism In this branch, one expresses his personal opinion on the particular subject, instead of reporting from a third person's point of view. This form has shaped out of the ideology that unless you are passionate about the topic and express your thoughts freely, you can never convey the same well! Though journalism as a profession usually demands one to be objective, this method is being highly adopted today.

Advocacy Journalism Under this branch, journalists is openly biased towards a particular entity while reporting events or happenings. The information they convey is mostly one-sided and tends to defend the specific entity. Most advocacy journalists believe that in their profession, one is very likely to become partial. As a constant follower of any story, it is difficult to stay detached. You eventually will develop an opinion! So, instead of trying to be indifferent, one might as well report from his point of view.

Comic/Graphic Journalism This is an upcoming and highly interesting branch of print media. Here, comics are used to depict real life instances from recent news articles. This is highly effective as it helps in publicizing serious issues with a touch of humor. These comics are catchy and engrossing, thus conveying important information in a desirable manner. This style is used in newspapers, monthly subscriptions, and several websites. In fact in the recent few years, many universities are offering courses for comic strip design! It makes for an interesting and unique career option for those who are creative and good at sketching.

Database Journalism Here, the information is usually in the form of collected data, such as statics, comparative figures etc. The journalist is free to use different forms of

data representation to make the information easily understandable. This includes use of tables, flowcharts, links, maps, and other similar means.

Feature Story Journalism The primary difference between a story and news is the time frame. Any fresh information is said to be news, whereas known facts and information are said to be featured articles or stories. Mostly, these include detailed information about a widely known topic; such as the character sketch of a particular person -- usually a public figure, or informative articles, reviews etc.

Inverted Pyramid Style This style is mostly followed for news reports and articles, wherein the flow of the article is maintained as per the importance of the information. First, the most important information is revealed; mostly the description -- a gist of the news. Other key information that supports your story will follow next; this mostly includes answers pertaining to your description, such as why, how, when, and where. So at this point, the information that the reader is looking for is stated. Now, one can continue with the extra details, perhaps a link to a similar story. Recently, most writers have started following this format as the article is short and precise.

Photo journalism A picture says a thousand words. Keeping this in mind, photojournalism is a small but important part of almost every field of journalism. Here, journalists use pictures to depict an event, story, or occurrence. In some cases, photojournalism is inevitable -- like news articles -- as the pictures help the reader or viewers get a clear idea of the exact scenario. Wildlife, war, and travel journalisms are just a few examples of such cases. This style is also useful while depicting the timeline of a person or event. Needless to say, basic photography skills are an important prerequisite to be a photojournalist.

Tabloid Journalism

This type is a hit with some unreliable newspapers and websites even today! In this style, the journalist tries to sensationalize a particular piece of news by moulding the story itself. Also famous by the name 'yellow journalism', such form of news is highly exaggerated and mostly unreliable. A good example of this is when celebrity controversies are hyped and publicized on a big scale to grab eyeballs.

References:-

1. M V Kamath -Modern Journalism
2. Ambrish Saxena- Fundamentals of Reporting and Editing
3. www.wikipedia.com
4. www.slideshare.net
5. www.scribd.com