



COURSE CODE: MAMCD 102

COURSE NAME: PRINCIPLES OF
JOURNALISM

**CENTRE FOR DISTANCE AND
ONLINE EDUCATION
TEZPUR UNIVERSITY**

MASTER OF ARTS

**MASS COMMUNICATION
AND JOURNALISM**

BLOCK II



Vision

To grow to be a leading centre for human resource development through distance, open and universal learning system.

Mission

To provide quality higher education at door step through barrier-less, flexible and open learning mode in conformity with national priority and societal need.

Objective

- **To offer degree, diploma, certificate level programme of study through distance learning in various emerging subjects across the disciplines.**
- **To offer job oriented and vocational programmes in flexible terms in the line of the national and regional level demand of manpower.**
- **To offer various programmes under lifelong learning contributing to the local and regional level requirements and as per the need of the society at large.**
- **To undertake various research and academic activities for furtherance of distance education in the region.**
- **To contribute to conserve and promote cultural heritage, literature, traditional knowledge and environment conducting short programmes, workshops, seminars and research in interdisciplinary field.**

MMC-102: PRINCIPLES OF JOURNALISM

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BLOCK II

MODULE III: OPINION WRITING	UNIT 9: WRITING OF REVIEWS
	UNIT 10: FEATURES
	UNIT 11: OPINION IN JOURNALISM
MODULE IV: TYPES OF JOURNALISM	UNIT 12: TV JOURNALISM
	UNIT 13: RADIO JOURNALISM
	UNIT 14: ONLINE JOURNALISM

TABLE OF CONTENT

MODULE III: OPINION WRITING	
UNIT 9: WRITING OF REVIEWS	
9.1 Introduction 9.2 Objectives 9.3 Concept of review writing 9.4 Developing an Assessment for Review Writing 9.5 Types of Review Writing 9.6 Tips for Review Writing 9.7 Writing a Film Review 9.8 Writing a Book Review 9.9 Summing up 9.10 Questions 9.11 Recommended Readings	
UNIT 10: FEATURES	
10.1 Introduction 10.2 Objectives 10.3 Meaning and Concept 10.4 Different Types of Features 10.5 Length of Feature Stories 10.6 Tips for Feature Writing 10.7 Summing up 10.8 Questions 10.9 Recommended Readings	
UNIT 11: OPINION IN JOURNALISM	
11.1 Introduction 11.2 Objectives 11.3 Opinion Writing 11.4 History of Opinion in Journalism 11.5 Tips for Writing Opinion Pieces 11.6 Opinion Journalism - Why the Necessity? 11.7 Types of Opinion Articles 11.8 Summing up	

11.9 Questions	
11.10 Recommended Readings	
3.7 Suggested Readings	
3.8 Probable Questions	
MODULE IV: TYPES OF JOURNALISM	
UNIT 12: TV JOURNALISM	
12.1 Introduction	
12.2 Objectives	
12.3 Defining Television Journalism	
12.4 History of Television Broadcast In India	
12.5 Writing for Television Journalism	
12.6 Summing up	
12.7 Questions	
12.8 Recommended Readings	
UNIT 13: RADIO JOURNALISM	
13.1 Introduction	
13.2 Objectives	
13.3 Defining Radio Journalism	
13.4 History of Radio Broadcast in India	
13.5 Writing for Radio Journalism	
13.6 Types of Radio Scripts	
13.7 Summing up	
13.8 Questions	
13.9 Recommended Readings	
UNIT 14: ONLINE JOURNALISM	
14.1 Introduction	
14.2 Objectives	
14.3 Defining Online Journalism (Digital Journalism)	
14.4 History of Online Journalism	
14.5 Citizen Journalism	
14.6 News Portals	
14.7 Writing for Online Media	
14.8 Summing up	
14.9 Questions	
14.10 Recommended Readings	

COURSE INTRODUCTION

A learner pursuing a programme related to media and communication should not only know the true meaning of reporting and editing but should also understand the proper way of bringing out a story to the masses. This course is therefore designed to give a holistic view of what goes behind preparing the different types of reports and what are the basic ethics and principles that a journalist should keep in mind while preparing a report.

The course is divided into four Modules, each consisting of multiple units. This has been done to discuss the prime issues more elaborately and to ensure learner friendliness.

Module III, Opinion Writing gives a detailed account of how and in what situations journalists can present their opinions. The first unit of this module, **Writing of Reviews** shall explain the meaning and importance of writing opinions in form of reviews of films and dramas. The next unit, **Features**, differentiates features from articles and familiarises learners with the different forms feature writing. The third and last unit of this module, **Opinion in Journalism** describes the different types of opinion columns in newspapers and guides the learners on how and why opinion pieces should be written for the media.

The last module, **Module IV** titled **Types of Journalism** introduces learners to different types of media outlets and describes how each of these media has a distinct style of journalism. This module consists of three units- **TV Journalism, Radio Journalism** and **Online Journalism**. Each unit shall guide learners on how to prepare content for respective media.

For the convenience of the learners, this course has been divided into two blocks.

Block I consists of **Module I & II** and **Block II** consists of **Module III & IV**.

MODULE III: OPINION WRITING

UNIT 9: WRITING OF REVIEWS

UNIT STRUCTURE

- 9.1 Introduction
- 9.2 Objectives
- 9.3 Concept of review writing
- 9.4 Developing an Assessment for Review Writing
- 9.5 Types of Review Writing
- 9.6 Tips for Review Writing
- 9.7 Writing a Film Review
- 9.8 Writing a Book Review
- 9.9 Summing up
- 9.10 Questions
- 9.11 Recommended Readings

9.1 INTRODUCTION

At the very beginning art it is very important to note that review writing is an important part of journalism. In simple words, reviews present to the readers or audience information about new ventures in the creative domain, namely - literature, music, art, performances, exhibitions, cinema and other lifestyle activities. This unit shall introduce you to review writing, its types and tips to write proper reviews. In this unit you will also learn different styles of reviewing film and drama.

9.2 OBJECTIVES

This unit aims to

- introduce you to the concept of review writing
- develop the skills to understand the importance of film and drama review
- enable you to comprehend the principles of reviewing films and dramas, with the help of examples of ideal review writing.

9.3 CONCEPT OF REVIEW WRITING

We need to keep in mind that reviews are an indispensable element of journalism. Practically anything can be reviewed ranging from music concerts, fashion, films, video games, products, books, cuisine and restaurants etc. what not. The objective of review writing is to present an authentic critique of the object being reviewed, and to make a commendation to the audience.

A review is a critical evaluation of a text, event, object, or phenomenon. It can consider books, articles, entire genres or fields of literature, architecture, art, fashion, restaurants, policies, exhibitions, performances, and many other forms.

Above all, a review makes an argument. The most important element of a review is that it is a commentary, not merely a summary. It allows you to enter into dialogue and discussion with the work's creator and with other audiences. You can offer agreement or disagreement and identify where you find the work exemplary or deficient in its knowledge, judgments, or organization. You should clearly state your opinion of the work in question. That statement will probably resemble other types of academic writing, with a thesis statement, supporting body paragraphs and a conclusion.

Herein it is pertinent to note that writing a review requires a different set of skills from writing a news story. The latter requires the write-up to be objective and balanced, whereas, in a review the writer has the liberty to be subjective, giving personal opinion. In a bid to connect with audiences often informal tone is also used in review writing.

Often a writer tends to forget that a review makes an argument. The most significant component of a review is that it is a commentary, not simply a gist on the subject under review. It permits the writer to enter into discussion and conversation with the work's creator and with the audiences. As a review writer one can offer agreement or disagreement and ascertain on what grounds the work is exemplary or deficient in its knowledge, conclusions, or union. It is important that the writer visibly states the opinion about the work in question. This statement will possibly be similar to other types of

academic writing, with an introduction, supported by body paragraphs, and a conclusion. Characteristically, reviews are short and crisp. For instance, in newspapers and academic journals, reviews seldom exceed 1000 words, reviews need to be concise.

Review writing is indeed a daunting task. Somebody has asked for your opinion about something that you may not feel qualified to examine and owing to professional requirements you have to do it. Who are you to critique a new book if you yourself have never written a novel yourself? But the point here is that there is a requirement that someone - a professor, a journal editor, peers in a study group or the audience in general seek to know your opinion on a specific work. For all subjects under review you may not be an expert, but it becomes important that you pretend to be one for your specific audience. Also, remember in most cases you are not expected to be the intellectual counterpart of the work's creator. But your vigilant interpretations can offer you with enough material to make rational conclusions. Thoughtfully articulating agreement and disagreement, commendation and condemnation, is a valued, exciting skill. Like all other forms of writing, reviews also necessitate that you to offer tangible evidence for the affirmations.

LET US KNOW

The Role of a Reviewer is to:

- Inform
- Describe
- Analyze
- Advise

While reviews on varied subjects which differ in tone, narrative structure and style, they have some common features:

- **First**, a review provides the reader with a succinct gist of the content. This comprises pertinent explanation of the topic along with the complete viewpoint, argument, or purpose.

- **Second,** and more prominently, a review presents a critical evaluation of the subject. This includes your responses to the work under evaluation: what draws your attention as remarkable, whether or not it was effective or convincing, and how it heightened your understanding of the subject at hand.
- **Finally,** along with examining the work, a review frequently recommends whether or not the audience would appreciate it.

ACTIVITY

Distinguish between a book review and film review

9.4 DEVELOPING AN ASSESSMENT FOR REVIEW WRITING

At this juncture it has become evident that there is no conclusive method for writing a review though certain critical thinking about the subject at hand is essential before beginning to write.

Consequently, this is a two-step process. **First,** building an argument about the subject under consideration, and **second,** positioning that argument as you write in a systematic and well-researched draft.

After this stage, a series of questions follow which helps to streamline your thoughts as you begin the work at hand. While the questions precisely help you to write book reviews, you can effortlessly use the same process for analysis of performances, exhibitions and other review subjects. Also, it is not an obligation to address all of the questions as some of them will be more pertinent than others.

Examples of questions for a book review:

- What is the main argument of the book? In case the author wished the reader to get one impression from the book, what would it be? What the book has achieved?

- What exactly is the topic or theme of the book? Does the author discuss the theme sufficiently? Does the author cover all phases of the subject in a balanced manner?
- What is the method used to treat the subject (topical, investigative, sequential or evocative)?
- What evidence does the author use to prove an argument or point? Do you find that proof substantial? Why or why not?
- Are there any conflicting information or conclusion provided in the book?
- How has the book enabled you to understand the subject? Would you commend the book to your readers?
- What is the book's category? Out of what field does it transpire?

Other than the internal mechanisms of the book, the following information is of importance in order to make a proper assessment about the author and the situation leading to the production of the text.

- Who is the author? Nationality, political affiliation, training, intellectual pursuits, personal biography, gender, etc.

ASSESS YOUR PROGRESS

- i. Define review writing.
- ii. Name the different types of review.

ACTIVITY

Write a review of a film that you watched recently

9.5 TYPES OF REVIEW WRITING

- **Book Review** - A book review is a kind of critique or critical analysis in which a book is examined based on content, style, and excellence. It is frequently published in periodicals, as school work, or online, academic journals and so on. The length of the book review may vary from a single paragraph to a considerable essay. Note that in case of

a work of poetry or fiction or non fiction in which the literary excellence of the work is a vital component, a review will ordinarily use the methods of literary criticism.

- **Performance Review** - Review of live music performances, concerts or gigs are usually short articles that inform the readers about the performers or group(s) that took part and the pieces or songs that were presented. The commentaries made by reviewers can be, approximately classified into two categories: 1) technical comments and 2) subjective or artistic commentaries. The fundamentals in the technical classification comprises rhythmic unity, modulation, errors or slip-ups etc. These components are objectively black and white. A guitarist playing a rhythm guitar either played the right notes or missed it. The subjective comments on the other hand refer to components which are a matter of perception and preference.
- **Recording Review** - On many occasions critics and writers also review music recordings comprising individual songs or pieces or complete albums. While reviewing a full album, the reviewer does not only evaluate the individual songs or compositions; they also review how well all of the songs or compositions work in harmony or go together. It is pertinent to note that the age of digital downloads may significantly alter the process of album review. Earlier albums were bought as collections of songs, often with a common music or specific artist. But now, the upsurge of individual song downloads has had a significant impact on consumers' acquaintance to an artist's music
- **Film Review** - A motion picture review or film review as it is commonly known, is a work of film criticism. Film review discusses the merits of one or more motion pictures. Ordinarily, the term movie review is used to refer to a work of journalistic film criticism instead of academic criticism. Such reviews are published in newspapers and print periodicals from the beginning of the film industry. With the

advent of online portals film reviews are also published in general-interest websites as well as dedicated film and film review websites.

- **Drama Review** - Keep in mind that the performance of a play is a live experience. Therefore, it can be a thrilling but difficult job to review a play or a drama. In case of drama review you have to assume the role of a spectator soaking in and appreciating the performance, and also the role of a critic, examining the production. But with the correct groundwork and structure, you can write a well written drama review.

ACTIVITY

List out the names of top five film reviewers in India from print and electronic media.

9.6 TIPS FOR REVIEW WRITING

Though there are different types of reviews the fundamental principles remain the same. Given below are some basic rudiments of review writing that you should keep in mind:

- Set a clearly identified voice and style of narration
- Interlace the objective and subjective elements carefully
- Review should have a powerfully-worded, definite summary of your opinion
- A well-built multi-point argument must be incorporated to support the opinion
- The review should have a comprehensive listing of important For Your Information (FYI) points whenever necessary
- Factual accuracy at all points is imperative coupled with technical soundness

Compositional Structure of a Review

- **Opening or the Introduction** : This part of the review gives a description of the book, albums, play or drama, movie or concert and elucidate whether it was an encouraging or a negative experience to watch, read or listen to the content. Opening or the introduction is the reviewer's proposition or the main argument they would like inform the audience or readers.
- **Body**: After establishing the main point or the argument, the task is to make the case tangible with the help of evidence. Explain clearly the why's and the how's. Herein, a key method is to make use of sensory imagery that does more displaying than telling. It is a good idea to provide a few concrete illustrations, as is done for all good writing. For example, if you are writing about a comedy show, provide one good joke that you heard. If you are writing about a book, concentrate on a few definite scenes or characters.
- **Summing up or Conclusion**: In this section the reviewer presents the reader or audience with a complete opinion of the work under evaluation. Along with a commendation on whether or not the book, movie, album, theatre, play or concert is worth their time and money.

Note: Readers or audience do not respect the judgment of a writer who has not become skilled at this craft.

ACTIVITY

Select a modern play and write a review of it (you can either watch a live performance or see a recording online)

ASSESS YOUR PROGRESS

Select a film and a drama review and point out the similarities and differences of the two respectively.

9.7 WRITING A FILM REVIEW

By now the idea about review writing should be clear to you. Thus, it is easy to comprehend that a film review must begin with a convincing fact or opinion about the film. This helps to you to get the reader hooked instantly. This part of the review ought to give the readers a feel of the complete review and the film - is it good, great, terrible, or just okay? -- and lure them to continue reading.

Given below are some points to keep in mind while writing a film review:

- Comparison with Relevant Event or Film: It is a trick used to give the readers a comprehensive idea about the film and its context.
- Review in a nutshell: Example - In spite of a captivating lead performance by Tom Hanks and a pronounced soundtrack, *Forrest Gump* never gets out of the gumshoe of its feeble plot and debatable premise.
- Provide Context or Background Details: Example - *Boyhood* may be the first movie made where knowing that it was produced gradually, over a span of 12 years, with the same actors -- is just as vital as the movie itself.
- Provide Analysis Beyond The Plot: keep in mind that the plot is merely one part of a movie, and ought not to dictate the complete review. If certain films do not have great or absorbing plots, does not imply that the film in itself is bad. Some important elements in a film that need analysis include cinematography, tone, soundtrack and music.
 - ✓ Cinematography: Example - *Her* is a world soaked in color, making use of upbeat, soft reds and oranges together with soothing whites and grays that both form, and gently strip away the feelings of love amongst the central characters. Each frame feels like a painting.
 - ✓ Tone: Example - In spite of the insane solitude and high stakes of being held alone on Mars, *The Martian's* humorous screenplay keeps humor and enthusiasm thriving in each scene.

✓ Soundtrack and Music : Example - No Country For Old Men's courageous choice to avoid music completely pays off in spades. The unnerving quietness of the desert, interspersed by the transitory spells of vehement, up-close-and-personal sound effects of predator and hunted, keeps you continually on the edge of your seat.

✓ Acting: Note that this is one of the most basic elements of a film that should be given due attention. Examining the characterization is important.

9.8 WRITING A BOOK REVIEW

As we have discussed a book review describes, examines, assesses and expresses an opinion, supporting it with proof from the book. Given below are tips that can help you to write a good book review:

Prior to Reading a Book Keep the Following Points in Mind :

- Analysis of the title - What does it propose?
- Examine The Preface or Introduction - The Preface or Introduction of a book offers significant information about the author's objectives or the scope of the book. Reading the preface can help you to recognize any limitation and also if the author overlooked important features of the subject.
- Look at the Table of Contents – Taking a glance at the table of contents reveals how the book is arranged based on key ideas, how they are established (chronologically, topically, etc.)

Ideas to look for While Reading the Book:

- What's the overall field or genre of the book?
- From what point of view has the author written the book?
- Do you approve or differ with the author's point of view?
- Do not forget to make notes as you read passages which you can quote in your review.

- Can you follow the author's proposition, common thread in the book?
- What is the author's style of writing – Formal or Informal? Is the style appropriate for the target audience?
- Are the ideas distinct? Is the semantic clear and conclusive? Are the ideas established and which are areas included or not included? How precise is the evidence?
- Is the book's concluding chapter, the summary, convincing enough.
- If there are any footnotes, do they offer vital evidence? Do they elucidate or encompass points made in the main script?
- If appropriate, make note of the book's presentation - layout, binding, page layout, graphics, illustrations, maps and images. Are the illustrations helpful?
- Is the index precise? Analyze the sources the author used -- primary, secondary? Take note of significant oversights.
- What did the book achieve in a justifiable manner? Relate the book to others by this author, or similar books in this domain by other authors. (Make use of the books itemized in the bibliography.)

9.9 SUMMING UP

To recapitulate, let us keep in mind that review writing is an important part of journalism. Reviews bring to the readers or audience facts and opinions about new ventures in the creative sphere, namely - literature, music, art, performances, exhibitions, cinema and other lifestyle happenings. Practically anything can be reviewed ranging from music concerts, fashion, films, video games, products, books, cuisine and restaurants. Note that a review makes an argument. The most significant component of a review is that it is a commentary, not merely a summary. It permits you to enter into dialogue and discussion with the work's creator and with other audiences. Herein it is apposite to note that writing a review requires a different set of skills from writing a news story. A news story requires the write-up to be objective and balanced, whereas, in a review the writer has the liberty to be

subjective, giving personal opinion. In a bid to associate with audiences often an informal tone is also used in review writing.

9.10 QUESTIONS

1. Write a note on book review.
2. Given an opportunity to write a review in a newspaper, what subject will you choose? Explain the reasons behind your choice.
3. Elaborate on the five most essential tips for review writing.
4. Explain with the help of examples the difference between review writing and column writing.
5. Reviews are an essential element of newspaper or magazine publication. Elucidate the given statement with the help of examples.

9.11 SUGGESTED READINGS

Drewry, John. Writing Book Reviews. Boston: The Writer, 1974.

Literary Reviewing. Charlottesville: University Press of Virginia, 1987.

Teitelbaum, Harry. How to Write Book Reports. 3rd ed. New York: Macmillan, 1998.

Walford, A.J., ed. Reviews and Reviewing: A Guide. Phoenix, AZ: Oryx Press, 1986.

UNIT 10: FEATURES

UNIT STRUCTURE

- 10.1 Introduction
- 10.2 Objectives
- 10.3 Meaning and Concept
- 10.4 Different Types of Features
- 10.5 Length of Feature Stories
- 10.6 Tips for Feature Writing
- 10.7 Summing up
- 10.8 Questions
- 10.9 Recommended Readings

10.1 INTRODUCTION

In a very basic sense feature writing is a process of telling the readers a story. The basic thumb rule remains the same - feature stories also have a beginning (lead), middle and end. Feature makes use of quotes substantially and permits the reader to perceive the story through comprehensive description and intense writing. Note that a feature story is a piece of non-fiction text based on news. Many also refer to it as a kind of soft news. This unit shall help you in understanding feature writing and its various types.

10.2 OBJECTIVES

The objective of this unit is to enable the reader to:

- understand the nuances of engaging the interest of the readers in significant, research-based subjects, issues and topics
- write features in an engaging manner.
- draw an understanding of the difference between a feature and an article.

10.3 MEANING AND CONCEPT

A feature story is distinguished from other kinds of non-fiction writing based on the quality of the write-up. Stories ought to be remarkable for their reporting, structure, creativity and frugality of expression. A feature story, when properly mixed with direct news reporting, typically presents remarkable events and information via a narrative story, rounded up with a plot and story characters.

Feature writing differs from a short story mainly on the basis that its contents are not fictional. Similar to literature, the feature story depends on creativity and subjectivity to make an emotional association with the readers. And it may focus on certain universal aspects of human nature.

Even though truthful and dependent on facts, they are less objective in comparison to direct news. Distinct from straight news, the theme of a feature story is seldom time sensitive. Feature stories are typically written in active voice, where prominence is given to lively, engaging prose.

A feature is characteristically longer than a regular news story. Its writing style also varies from author to author> But it is typically comprehensive research that is based on more widespread background study than the research conducted for writing a simple news report. There are different kinds of features like news features, art based features or human interest features and the characteristics of these features differ from one another. Though ‘feature’ indicates softer news, it is usually characterized by its length and style rather than its subject.

The element of style is extremely important in writing of features. They humanize incidents and subjects rather than make a recital of facts. Remember that feature writing is the art of storytelling. They are told in a less pressurized and largely more inventive way.

Herein, it is important to remember that features virtually never begin with the most essential information like inverted pyramid stories. Feature stories

are usually longer than hard news articles and deal in an in-depth manner on the subject, thus, expanding on the specifics versus few key points.

Common Topics of Feature Stories-

- | | | |
|---------------|---------------|------------------|
| • Society | Health | |
| • Food | Entertainment | Individuals |
| • Environment | Economics | Current affairs |
| • Politics | Sports | Celebrities etc. |

Difference between Feature and Article

Generally speaking, reporters have an inclination to categorize themselves as either news reporters or feature writers. There is, of course, no standard rule asserting that a reporter cannot be a feature writer, or vice-versa. But over a period of time, there is a rising trend where reporters are inclined to categorize themselves into particular slots based on their beats and the fortes they recognize themselves in.

In certain cases, at the time of writing it becomes important for you to be able to distinguish between a news article and a feature article. This is essential since while writing a story as the objective is to get the correct message to the target audience. If as a writer it is essential to understand what type of story you are writing, which will help in improving the write-up and to connect with the readers you want to reach out to.

Given below are three critical differentiating factors between a feature story and a news story:

1. Timeliness

The main difference between a news story and a feature item is that a news story is time bound. Media houses want to publish news stories as rapidly as possible after an incident happens. Feature stories, conversely, are not as time-dependent and cover no urgent content.

2. Style

The style of writing a news story and a feature as has been discussed is different. Keep in mind that in a news story, the stress is on content rather than structure. A news story directly brings in the vital point of the story, using simple and operative terminologies to present the facts swiftly. News reports usually contain 300-500 words. By contrast feature stories are often lengthy and have an inventive structure. Feature stories can be more than 2000 words long.

3. Beginning and conclusion

You should note that both news story and a feature item have different kinds of beginning and conclusion. In case of news stories the main news is laid out upfront followed by the most significant specifics in the first paragraph or two. On the other hand the start or the lead of a feature story does not give the news immediately. Rather, it engages readers and gets their attention such that they continue to read until the end. A news story can end at any point after you have defined the most key facts. However a feature story concludes with readers feeling content that they gained some insight after reading the story.

ACTIVITY

List out names of prominent feature writers of the newspaper *The Hindu*

ASSESS YOUR PROGRESS

- i. What are the basic components and structure of a news story?
Elaborate
- ii. Explain the important aspects of feature writing
- iii. Given an opportunity to write a feature in a newspaper, what subject will you choose? Explain the reason behind your choice.

10.4 DIFFERENT TYPES OF FEATURES

Herein it is important to understand that because feature stories cover a wide range of topics, they are not time bound and has scope for in-depth analysis. Features are categorized in different genres.

To name a few ---

- **Trends**

Trend stories talk about changes that take place gradually over course of time. It is a good idea many a times to personalise the leads of trend stories. They take the rhythm of the culture of a given time, locate what is new, fresh and sensational in the realm of art, fashion, film, music, technology and so on. The prominence in trend feature is typically on light, rapid, easy-to-read write-ups that focus on the spirit of any new trend that is being deliberated upon. In simple words, it implies that if you are writing a trend story, have fun with it.

- **Human Interest**

Note that human interest story is a piece that deliberates on a person or people, events keeping the emotional quotient in view. Through such feature stories people and their problems, apprehensions or accomplishments are represented in a manner that generates the interest, compassion or motivation in the reader or viewer. The defining feature of human interest story is that it places people at the heart of the events. Here, it is important to understand that the emotion of others can awaken consciousness for worthy issues. Such stories also assist in motivating people and creating positivity as many human interest stories are based on survival narratives, rags-to-riches stories and the like. These stories correspondingly can give readers something amusing, entertaining, emotional or provocative to engage with.

It is important to note that power of any story or content can simply be lost if the writing does not do it justice to the subject. Note that in case of human interest stories the writer should not take centrestage. Powerful, focused

prose should reinforce any good story. Strong, sensitive quotes ought to be at the heart of the content. Such quotes and statements should be supported by earnest images and videos. Do not merely tell the readers what you have seen, heard or sensed. Let them find that sentiment for themselves.

- **Profiles**

A profile is a form of feature story which typically focuses on a person. It is a fairly-specific word for a story about a person. It ordinarily emphasizes on what is significant or motivating about a person (politicians, sports personalities, film stars or extra ordinary achievers). Many a times profile is also written about an organization, a company, architecture, animals and the like. They are widespread forms of magazine stories but are also published in newspapers and other publications.

The focus of a profile feature ought to be:

- i. On a news angle or a facet of the individual's personal or professional lifecycle
- ii. Elucidating the motives why the individual is newsworthy, pertinent and interesting
- iii. Founded on an interview with the individual (not always exclusively)
- iv. Comprise key fundamentals of hard news stories, but correspondingly offer readers with specifics that capture the quintessence of the person being profiled

- **How-to- do**

This type of feature piece assists readers by elucidating how to do something. Topics under this category include adaptation of new farming technologies, techniques of environment conservation and the like. In case a writer is not a subject expert the person ought to learn about the topic prior to writing the piece via research and conducting interviews of experts.

- **Behind the scenes**

Behind-the-scenes feature stories contain internal views of uncommon occupations, issues, and happenings and provide the readers a feeling of probing the internal circle or being a mouse in a corner. Readers get a feeling of being privy about unusual details and well-kept secrets of procedures or activities they may not normally be aware of easily.

- **Historical Features**

Note that historical features venerate significant dates in history or turning points in the social, political and cultural developments of a country or society. They present a valuable juxtaposition of then and now or before and after. This type of features enable the reader to go back in time and revisit an event and concerns surrounding it. It allows people to recall the significance of a particular day of historical importance.

Seasonal Themes

Seasonal themes features usually contain stories about matters that undergo change at particular times of a year. For example, it covers life's milestones, holiday destinations, weddings, social, political and cultural cycles or business cycles.

<p style="text-align: center;">ACTIVITY</p> <p>Distinguish between fiction and non-fiction feature writing, with the help of examples.</p>

10.5 LENGTH OF FEATURE STORIES

The next important aspect to take note of in case of feature stories is the length of the write up. How long should these articles be?

- Typically newspaper features often are 500 to 2500 words in length whereas magazine features customarily are 500 to 5,000 words.

- Likewise, features on websites and blogs commonly vary between 250–2500 words. Since hard drive space is comparatively cheaper, the length could vary radically via the usage of non-linear hyperlinking of contents.
- Any medium may use a shorter or longer feature story than usual, based on its perceived value. As a reader's attention period seems to grow ever lesser, succinctness is appreciated. More than ever, all forms of writing in the current times ought to be clear and crisp.

10.6 TIPS FOR FEATURE WRITING

Feature stories provide the readers with insight in an attractive, engaging arrangement that highlights a matter by describing the individuals, places, proceedings and philosophies that shape it. They are actually more like non fiction short stories in comparison to hard news stories.

While there ought to be a news peg for the survival of a story at a specific time, the imminence of the event is subordinate in a feature story. In fact, occasionally there is no instantaneous event. The power of a feature story remains in its capability to intensify the focus on a subject through unrivalled storytelling, satire, humour, human appeal, setup and intriguing details.

- Feature stories should have an intriguing beginning, factual and gripping middle. The conclusion should not be mere conjecture but provide solutions and roadmaps.
- It is essential to keep an open mind while interviewing subjects and researching various sources
- As a writer one must avoid navigation in the story or striking personal ideas on the sources.
- The writer should not decide on the theme of the story until adequate material has been collected to show a course or point of view
- In feature stories, the complete story does not have to be condensed in an inverted pyramid lead. You can cultivate the storyline in

numerous ways and choose to delay the main point until later in the write-up or even wait to reveal it in the conclusion

- The information in a feature is planned in a different way in comparison to hard news stories. Occasionally a writer uses numerous paragraphs at the onset to involve the reader prior to getting on with the central elements of the story.
- After the title and introductory paragraph which are used to get the attention of the readers, narrative hooks are used to encourage the readers to carry on reading. These hooks are striking story rudiments such as action, mystery, drama or interesting characters envisioned to appeal to the readers to read the story till the end. They are multi-faceted chronicles that come to life via imaginative description, expressive anecdotes and important quotes
- At this juncture it is imperative to understand that just like any news reporting, feature stories are also subject to the journalistic values of accuracy, impartiality and exactitude. The excellence of a story is adjudged on its content, organization and technicalities.
- Feature writers make use of The Associated Press Stylebook for maintaining accurate journalistic style

ACTIVITY

Write a human interest story on a topic of your choice.

10.7 SUMMING UP

Let us recapitulate the most important points of this unit. Feature stories are human-interest pieces that focus on specific individuals, places and proceedings. Features are journalistic but are in-depth, descriptive, imaginative, thoughtful and reflective, detailed writing about unique ideas. They cover a large range of subjects in-depth, going extra than simple hard news reporting by amplifying and elucidating the most stimulating and

significant elements of a situation or incidence. Note that feature pieces are popular content essential for newspapers, magazines, blogs, websites, newsletters, television broadcasts and other forms of mass media.

A feature article is not intended to report the latest breaking news. Instead provide an in-depth understanding of a subject. They vary from the news features which present sidebar contextual understanding to a current incident hard news story, to a comparatively-timeless story that is likely to have human interest as its focus.

Features commonly are longer than hard news articles since the former goes deeper into its theme, elaborating on the details instead of trying to focus on a few important key points. In hard news stories, often known as inverted pyramid style, the reporter indicates the most important points, establishes the tone and structures the subject in the first paragraph or two. In a feature story, conversely, the writer has the time and scope to cultivate the theme, but occasionally shelves the main point until the end. The entire story does not have to be summarized in the lead.

You should keep in mind that no matter how pronounced a feature story may be, one needs a worthy conclusion to make a lasting influence in the minds of the reader and also provide a feeling of closure. A good feature without an end is like watching a film with the last five minutes absent or reading a bestselling book that has the last few pages torn out. A well-written feature conclusion gives the writer one penultimate chance to ensure that the reader comprehends the main point and argument of the story. Even though the conclusion of the feature will strengthen the point or focus of the story, it does not present new information. Or simply repeat something that's been noticeably stated before. A concrete feature end will leave your readers with a finishing impression which will possibly be what they remember best about the story. Likewise a lead will give them a worthy first impression, but the feature conclusion offers a permanent impact.

10.8 QUESTIONS

1. Discuss the principles of feature writing and its relevance to responsible journalism. Illustrate with examples.
2. What are the parameters to follow while doing disaster reporting?
Write a newspaper report- Earthquake Hits Sikkim on 11/09/2017
3. What is profile writing? Write a profile of Narendra Modi or Ram Nath Kovind.

10.9 SUGGESTED READINGS

- Jayapalan, N. Journalism. Atlantic Publishers and Distributors, New Delhi.
- Blundell, W. The Art and Craft of Feature Writing, William, Plume, 1988
- Step, CS. Writing as Craft and Magic (second edition), 2007, Oxford University Press
- Zinsser, W. On Writing Well (30th anniversary edition). Harper Paperbacks, 2006.
- Malcolm, J. The Journalist and the Murderer. Vintage, 1990.
- Murray, D. Writing for Your Readers. Globe Pequot, 1992.

UNIT 11: OPINION IN JOURNALISM

UNIT STRUCTURE

- 11.1 Introduction
- 11.2 Objectives
- 11.3 Opinion Writing
- 11.4 History of Opinion in Journalism
- 11.5 Tips for Writing Opinion Pieces
- 11.6 Opinion Journalism - Why the Necessity?
- 11.7 Types of Opinion Articles
- 11.8 Summing up
- 11.9 Questions
- 11.10 Recommended Readings

11.1 INTRODUCTION

Fitting opinion writing in journalism can be a tricky job as it may appear as contrary to the virtue of fairness. This unit shall discuss about the history of opinion writing and also guide you about how to write different kinds of opinion pieces. It will also tell you why opinion journalism is important.

11.2 OBJECTIVES

The aim of this unit is to

- open up a new perspective in journalism that brings in the objectivity and subjectivity debate
- explain opinion in journalism along with the nuances of writing opinion pieces, columns, types of columns.

11.3 OPINION WRITING

As students of journalism one needs to understand that opinion journalism makes no assertion of objectivity. Though different from advocacy

journalism in numerous ways, both types feature a subjective perspective, typically with some social or political leaning. The most common ones you come across comprise newspaper columns, editorials, op-eds, editorial cartoons, and the like.

Notably, unlike advocacy journalism, opinion journalism has reduced emphasis on facts or research and its viewpoint is frequently personalized in nature. The output of opinion journalism most likely is merely one component of a largely objective news outlet, rather than the overriding feature of a complete publication or broadcast network.

A few common tags of Opinion Journalism comprise the following:

- Editorial
- Reporter's Notebook
- Op-Ed Contribution
- News Page Column
- Review
- News Analysis

You should note that opinions are different from facts. It is a supposition reached by somebody after analyzing the facts. Arguably, opinions are founded on what people consider to be facts. This comprises credible facts. Remember that because subjectivity and objectivity are at play in opinion journalism one person's plausible facts can be considered by another person as a plausible lie. This is one of the primary reasons why people have differences of opinion.

For journalistic purpose opinions can be classified as under:

Provable Opinion

Such opinions are conclusions which can be corroborated (proved to be true or false). For instance, people who forecast the results of horse races draw deductions from their knowledge about horses and racing. They may say that X horse will win the forthcoming race. It is their opinion. Only when the race is complete that opinion is ascertained to be either correct or incorrect, depending on whether X horse wins or loses. Though people often base their

opinions on facts, there is always the probability that they can reach an incorrect supposition. Thus it becomes necessary to consider the possibility that verifiable opinions could also be wrong. Thereby, it is best to attribute them to the authors.

ACTIVITY

Select Any Two Regional Newspapers of your choice and compare and contrast the editorial piece of both papers for a week

Expert Opinion

It is worth mentioning here that a distinct category of opinion in case of newspaper publication is called expert opinion. Note that experts can give their views on an issue, owing to their special knowledge or expertise of a given subject.

For instance, a pathologist provides an expert opinion when he or she informs that after thorough investigation that a person was killed before being thrown in a river. Lest there is evidence of what occurred, this must remain an opinion and be credited to the pathologist. The opinion may later be corroborated when the criminal admits and pronounces what happened.

The ideal situation is when an expert keeps their own personal viewpoints out of their conclusions. They formulate the arguments based on the facts as they see them. Note, that under any given circumstance even opinion from an unbiased expert ought to be attributed, so that the readers or listeners can evaluate the likely truth or otherwise of what they say.

Difference between Opinion Journalism and Advocacy Journalism

- Both have subjective opinions
- Advocacy Journalism relies more on facts and research-based information, Opinion Journalism has less focus on facts
- Opinion journalism has personalized viewpoints whereas Advocacy Journalism is intended to be factual, distinguished from propaganda

11.4 HISTORY OF OPINION IN JOURNALISM

When Horace Greeley established the *New York Tribune* in the year 1841, he began the segregation of news items. Greeley is credited with conceiving the idea of separating news reports from opinion writing, allocating opinion a separate page. He branded it as the “Editorial Page” and the idea soon gained popularity in American newspaper industry and continues to this day. Notably, even on websites the tag is usually “OPINION”. This idea also got adopted in newspaper industry across the globe. Followed by the editorial page came in the “Editorial” which is customarily a short essay that asserts every newspaper’s institutional statement of view on a given scenario. By the start of the 1900s, few writers were given distinct space in the newspaper, regularly with their photo above it as an indication to readers that it is the writer’s opinion, not a news report.

ASSESS YOUR PROGRESS

- What is an op-ed?
- Name three famous columnists from India.

ACTIVITY

Write an op-ed piece on a socio-political issue of the contemporary times

11.5 TIPS FOR WRITING OPINION PIECES

- Have a target of writing about 750 words, but at the same time do not drag the thought. If you feel that the write up is complete with 400 / 500 words it is good. If you are convinced that it demands around 1000 words, then do accommodate it.
- The opening lines ought to give the readers a clear indication of what you are writing about and why the reader should spend time reading

it. Following that the piece should have persuasive arguments leading to a convincing or thought-provoking conclusion. You will notice that several articles give a vivid explanation of the problem, but then peter out into a shabby conclusion with phrases like it is high time somebody does something about it, is anybody listening etc.

- Having said so it is vital to remember that there is no fixed formula for writing an opinion. Stylistic innovation is always sought after and appealing.
- Further, cautiously-chosen, tangible illustrations and anecdotes bring a subject alive for the reader. However, abstain from loading too many thoughts into the essay, one point debated comprehensively is usually enough.
- Circumvent formal language, virtuous sentimentality and bureaucratic or think-tank terminology. Also, be passionate but spare the reader from personal babbling and avoid clichés

ACTIVITY

List the names of top five opinion writers from the paper *The Hindu*

11.6 OPINION JOURNALISM - WHY THE NECESSITY?

Even though it is known and understood that journalism thrives on objectivity, opinion journalism still finds a place. Thereby the question arises why opinion journalism is needed. In a democratic set up it is argued that opinion journalism creates a platform to deliberate on pressing issues that are more important to democracy. The most significant system of opinion journalism is that it crafts deliberative universes in news media. These spaces both online and offline, permit citizens with divergent views to speak and share their points.

In view of the aforementioned point, it is also important to remember that certain basic norms of opinion journalism are regarded as a set of commitments:

1. Commitment to proof based investigation: Opinion ought to be meticulously based on a wide array of evidence, concrete studies, and viewpoints on the data.
2. Commitment to the general public welfare: Opinion must be funnelled by what is best for the public in general and not what is advantageous for the cause of an interest group or political party.
3. Commitment to narrate the entire truth: Opinion should not conceal inopportune facts. Avoid the distortion of truths to fulfil personal agenda. Do not falsify the interpretations others make or demonize them.
4. Commitment to paying attention and learning: Note that opinion journalism is more than mere opining. It pursues discussion. Its objective is to cultivate better viewpoints and positions on issues. It should progress with further discussions.

Opinion commentators or writers approach public dialogue in a distinctive manner. The objective is not merely to express a standpoint. It is not about depicting those who differ as antinationalist - opponents who must be crushed. Opinion is not a soliloquy. It is collective and cooperative. It ought to encourage healthy disagreement, but it also pursues areas of negotiation and new resolutions.

These obligations form the outlook of any balanced, fair investigator from scientist or judge to journalist. But these qualities struggle to be acknowledged fully in journalism. Parochial commentators across the political continuum frequently disrupt these norms.

Despite all these, opinion journalism still thrives and is found in solicitous op-ed pieces, columns and editorials in newspapers, on the programmes of public broadcasting.

ACTIVITY

Does India need opinion journalism? Discuss

11.7 TYPES OF OPINION ARTICLES

After having a broad over view of opinion journalism let us try and understand the types of articles that can be written for opinion journalism.

- **Editorial**

Keep in mind that editorial is a piece that presents the newspaper's outlook on a subject. It echoes the popular vote of the editorial board, the governing organization of the newspaper comprising of editors and business managers. It is customarily unnamed. Just like a lawyer, editorial writers construct on an argument and try to convince readers to deliberate the same way they do. The objective of editorials is to sway public opinion, encourage critical thinking and at times motivate the public to take action on problems. In letter and spirit an editorial is an opinionated news story.

Editorials Must Have The Following:

- ✓ Introduction, body and end just like any other hard news stories
- ✓ An unbiased exposition of the subject, predominantly complex issues
- ✓ A suitable news angle
- ✓ Opinions from contradictory standpoints that renounce unswervingly the same subjects the writer deals with
- ✓ The thoughts of the writer offered in a proficient manner
- ✓ Commendable editorials involve subjects, not dispositions and desist from polemic or other less important approaches of inducement
- ✓ Keep in mind that anybody can complain about a problem. But an upright editorial ought to take a preventive style for improving the situation by using positive criticism and providing solutions
- ✓ A solid and succinct end that strongly summarizes the writer's opinion is an important element of a good editorial

Types of Editorials

1. **Explain or Interpret:** Editors frequently make use of these editorials to elucidate the way the newspaper reported a sensitive or contentious

subject. For instance, school newspapers may elucidate new school rules or a specific student body effort like a youth fest and the like.

2. **Criticize:** This form of editorials constructively criticize actions, results or circumstances while offering solutions to the problem recognized. Instantaneous objectivity is to get readers to understand the problem and not necessarily the solution.
3. **Persuade:** The aim of persuasion editorials is to instantaneously understand the resolution, not the problem. From the first paragraph itself readers are encouraged to take a definite, positive action. Political validations are good instances of editorials of persuasion.
4. **Praise:** These editorials praise people and establishments for something which is done well. These kinds of editorials are not as common as the other three.

Tips for Writing an Editorial

- ✓ Select an important topic that has a contemporary news angle and would interest readers.
- ✓ Gather information and facts properly as objective reporting is a must, coupled with good research
- ✓ Mention the opinion concisely in the style of a thesis statement
- ✓ Elucidate the issue accurately as a reporter narrates and tells why this condition is significant
- ✓ Present disparate viewpoint first using quotations and facts
- ✓ Acknowledge a point of the opposition since they may have certain good points you can recognize that would make you look rational
- ✓ Reiterate key phrases to strengthen an idea into the reader's minds
- ✓ Provide an accurate solution(s) to the issue that goes beyond common understanding, thereby, encouraging critical thinking and pro-active response.
- ✓ End the editorial with a concluding punch that reaffirms the opening remark

- ✓ Limit the editorials to 500 words; make every word count and most importantly never use "I"

- **Op-Ed Contribution**

In simple terms it can be stated that an op-ed page is a written text piece characteristically published by a newspaper or magazine. It customarily articulates the opinion of a famed author typically not associated with the publication's editorial board. Initially short for "opposite the editorial page" it is frequently considered to stand for "opinion editorial."

Note that op-eds are different from both editorials (opinion content provided by editorial board members) and letters to the editor (opinion write-up sent in by readers). It is an opinion piece written about a newsworthy theme. They are so named since they usually appear opposite the editorial page of newspapers. Herein it is important to note that they provide a chance for experts to apprise and kindle public debate and from time to time help shape policy.

Distinctive characteristics of an Op-ed:

- ✓ Normally, it is short and is written between 750 and 800 words.
- ✓ It has a clearly-demarcated point along with a clearly-defined perspective.
- ✓ It epitomizes lucidity of thought.
- ✓ Op-ed comprises strong, distinguishing voice of the writer

Tips for Writing Op-ed:

- ✓ Build a clear message, concentrate firmly on one theme or argument. And inform the readers at the beginning of the piece, why they should care to read it.
- ✓ Writing in strong, energetic language is important but do not bombast.
- ✓ Provocative or conflicting perspectives have better chance to grab the reader's attention.

- ✓ It ought to be opportune. Connect the piece to the strongest conceivable news peg. For example, a high-profile Supreme Court ruling or important space-exploration launches are some themes that one can select for an op-ed piece.
- ✓ Ensure that the sentences and paragraphs are short and simple. Remember editors prefer succinct copy, so do readers.
- ✓ Select an apt and catchy title for the piece, keeping in mind that the editor may choose to modify it. (Note that editors almost always rephrase the headline, but it still helps to write a title that will get their attention.)
- ✓ Interlace the op-ed with pertinent facts and figures to reinforce your case, but try to evade too many as well.
- ✓ Anecdotes and instances may help demonstrate points and add vigour to the piece.
- ✓ Make distinct efforts to avoid academic jargon and technical terminologies. Remember if readers and editors have to toil to figure out the meaning of the jargons, the attention of the reader is lost.
- ✓ It is extremely important to remember that if you are focusing on a specific issue, propose probable solutions to fix it.
- ✓ Conclude on a note that strengthens your message.

- **Columns**

A column is a recurrent piece or article that appears in a newspaper, magazine or other publications. Through a column a writer articulates their own views in few columns allocated to them by the newspaper. Note that columns are written by columnists. Factors that distinguish a column from other types of journalism are that it is a steady feature in a publication, customarily written by the same writer or reporter. Also, columns are typically written on the same subject area or subject each time and that it characteristically, but not universally, includes the author's outlook or views.

Some types of newspaper columns are -

- ✓ Advice column
- ✓ Book review
- ✓ Community correspondent
- ✓ Exchange column
- ✓ Fashion column
- ✓ Critic's reviews
- ✓ Editorial opinion
- ✓ Food column
- ✓ Gossip column
- ✓ Features column
- ✓ Humor column or causerie
- ✓ Sports column
- ✓ Music column

11.8 SUMMING UP

Opinion journalism is journalism that makes no declaration of objectivity. Though different from advocacy journalism in various ways, both types feature a subjective standpoint, characteristically with some social or political doggedness. The yield of opinion journalism most likely is only one component of a principally objective news outlet. It is unlike the superseding feature of a wide-ranging publication or broadcast network.

Although it is established and understood that journalism blossoms on objectivity, opinion journalism nonetheless finds a place. Thus, the question rises why opinion journalism is desirable. In a democratic set up it is claimed that pre-meditated opinion journalism creates a platform or environment to deliberate on pressing issues that are more significant to democracy.

11.9 QUESTIONS

1. Explain the important features of column writing.
2. What do you mean by news values? Is objectivity a must for news value? Illustrate your answer.

3. Discuss the principles of news writing and its relevance to responsible journalism. Explain with examples.
4. Critically examine the limitations of appearing neutral in situations where for example human rights have been violated. Describe how objectivity is achieved in news reporting.
5. Democracy can be measured by the quality of political and human rights reporting. Discuss
6. News has become more interpretative with the growth of 24 hour news television. Discuss the value of interpretation to the public.

11.10 RECOMMENDED READINGS

- Parthasarathy, R. Basic Journalism. MacMilan India Ltd, New Delhi
- Agarwal, VB, Gupta, VB. Handbook of journalism and mass communication. Concept, Delhi.
- Jayapalan, N. Journalism. Atlantic Publishers and Distributors, New Delhi.
- Ogden, R. Journalism and Public Opinion. The American Political Science Review, Vol. 7, No. 1, Supplement: Proceedings of the American Political Science Association at Its Ninth Annual Meeting (Feb., 1913), pp. 194-200,

MODULE IV: TYPES OF JOURNALISM

UNIT 12: TV JOURNALISM

UNIT STRUCTURE

- 12.1 Introduction
- 12.2 Objectives
- 12.3 Defining Television Journalism
- 12.4 History of Television Broadcast In India
- 12.5 Writing for Television Journalism
- 12.6 Summing up
- 12.7 Questions
- 12.8 Recommended Readings

12.1 INTRODUCTION

At the onset it is imperative to keep in mind that television (TV) journalism is a subset of broadcast journalism. In other words, broadcast journalism is the realm of news and information distribution which are communicated, that is, published by electronic methods. The most well-known forms of broadcast media include radio and television.

12.2 OBJECTIVES

This unit aims to

- introduce you to the traditional practices of TV journalism
- develop a broad-based understanding of the difference between Print and TV Journalism
- Enable you to assess the advantages of TV Journalism coupled with the knowledge of writing for the same.

12.3 DEFINING TELEVISION JOURNALISM

It becomes important to comprehend that journalism is an activity that is predominantly allied with newspapers, magazines and television. The larger

division is done in terms of print and electronic journalism; print and broadcast journalism. Broadcast journalism, more typically is a type of news reporting presented to the viewers electronically through television or radio instead of publishing in newspapers or magazines. In contemporary times media in broadcast journalism includes internet as well. Broadcast journalism is designed to diffuse information far more promptly than older forms of journalism. Radio and television broadcasts are envisioned to get the news out to an extensive range of audiences in a language that is much less ceremonial than traditional print media.

Broadcasting is deemed to be the most innovative form of communication. It comprises all kinds of broadcasting media such as radio, television and online. It is the method of disseminating audio or video message to a large number of recipients. The broadcasting media has different types of journalism such as radio, television and online. It also prerequisites reporting skills which are considerably diverse and more technical compared to print journalism.

If you look at journalism in a very traditional sense of the term, it comprises the domain of print (newspapers, books, magazines, newsletters etc.) and electronic (radio and television). With the upsurge of the online domain, journalism expanded to the virtual world and the digital media technology.

Television journalism involves a process of news gathering using on-camera interviews and on-scene footage. All kinds of events from local, national and international levels are covered. Research forms an important part of television journalism since interviewing experts and renowned persons can not be a random activity. Television journalists also assist with the editing of the stories, provide commentaries or voice overs and may organize the story for coverage on television along with online portals. In contemporary times, television journalists characteristically keep up with social media and maintain an online presence on numerous platforms for their audience.

Understanding Television as a Medium of Communication

- Television engages the eye and the ear in unity and therefore makes the experiences real, tangible and instantaneous
- In television broadcast, the visual images appear on a minor screen area which provides a close personal experience
- In its functioning, television transfigures a living experience into an electronic image in the same manner as original sound is transformed into electronic audio signals in radio broadcasting.
- A television telecast offers realistic experiences and as a mass media of communication it becomes a means by which people share common experience.
- Television is a versatile medium.

Television is a popular source of mass communication. It plays a strategic role in social and cultural alteration more so in India. Main news and memorandums are broadcast on television. Above and beyond, via television audience can openly see the person presenting the news or giving information. Occurrences taking place in faraway locales are brought to one's through this system. It is known that about 90% population of India watch television programmes. Apart from the illustrious "Doordarshan" (DD), which is run by government, television services are also provided by private sectors and have created a booming industry.

What is PTC?

- PTC is also known as piece to camera, where a presenter or a character speaks directly to the audience via the camera.
- It is most prevalent when a news or television show newscaster is reporting or elucidating items to the viewing audience.
- There are three type of PTC's-
 - ✓ Opening PTC – it is the one with which the presenter starts the news and introduces himself or herself to the viewers.

- ✓ Bridge PTC - information that anchor gives to connect the gap between empty space
- ✓ Conclusive or closing PTC - conclusion of news where the presenter gives acknowledgment to the cameraman, location, the news channel and self.

ACTIVITY

List the names of first few television news presenters of Doordarshan

ASSESS YOUR PROGRESS

- i. Define the characteristics of television as a broadcast medium.
- ii. Define broadcast journalism.

12.4 HISTORY OF TELEVISION BROADCAST IN INDIA

Over the period of time more so in the context of India it has been observed that television has been a powerful communication medium. It has played a pivotal role in agricultural development, national integration and education. While it uses words coupled with images and sound effects like cinema, television has the capability to reach the largest number of people in minimum possible time. Since people learn using sensory functions of both eyes and ears, thus, the possibility of gaining knowledge becomes better.

The thriving television industry in India has not only affected urban population but the rural populace is also spellbound with this media. In the context of India television has played a key role in transmitting the latest technological knowledge to the rural people. In India the rural population is based in remote villages where the communication is demanding and challenging. In such a situation television is one of the significant cradles of mass media. It has brought the world to our doorsteps.

Television as a form of mass medium has made broadcasting of news, information and entertainment conceivable on a scale unparalleled in human society. It is unquestionably one of the most versatile audio-visual utilities ever developed. It is one of the most urbane means of mass communication media. It serves the people by broadcasting information about a wide gamut of areas like agriculture, national integration, health and hygiene, entertainment programmes, advertisement etc.

It is a perfect medium to transfer information to all – both literates and illiterates in urban and rural areas. As an influential device it is being used in a range of ways such as direct teaching for complementing formal education, for evolving psychomotor skills, for adult education and dissemination of agricultural knowledge etc.

- ✓ TV in India began in a humble way on September 15, 1959 through an initiative by UNESCO. The organization provided a grant to examine the use of television as a medium of education, rural and community development.
- ✓ In the same year, an experimental television programme was underway to train people to predominantly determine what television would accomplish in community development and formal education.
- ✓ Philips (India) validated its use at an exhibition in New Delhi. The choice of the transmitter was 40 kilowatt one and the viewers included members of 180 tele-clubs which were given free sets by UNESCO.
- ✓ The year 1961 saw educational television programmes on science for teachers.
- ✓ In 1965 entertainment programmes were hosted under pressure from manufacturers and the community.
- ✓ In 1967, Indian Television ventured into rural programmes and 'Krishi Darshan' was launched for farmers across 80 village tele-clubs in Delhi and Haryana.

- ✓ Throughout 1975-76 educational programmes were telecast to villages through SITE (Satellite Instructional Television Experiment).
- ✓ Commercial broadcast for the first time was introduced in 1976.
- ✓ In 1977 terrestrial transmitters were set up in selected centres to spread television coverage.
- ✓ On 15th August, 1982, the national programme was initiated.
- ✓ In 1983 INSAT-IA, India's first communication satellite was positioned in geostationary orbit but miscarried in its maneuver. In 1983 INSAT-IB was effectively propelled into orbit by the American Shuttle Challenger.
- ✓ Doordarshan (DD) had its launch with the trial telecast in Delhi in September, 1959 with a small transmitter and a temporary studio. The steady daily transmission began in 1965 as a part of All India Radio.
- ✓ The television service was expanded to a second city Mumbai in 1972.
- ✓ DD-News channel began operations on 3rd November 2003
- ✓ The Regional Languages Satellite channels have two components i.e., the Regional Service for the specific state transmitted by all terrestrial transmitters in the state. And supplementary programmes in the regional language in prime time and non-prime time are made available only via cable operators.
- ✓ DD Sports was launched on 18th March 1999. Sports channel is completely dedicated to broadcasting of sporting actions of national and international prominence. The sports channel of DD is the only such channel which broadcasts rural sports like Kho-Kho, Kabaddi, etc., something which private newscasters will not prefer to telecast as it will not draw any revenues.
- ✓ "Hum Log" was the first ever T.V. serial to be aired by Doordarshan in 1984
- ✓ The countrywide classroom of UGC was launched on 15th May 1983.

- ✓ In 1992, a Hong Kong based company started the STAR Television (Satellite Television Asian Region). The programmes of STAR TV are beamed by Asian Set Satellite. The channels in the network include Star Plus, Prime Sports, BBC and MTV.
- ✓ Zee TV is the indigenous Hindi channel of India that was launched just after Star TV (October, 1992) founded by Subhash Chandra.
- ✓ The dawn of satellite television was a blessing for cable operators. It motivated them to receive the programmes of Star TV, CNN, CNBC, Aaj Tak, NDTV 24X7, STAR Movies, ZEE TV, SONY, SAHARA ONE, ZEE CINEMA, Pakistan TV etc. Other than connecting satellite channels, cable operators also broadcast their own programmes in their local channels (predominantly films, popular serials etc.). It provided a substitute to DD to Indian audiences.
- ✓ Indian private channels catered to the burgeoning claim for entertainment by the country's audience. The central government comprehended the requirements and drove a sequence of economic and social reforms in 1991 under Prime Minister Narasimha Rao. As per the new policies the government permitted private and foreign broadcasters to get involved in limited operations of TV channels in India.

Herein, you ought to remember that with the multiplying of private news channels India faces one of the biggest changes in the history of news media. People often opine that quantity has come at the cost of quality. The model of "breaking news" has fragmented down with every peck of news being exaggerated into a story of national significance. Likewise the notion of an "exclusive" has lost significance. The rise of sensational journalism has substituted common sense to the point where you become curious whether an Indo-Pak conflict will first start inside a television studio. Or where pandemonium has supplanted trustworthiness with half a dozen opinions frequently engaging in cross-talk for what is called a "news hour debate";

and where noise is seen to be a favored choice at times to good outmoded news.

The increase of "melodramatic" tabloid-like content (each story, for example, being complemented by loud music) is conceivably a result of the dictatorship of TRPs (television rating points). It is not sufficient any longer to articulate a story. But the story ought to sell to an audience equipped with the power of a remote. As a result of these structures, a story of tribal displacement from Jharkhand will not make the cut to be the top headlines. Yet, every time Mahendra Singh Dhoni comes home to Ranchi, the local stringer will be kept occupied pursuing him. Therefore, the north-east region, where there are no television audience meter boxes, seldom gets coverage. Conversely, stories from the bright lights of the metropolitans play unremittingly. "In a sense, three 'Cs'-crime, cinema and cricket - have become the presiding Trimurti, the triple-headed deity at whose altar the industry worships, as well as a monster that threatens to devour the news space." Thus, it is imperative to understand that morals and code of ethics ought to be followed more meticulously in case of television journalism.

Points to Remember:

- ✓ Doordarshan (DD) is an independent public service broadcaster established by the Government of India, on 15 September 1959
- ✓ It is managed by the Information and Broadcasting Ministry of Government of India and is one of two divisions of Prasar Bharati
- ✓ Regular daily transmission started in 1965
- ✓ Pratima Puri was the first newsreader in DD
- ✓ Krishi Darshan was the first programme broadcast on DD from 26 January 1967 and is one of the longest running shows on Indian television
- ✓ National broadcasts began in 1982

- ✓ In 1982 colour TV was introduced in the country with live broadcast of the Independence Day speech by the Prime Minister of India, Indira Gandhi, on 15 August 1982
- ✓ Doordarshan operates 34 channels.

ACTIVITY

Find out how many regional language channels are operated by Doordarshan. Name them.

ASSESS YOUR PROGRESS

- i. Write briefly on Prasar Bharti
- ii. Write a note on private news channels in India

12.5 WRITING FOR TELEVISION JOURNALISM

As students of mass communication it is important to know that for good writing and there is no substitute. Whether you are writing for radio, print, television or online, the thumb rules remain the same. Minimalism, upright organization of your point of view and themes, and a vocabulary that your listeners or readers or viewers will comprehend are very important.

News as is understood is the most important component of today's media scenario and there are a large number of issues that transform the importance of news in real practice. For instance, the policy of news medium may intensify or reduce the prominence of the story. The category of viewers and listeners that controls the audience of a channel regulates fundamentally what is news for that medium. The time accessible on television determines whether a story is to be presented concisely or in detail. And therefore, time modifies the worth of a news story. Reiterating the same news story also occasionally diminishes the significance of a news story.

CONTENTS OF NEWS

What- What occurred? What is the occurrence?

When- When it happened, at what time it took place?

Where- The locale where the incident happened.

Who- The persons involved in the incident.

Why- The cause of that specific issue.

How- The sequence of the occurrence

Characteristics of Writing for Television Journalism

The four Cs guide writing in broadcast journalism, which is imperative for you to remember. They are-

- Correctness or exactitude
- Clarity- unblemished, specific language that has no vagueness is the key in writing a good television news story and can hook the viewers' attention
- Conversational- television broadcast news ought to sound more conversational since presenters read it aloud
- Color- writing that permits the audience to paint a picture of the story or event being reported is very essential

Television News Presentation Formats:

- Mini documentary: this layout permits a story to run for more than a minute, to a duration going upto 15 minutes. It allows for a multiplicity of sound bites, interviews and even music to be amalgamated into the newscast.
- Reader copy: the script that is read by an anchor
- Voiceovers: reporter speaks over video, wherein the original sound is turned mute or off

- Voiceover to Soundbite: in this case the reporter talks over the video till the time the soundbite fades in, after which the voice of the reporter is muted and the soundbite is turned up
- Package Stories: in this format the anchor presents a taped mix of video, sound, voice and standup reporting
- Live Shots: herein the anchor introduces the story and informs the audience that the broadcast is going live to the place of action, following which the reporter on the scene continues the story from there with the help of either stand up, or interview

Tips for Writing:

- Cut out Inactive Text: At no point of time write in a passive voice. Use active voice, irrespective of what you are writing about. Eliminate words like “was” from the vocabulary.
- Connect it to the People: Irrespective of what the news story is, audiences have to care about it. If it does not connect to them, the audience will ignore it.
- Simplify Numbers: in case of writing for a newspaper, specific numbers, figures and information can be provided. Conversely, in case of television a viewer’s ears cannot handle a large sequence of numbers at once; so the likelihood of making an impact is diminished. Thus, simple numerical facts should be used and that too judiciously.
- Skip Clichés: Experienced writers tend to use clichés and jargons that tend to make news writing shallow. Avoid this process of using clichés.
- Write to Video: Several television news stories are narrated as the audience watches video running on the screen. Thus, it is imperative to link the words to the video.

12.6 SUMMING UP

Television journalism encompasses a practice of news gathering using on-camera interviews and on-scene footage. In modern times, TV journalists symptomatically keep up with social media and sustain an online presence on various platforms for their audience. Television is a popular source of mass communication. It plays a tactical role in social and cultural adaptation more so in India. Main news and messages are broadcast on television. Over a course of time more so in the context of India it has been noted that television is an influential communication medium. This way it has played a crucial role in agricultural development, national integration and education. Television as a means of mass medium has made broadcasting of news, information and entertainment plausible on a scale unmatched in human society.

12.7 QUESTIONS

1. Discuss the impact of television journalism in the agricultural sector with the help of examples.
2. Compare and contrast news broadcast techniques in national and regional news channels.
3. Discuss the differences between radio and TV broadcasting.
4. What are the ethics to be followed in television journalism? Discuss with the help of examples.
5. Analyze the features of Doordarshan news broadcasting with relevant examples.

12.8 RECOMMENDED READINGS

- Boyd, A, Stewart, P, Alexander, R. Broadcast Journalism Techniques of Radio and Television News. Routledge, UK
- Jayapalan, N. Journalism. Atlantic Publishers and Distributors, New Delhi.
- Agarwal, VB. Essentials of practical journalism. Concept Publishing

Company, New Delhi

- Jukes, J, McDonald, K, Starkey, G. Understanding Broadcast Journalism. Routledge

UNIT 13: RADIO JOURNALISM

UNIT STRUCTURE

- 13.1 Introduction
- 13.2 Objectives
- 13.3 Defining Radio Journalism
- 13.4 History of Radio Broadcast in India
- 13.5 Writing for Radio Journalism
- 13.6 Types of Radio Scripts
- 13.7 Summing up
- 13.8 Questions
- 13.9 Recommended Readings

13.1 INTRODUCTION

At the outset it is very important to note that radio journalism is a branch of broadcast journalism. In simple words, broadcast journalism is the domain of news and information dissemination which are transmitted, that is, published by electronic methods. The most known forms of broadcast media include radio and television. This unit shall throw light on the history of radio journalism and shall help you in understanding how to write for radio.

13.2 OBJECTIVES

The objectives behind designing this unit are-

- to introduce you to the traditional practices of the radio industry
- to develop the skills which you need in order to produce acceptable news stories for radio
- and to help you in getting a broad based understanding about radio journalism as a niche.

13.3 DEFINING RADIO JOURNALISM

At the onset it is important to understand that journalism is an activity that is principally allied with newspapers, magazines and television. The larger bifurcation is done in terms of print and electronic journalism - print and broadcast journalism. Broadcast journalism, ordinarily is a type of news reporting offered to the audiences electronically through television or radio instead of publishing in newspapers or magazines. Note that media in broadcast journalism comprises the internet as well. Broadcast journalism is ordained to disperse information far more rapidly than older forms of journalism. Radio and television broadcasts are intended to get the news out to a widespread range of audience in a language that is much less formal than traditional print media.

Radio is known to be the first medium in broadcast journalism. Several early day radio stations were cooperative community radio undertakings and primarily were not profit-making entities. Later, radio advertising to pay for programmes was pioneered in radio. In its formative years radio became popular, not as a source of information but as a means of entertainment. This approach began to change when Edward Murrow, an American who went to England in order to transmit news about World War II. Murrow resided in London during the entire duration of the war and was the first person to report on actions such as bombings in London and informed the people on Hitler's activities. He gained prominence mainly after reporting on Hitler's German army invading Austria. Several Americans trusted his broadcasts during the war to get information.

Additionally, more number of people also began to rely on radio for information after the attacks on Pearl Harbor. People found out about the bombing through President Roosevelt's broadcast interrupting their daily programming. It set Americans on edge and people began to rely more heavily on the radio for major announcements throughout World War II. This was a time where radio broadcasting became a much larger industry because

it was the easiest and quickest way for people to get updates on what was going on throughout the world.

What is a Radio?

Radio is a device used for wireless transmission of signals through free space by electromagnetic radiation of a frequency considerably lower than that of visible light. The frequency of radio waves range from about 30 KHz to 300 GHz. This radiation moves by means of oscillating electromagnetic fields that travel through the air and the vacuum of space. Radio is considered to be an exclusive medium of sound. It is an aural or auditory media also known as the medium of the ear. Remember that the three key elements of a radio broadcast include spoken word, music and sound effects. These are all forms of sound carried on the air waves to the listener. To be suitable for broadcast, all these sounds ought to be pleasing and expressive for the listener. They ought to be creatively incorporated or mixed to kindle the imagination of the listener. If not, then the purpose of the broadcast would be defeated.

Understanding the Radio as a Medium of Communication

- Radio is the fastest medium of disseminating information
- It is a medium of sound, words and sound effect
- It can reach out to areas without electricity
- Production cost of radio programmes is relatively cheap
- It is considered to be an immediate and intimate medium of communication
- Radio is also called the theatre of the mind

If you look at journalism in a very traditional sense of the term, it comprises the domain of print (newspapers, books, magazines, newsletters etc.) and electronic (radio and television). With the upsurge of the online domain, journalism has also expanded to the virtual world and the digital media technology.

“News is what someone, somewhere doesn’t want printed – all the rest is advertising” - Lord Rothermere, newspaper chain owner.

“News is what we call the stories we choose to put in our news bulletins – if it’s not in the bulletin then it’s not news” - Anonymous British radio news editor

Guide To Vox Pops For Radio Journalists

- Vox pop is a term derived from the Latin word meaning ‘voice of the people’. Note that Vox Pop is not about merely recording voices of people on the streets.
- It contains montage of voices and opinions recorded on location.
- It should cover a range of voices comprising young, old, male, female, multiethnic, sensible, outraged and funny so that there is an assortment of audio.
- It is typically 20-40 seconds in duration anything longer sounds very contrived.
- If it is pacey and quirky which makes it memorable.
- It should be based on subjects that people usually will have a concrete opinion.

Herein it is essential to remember that radio was the first medium for broadcast journalism. Numerous radio stations in the initial stages were cooperative community radio undertakings not profit making onse. It was in the later years of development of radio as a medium of communication, radio advertising to pay for programmes was initiated .

ACTIVITY

Find out how many Community Radio stations are there in India? Name them.

ASSESS YOUR PROGRESS

1. Define a radio.
2. Define broadcast journalism.

13.4 HISTORY OF RADIO BROADCASTING IN INDIA

It is imperative to keep in mind that broadcasting commenced in India with a radio service in Chennai (erstwhile Madras) in 1924. In the same year, the British government approved a license for a private company. Following this the Indian Broadcasting Company (IBC) opened radio stations in Mumbai (former Bombay) and Kolkata (earlier Calcutta). When IBC became bankrupt in 1930 the colonial government took over the operations and began operating them as the Indian State Broadcasting Corporation (ISBC). Lionel Fielden arrived in India in 1935 to become the first Controller of Broadcasting for the Indian State Broadcasting Services (ISBS). It was on June 8 1936, that the Corporation was renamed All India Radio (AIR) and put under the Department of Communications. Soon after Independence, AIR was made a separate division under the Ministry of Information and Broadcasting (MIB). Naturally, national integration and the development of a “national consciousness” were amongst the early goals of AIR. Broadcasting was expected to contribute particularly to the development of social reconstruction. Urdu humorist Sir Syed Ahmed Shah Bokhari (prior to formation of Pakistan in 1947) was the first Director General while PC Chowdhuri was independent India’s first director general of AIR.

The role and impact of radio broadcasting became very crucial at the time of partition and the refugee influx, uniting families. Accessed by merely 4,000 radio-sets in 1947, on June 3, AIR aired Mountbatten, Jinnah and Nehru’s statements on India’s partition. Mahatma Gandhi visited AIR only once on November 12, 1947 to transmit a message from Studio 3 for refugees coming to Haryana from Pakistan.

By the 1950s, the AIR started the National Orchestra (Vadya Vrinda) with Pandit Ravi Shankar as its director from 1949-56. The Vividh Bharati Service (VBS), AIR’s hit channel for Hindi film songs, underwent operations in 1957. Pandit Narendra Sharma was one of its proponents. A leap in the VBS Service took place in 2008, when its programmes were made available on DTH, making it a 24-hour music channel.

You should note that AIR's distinctive youth service, Yuva Vani (YV), began in July 21, 1969. It was both a youth retreat and training platform. In its magnificent years, the English section was controlled by the trinity of Rita Mukherjee, Avik Ghosh and Noreen Naqvi. Naqvi is also credited to be the first woman director general of AIR. In the current times Yuva Vani is no longer a channel as it is continuing as a daily programme on AIR.

Vividh Bharati is one of the best-known services of AIR also recognized as the Commercial Broadcasting Service (CBS). It was launched on 3 October 1957, to compete with Radio Ceylon. It is commercially the most reachable of the AIR networks and is popular in Mumbai and other large cities. It provides a wide range of programmes inclusive of news, film music and comedy.

The headquarters of the Regional Deputy Directors General of AIR are located at Delhi, Chandigarh (NR), Lucknow and Bhopal (CR), Guwahati (NER), Kolkata (ER), Mumbai and Ahmedabad (WR), Chennai and Bangalore (SR). You must remember that all frequencies are in kHz, except otherwise noted.

The 1990s was the time when Prasar Bharti Corporation took over the operations of AIR and Doordarshan (DD). AIR also began to face stiff competition from private radio stations. But the dynamic changes did not deter the operations of AIR. In the year 2000, AIR began to acclimatize itself to new technology. It launched digital satellite home service to provide services to all of the Indian subcontinent and South-east Asia. FM 2 channel (later called FM Gold) also began its transmission.

Currently, AIR broadcasts in 23 languages and 146 dialects and has 419 broadcast centres. Further, AIR's official app, All India Radio Live, offers 13 channels. Also, around two lakh hours of AIR programmes are in the process of being digitized. The total AIR budget currently has been allocated to around Re 1,700 crore of which around 23% (Re 400 crore) is spent on programming. Out of the programming budget, an estimated 8.25% is spent on news and 41.5% on entertainment.

Points to Remember:

- ✓ AIR is one of the largest radio networks in the world with its head offices at Akashwani Bhawan, New Delhi,
- ✓ It has an assortment of services each meeting the requirement of diverse regions and languages of India,
- ✓ Vividh Bharati which offers programmes such as news, film music, comedy shows etc. is one of the most popular services of AIR.
- ✓ Note that AIR has a three-tier structure of broadcasting, namely-- national, regional and local. The National channel began operations on May 18, 1988, using transmitters at Nagpur, Mogra and Delhi beaming from dusk to dawn.

ACTIVITY

Find out how many regional language channels are operated by AIR.

ASSESS YOUR PROGRESS

1. What is Vividh Bharati?
2. When did AIR begin its regional services?

FM RADIO IN INDIA

Government owned radio services commenced in India prior to Independence. However, the country had to wait a long time for private radio channels to begin broadcast. Again, even when FM stations did begin services they are banned from news broadcast. It is imperative to note that the ban branches out from the outdated broadcasting law, The Telegraph Act of 1885, which grants full control to the government to permit or annul license to private broadcasters.

It is worthy of mention that till the 1990s, the government had a domination over television and radio transmissions. With the beginning of cable television, private news channels came into the domain and ultimately grew into a gigantic industry overhauling Doordarshan, the public service broadcaster. And many argue that this trend has been preventing the

government to continue the ban on news broadcasting by private FM radio stations.

Radio had to wait till 2001 to get private proprietorship after a historic ruling by Supreme Court in the Union of India Vs Cricket Association of Bengal case in 1995. The Supreme Court opined that airwaves were public property and therefore citizens were the proprietors by dint of rights bestowed upon them by Article 19 of the Constitution (right to freedom) with the exclusions mentioned in Article 19(2) pertaining to public security.

In the mid-1990s, precisely about 1993-94, the first wave of private FM stations were set up that ushered in a new era in the field of mass media entertainment in the country.

FM LRS (Local Radio Station) was started on 1 July 2001 at 14.28 in Kodaikanal with the frequency 100.5 MHz.

FM radio is also known as commercial radio and it is a station that makes profits through advertising, radio spots, radio commercials, or advertising jingles. The advertisements are given by companies which consider commercial radio to be a viable medium to communicate with their customers. Numerous companies also sponsor popular programmes as a means to reach out to their audiences.

There have been two major ingenuities in the introduction of FM Radio in India. In Phase I that was announced in the year 1999, 21 channels were established across 12 cities. In Phase II that was introduced in 2005, the FM radio market literally detonated in India. The number of FM channels rose to 242 and their trail ranged across 85 cities. The primary source of income of FM radio is advertising.

A few prominent FM radio stations are being run by various business corporations with names as - Radio Mirchi 98.3 FM, 94.3 My FM, 92.7 BIG FM, Red FM 93.5 etc. among others.

COMMUNITY RADIO

Community Radio (CR) is considered to be the third model of radio broadcasting in India in addition to FM and public (AIR) broadcasting. It is

to be noted that as a decentralized form of broadcasting, CR stations cater to the needs of communities. They transmit content that is current and relevant to a local, specific audience. CR stations are operated and owned by the communities they serve, and are non-profit in nature.

In India under the aegis of an UNESCO sponsored workshop, hosted by an Andhra Pradesh NGO, Deccan Development Society (DDS) July 17–20, 2000 in Hyderabad dispensed the 'Pastapur Initiative' on community radio that insisted the government to take its objectives of freeing broadcasting from state domination to its reasonable conclusion, by making media space accessible not only to private companies but also to communities.

This ground-breaking document advised the government to form a three-tier arrangement of broadcasting in the country by including non-profit CR stations to the previously existing public radio and private commercial radio. Thus, in South India, DDS worked with Dalit women's cooperatives to start Sangam Radio, India's first community radio station.

Given below is the list of few operational CRs stations in India-

- ✓ Abid Ali Khan Educational Trust “Deccan Radio”, Hyderabad, Andhra Pradesh
- ✓ Department of Communication, University of Hyderabad “Bol Hyderabad”, Hyderabad, Andhra Pradesh
- ✓ Deccan Development Society's “Sangham Radio”, Medak District, Andhra Pradesh
- ✓ Institute of Distance and Open Learning, Gauhati University “Radio Luit”, Guwahati, Assam
- ✓ Krishna Kanta Handique Open University “Jnan Taranga”, Guwahati, Assam

13.5 WRITING FOR RADIO JOURNALISM

You must have realized by now that as students of mass communication, acquiring a good amount of skills in writing is a necessity. Simplicity, good

organization of your thoughts and themes, and a vocabulary that your listeners or readers or viewers will understand effortlessly are very important.

However there are some specific aspects that apply to the medium of radio because of its unique nature (audio based communication). Keep the following points in mind:

- In contrast to print, radio listeners cannot go back to the part they have missed. Thereby, the message has to be clear the first time, since there is no second chance.
- Keep in mind that radio is strictly an audio medium and there are no pictures to strengthen your verses. This implies that the script has to be descriptive and laden with details such that you are able to weave word imageries to grab the listener's attention. There is only one opportunity to make an impression in the mind of the listener.
- Remember that the medium of Radio is conversational and personal. It's like talking to a person one to one. Thus, writing for radio has to sound like it is talked and not read.
- Radio writing has to be descriptive, tight and clear. Over-the-air radio is also known as the theater of the mind since good writers can invoke images for listeners with help of written word and sound.

LET US KNOW

Count Guglielmo Marconi (Italy) sent the first radio communication signals through the air in 1895, from England to Canada in 1901. He did create a milestone in the history of electronic communication.

ACTIVITY

List the reasons for the popularity of FM broadcasting in India.

13.6 TYPES OF RADIO SCRIPTS

It is understood that writing script for radio is no ordinary task. The writer has to be conversant with the type of format since the variation in radio script writing is very wide that script writers are engaged in the production of copies for different programmes at the same time. Every program in a radio broadcasting station commences when the program producer assigns the script to the announcer or anchor persons.

1. NEWS SCRIPT

Scripting for news is commonly considered as one of the most formal broadcasts by any radio station. Highly proficient writers, having long years of experiences in language and news copy writing are engaged to write copies for the prime-time newsreels. The news script ought to have ---

- ✓ Proper language (understood by most listeners)
- ✓ Simple vocabulary
- ✓ Small sentences - no jarring or jumbling
- ✓ Paragraphing
- ✓ Slugs
- ✓ Keep ethics and legalities in view
- ✓ Usage of apt terminologies

2. INTERVIEWS

For interviews a script containing all the questions and references about the interviewee is prepared. For panel interviews occasionally supplementary questions ought to be scripted as others are putting questions in real time.

3. TALK SHOWS AND DISCUSSIONS

The talk show or discussion script begins with an opening remark on the topic or theme followed by an introduction of the participants.

4. DOCUMENTARIES AND RADIO FEATURES

You should note that for all documentaries and radio features, a script must be ready before other formalities are completed. In documentaries the script often contains historical information. In this regard keep in mind that the selection of words has to be done carefully so that common people connect to it easily.

5. LIVE SHOWS

This format is strictly scripted and also rehearsed to avoid any slip ups.

6. DRAMAS

This is also a highly popular form of programme where dramas are performed by artistes in radio's studios and are broadcast for the listeners. Many good quality dramas have been produced and broadcast over the years by All India Radio.

ACTIVITY

Comment on any two limitations of radio broadcasting.

13.7 SUMMING UP

Radio journalism is a branch of broadcast journalism. Radio is known to be the first medium in broadcast journalism. In its formative years radio became popular, not as a source of information but as a means of entertainment. Radio broadcasting commenced in India with a radio service in Madras in 1924. In the same year, the British government approved a license for a private company following which the Indian Broadcasting Company (IBC) opened radio stations in Bombay (Mumbai) and Calcutta (Kolkata). IBC became bankrupt in 1930 but the colonial government took over the operations and began operating them as the Indian State Broadcasting Corporation. It was on June 8, 1936, that the Corporation was renamed All India Radio (AIR) and positioned under the Department of Communications. Soon after independence in 1947, AIR was made a separate division under the Ministry of Information and Broadcasting. AIR

broadcasts in 23 languages and 146 dialects and has 419 broadcast centres. FM radio is also known as commercial radio that makes profits through advertising, radio spots, radio commercials, or advertising jingles. Community radio stations are operated and owned by the communities they serve, and are non-profit in nature.

13.8 QUESTIONS

1. Discuss the impact of Radio Journalism on Education with the help of examples.
2. Compare and contrast Vividh Bharathi and Prasar Bharati.
3. Discuss the difference between radio broadcasting and TV broadcasting.
4. What are the tasks involved in radio broadcasting?
5. Analyze the features of AIR programmes with relevant examples.

13.9 RECOMMENDED READINGS

- Crisell, A. Understanding Radio (Studies in Culture and Communication). 1984. Routledge; 2nd edition
- Chantler, P, Stewart, P. Basic Radio Journalism. 2012 Focal Press (Taylor and Francis Group)
- Dubber, A. Radio in the Digital Age (DMS – Digital Media and Society). 2013, Polity Press
- Jayapalan, N. Journalism. Atlantic Publishers and Distributors, New Delhi.
- Agarwal, VB. Essentials of practical journalism. Concept Publishing Company, New Delhi

UNIT 14: ONLINE JOURNALISM

UNIT STRUCTURE

- 14.1 Introduction
- 14.2 Objectives
- 14.3 Defining Online Journalism (Digital Journalism)
- 14.4 History of Online Journalism
- 14.5 Citizen Journalism
- 14.6 News Portals
- 14.7 Writing for Online Media
- 14.8 Summing up
- 14.9 Questions
- 14.10 Recommended Readings

14.1 INTRODUCTION

The advent of the internet, World Wide Web and all other associated technologies had ushered in a new information age. This revolution had gigantic impact on the functioning of both the print and electronic media. In this unit we shall discuss online journalism, citizen journalism, the concept of news portals and how to write for the online media.

14.2 OBJECTIVES

This unit has been prepared with the following objectives-

- to help you get a detailed overview of online journalism with focus on writing for online media, citizen journalism and news portals.
- to help you understand the nuances of the dynamic field of online journalism thereby develop a perspective about the domain.

14.3 DEFINING ONLINE JOURNALISM

With the dawn of the digital era people live more online than offline. The World Wide Web has changed the very concept of life rapidly and the entire generation itself. Flow of information and its information sharing has been

revolutionized where the entire globe is connected irrespective of geographical, age, religion, caste, color, gender barriers. The colossal growth and expansion in the field of information technology steered in an era of revolution in the acquisition and distribution of information. It is known that people keep themselves updated second by second and the whole the world is on the tip of one's finger. Scholars noted that every time (computer mediated communication) technology becomes accessible to people anywhere; they predictably build virtual communities with it, thus creating a new community of netizens.

Thus, at the onset it is important to understand that online technologies in general and the WWW in specific which was established by CERN (European Organization for Nuclear Research) captured America. And subsequently the rest of the globe with an inconceivable intensity in the 90's. Such a process was triggered by the creation of virtual communities and the subsequent returning of a new economy.

For instance, the first American online newspaper was the *Chicago Online*, launched by the Chicago Tribune in the United States. In the year 2001, U.S. based Editor & Publisher Interactive found in their database 12,878 records of online news media.

A phenomenon was noticed that increasingly all media ventures were creating an online presence. There was a mushrooming growth in the number of websites in the domain of news media and also e-commerce. Internet was used as an effective outlet for viewing news by millions of users or special interest groups across the globe. Statistics reveal that since 1993 an implausible growth of online news organizations took place. Right from the start of the twenty-first century there was a sharp expansion in the scores of traditional news organizations transferring to the online domain. This despite the fact that development of a number of non-traditional news sources in the process.

Here it is important to reiterate that migrating to the online created better prospects for newspapers, for competing with broadcast journalism. Owing to the credibility, strong brand credit of well-established newspapers, and the close associations they had with advertisers, the chance of survival by newspaper in the industry was strengthened.

At a time when the world was undergoing transformation in the schema of trade, commerce, socialization, it was not anticipated that the media domain too would come under the heavy influence of this revolution. It was seen that people increasingly chose the online mode to seek information. Consequently, the foundations for a parallel form of media was laid, which came to be known as online journalism also known as digital journalism.

When we mention the term Journalism, it usually comprises the domain of print media (newspapers and magazines mainly) and electronic media (radio and television). However, with the advent of technology, specially new media, the domain of journalism has vastly expanded to the virtual world also and the digital media technology.

Networked Publics, University of Southern California, provides the following definition of Online Journalism - “Online journalism refers to news content produced and/or distributed via the Internet, particularly material created by journalists who work for mainstream market driven news organizations. Blogs and other emerging forms of online news communication are widely acknowledged as significantly influencing mainstream news content both on and offline. They are considered here a distinct phenomenon and treated under the category of alternative media”.

The following points differentiate online journalism from traditional journalism:

- **Online is real time** - News feeds can be published in real time wherein real time updates on breaking news and events is given as and when they do happen.

- **Online is shifted time** - The domain of online journalism also takes advantage of shifted time. Online publications publish and document articles and other news feeds for viewing in the future whenever a reader or viewer would like to do so.
- **Online is multimedia** - Online journalism is a potpourri of varied multimedia elements like text and graphics (e-newspapers, e-magazines and e-books), along with sound, music, motion video, and animation (broadcast radio, TV, film), 3D and more.
- **Online is interactive** - You have to understand that hyperlinks signify the primary mechanism for making the WWW interactive, connecting the numerous elements of a lengthy and complex work. It introduces multiple points of view, by adding depth and detail. In simple words a set of online journalism content comprises a hyperlinked set of web pages; wherein the pages can themselves contain hyperlinks to other websites. Traditional journalism directs the reader through a linear narrative whereas online journalism allows readers to become contributors and participants, as they navigate through a hyperlinked set of pages. With interactivity, the online journalist can pre arrange, to a certain degree, the reader/participant's advancement through the content. This is because of multifarious navigation conduits and branching alternatives. Alongside hyperlinks, embolden the reader or participant to linger on to discover various narrative filaments collected by the reporter or writer or editor.

Hyperlink

Hyperlink is a word, catchphrase or image that can be clicked on to move to a new document or a new segment within the existing document. In today's times hyperlinks are available in practically all web pages, permitting users to navigate from one web page to the next. You must have noticed that text hyperlinks are often blue in color and highlighted. In common parlance hyperlinks are often denoted to as just links, and are common in web pages.

Further, additionally they are also placed in other hypertext documents. It can be seen that encyclopaedia, glossaries, dictionaries, and other references often use hyperlinks. Essentially, hyperlinks permit people to browse information at hyperspeed.

- **Online is equal to quick response** – Readers or participants can reply instantly to content presented by the online news portals. This response can be in many different forms. Namely, email to the reporter which is similar to the traditional letter to editor for print publications, tweets or Facebook comments. All of these are more real time and instantaneous. Online journalists also have the option of taking part in threaded discussions that let readers reply instantly to an article. And also to the commentaries of other readers, in a bulletin board-style dialogue that can be retrieved at any point of time. Readers become contributors in the ongoing co-creation of an editorial milieu that develops from the online journalist's original reportage and the preliminary article.

ASSESS YOUR PROGRESS

1. What does the term online imply?
2. What is a hyperlink?

14.4 HISTORY OF ONLINE JOURNALISM

- The first kind of digital journalism, called teletext, also known as broadcast teletext, is a television information recovery service created in the United Kingdom in the early 1970s, by John Adams the Philips Lead Designer. It is a system that permits viewers to select which stories they wished to read and see it directly. The information made available through teletext is brief and instant, similar to the one seen in digital journalism today. Teletext is broadcast in numbered pages. In the recent times it has proved to be a dependable text news

service during the September 11 terror attacks when the webpages of major news sites became unreachable owing to high demand.

- American journalist, Hunter S. Thompson depended on early digital communication technology by using a fax machine to report from the 1971 US presidential campaign trail.
- Following it the creation of teletext was the invention of videotex of which Prestel was the world's first system, which was launched commercially in 1979. Soon, many British newspapers including the *Financial Times* lived up to deliver newspaper stories online through it.
- In the following years American newspaper companies took notice of the new technology and produced their own videotex systems. Viewtron became the biggest and most ambitious service of Knight-Ridder launched in 1981. Few others were Keycom in Chicago and Gateway in Los Angeles.
- This was followed by computer Bulletin Board Systems, wherein in the 1980s and early 1990s, numerous smaller newspapers started online news services using BBS software and telephone modems. The first of these was the *Albuquerque Tribune* in 1989.
- Indian online journalism began in August 1995, when full-blown internet service commenced in the country intended for public use through the Videsh Sanchar Nigam Limited (VSNL) - India's overseas communications agency. This had flagged off the way for swift dissemination of internet communication across the country. Despite the existence of a cavernous digital divide, modern communication systems in Indian towns co-exist with appalling connectivity in the remote villages, where a majority of India's population exist.
- Even though Indian newspaper organizations were making use of computers for writing and page design from as early as 1987, the transition to the online editions of their papers was slow.

- By 1998 merely forty-eight newspapers in India had online editions. By 2006, the count had climbed to 116.
- The total number of online news editions is seen as particularly low because of the multiplicity of languages spoken in India. Of the 22 languages formally recognized, merely 12 of the non-English languages are available as online editions.
- India embraced the third generation (3G) mobile technology in 2009, which offers users access to high-end data applications.

Points to Remember:

- ✓ The *Times of India* launched its web portal in 1999 and in 2003 they printed an electronic version of their newspaper.
- ✓ Oneindia.in (owned by Greynium Information Technologies Pvt. Ltd) is an Indian Internet portal founded in 2006 delivering content, community and commerce to their consumers, business entities and the global Indian community.
- ✓ In 2011, INEXT was re-launched along with the website inextlive.com by Jagran Prakashan Ltd (JPL). It is considered to be the first bilingual daily news published in India.
- ✓ Webdunia is the first 'Hindi' portal launched in 1999.
- ✓ E-choupal, launched in 2000 was initiated by India Tobacco Company (ITC).

ACTIVITY

Find out how many regional language news portal operate in India and how many are from the north-eastern region of the country.

ASSESS YOUR PROGRESS

1. What is Videsh Sanchar Nigam limited (VSNL) ?
2. When did internet access become open to public in India?

14.5 CITIZEN JOURNALISM

An important concept that needs to be understood is that of citizen journalism. Since online journalism is real time and requires 24X7 data generation, a platform has been created for community participation. This term implies the that common man who has no knowledge of journalism too have the scope of participating in the process of news dissemination. This has been possible owing to the fact that online domain is a potpourri of varied multimedia elements and people can disseminate information through small duration video clips, blogs etc. These are broadcast through various online news portals and social media platforms.

In a very basic sense citizen journalism denotes reporting of news worthy incidents by members of the public by means of the internet and other multimedia platforms to pass on the information. It ranges from simple reporting of facts and newscast that is principally left out by large media companies. It is effortlessly disseminated through personal websites, blogs, microblogs, social media and the like. In certain cases citizen journalism also functions as a mechanism to check on the reporting of larger news channels by offering alternative analysis.

Some other terminologies by which citizen journalism is known are:

- ✓ Collaborative citizen journalism (CCJ)
- ✓ Grassroots media
- ✓ Networked journalism
- ✓ Hyperlocal journalism
- ✓ Distributed journalism
- ✓ Open source journalism
- ✓ Citizen media
- ✓ Participatory journalism
- ✓ Stand-alone journalism
- ✓ Bottom-up journalism
- ✓ Guerrilla journalism

Likewise, keeping the above in view it is imperative to understand that citizen journalism refers to all systems of public reporting carried out in the sphere of World Wide Web. This is inclusive of everything from blogs to reporting a local small town tournament to online posts about citizens in countries where the national media is owed or controlled by the government. Sometimes an event may be very less unimportant for bigger media to take notice or the media is not in a position to report the facts without censorship. Then, citizen journalism becomes the only source of information on what is essentially occurring behind the media suppression.

Courtney C. Radsch, an American journalist, author and free expression advocate defined citizen journalism “as an alternative and activist form of news gathering and reporting that functions outside mainstream media institutions, often as a response to shortcomings in the professional journalistic field, that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism”. On the other hand Jay Rosen, a liberal media critic, writer, and a professor of journalism at New York University proposed a simpler definition stating “when the people formerly known as the audience employ the press tools they have in their possession to inform one another”.

Herein it is important to note that citizen journalism must not be confused with community journalism or civic journalism, both of which are carried out by professional journalists. Collaborative journalism is also a distinct concept and is an exercise of professional and non-professional journalists working collectively. Similarly, social journalism is a separate concept denoting a digital publication with a hybrid of professional and non-professional journalism. In this case citizen journalism is a definite form of both citizen media and user-created content. By placing the term ‘citizen’ along with its associated abilities of civic-mindedness and social accountability, with that of ‘journalism’, this term befittingly defines this specific form of online and digital journalism carried out by amateurs. It

underlines the connection between the practice of journalism and its association to the political and public domain.

Note that new media technology such as social networking, web portals and media-sharing websites, alongside the increasing pervasiveness of cellular telephones, have made citizen journalists more reachable to people globally. Contemporary advances in new media have started to have a deep political impact. Owing to the accessibility of technology, citizens regularly can report breaking news more swiftly than traditional media reporters.

- ✓ Prominent instances of citizen journalism broadcasting from key world events are, the 2010 Haiti earthquake, the Arab Spring, the Occupy Wall Street movement, the 2013 protests in Turkey, the Euromaidan events in Ukraine, Syrian Civil War, Chennai Floods 2015 and the like.

However, the critics of the spectacle of citizen journalism which is an upshot dawn of new media technology and online journalism, include professional journalists and news organizations. The critics assert that citizen journalism is unfettered, too subjective, unprofessional, and arbitrary in quality and coverage. Some also view citizen journalism as a practice of alternative media, presents a fundamental challenge to the specialized and long-standing practices of the mainstream media. Many also argue that journalism has been affected considerably owing to citizen journalism. This owing to the fact that citizen journalism permits people to post as much content as they wish and whenever they like. In a bid to stay in the competition, traditional news sources are compelling their journalists to contend. This implies that journalists in the current times have to write, edit and add images to their content and all of these have to be achieved in swift speed. It is alleged by news companies that it is indispensable for journalists to generate content at the same frequency that citizens can post content on the World Wide Web. This is tough though, as many news companies are experiencing budget cuts and cannot afford to pay remuneration to the journalists for the work done.

14.6 NEWS PORTALS

Yet another term that is important to understand in the process of learning about online journalism is news portals. Let us first understand what a website implies. In simple terms a website is an assemblage of intertwined web pages characteristically hosted from a distinct domain. A website is reachable over the internet or a private network such as Local Area Network (LAN) via an address known as Uniform Resource Locator (URL).

On the other hand a web portal is a personalized website that merges data from a wide range of sources in a constant and uniformed manner. For instance, web portals are presented in the form of dashboards for company administrators and managers. A web portal may be tailored based on the limitations of domain searches. Some very common types of web portals include-

- ✓ Government and federal portals
- ✓ Cultural and trade portals
- ✓ Corporate and enterprise portals
- ✓ Stock and financial portals
- ✓ Tender and bidding portals
- ✓ Domain specific portals

Note that the term portal is commonly synonymous with entryway, for a WWW site or intends to be a major preliminary site for users when they get linked to the web. There are general portals and dedicated or niche portals. Some key general portals comprise Yahoo, Excite, Netscape, Microsoft Network, and America Online's AOL.com.

Distinctive services presented by portal sites consist of a directory of websites, a capacity to search for other sites, news, weather information, e-mail, phone and map information, and occasionally a community forum. For example, Excite is among the earliest portals to offer users the capability to build a site that is modified for individual interests.

Web portals are typically classified as horizontal or vertical. Note that a horizontal portal functions as a stage for numerous companies operating in the same economic segment like type of manufacturers or distributors of the same product. A vertical portal also recognized as a vortal is a dedicated entry point to a definite market or industry niche, business area, or interest. Certain vertical portals are known as vertical information portals (VIPs), which are known to provide editorial content, news, digital publications, and e-commerce competences. In comparison to traditional vertical portals, VIPs also provide dynamic multimedia solicitations comprising of social networking, video posting, blogging and the like.

Keeping the above in view it can be understood that news portal is an electronic version of a newspaper or a magazine having local or even national range. In case of India some top news portals are-

- ✓ Times of India - timesofindia.indiatimes.com
- ✓ NDTV News- ndtv.com
- ✓ India Today - indiatoday.intoday.in
- ✓ The Indian Express- indianexpress.com
- ✓ The Hindu - thehindu.com
- ✓ News18 - news18.com
- ✓ Firstpost - firstpost.com
- ✓ Business Standard - business-standard.com
- ✓ DNA - dnaindia.com
- ✓ Deccan Chronicle - deccanchronicle.com

14.7 WRITING FOR ONLINE MEDIA

The next important point that we need to understand is writing for online media. At the start you should note that like all other kinds of writing and reporting the thumb rule does not change. Keep it short and simple, use the inverted pyramid style and clearly spell out the 5 W's and 1 H (Who, When, Where, What, Why and How). Again, digital journalists too need to trail the

basic principles of reporting which comprise objective and truthful reporting, fact-checking, citing sources, following appropriate grammar and spelling rubrics, and importantly knowing the target audience and their requirement.

Keep in mind that in the current times people read text on ever-smaller screens, comprising of tablets, smartphones and e-readers like Kindle, making reading even more challenging. Web-usability examination also shows that users tend to scan content, particularly when they first visit a website. For all these causes, text ought to be presented differently online.

Following are some important guidelines to be kept in mind while writing on the WWW-

Break Up

An important rule is - do not try to stuff a long article into webpage. Break it up into several pages, making use of a clearly-noticeable 'continued to next page' link at the bottom. Remember online readers do not like to view cramped up content.

Use Active Voice

It is imperative to remember the subject-verb-object model from newswriting. It is essential for web writing and when written in the active voice the content incline to be short, precise and to the point.

Emphasize Key Words

Keywords are a prerequisite for online writing. It is through the key words that the user search for content and the search engine locates the desired content. Additionally, make use of boldface text to highlight specify important words and expressions. It is also important to remember that key words have to be used carefully; since highlighting too much text defeats the purpose of key words.

Make Use of Bulleted and Numbered Gradients

This is another effective method of highlighting essential information and breaking up part of the text that is too lengthy. Also it enables one to get the attention of the reader to relevant points in the content.

Make Use of Subheads

To make the content reader-friendly and easy to decipher making use of subheads is another effective method. It is important to write subheads that represent the content appropriately. At the same time it should be informative and creative.

Use Hyperlinks Judiciously

As you know hyperlinks are used to link surfers to other web pages that are associated to your article or webpage. But it becomes important to use hyperlinks only when required. If the scope to summarize the information concisely without connecting to other web pages is available one must avoid the use of hyperlinks.

Nail the Summary

For web content summary is usually a single sentence that peddles the story on the website's front page. It should develop on the headline and should clearly summarize what the story is about. Preferably the summary should have no clauses and must be written in the present or future tense. It should also be self-reliant so that it can be placed easily on other online outlets.

Quotations and Attributions

Since online content is real time and rapid pace of work is involved many a times the potential of misquoting or leave out attributions is very high. Thus, it is imperative to take special care to quote appropriately.

Add Add-Ons to Create Attentiveness

- Subheadings (also known as cross-heads) should be stimulating and captivating catchphrases that refer to roughly that are unquestionably in the copy below it and something that has not been edited out.
- Place interesting quotes within boxes
- Remember the promotion of stories necessitates the combination of images and text
- Also poor links are annoying for the user, therefore it is important to test the links.

ACTIVITY

Compare the news stories of any leading newspaper from its hardcopy print and its online version. List out the similarities or differences that you can locate.

14.8 SUMMING UP

In this unit you have come to know the various aspects of online journalism with focus on news portals and citizen journalism. A short discussion on writing for the web has also been made which lays emphasis on the technicalities of the job and also on the general thumb rules for journalistic writings. Note that even though online journalism is a new branch of media formed out of the convergence of new media technologies, the basics of journalistic ethics and practices remain the same.

It should be noted that online or digital journalism facilitates the formation of associations and discussion at levels that print media does not offer on its own. Users can comment on articles and take part in discussion boards to deliberate over articles or blogs etc. Prior to the dawn of the internet, extemporaneous discussion between readers who had never met was impossible to conceive. The process of deliberating on a news piece is a large quota of what makes for online journalism.

14.9 QUESTIONS

- What are the characteristics that differentiate online journalism from traditional journalism? Explain with examples.
- What do you understand by online journalism?
- Identify some major online news portals operating from India and their impact on the country's media scenario.
- The growth of online journalism will lead to the demise of traditional journalism.
- Discuss in favour or against this statement with the help of examples.
- Discuss the role of citizen journalists in the current media scenario.

14.10 RECOMMENDED READINGS

- Deuze, Mark. 2003. The web and its journalism: Considering the consequences of different types of newsmedia online New Media & Society
- Online Journalism Review. 2002. The third wave of online journalism. Online Journalism Review
- Parthasarathy, Rangaswamy. Basic Journalism MacMilan India Ltd, New Delhi
- Agarwal VB, Gupta, VB. Handbook of Journalism and Mass communication ---, (Concept)
- Jayapalan, N. Journalism. Atlantic Publishers and Distributors, New Delhi.
- Agarwal, VB. Essentials of practical journalism. Concept Publishing Company, New Delhi



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