

**Media Studies - I**  
**PRINT MEDIA**



SINCE 1966

**Media Studies I**  
**Print Media**  
Knowledge  
**Premanand M E**

English  
First Edition: July 2012

Cover: Orange, Clt

Typesetting: Navadham, Clt-2  
Printing: Repro India Ltd

ISBN: 978-81-300-1388-6  
5985(7-2012)153.I.a

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*Published by:*

**POORNA PUBLICATIONS, KOZHIKODE**  
TBS Building, G.H. Road, Kozhikode-673001  
Ph: 0495-2720085, 2720086, 2721025

Branches: **Kannur** 0497-2713713, **Kalpetta** 04936-203842  
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Price: ₹ 100.00

# **Media Studies - I**

## **PRINT MEDIA**

**Prof. Premanand M E**

**As per syllabus of University of Calicut for  
students of III Sem BA Functional English**

**POORNA PUBLICATIONS, KOZHIKODE**

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## **About the author:**

Prof. Premanand M E, Associate Professor, has been associated with the Dept. of English, Malabar Christian College, Calicut, Kerala, India since 1989. He is currently engaged in research on Collaborative Writing using ICT for young learners. He is also an ELT trainer and combines his IT skills with pedagogy of teaching English language. Widely travelled, he has presented 15 papers along with international presentations of papers in Myanmar, Ireland and Thailand. He has published five e-books on Informatics, Informatics for Gen Next, Studies in Advertising, Media II, and Writing for the Media for students of Calicut University. An avid web designer & CMS provider, he maintains 2 blogs and 2 active websites – [www.funenglishmcc.com](http://www.funenglishmcc.com) and [www.premclt.com](http://www.premclt.com)

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## Acknowledgments

The Lord Almighty has been a great help and support in all my activities. My well-wishers include many from my family and a host of others who have supported me in this endeavour and I would like to thank them profusely.

The inspiration to bring out this book was the students of 5<sup>th</sup> Semester (2010-2013batch). Shervani K was instrumental in editing, organizing, scouring the library and online resources for most sections of Media II while Subin Varghese was active in the process of editing and compiling Media I. New technology features like collaborative writing and ‘on the cloud’ storage technologies were put to maximum use. Google Docs and Dropbox were always on hand in terms of technology assisted tools.

My books and e-books would not have been a reality without Sri. Ernest Edapally, Manager (2010 – 2011) who was instrumental in setting up the ILS Centre at Malabar Christian College, Calicut. This was the place where I would sit and collaborate with the world outside.

I owe a lot to my Principal, Prof. Gladys P E Isaac, present Manager Prof. Jayaprakash Raghaviah, HOD, Dr. Lizzy Manjooran and my department colleagues,

I cannot forget Prof. Prasanth V G HOD, RSM SNDP Yogam College, Koyilandy for all out support. I am also grateful to Dr. B Sreedevi, my Research guide for encouraging me in all related activities.

This being an initial attempt, I welcome suggestions and recommendations and if any errors have crept in, please pardon me.

Thank you one and all.

**Prof. Premanand M E**

Associate Professor

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## **Miracles of technology & Technology – assisted tools plus a word of thanks**

Back in 2009, when my students and I were discussing the possibility of bringing out an e-book on *Informatics*, there arose a discussion on how materials sourced from different books, libraries and on-line sources could be collected, compiled and brought out in the form of a CD.

Since my students were all digital natives, they were familiar with the nuances of the computer. Thus we set about using asynchronous and synchronous forms of communication. All of us created email addresses and we would collect materials from different sources and mail them to one central email address. We would send the revised mail taking care to mark it as ‘revised’ with a specific date to show that it was more current than the previous one.

Fast forward to 2010, we began to tinker with Dropbox. We found out that it made a tremendous difference in our storage and updating capabilities. Dropbox is one of the simplest forms of a file-synchronization tool. Whatever and wherever your computer is, Dropbox is on hand to allow access to your files and that too very quickly and easily. Easy integration with iOS devices is another feather in its cap. We also found out that Dropbox made it to one of the most innovative products of that year with BBC endorsing it. An e-book on *Studies in Advertising* was the result.

We had also been tinkering with Writely from 2009 but it was only in 2010 that we began to take a serious look at Docs by Google. Google Docs has altered the way we collaborated. Previously, email attachments and syncing of file were invariably complemented with a phone call and a plea to look into the revised draft. Now, all of us could sit together at an appointed time in the cool environs of our own workplaces and edit, revise, redraft, add whatever we needed in real time.

Thanks to modern technology tools, a netbook, a tablet and a laptop were able to form a triangle and bring out this book. The participants in this triangle viz the netbook [Asus], iPad [Apple] and laptop [Dell] were all sponsored by the VAT family, Ireland and I wish to thank them profusely. Thanks also to Shervani K, Subin Varghese who were on the other two nodes along with me. Thanks also to Dropbox and Google Docs.

*For*

**Ashwin Maliyakal Vijayan,  
my Godson in Ireland**



**Media Studies - I**  
**PRINT MEDIA**

**SYLLABUS**  
**MEDIA STUDIES—I**  
*Print Media*

Code: FE5B08 Contact Hours/week: 5

**Credit: 4**

**Aim:** To create in the student an awareness of the basic theories and concepts related to communication and to give them basic training in writing for the newspaper.

To introduce mass media and their characteristics to students.

To familiarize them with the history and fundamentals of print media

To familiarize them with the characteristics of print media content and set a stepping stone for the student to be a print media professional.

**Objectives:** On completion of the course the student will have

- (1) A broad based notion of the theories related to Communication.
- (2) A knowledge of the history of the media.
- (3) A knowledge of the fundamentals of media writing.
- (4) The skill, by practice, of writing editorial, features, reviews and the like.

**Course Outline**

**Module I Introduction to Communication**

Definition, elements of communication

Models of communication—Aristotle model, SMCR model, Shannon and Weaver model etc

Types of Communication intrapersonal, interpersonal, group, mass communication, verbal and nonverbal communication.

## **Module II :Introduction to Mass media.**

Functions: inform, educate, entertain, socialise and reinforce

Various types of mass media and their characteristics

Print media: Newspaper, magazine, books

Electronic media: TV, Radio

## **Module III: Journalistic Writing:** Definition—Journalistic writing Vs Creative Writing

Print media content: News—news structure—inverted pyramid; hour glass; lead; various types of leads

News Reporting; Feature writing—Editorial—Specializations—The Women's page—Review(Book/Film/Theatre, etc)

Magazine/periodical writing—

## **Module IV: Newspaper Production** (Practical oriented)

How to produce a Newspaper?—Design, layout, sub-editing, Caption writing, headlines.

Print media terminology.

**Note:** The teachers are to introduce these topics and students are to find their application in the Newspaper they make.

**Field Work:** Students have to visit a newspaper office and prepare a report based on their observations.

**Core Books:** Mencher, Melvin. *Basic News Writing*. Dubaque: William C. Brown Co., 1983. Rich, Carole. *Writing and Reporting News: A Coaching Method*, 4th ed, USA: Wadsworth/Thomson Learning, 2003  
Wainwright, David *Journalism: Made Simple*. Heinemann. London, 1986

**General Reading**

J. V. Vilanilam. *Mass Communication in India*. Sage publications : New Delhi, 2005

Kamath M. V. *Professional Journalism*, Vikas publication House  
Neal, James A & Brown, Suzane S *News Writing & Reporting*. New Delhi,

Surjeeth Publications, 2003.

Gormly Eric. *Writing and Producing News*. New Delhi: Surjeeth publications, 2005

M. L. Stein, Susan F. Paterno & R. Christopher Burnett. *News Writer's Handbook*. Blackwell, 2006

**Reference**

Klaus Bruhn Jensen. *A handbook of Media and Communication Research*. Routledge, 2003

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**Note: Questions from Glossary should be selected from the following terms:**

*Banner, Headline, bleed, blooper, barker, byline, credit line, dateline, deadline, gravure, gutter, handout, jumpline, nameplate, masthead, letterpress, logotype, offset, op-ed, widow, tombstone, tabloid, broadsheet, stringer, dummy, embargo, freelance, lithography, linotype, ear, news agency, beat, breaking news, new journalism, precision journalism, style book, yellow journalism.*

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**Evaluation****(a) Continuous Assessment Weight: 10**

Test paper: 2 Report of the visit to the Newspaper office. 2

Newspaper Production:4 Attendance: 2

**End Semester Assessment: Question paper pattern Weight :30****No Question type No. of Questions Weight**

I Objective type 3 bunches of 4 questions each 3

II Short Answer 9 out of 12 (9 x 1) 9

III. Short Essay : (100 words) 7 out of 10 (7 x 2) 14

IV. Long Essay (300 words) 1 out of 2 (1 x 4) 4



# **Module I**

## **INTRODUCTION TO COMMUNICATION**

**Definition, elements of communication Models of communication—Aristotle model, SMCR model, Shannon and Weaver model etc Types of Communication intrapersonal, interpersonal, group, mass communication, verbal and nonverbal communication.**

### **Definition for Communication**

Communication is the activity of conveying information. Communication has been derived from the Latin word “*communis*”, meaning to share. Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender’s intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the message of the sender. Feedback is critical to effective communication between parties.

### **Elements of communication**

There are seven elements of communication:

- 1) Source idea

- 2) Message
- 3) Encoding
- 4) Channel
- 5) Receiver
- 6) Decoding
- 7) Feedback

Let's discuss each element.

The **Source idea** is the process by which one formulates an idea to communicate to another party. This process can be influenced by external stimuli such as books or radio, or it can come about internally by thinking about a particular subject. The source idea is the basis for the communication.

The **Message** is what will be communicated to another party. It is based on the source idea, but the message is crafted to meet the needs of the audience. For example, if the message is between two friends, the message will take a different form than if communicating with a superior.

**Encoding** is how the message is transmitted to another party. The message is converted into a suitable form for transmission. The medium of transmission will determine the form of the communication. For example, the message will take a different form if the communication will be spoken or written.

The **Channel** is the medium of the communication. The channel must be able to transmit the message from one party to another without changing the content of the message. The channel can be a piece of paper, a communications medium such as radio, or it can be an email.



The channel is the path of the communication from sender to receiver. An email can use the Internet as a channel.

The **Receiver** is the party receiving the communication. The party uses the channel to get the communication from the transmitter. A receiver can be a television set, a computer, or a piece of paper depending on the channel used for the communication.

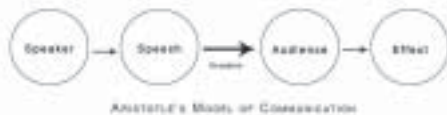
**Decoding** is the process where the message is interpreted for its content. It also means the receiver thinks about the message's content and internalizes the message. This step of the process is where the receiver compares the message to prior experiences or external stimuli.

**Feedback** is the final step in the communications process. This step conveys to the transmitter that the message is understood by the receiver. The receiver formats an appropriate reply to the first communication based on the channel and sends it to the transmitter of the original message.

## MODELS OF COMMUNICATION

### **Aristotle's Communication Model**

Aristotle, a great philosopher initiative the earliest mass communication model called "Aristotle's Model of Communication". He proposed model before 300 B.C who found the importance of audience role in communication chain in his communication model. This model is more focused on public speaking than interpersonal communication.



Aristotle Model of Communication is formed with 5 basic elements

- (i) **Speaker,**
- (ii) **Speech,**
- (iii) **Occasion,**
- (iv) **Audience and**
- (v) **Effect.**

Aristotle advises speakers to build speech for different audience on different time (occasion) and for different effects.

Speaker plays an important role in Public speaking. The speaker must prepare his speech and analysis audience needs before he enters into the stage. His words should influence in audience mind and persuade their thoughts towards him.

Example:

Alexander gave brave speech to his soldiers in the war field to defeat Persian Empire.

- Speaker - Alexander
- Speech - about his invasion
- Occasion - War field
- Audience - Soldiers
- Effect - To defeat Persia

### **SMCR MODEL**

This is the very basic model for communication. Shannon and weaver identified this model in 1949.

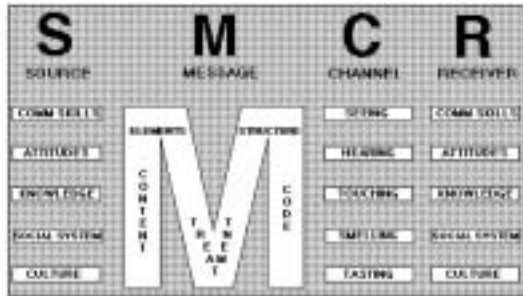
SMCR stands for:

Source

Message

Channel

Receiver



**Source** : Creator of the message or from whom the message is sent.

**Message** : The actual content or idea for the communication.

**Channel** : The medium through which communication taking place, so that the message can be conveyed from one place to another.

**Receiver** : The individual or group or the person who finally receives the message.

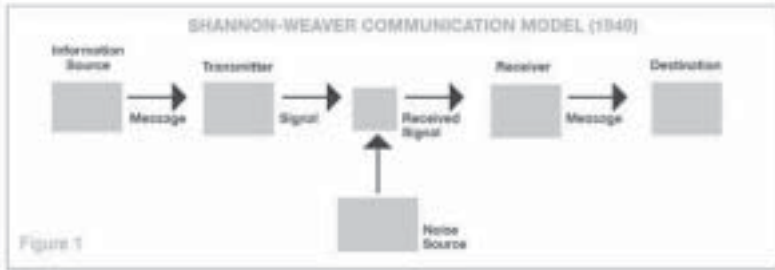
SMCR model describes the exchange of information and the model can be applied to all forms of communication

### Shannon and Weaver Model of Communication

In 1948, Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist both of them join together to write an article in “Bell System Technical Journal” called “A Mathematical Theory of Communication” and also called as “Shannon-Weaver model of communication”.

This model is specially designed to develop the effective communication between sender and receiver. Also they find factors which affecting the communication process called “Noise”. At first the

model was developed to improve the Technical communication. Later it's widely applied in the field of Communication. The model deals with



various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.

**Sender :** The originator of message or the information source selects desire message.

**Encoder :** The transmitter which converts the message into signals.

Note: The sender's messages converted into signals like waves or Binary data which is compactable to transmit the messages through cables or satellites. For example: In telephone the voice is converted into wave signals and it transmits through cables.

**Decoder :** The reception place of the signal which converts signals into message. A reverse process of encode.

Note : The receiver converts those binary data or waves into message which is comfortable and understandable for receiver. Otherwise receiver can't receive the exact message and it will affect the effective communication between sender and receiver.

**Receiver :** The destination of the message from sender.

Note : Based on the decoded message the receiver gives their feed back to sender. If the message distracted by noise it will affect the communication flow between sender and receiver.

**Noise:** The messages are transferred from encoder to decoder through channel. During this process the messages may be distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may be distracted in the channel during the transmission process which affects the communication flow or the receiver may not receive the correct message.

**Note :** The model clearly deals with external noises only which affect the messages or signals from external sources. For example: If any problems occur in network which directly affect the mobile phone communication or distract the messages.

(Practical Example of Shannon-Weaver model of communication :

Thomson made a call to his assistant “come here I want to see you”. During his call, noise appeared (transmission error) and his assistant received “I want” only. Again Assistant asked Thomson (feedback) “what do you want Thomson”.

Sender : Thomson

Encoder : Telephone (Thomson)

Channel : Cable

\*Noise : Distraction in voice

Reception : Telephone (Assistant)

Receiver : Assistant.

Due to transmission error or noise, Assistant wasn't able to understand Thomson's messages.

\* The noise affects the communication flow between them.

### Criticism of Shannon-Weaver model of communication:

1. One of the simplest model and its general applied in various communication theories.
2. The model which attracts both academics of Human communication and Information theorist to leads their further research in communication.
3. Its more effective in person-to-person communication than group or mass audience.
4. The model based on “Sender and Receiver”. Here sender plays the primary role and receiver plays the secondary role (receive the information or passive).
5. Communication is not a one way process. If it’s behaved like that, it will lose its strength. For example: Audience or receiver who is listening to a radio, reading the books or watching television is a one way communication because absence of feedback.
6. Understanding Noise will helps to solve the various problems in communication

Harold Dwight Lasswell (February 13, 1902 — December 18, 1978)

Harold Dwight Lasswell, the American political scientist states that a convenient way to describe an act of communication is to answer the following questions

Who

Says What



In Which Channel

To Whom

With what effect?

This model is about process of communication and its function to society, According to Lasswell there are three functions for communication:

Surveillance of the environment

Correlation of components of society

Cultural transmission between generation

Lasswell model suggests the message flow in a multicultural society with multiple audiences. The flow of message is through various channels. And also this communication model is similar to Aristotle's communication model.

In this model, the communication component who refers the research area called "Control Analysis",

Says what is refers to "Content Analysis",

In which channel is refers to "Media Analysis",

To Whom is refers to "Audience Analysis"

With What Effect is refers to "Effect Analysis"

Example:

CNN NEWS – A water leak from Japan's tsunami-crippled nuclear power station resulted in about 100 times the permitted level of radioactive material flowing into the sea, operator Tokyo Electric Power Co said on Saturday.

Who – TEPC Operator

What – Radioactive material flowing into sea

Channel – CNN NEWS (Television medium)

Whom – Public

Effect – Alert the people of japan from the radiation.

### **Advantage of Lasswell model:**

It is Easy and Simple

It suits for almost all types of communication

The concept of effect

### **Disadvantage of Lasswell model:**

Feedback not mentioned

Noise not mentioned

Linear Mode

## **Types of communication**

### **Intrapersonal communication**

INTRAPERSONAL



Intrapersonal communication is language use or thought internal to the communicator. It can be useful to envision intrapersonal communication occurring in the mind of the individual in a model which contains a sender, receiver, and feedback loop.



## Interpersonal communication

Interpersonal communication is the universal form of communication that takes place between two individuals. Since it is person-to-person contact, it includes everyday exchange that may be formal or informal and can take place anywhere by means of words, sounds, facial expression, gestures and postures.



## Group communication

Group communication is an extension of interpersonal communication where more than two individuals are involved in exchange of ideas, skills and interests. A group is a number of people with a common goal who interact with one another to accomplish their goals, recognize one another's existence and see themselves as part of the group. Groups provide an opportunity for people to come together to discuss and exchange views of common interest

## Mass communication

Outside the realm of interpersonal communication exists another form of communication, which involves communication with mass audiences and hence the name mass communication; and the channels through



which this kind of communication takes place are referred to as mass media. Both mass communication and mass media are generally considered synonymous for the sake of convenience. Mass communication is unique and different from interpersonal communication as evident from the following definition. Any mechanical device that multiplies messages and takes it to a large number of people simultaneously is called mass communication. The media through which messages are being transmitted include radio, TV, newspapers, magazines, films, records, tape recorders, video cassette recorders, etc and require large organizations and electronic devices to put across the message.

### Verbal communication



Verbal communication is the most common way people relay messages. Verbal refers to the spoken word. When speaking to people, your message should always be conveyed respectfully.

Using language the receiver can interpret easily means it is more likely your message will be clearly understood.

### Non-verbal communication

Non-verbal communication accompanies or makes up the rest of the channels of communication. It includes body language, gestures, written, and any other communication that is not spoken. The only exception is sign language, which is considered to be a form of verbal communication.



**Special thanks to:**

[http://wiki.answers.com/Q/What\\_are\\_the\\_elements\\_of\\_communication#ixzz1xem68Gvs](http://wiki.answers.com/Q/What_are_the_elements_of_communication#ixzz1xem68Gvs)

[http://wiki.answers.com/Q/What\\_are\\_the\\_elements\\_of\\_communication#ixzz1xelkv3WN](http://wiki.answers.com/Q/What_are_the_elements_of_communication#ixzz1xelkv3WN)

<http://communicationtheory.org/aristotle%E2%80%99s-communication-model/>

<http://communicationtheory.org/shannon-and-weaver-model-of-communication/>

<http://communicationtheory.org/lasswells-model/>

[http://www.ask.com/wiki/Intrapersonal\\_communication?](http://www.ask.com/wiki/Intrapersonal_communication?)

## Module II

# INTRODUCTION TO MASS MEDIA

**Functions: inform, educate, entertain, socialise and reinforce**  
**Various types of mass media and their characteristics**  
**Print media: Newspaper, magazine, books**  
**Electronic media: TV, Radio**

### Functions of Mass Communication

Mass communication has three basic functions:

- To inform
- To entertain and
- To persuade

Additionally it also educates and helps in transmission of culture.



### To Inform:

Dissemination of information is the primary function of the news media. Newspapers, radio and TV provide us news from around the world and keep us informed. Over the years the concept of news has changed. News media do not 'tell it like it is' anymore. From mere describing the events, news media have come to include human interest, analysis and factorized treatment to news.

Journalists are not just ‘reporters’ now. They have become news analysts who discuss the implications of important news stories. Also more ‘soft stories’ are filed these days. In addition to dissemination of information news media provide us information and also helps understand the news events, ideas, policy changes, etc.



### **To Entertain:**

The most common function of mass communication is entertainment. Radio, television and films are basically entertainment media. Even newspapers provide entertainment through comics, cartoons, features, cross word puzzles, word jumbles, etc. entertainment through radio consists of mainly music. Radio also provides entertainment through drama, talk shows, comedy, etc.

Television has become primarily an entertainment medium. Even highly specialized channels like news channels, nature and wildlife channels also have a lot of humorous and comic content. Among all media, films are perhaps the only medium concentrating on entertainment. Except documentaries, educational films and art movies, all films are made to provide three hour of escape, fantasy and entertainment.

### **To Persuade**

Most of mass media are used as vehicles of promotion and persuasion. Goods, services, ideas, persons, places, events-the range

of things that are advertised through mass media is endless. Different media have different features and reach. Advertisers and advertising agencies analyze these features and depending upon the nature of the message and the target audience, choose where (in which media) and how (with what frequency) the message should be placed

## **PRINT MEDIA**

### **Newspapers**

Newspapers are the most popular forms of print media. The advertiser in this case can choose from a daily newspaper to a weekly tabloid. Different types of newspaper cater to various audiences and one can select the particular category accordingly.

Advertisers then design press advertisements where in the size is decided as per the budget of the client.



### **Magazines**



Magazines also offer advertisers an opportunity to incorporate various new techniques and ideas. Magazines are one such form of print media that give a more specific target group to the client. The client can make a choice of the particular magazine as per the product.

## Newsletters

Newsletters also form an important part of print media. These target a specific group of audience and give information on the product.



## Brochures

Brochures give detailed information about the product. These are mainly distributed at events or even at the main outlet when a consumer needs to read in detail about the product.

## Posters

Posters are forms of outdoor advertising. The message in a poster has to be brief and eye-catching as it targets a person on the move.



## Direct marketing

Direct marketing is a channel-agnostic form of advertising that allows businesses and nonprofits to communicate straight to the customer, with advertising techniques such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising.

### Flyer (pamphlet)

A flyer or flier, also called a circular, handbill or leaflet, is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place.



Flyers may be used by individuals, businesses, or organizations to:

- Promote a good or service, such as a restaurant or nightclub.
- Persuade or send a social, religious, or political message, as in evangelism or political campaign activities on behalf of a political party or candidate.
- Flyers have been used in armed conflict: for example, airborne leaflet propaganda has been a tactic of psychological warfare.
- Recruit members
- Advertise an event such as a music concert, nightclub appearance, festival, or political rally.

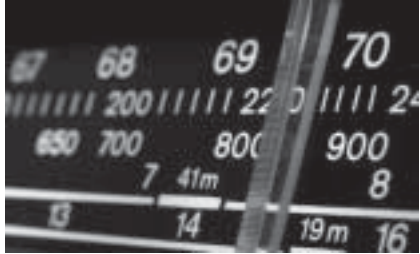
Like postcards, pamphlets and small posters, flyers are a low-cost form of mass marketing or communication.

The different types of print media content, varies according to the targeted audience or market. Content in newspapers slightly differ to that in magazines, tabloids and newsletters. These mediums serve the purpose of showcasing advertisements, news or entertainment related information to audiences. Newspapers are a worldwide medium that have been around far back to Julius Caesar's time in the form of government bulletins. With the industrial revolution, newspapers were made possible to print and were used as a means of communicating in the year 1814, which kick started journalism.



## Radio

The radio marked a turning point, in the way information was conveyed or transferred, because it used sound to capture the attention of audiences. Being the first communications medium that could transfer or transmit live



voices over long distances, radio was and still is one of the most effective medium. People depended and still depend upon it as a source of important news, and information. The importance and optimum use of radio as a mass media was nowhere more evident than in World War 1. Radio was used to send diplomatic messages when Germany found out the British had tapped its cables. It made itself a medium that audiences found as their connection to all that happened worldwide. If they ever knew that television and the Internet, would take the world by storm in this day and age, they'd be blown away by how we're advancing, and still in the running to make it bigger and better.

## Television



The progression of television has come a long way from black and white and color TV to plasma and LCD TVs. The advent of this ever-changing medium started in the late 1930s, for entertainment and news purposes initially. Now, we have advertising that has been

incorporated into entertainment and news, to give viewers a chance to avail from products/services. There's also a new way of accessing the Internet, by using a 'Web TV' that is hooked up instead of a PC, to browse information, and watch streaming videos on large LCD screens. After production of the TV program, a news channel has to make it available to the market, for those who are interested in viewing it. These programs can be talk shows, cooking shows, serials, movies and so on. There are two ways that is done.

*Thanks to:*

<http://www.buzzle.com/articles/types-of-print-media.html>

<http://www.buzzle.com/articles/types-of-media.html>

## **Module III**

# **JOURNALISTIC WRITING**

**Definition—Journalistic writing Vs Creative Writing Print media content: News—news structure—inverted pyramid; hour glass; lead; various types of leads News Reporting; Feature writing—Editorial—Specializations—The Women’s page—Review(Book/Film/Theatre, etc) Magazine/periodical writing—**

### **Journalistic writing**

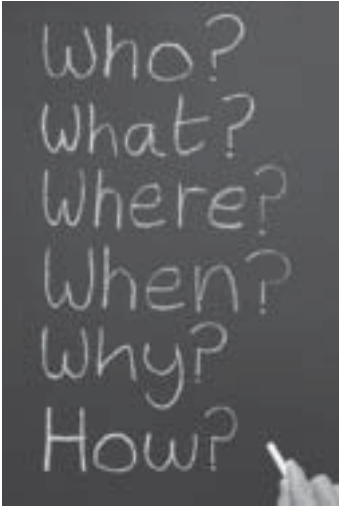
Journalistic writing is a style of writing different from ‘Formal Office’, ‘Academic’ or ‘personal’ writing. In journalistic writing a person puts the main points in the first sentence of the first paragraph — what will grab a person’s attention. This is followed by the rest of the details and written so that the article can easily be edited from the bottom up, if the article needs shortening. Sources are mentioned within the text and sentences and paragraphs can be short.

### **The Difference between Creative Writing and Journalism**

Let’s start with Journalism. The differences and similarities of creative writing.

Have you ever asked yourself how a story comes together? Or asked why in a newspaper the main topic of the story is always in the first paragraph?

The difference between the two is far reaching and very close together. It just depends on how the ‘story’ is put together.



In Journalism, one is taught the five W's. Who, What, Where, When and Why. Who the story or article is about, what it is about, where it happened, when it happened and why it happened. Of course these are broad general terms. One would not of course put in an article about an Otter named Clyde, Who he was. You already know from the description. An Otter named Clyde. But what if the Otter named Clyde had done an amazing thing? Such as swim from one

side of the ocean to the other. Then you would want to know why he swam that far and how. How his journey had got started, where he started from, and how long it had taken him. The Headline to such an amazing article may appear as such:

“An otter named Clyde finished his long swim home.”

When you saw such a headline, you would want to know more about the otter named Clyde. It would capture your attention and you would want to know more about him. That's when you would get into the details of the story or article. Why he swam that far, when he started his swim, maybe into a short paragraph into the lives of otters and then back to Clyde. Why he started his swim in the first place. Who set him free? Why was he set free? Who had him and how he had come to have him.

Does all of this sound familiar? It is known as 'Pyramid Writing'. The most important points first, to attract attention and get someone to read your article, then 'The body' of the story, and finally, the ending.

## The Two Differences

### JOURNALISM

#### The Differences

I hope you can see the differences. In Journalism it is just the opposite of creative writing. One could say that if you can master ADSENSE you could be a journalist. ADSENSE does almost the exact same thing. You want to draw the attention of your audience right from the start. If you draw them in, they'll keep reading, and the story or article will be a winner. Just like in ADSENSE. If you draw someone to your website or hub, they'll keep reading.

In **creative writing**. The principle is the same, to draw one's attention to what is being written, but in a totally different approach. You start with the beginning, introducing the characters, then the body or 'MEAT' of the story, then you end the story with what happens

after the actions have been taken and then you end it. Or not, as the case may be.

**Journalism** stories may keep going, but the difference in that is that each article will stand by itself as a different story.

#### **Headline** (or head)

The headline, heading, head or title of a story; are different terms in journalists' jargon. The headline is typically a complete sentence (e.g. "Pilot Flies Below Bridges to Save Divers"), often with auxiliary



verbs and articles removed (e.g. “Remains at Colorado camp linked to missing Chicago man”). However, headlines sometimes omit the subject (e.g. “Jumps from Boat, Catches in Wheel”) or verb (e.g. “Cat woman lucky”).

### **Subhead** (or dek or deck)

A phrase, sentence or several sentences near the title of an article or story, a quick blurb or article teaser.

### **Lead** (or lede) or intro

The most important structural element of a story is the lead (or “intro” in the UK) — the story’s first, or leading, sentence. (Some American English writers use the spelling lede (/ˈliːd/), from the archaic English, to avoid confusion with the printing press type formerly made from the metal lead or the related typographical term leading.)

Charnley, states that “an effective lead is a ‘brief, sharp statement of the story’s essential facts.’ The lead is usually the first sentence, or in some cases the first two sentences, and is ideally 20-25 words in length. The top-loading principle (putting the most important information first - see inverted pyramid section below) applies especially to leads, but the unreadability of long sentences constrains the lead’s size. This makes writing a lead an optimization problem, in which the goal is to articulate the most encompassing and interesting statement that a writer can make in one sentence, given the material with which he or she has to work. While a rule of thumb says the lead should answer most or all of the five Ws, few leads can fit all of these.

To “bury the lead” in news style refers to beginning a description with details of secondary importance to the readers, forcing them to

read more deeply into an article than they should have to in order to discover the essential point(s).

Article leads are sometimes categorized into hard leads and soft leads. A hard lead aims to provide a comprehensive thesis which tells the reader what the article will cover. A soft lead introduces the topic in a more creative, attention-seeking fashion, and is usually followed by a nut graph (a brief summary of facts).

Media critics [who?] often note that the lead can be the most polarizing subject in the article. Often critics accuse the article of bias based on an editor's choice of headline and/or lead.

### **Example lead-and-summary design**

NASA is proposing another space project. The agency's budget request, announced today, included a plan to send another person to the moon. This time the agency hopes to establish a long-term facility as a jumping-off point for other space adventures. The budget requests approximately ten trillion dollars for the project. ...

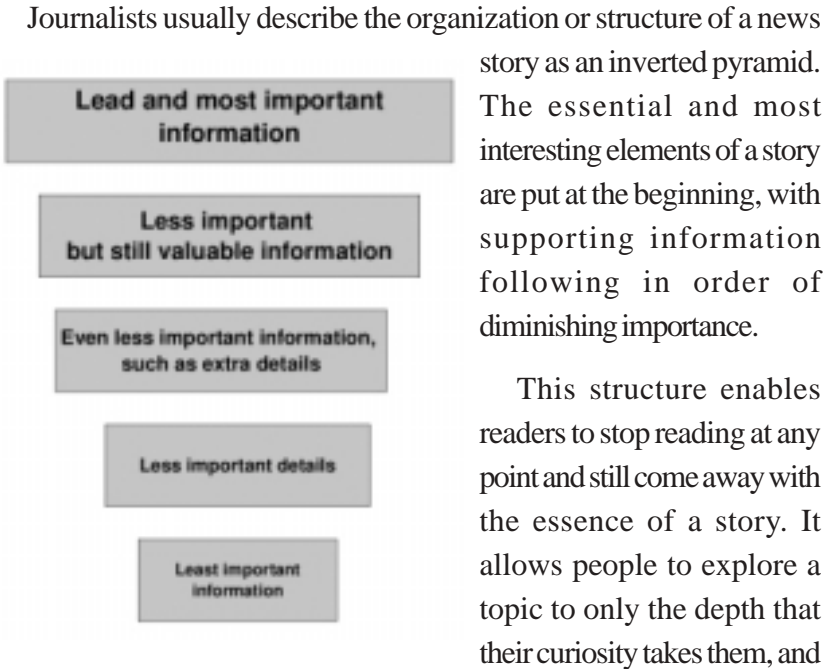
### **Example soft-lead design**

Humans will be going to the moon again. The NASA announcement came as the agency requested ten trillion dollars of appropriations for the project. ...

### **Nut graph**

One or more brief paragraphs that summaries the news value of the story, sometimes bullet-pointed and/or set off in a box. The various spellings are contractions of the expression nutshell paragraph. Nut graphs are used particularly in feature stories.

## Inverted pyramid structure



without the imposition of details or nuances that they could consider irrelevant, but still making that information available to more interested readers.

The inverted pyramid structure also enables articles to be trimmed to any arbitrary length during layout, to fit in the space available.

Writers are often admonished “Don’t bury the lead!” to ensure that they present the most important facts first, rather than requiring the reader to go through several paragraphs to find them.

Some writers start their stories with the “1-2-3 lead”, yet there are many kinds of lead available. This format invariably starts with a “Five Ws” opening paragraph (as described above), followed by an indirect



quote that serves to support a major element of the first paragraph, and then a direct quote to support the indirect quote.

### **Straight lead (or Summary lead)**

A good lead incorporates the inverted pyramid style with the most important facts first. It tells readers what they want to know in a creative manner. If the reader only read the lead, he or she would have a solid grasp of the story. The above accident report can be written in a straight lead. Journalists often resort to summary leads pressed for time.

Two children at play were killed today when a sports car jumped the curb outside Prospect Park and ran them down. Twelve in the group were injured.

Police Chief J.W. Carmichael attributed the tragedy to reckless driving. The driver, slightly injured, was . . .

Compared to news reports, magazines and newspaper features have a great scope for varied leads which appeal to the reader. A capable journalist can always use a variety of leads when situations permit. We shall discuss different types of leads.

Punch lead; is a variation of summary lead. Here attention is attracted by concentrating with a brief, to-the-point lead sentence and developing details later in the story.

An attractive 35-year-old woman executive was arrested today on charges of being the “queen” ruling a multi-million-dollar narcotics ring.

Unfolding a bizarre story, police said . . .

Cartridge lead; is another variation of summary lead. This lead is brief and contains one single news incident, to be expanded later in the story. Its impact makes it a lead to reserve for important stories.

President Kennedy was slain by an assassin today in a burst of gunfire in downtown Dallas.

(UPI, Nov. 22, 1963)

Besides being a straight lead, this lead brings in action and colour, and makes the lead on a spot story fast moving. Not always a lead has to a straight lead. Despite its usefulness, the inverted pyramid lead is not suitable or desirable for all news situations.

### **Descriptive lead**

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

BRIGHTON, England (UPI) — Mrs. Pamela Bransden slowly counted five, snapped into a hypnotic trance, and gave birth to an eight-pound baby. It was as easy as that.

Today she relaxed at her home here, delighted that she has become Britain's first self-hypnosis mother.

Eyewitness accounts can provide the background for writing lucid descriptions which help the reader to visualize a news situation.

An ominous silence, broken only by the call of a faraway bird, hung over the battle-scarred hills when suddenly an explosion followed by the yells of charging troops smashed the stillness.

The loyalist offensive, launched to clear roving guerrillas . . .

### **Quotation lead**

Quotes frequently are the essential documentation for a lead and should be used immediately after a paraphrase that summarizes them. Here paraphrasing the verbatim quotation permits the removal of

unnecessary words. But if a verbatim quotation itself is very important or interesting, it can be the lead itself. This lead would add an element of interest such as drama, pathos, humour, astonishment, or some other factor that will reach out to the reader. The brief statement by U.S. President Johnson in 1968 that he would not be a candidate for reelection was widely used as a lead.

Here, however, is a quote lead that takes a lot of explaining.

“I was furious that that disreputable young man had the audacity to sit in my antique rosewood chair.”

That’s how tiny, 82-year-old Louise Freeland today described her brush with a gun-toting escaped convict whom she talked into surrendering to Sheriff’s officers.

Here goes a report on the increase in juvenile crime:

“I’d like to jail parents themselves who are so lax their kids are boosting the crime rate!”

This statement came from Juvenile Court Judge Warren Jones, in releasing a report on the rapid rise in juvenile crime rate in this city.

When a fellow engineering student was murdered by John David in his hostel room in a ragging rage, the lead for a follow-up story was a Biblical quotation found on the door of the culprit.

“Peace unto those who enter here.”

These are the words seen on the door of John David’s room. The irony is that David gave eternal peace to Navukarasu, a fresher.

When Neil Armstrong landed on the moon, most newspapers led with the first words he spoke:

“A small step for man, but a giant leap for mankind.”

### **Question lead**

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

What is the first thing that a woman buys when she is advised that she won \$2,50,000 in a jingle contest?

Mrs. Jane Roe, informed by XYZ Soaps that her entry took top prize in the nationwide contest, said that she will buy a rhyming dictionary that . . .

### **Personal lead**

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

(By Reg Murphy, while editor of the Atlanta Constitution, after being released by a kidnapper)

When the tall, heavy, garishly dressed stranger appeared at the door, it was clear this was trouble.

He said, “I’m Lamont Woods,” in a Southern accent quickened by exposure to speech patterns elsewhere.

I let him into my living room for a moment but hustled him out quickly because of the anxiety within him. My wife, Virginia, stayed out of sight but went to the window as we left and noted that he was driving a dark green Ford Torino. She tried for the licence plate but couldn’t see it.

And so I went driving into the Wednesday dusk with a man we both knew was trouble. Neither of us guessed then that it would amount to 49 hours of terror at the hands of a kidnapper telling a bizarre political tale and demanding \$7,00,000 ransom . . . .

‘You’ lead (or Direct Address lead)

The ‘You’ lead is intended to make a personal appeal to the reader involved in a complicated situation. The second-person approach reaches out to involve the reader and capture his/her attention. Here is an example, fairly typical of a trend toward consumerism in the news:

WASHINGTON (UPI) — If you are one of 30 million Americans working for a company with a private pension plan, Congress has given you a new bill of rights. It is the Employment Retirement Income Security Act and it promises that if you have worked long enough to earn a pension, you will receive one at retirement age. Nothing — including bankruptcy, plant closings, dismissal or resignation — can stand in the way.

Let us look at one more example:

Ski fans, here’s your opportunity!

The recent storm deposited five inches of powder snow on Pleasure Mountain and the public ski lift is being operated . . .

### **Contrast lead**

To vary monotony, a saga can be split into two sentences — the first of which refers to the humble beginning and the second to the hero’s latest triumph. When Van Cliburn, the pianist, returned from a musical triumph in Moscow, one reporter wrote:

Harvey Lavan (Van) Cilburn Jr. of Kilgore, Tex., came home from Russia today with 17 pieces of luggage. They bespoke his triumph as pianist in Moscow. He had three when he went over.

Here goes another example:

Richard Roe, who started 47 years ago as a \$10-a-week janitor for Consolidated Corporation, today took office as the firm's \$2,63,000-a-year chairman and chief executive officer.

### **Delayed lead (or suspended interest lead)**

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

Dwight David Eisenhower once said he would rather win the Medal of Honour than be president. Dwight Harold Johnson — who was named for Dwight Eisenhower — said once to a friend that “winning the medal has changed my life so much I don't know if I'll ever get my head straight again. But I know this. Nobody's hero forever.”

Friday, April 30, in the drizzle of a Detroit dawn, Dwight Johnson died but not as a hero. He died in the emergency room of a Detroit hospital with three bullet wounds in his side and one in his head. He was shot, according to police, by a store owner he had tried to rob.

Here goes another example:

Bill Turner, 8, received a red coaster wagon for Christmas and it led to problems.

This morning, while leaving for school, he noticed that it was missing from his front yard.

Two hours later his mother, Mrs. John Turner, received a call from school officials asking why Bill was absent.

Shocked and fearing that his son was hurt, she called police, who contacted hospitals and searched the banks of the Red River. They prepared to drag the waters.

At that moment, they saw a boy pulling a red wagon through a nearby field.

Bill explained to his mother and police that a friend told him other boys had taken the wagon to a field two miles from his house. He planned to get it on his way to school.

The youngster said he went to the wrong field and lost track of time because he was so intent on finding the wagon.

### **Blind identification lead**

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

A police inspector’s son was attacked with a knife by some miscreants on Mount Road this evening.

The victim Pratap Daniel, 20, has been admitted to a private hospital and his condition is critical.

### **Anecdotal lead**

The anecdotal lead is used when the anecdote is bright and applicable and not too wasteful of space. It brings the reader quickly into a news situation that might not attract his attention if it were routinely written. Here is one that began a series on divorce in the U.S.

David and Kay Craig's two-year-old marriage is a second one for both and their story is one that is being repeated with increasing frequency across the country.

Each was married for the first time at 18. David's marriage lasted through five years and two children. Kay's first marriage ended in divorce after a year and eight months.

The Craigs (not their real name) are among the 13 million Americans who, according to the Census Bureau, at one time or another have been through a divorce. More than four million Americans currently list their marital status as divorced. The rate of divorces in this country has been and still is steadily increasing.

### **Gag (or funny) lead**

A journalist who writes a funny story put up the saddest face in a newsroom. Journalistic humour requires the skilled and practice. Here is how an AP reporter wrote when a woman broke her leg trying to climb out of a locked London public toilet:

LONDON — What's a lady do when trapped in a loo?

### **Literary allusion lead**

Parallelling the construction of a nursery rhyme or part of a well-known literary creation can add to variety.

Mary had a little camera, and everywhere that Mary went the camera was sure to go.

Mary Richards' perseverance in carrying her camera on every trip with her anthropologist husband has resulted in the publication of her first book, a collection of photographs of natives in seldom-visited areas of South America.



## What Are Feature Stories

Ask most people what a feature story is, and they'll say something soft and puffy, written for the arts or fashion section of the newspaper or website.

But in fact, features can be about any subject, from the fluffiest lifestyle piece to the toughest investigative report.

And features aren't just found in the back pages of the paper, the ones that focus on things like home decor and music reviews. In fact, features are found in every section of the paper, from news to business to sports.

So we know what features aren't; but what are they?

Feature stories aren't defined so much by subject matter as they are by the style in which they are written. In other words, anything written in a feature-oriented way is a feature story.

These are the characteristics that distinguish feature stories from hard news:

### The Lede

A feature lede doesn't have to have the who, what, where, when and why in the very first paragraph, the way a hard-news lede does. Instead, a feature lede can use description or an anecdote to set up the story. And a feature lede can run for several paragraphs instead of just one.

### Pace

Feature stories often employ a more leisurely pace than news stories. Features take time to tell a story, instead of rushing through it the way news stories often seem to do.

## Length

Taking more time to tell a story means using more space, which is why features are usually, though not always, longer than hard news articles.

## A Focus on the Human Element

If news stories tend to focus on events, then features tend to focus more on people. Features are designed to bring the human element into the picture, which is why many editors call features “people stories.”

So if a hard news story recounts how 1,000 people are being laid off from a local factory, a feature story might focus on just one of those workers, portraying their grief at losing their job.

## Editorial

Definition: An article written for the op-ed section of the newspaper in which an editor expresses an opinion about an important issue facing the city, state or nation.

## CHARACTERISTICS OF EDITORIAL WRITING

An editorial is an article that presents the newspaper’s opinion on an issue. It reflects the majority vote of the editorial board, the governing body of the newspaper made up of editors and business managers. It is usually unsigned. Much in the same manner of a lawyer, editorial writers build on an argument and try to persuade readers to think the same way they do. Editorials are meant to influence public opinion, promote critical



thinking, and sometimes cause people to take action on an issue. In essence, an editorial is an opinionated news story.

### **Editorials have:**

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

### **Four Types of Editorials:**

1. **Explain or interpret:** Editors often use these editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort like a food drive.
2. **Criticize:** These editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.

3. **Persuade:** Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.
4. **Praise:** These editorials commend people and organizations for something done well. They are not as common as the other three.

### **Writing an Editorial**

1. Pick a significant topic that has a current news angle and would interest readers.
2. Collect information and facts; include objective reporting; do research
3. State your opinion briefly in the fashion of a thesis statement
4. Explain the issue objectively as a reporter would and tell why this situation is important
5. Give opposing viewpoint first with its quotations and facts
6. Refute (reject) the other side and develop your case using facts, details, figures, quotations. Pick apart the other side's logic.
7. Concede a point of the opposition — they must have some good points you can acknowledge that would make you look rational.
8. Repeat key phrases to reinforce an idea into the reader's minds.
9. Give a realistic solution(s) to the problem that goes beyond common knowledge. Encourage critical thinking and pro-active reaction.
10. Wrap it up in a concluding punch that restates your opening remark (thesis statement).
11. Keep it to 500 words; make every word count; never use "I"

## A Sample Structure

### **I. Lead with an Objective Explanation of the Issue/Controversy.**

Include the five W's and the H. (Members of Congress, in effort to reduce the budget, are looking to cut funding from public television. Hearings were held ...)

Pull in facts and quotations from the sources which are relevant.

Additional research may be necessary.

### **II. Present Your Opposition First.**

As the writer you disagree with these viewpoints. Identify the people (specifically who oppose you. (Republicans feel that these cuts are necessary; other cable stations can pick them; only the rich watch public television.)

Use facts and quotations to state objectively their opinions.

Give a strong position of the opposition. You gain nothing in refuting a weak position.

### **III. Directly Refute The Opposition's Beliefs.**

You can begin your article with transition. (Republicans believe public television is a "sandbox for the rich." However, statistics show most people who watch public television make less than \$40,000 per year.)

Pull in other facts and quotations from people who support your position.

Concede a valid point of the opposition which will make you appear rational, one who has considered all the options (fiscal times are tough, and we can cut some of the funding for the arts; however, ...).

#### IV. Give Other, Original Reasons/Analogies

In defense of your position, give reasons from strong to strongest order. (Taking money away from public television is robbing children of their education ...)

Use a literary or cultural allusion that lends to your credibility and perceived intelligence (We should render unto Caesar that which belongs to him ...)

#### V. Conclude With Some Punch.

Give solutions to the problem or challenge the reader to be informed. (Congress should look to where real wastes exist — perhaps in defense and entitlements — to find ways to save money. Digging into public television’s pocket hurts us all.)

A quotation can be effective, especially if from a respected source

A rhetorical question can be an effective concluder as well (If the government doesn’t defend the interests of children, who will?)

#### Periodicals, Journals, Magazines

Q: What’s the difference between a periodical, a journal, and a magazine? What difference does it make which one I use?

A: A “periodical” is any publication that comes out regularly or occasionally (i.e. periodically, get it?). TV Guide, Sports Illustrated, The Journal of Anthropological Research, The World Almanac, and the phone book are all periodicals.

A “magazine” is a periodical with a popular focus, i.e. aimed at the general public, and containing news, personal narratives, and opinion. Articles are often written by professional writers with or without expertise

in the subject; they contain “secondary” discussion of events, usually with little documentation (e.g. footnotes). Magazines use vocabulary understandable to most people, and often have lots of eye-catching illustrations. Time, Newsweek, U.S. News & World Report, and Psychology Today are magazines

A “journal” is a scholarly periodical aimed at specialists and researchers. Articles are generally written by experts in the subject, using more technical language. They contain original research, conclusions based on data, footnotes or endnotes, and often an abstract or bibliography. The Journal of Physical Chemistry, The Chaucer Review, The Milbank Quarterly, and Labor History are examples of journals.

It’s important to understand the differences between journals and magazines. Magazines are not necessarily bad or low quality (nor are journals necessarily high quality) — they simply aren’t designed to support most upper-level academic research. This is because they don’t document their sources of information, and they generally lack the depth of scholarly journals.

**The table below highlights the differences**

	<b>Journals – Scholarly</b>	<b>Magazines – Popular</b>
<b>Content</b>	Detailed report or original research or experiment.	Secondary report or discussion; may include personal narrative, opinion, anecdotes
<b>Author</b>	Authors credentials are given; usually a scholar with subject expertise	Author may or may not be named; often a professional writer; may or may not have subject expertise.

	<b>Journals – Scholarly</b>	<b>Magazines – Popular</b>
<b>Audience</b>	Scholars, researchers, and students	General public; the interested non-specialist
<b>Language</b>	Specialized terminology or jargon of the field; requires prior knowledge	Vocabulary in general usage; understandable to most readers
<b>Layout &amp; Organization</b>	Formal organization often begins with an abstract of the article; if reporting experimental findings notes the experiments purpose, methodology, and analysis of the results; a conclusion, and a bibliography; may	Informal organization: eye-catching type and formatting, usually includes illustrations or photographs. May not intend to present an idea with supporting evidence or come to a conclusion
<b>Bibliography &amp; References</b>	Required. All quotes and facts can be verified.	Rare. Scanty, if any, information about sources.
<b>Examples</b>	<i>Developmental Psychology</i> <i>JAMA: Journal of the American Medical Association</i> The words “journal” or “review” often appear in the title	<i>Harpers Newsweek</i> <i>People</i> <i>Time</i> Almost anything available in a store or news stand.



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# Glossary

*Banner, Headline, bleed, blooper, barker, byline, credit line, dateline, deadline, gravure, gutter, handout, jumpline, nameplate, masthead, letterpress, logotype, offset, op-ed, widow, tombstone, tabloid, broadsheet, stringer, dummy, embargo, freelance, lithography, linotype, ear, news agency, beat, breaking news, new journalism, precision journalism, style book, yellow journalism.*

## **Banner**

A banner is a headline in large type running across the entire width of the page.

## **Headline**

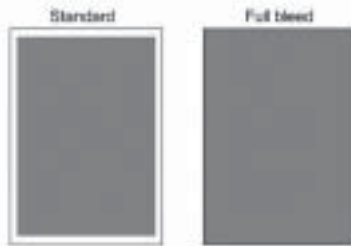
The headline is the text at the top of a newspaper article, indicating the nature of the article below it. The purpose of a headline is to quickly and briefly draw attention to the story.

## **Bleed**

Bleed is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Bleed ensures that no unprinted edges occur in the final trimmed document.

It is very difficult to print all the way to the edge of a sheet of paper/card, to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required finished size. Images, background images and fills which are intended to extend

to the edge of the page must be extended beyond the trim line to give a bleed.



### **Blooper**

A Blooper is a clumsy or embarrassing mistake committed over radio or print media. Nowadays, bloopers are included in movies, mainly towards the end. They are usually deleted scenes, containing a mistake committed by a member of the crew. This term was popularized in 1950s.

According to Wikipedia, another definition for blooper is “Unintended indiscretions before microphone and camera.”

For more bloopers, please visit: [www.funenglishmcc.com/bloopers.html](http://www.funenglishmcc.com/bloopers.html)

### **Barker**

A person who attempts to attract patrons to entertainment events, such as a circus or funfair, by exhorting passing public, describing attractions of show and emphasizing variety, novelty, beauty, or some other feature believed to incite listeners to attend entertainment. Professional barkers strongly dislike the term and instead refer to themselves as “talkers.” A barker channel is a form of electronic media known as digital signage. It is a TV channel that is entirely composed of sales promotion and advertising, usually marketing various features of the service carrying the channel.

### **Byline**

The byline is a short phrase or paragraph that indicates the name of the author of an article in books, magazines, newspapers, newsletters, content Websites, blogs, or other publications. In some cases, bylines may be used to give credit for photographs or illustrations. It also appears between the headline and start of the article, prefaced by the word “By” or “From” or other wording. The byline could also appear at the end of the article, sometimes as part of a mini-bio of the author.

### **Creditline**

A credit line in a newspaper is where reference is made to items included in the article from another source, such as research material. Acknowledging the source of a picture is an example for a credit line.

### **Dateline**

Although it sounds like a date such as month day and year, the dateline is actually in the first line of an article and is the location where the reporter is writing from.

For example: “New Delhi - A woman gave birth to eight babies today.”

In this example, the “dateline” is New Delhi. Datelines are most often written in all capitals.

### **Deadline**

The time by which a news report must be submitted. Deadlines are common in print, broadcast and online journalism, and are necessary for the smooth functioning of the news operation.

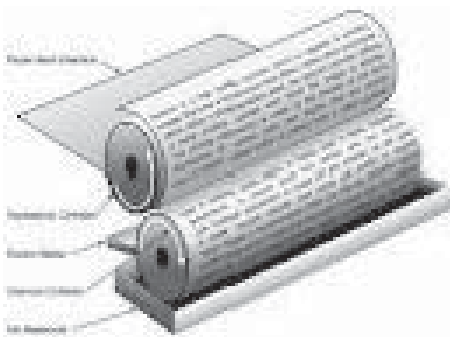
Examples:

The plane crash happened just an hour before deadline, but she still managed to get her story in on time.

### **Gravure**

Gravure is a printing method in which an image is applied to a printing substrate by use of a metal plate mounted on a cylinder. Unlike other processes, gravure uses a depressed or sunken surface for the desired image. The image to be reproduced is etched into the metal plate, sometimes with the use of a laser . The metal plate is bathed in ink during the process and then wiped clean before application to the substrate. While gravure printing can produce high-quality results rapidly, the costs are significantly higher than other printing methods, including flexography or various forms of digital printing .

### **Gutter journalism**



Gutter journalism or Yellow journalism, is a type of journalism that presents little or no legitimate well-researched news and instead uses eye-catching headlines to sell more newspapers. Techniques may include exaggerations of news events, scandal-mongering, or

sensationalism. By extension, the term yellow journalism is used today as a pejorative to decry any journalism that treats news in an unprofessional or unethical fashion.

### **Handouts**

A handout is a document which contains news or information about something and which is given, for example, to journalists or members of the public.

### **Jumpline**

A line of type identifying the page on or from which a newspaper story is continued.

### **Nameplate**

A nameplate identifies and displays a person or product's name. Name plates are usually shaped as rectangles. The primary use of name plates is for informative, as in an office environment, where name plates are mounted on doors or walls in order to identify employees.

### **Masthead**

The masthead which is also referred to as an imprint is a list, published in a newspaper or magazine, of its staff. In some publications it names only the most senior individuals; in others, it may name many or all. Some mastheads also include information such as the publications' founding date, slogan, logo and contact information. In newspapers the masthead typically appears on the editorial page; in magazines it is frequently found elsewhere, often in the first few pages of the publication.

### **Letterpress**

Letterpress printing is relief printing of text and image using a press with a "type-high bed" printing press and movable type, in which a reversed, raised surface is inked and then pressed into a sheet of paper to obtain a positive right-reading image. It was the normal form of



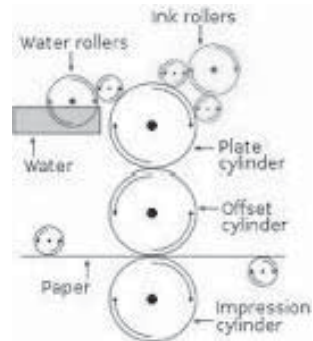
printing text from its invention by Johannes Gutenberg in the mid-15th century. In addition to the direct impression of inked movable type onto paper or another receptive surface, letterpress is also the direct impression of inked printmaking blocks such as photo-etched zinc “cuts” (plates), linoleum blocks, wood engravings, etc., using such a press.

## **Logotype**

A logotype is an artistic symbol that uniquely represents an organization. Examples of organizations that use logotypes include businesses, sports teams, political parties, or even entire cultures and religions. The sample must be relevant to the theme of the organization. Logotypes have gained increased popularity since the advent of the Internet.

## **Offset**

Offset printing is a commonly used printing technique in which the inked image is transferred from a plate to a rubber blanket, then to the printing surface.

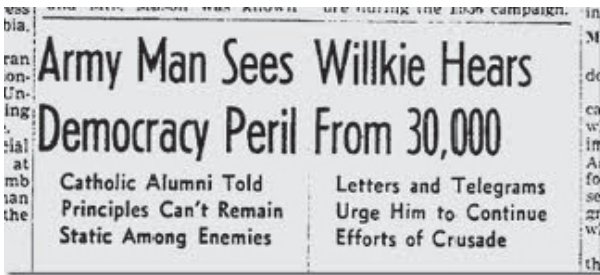


**Op-ed**

An op-ed, abbreviated from opposite the editorial page, though often mistaken for opinion-editorial, is a newspaper article that expresses the opinions of a named writer who is usually unaffiliated with the newspaper’s editorial board. These are different from editorials, which are usually unsigned and written by editorial board members.

**Tombstone**

Tomb-stoning is when you are making your page and two different



headlines for two

different articles

line up. For

example, if your

one article’s

headline starts at

the top left of

your page and is

one inch thick and the headline for your second article lines up exactly

with the first article headline, that is tombstoning. The term “tombstoning”

comes from the idea of a graveyard where all the tombstones line up

and match. In journalism, tombstoning your headline is not attractive to

the eye of the reader so therefore possible solutions include :

making one head 1 inch, making the second 1/2 and inch... making one headline

2 lines long, the other just on line.. putting one headline at the top of

your page and running your article horizontally not vertically and start

your second article further down the page.



## Tabloid

Tabloid journalism tends to emphasize topics such as sensational crime stories, astrology, gossip columns about the personal lives of celebrities and sports stars, and junk food news. Such journalism is commonly associated with tabloid sized



newspapers like the National Enquirer, Globe or the Daily Mail and the former News of the World. Not all newspapers associated with such journalism are in tabloid size, for example, the format of Apple Daily is broadsheet while the style is tabloid. The terms “tabloids”, “supermarket tabloids”, “gutter press”, and “rag”, refer to the journalistic approach of such newspapers rather than their size.

## Broadsheet



Broadsheet is the largest of the various newspaper formats and is characterized by long vertical pages (typically 22 inches / 559 millimetres or more). The term derives from types of popular prints usually just of a single sheet, sold on the streets and containing various types of material, from ballads to political satire. The first broadsheet newspaper was the Dutch Courante uyt Italien, Duytslandt, & c. published in 1618.

### **Stringer**

A Stringer is a photographer or journalist who contributes reports or photos to a news organization on an ongoing basis but is paid individually for each piece of published or broadcast work. Stringers are generally freelancers and do not receive a regular salary. However, stringers often have an ongoing relationship with one or more news organizations, to which they provide content on particular topics or locations when the opportunities arise. The term is typically confined to journalism. Nowadays they are also known as correspondents or contributors. Often they do not receive any public recognition for the work they have contributed.

### **Dummy**

A preliminary layout of a newspaper page, showing the placement of stories, headlines, pictures and advertisements.

### **Embargo**

An embargo is put into place when a story is sent to broadcast media, publications, or radio before the story is set to be released. An embargo is an agreement of sorts that allows the press to get the story in advance but not publish it until a specified time.

### **Freelance**

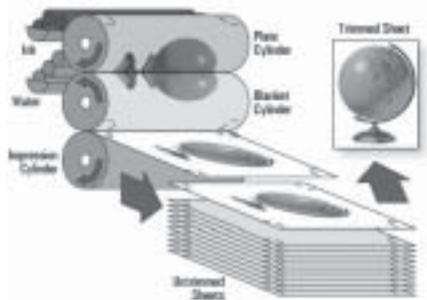
Freelance is a working arrangement when a person sells their services to individual buyers with whom they are not employed.

*An example of freelance is someone writing songs for many different musicians.*

Freelance journalists can be reporters on contract who write on a regular basis to columnists, radio moderators and occasional contributors to publications and broadcast programmes.

## Lithography

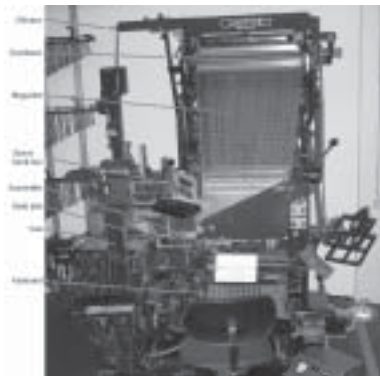
Lithography refers to a method of printing whereby the image areas, which are neither raised nor depressed, attract ink and the non-image areas repel ink. Most lithography is offset lithography in which the image is transferred from the plate to a



rubber blanket, and then printed (offset) from the blanket onto the paper. The process of lithography was discovered by Alois Senefelder who wanted to find a less costly method of reproducing copies of his plays.

## Linotype

A kind of typesetting machine which produces castings, each of which corresponds to a line of separate types. By pressing upon keys like those of a typewriter the matrices for one line are properly arranged; the stereotype, or slug, is then cast and planed, and the matrices are returned to their proper places, the whole process being automatic.



*Original photo (Image:Linotype-vorne-deutsches-museum.jpg by Clemens PFEIFFER, Vienna. Annotations by Paul Koning*

### News Agency

A news agency gathers, writes and distributes news from around the world to other newspapers, periodicals, radio and television. It is in effect an agency that supplies news to its subscribers who will otherwise have to spend a lot of money to gather and collect information.

### Beat

A beat is a particular topic or subject area that a reporter covers. Many news organizations assign journalists to cover specific areas, either geographic or topical, known as “beats.” This term was originally used to describe a regular route for a sentry or policeman. Journalists get to know the territory and people who make up their beat, and in many cases they have to learn specialized vocabulary in order to understand their sources.

Eg. He covers the Business beat for *Malayala Manorama*

(It means he covers topics related to Business like capital, asset, pink slip, unemployment, personal savings, investment, employers, workers, construction, and property sales etc]

### Breaking News

Breaking news refers to events that are currently developing, or “breaking.” Breaking news usually refers to events that are unexpected, such as a plane crash or building fire. Breaking news can also refer to news that occurs late in the day, close to a newspaper’s usual deadline.

Most of the TV news channels have runners that highlight ‘breaking news’ events. In the modern world, social media is transforming the way journalists break news. As events happen citizen journalists record

live pictures via cell phones and upload them on the Internet. Thus 'breaking news' happens almost simultaneously.

### **New Journalism**

This was a style of journalism that originated in the 1960s in USA. New journalism used techniques borrowed from fiction to portray a situation or event as vividly as possible. The term was codified with its current meaning by Tom Wolfe in a 1973 collection of journalism articles he published as *The New Journalism*, which included works by himself, Truman Capote, Hunter S. Thompson, Norman Mailer and others.

Articles in the New Journalism style were not generally found in newspapers, but rather in magazines such as *The Atlantic Monthly*, *Harper's*, *CoEvolution Quarterly*, *Esquire*. By the eighties, the use of New Journalism style began to decrease.

### **Precision Journalism**

The application of social and behavioural science research methods to the practice of journalism is termed as Precision journalism. It is applying social science research methods to the problems of news gathering in an increasingly complex society. With intent to make inferences, comparison between phenomena or variables.

Precision journalism is the application of science information finding methods to obtain information from sources with a view to disseminating accurate, error-free information to the public in an easy and understandable manner.

The tools of sampling, computer analysis and statistical inference increased the traditional power of the reporter without changing the nature of the mission to find the facts, to understand them, and to explain them without wasting time.

The term “precision journalism,” and the central idea behind it, were popularized by the 1973 book of the same name written by Knight-Ridder reporter Philip Meyer.

### **Style Book**

The content of newspapers and other mass media is typically the result of many different writers and editors working together. A Style Book provides consistent guidelines in terms of grammar, spelling, punctuation, numerals and language usage. The *AP Stylebook* is generally known as the Bible of print journalism.

### **Examples are given below:**

#### Numbers

One through nine are generally spelled out, while 10 and above are generally written as numerals.

Example: He bought three books for ₹ 300

#### Percentages

Percentages are always expressed as numerals, followed by the word “percent.”

Example: The price of petrol rose 5 percent.

#### Ages

Ages are always expressed as numerals.

Example: She is 15 years old.

## Dates

Dates are expressed as numerals. The months August through February are abbreviated when used with numbered dates. March through July are never abbreviated. Months without dates are not abbreviated. “Th” is not used.

Example: The meeting is on Oct. 15. She was born on July 12. I love the weather in November.

## Yellow Journalism

With the onset of rapid industrialization in the late 19th century, machines began to produce more than thousand copies in a single night. This led to an increase in newspaper sales and a greater thirst for sensational news.

Yellow journalism involved sensationalism, distorted stories, and misleading images for the sole purpose of boosting newspaper sales and exciting public opinion. It was particularly indicative of two papers founded and popularized in the late 19th century- The New York World, run by Joseph Pulitzer and The New York Journal, run by William Randolph Hearst.

The term yellow journalism came from a popular *New York World* comic called “Hogan’s Alley,” which featured a yellow-dressed character named the “the yellow kid.” Determined to compete with Joseph Pulitzer’s *New York*



*World* in every way, rival New York Journal owner William Randolph Hearst copied Pulitzer's sensationalist style and even hired "Hogan's Alley" artist R.F. Outcault away from the *World*. In response, Pulitzer commissioned another cartoonist to create a second yellow kid. Soon, the sensationalist press of the 1890s became a competition between the "yellow kids," and the journalistic style was coined "yellow journalism."

### **Acknowledgements**

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eHow.com [http://www.ehow.com/how\\_2238044\\_create-artistic-logotype.html#ixzz21Q3F4EJn](http://www.ehow.com/how_2238044_create-artistic-logotype.html#ixzz21Q3F4EJn)

<http://library.thinkquest.org/C0111500/spanamer/media/images/photos/kid.jpg>

**Model Question Paper**

**FIFTH SEMESTER B.A. DEGREE EXAMINATION,  
NOVEMBER 2011**

(CCSS)

Functional English - Core Course

FESB08-MEDIA STUDIES-1 (Print Media)

Time: Three Hours

Maximum: 30 Weightage

1. Fill in the blanks choosing the correct answer:

(a) 1 The elements of communication are also called \_\_\_\_\_  
of communication.

(basics, fundamentals, universals)

2 Encoding is the act of \_\_\_\_\_ a message

(sending, producing, receiving)

3 Communication by many persons in a face to face situation is  
\_\_\_\_\_ communication.

(group, interactive, interpersonal)

4 \_\_\_\_\_ is defined as a way people approach others of keep  
distance from others.

(Proxemics, proximity, Polemics)

(b) 5 \_\_\_\_\_ give detailed information about a product/  
institution.

(Newsletters, Brochures, Postures)

6 At the time of Independence, the AIR network had only  
\_\_\_\_\_ stations.

(Five, six, eight)

- 7 NRS stands for \_\_\_\_\_  
 (National Readership Survey, National Radio Service,  
 National Radio Station)
- 8 Doordarshan switched over to colour transmission is  
 15 August \_\_\_\_\_  
 (1971, 1982, 1985)
- (c) 9 A receiver in \_\_\_\_\_ conception is the receiving telephone  
 instrument.  
 (Shannon's, Plato's Aristotle's)
- 10 S is SMCR stands for \_\_\_\_\_  
 (Source, Sender, Speed)
- 11 The Associated Press is a/an \_\_\_\_\_ based agency.  
 (Russian, Indian, American)
- 12 RTI Stands for \_\_\_\_\_ .  
 (Right to Instruction, Right to Information, Right to  
 Investigation)

(12 x  $\frac{1}{4}$  = 3 weightage)

II Answer any *nine* of the following in two or three sentences:

- 13 Feed back.
- 14 The personal stage in interpersonal communication.
- 15 Universal access
- 16 Newsletters.
- 17 Future of radio.
- 18 New Media.
- 19 Blog.

- 20 Inverted pyramid.
- 21 Selective retention.
- 22 Authoritarian media theory
- 23 UPI.
- 24 Corporate censorship

(9 x 1 = 9 weightage)

III. Write short note in not more than 100 words each, on any *seven* of the following:

- 25 Characteristics of a true newspaper.
- 26 Doordarshan.
- 27 Lasswell's model of communication.
- 28 The MacBride Commission Report.
- 29 Freedom of Press
- 30 Laws of Libel.
- 31 Indian Emergency
- 32 Code of Ethics.
- 33 Types of Communication.
- 34 Non-verbal communication.

(7 x 2 = 14 wightage)

IV. Answer any *one* of the following in about 300 words:

- 35 Mass Media
- 36 Models of communication.

(1 x 4 = 4 weightage)

