

HIGHER SECONDARY COURSE

JOURNALISM

CLASS - XI



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DEPARTMENT OF EDUCATION

**State Council of Educational Research and Training
(SCERT) Kerala**

2016

THE NATIONAL ANTHEM

Jana-gana-mana adhinayaka, jaya he
Bharatha-bhagya-vidhata.
Punjab-Sindh-Gujarat-Maratha
Dravida-Utkala-Banga
Vindhya-Himachala-Yamuna-Ganga
Uchchala-Jaladhi-taranga
Tava subha name jage,
Tava subha asisa mage,
Gahe tava jaya gatha.
Jana-gana-mangala-dayaka jaya he
Bharatha-bhagya-vidhata.
Jaya he, jaya he, jaya he,
Jaya jaya jaya, jaya he!

PLEDGE

India is my country. All Indians are my brothers and sisters.

I love my country, and I am proud of its rich and varied heritage. I shall always strive to be worthy of it.

I shall give my parents, teachers and all elders respect, and treat everyone with courtesy.

To my country and my people, I pledge my devotion. In their well-being and prosperity alone lies my happiness.

Prepared by

State Council of Educational Research and Training (SCERT)

Poojappura, Thiruvananthapuram 695012, Kerala

Website : www.scertkerala.gov.in *e-mail* : scertkerala@gmail.com

Phone : 0471 - 2341883, Fax : 0471 - 2341869

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Foreword

Dear learners,

It is with immense pleasure and pride that State Council of Educational Research and Training (SCERT), Kerala brings forth its first textbook in Journalism for higher secondary students. We have been trying to set up a well structured syllabus and textbook for Journalism since the introduction of the course at the higher secondary level. Though we could frame a syllabus, we could not develop a textbook for Journalism all these years. This textbook in Journalism is a fulfilment of a long-cherished dream of teachers and students of Journalism.

Journalism, a relatively new discipline at the higher secondary level in Kerala, is an emerging field which gives a lot of opportunities to excel one's talents in communicating with people. The exponential rate of technological change throws up new challenges before the centres of communication and journalism teaching to constantly update their knowledge, because today's advanced knowledge is bound to become obsolete tomorrow.

In the era of media convergence, a journalist must be aware of the fundamentals of communication and technology. A journalism student at the higher secondary level needs to be sensitized about the emerging digital convergence and the new techniques and tools for information gathering and dissemination. When all media of information and communication converge through its many forms (text, image, data and sound) into a single medium such as a disc or a smart phone and reproduced through a common digital language, a journalist must have multi-tasking skills to gather information from various sources and present them in a coherent way to make sense.

This new textbook on Journalism gives due importance to the changes in the media landscape and tries to re-assess the way we create content for the media. I hope this textbook will be a new learning experience for the media students and an enrichment initiative for the faculty as well.

Dr. P. A. Fathima
Director
SCERT Kerala

Textbook Development Team

Members

Smt. Adershini Gopinath

HSST in Journalism, AMHSS, Thirumala, Thiruvananthapuram

Sri. George Ignatious

HSST in Journalism, Alagappa Nagar Govt. Panchayath HSS, Thrissur.

Sri. Rajesh Kumar B.M.

HSST in Journalism, GHSS, Kolery, Wayanad

Sri. Ratheesh Kaliyadan

HSST in Journalism, GGHSS, Thalassery, Kannur

Sri. Saji B.

HSST in Journalism, GHSS, Peruvallur, Malappuram

Sri. Shaibu B.

HSST in Journalism, GVHSS, Vellanad, Thiruvananthapuram

Sri. Sunil Kumar R. *HSST in Journalism, HIHSS, Edavanakkad, Kochi*

Experts

Sri. Anil Radhakrishnan S.

Special Correspondent, The Hindu, Thiruvananthapuram

Sri. Biju Mathew

Programme Executive, AIR, Thiruvananthapuram

Prof. Madavana Balakrishna Pillai

Director, School of Journalism, M.G. University, Kottayam

Dr. Muhammadali N.

Dean and HoD, Department of Mass Communication and Journalism, Calicut University.

Sri. Suresh Kumar S.

Asst. Prof. of English, Govt. College, Kanjiramkulam

Prof. M. Vijayakumar

Chairman, Board of Studies in Journalism, Kerala University

Artist

Sri. Sivakumar P.

TC 24/183, Thycaud. P.O, Thiruvananthapuram

Academic Co-ordinator

Smt. Chitra Madhavan

Research Officer, SCERT Kerala

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Unit 1

Introduction to Communication

Introduction

Think how a day breaks. In the morning you are awakened by mother's loving command - "Get up. You are already late!" You get up unwillingly. While passing through the drawing room you glance through the newspaper lying on the table. On your way to school, you meet your friends, relatives, neighbours and other acquaintances. You may talk to some, say 'hai' to some and to some others you may nod or grin. Opposite to the bus stop you are caught by the sight of a billboard in which your favourite actor appeals everyone to remember the brand name of a shop. Before you reach your school, you experience different modes of communication.

Wherever we go and whatever we do, deliberately or not, we become the part of some sort of communication. It is impossible not to communicate. Communication is everywhere and it encompasses our lives in very complex ways. Thus, it is essential to study communication to understand better the multifaceted human life.

In this unit we shall try to define communication and find out its evolution, types, and elements, and how it influences individuals and societies.

Key Concepts

- Definition of Communication
- Evolution of Communication
- Communication in Modern Era
- Elements of Communication
- Types of Communication
- Levels of Communication

Defining communication

Communication, in its simplest sense, is the transmission of message or idea from sender to receiver. The sender may be a person or a group of persons, who transfer thoughts or ideas to a destination. The destination may also be an individual or group who receive the messages. The figure given below depicts a very simple system of communication, which involves three basic elements: sender, message and receiver.

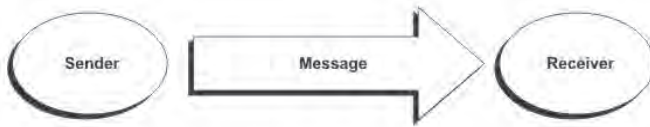


Fig. 1.1 A simple model of communication

The very purpose of human communication is to establish some levels of commonness among the participants. The act of communication depends on a common symbol system for exchanging meanings. This fact is well proved by the etymological root of the word communication itself. Etymologically the word is derived from the Latin word *communis* which means 'common'.

Power of communication to increase commonality helps us to develop, maintain and improve human relationships. Isolating a person by banning the chances of interactions with the community is called **excommunication**. It is considered to be a punishment

similar to solitary confinement. So communication is not just exchange of information but socio-cultural togetherness as well. It is a basic human need like food or shelter.



Bee Dance:

Bees communicate through their different patterns of flight. They create particular circuits in air by these flights. Sometimes it is an 8 or an oval shape to indicate the distance and directions of flowers. Bee dance is also known as 'Waggle Dance'. It consists of hundreds of flight circuits.



Fig. 1.2 Bee Dance/Waggle dance

However, communication is not confined to human beings alone. All living things communicate in various ways. The dance of bees shows the direction and distance of flowers from the hives. The alarming sound of preys indicates the presence of their predators. Similarly, pictures, texts, objects and anything and everything have something to tell us. In short, communication is an omnipresent activity.

Communication is a continuous process since it never ends with the receiver, rather he /she continues the process through responses to the sender or further transmission of message to other people or at least communicating it with himself or herself. Continuity of communication influences individuals, groups and societies in various ways with unpredicted consequences. In that sense communication is a complex process.

Being a complex activity, communication cannot be defined in simpler ways. Focusing on its various aspects and elements, scholars defined or conceptualized it in various terms. Let's analyze some of the definitions or conceptualizations to have a clear understanding of the process.

Aristotle's concept of communication

About 2300 years ago, while discussing the features of effective public speech in his famous work *Rhetoric*, ancient Greek scholar Aristotle explained that communication comprises of five elements: the speaker (sender), the speech (message), the audience (receivers), the occasion (context) and the effect (consequence). Based on his conceptualization, later scholars developed the following model of communication, which is still significant in explaining the process.

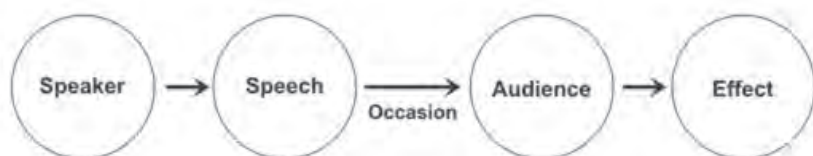


Fig 1.3 Aristotle's Conceptualization of Communication

Lasswell formula

In 1930s, American political scientist Harold Dwight Lasswell, described the act of communication as the answers to these questions:



Harold Dwight Lasswell (February 13, 1902 - December 18, 1978) was a well known American political scientist and communication scholar. He was a professor at Yale University in Law and president of American Political Science Association. He is ranked among the half a dozen creative innovators in the social sciences in the twentieth century. *Propaganda Technique in the World War* is his work on the communication techniques used by Adolf Hitler in World War.



Fig. 1.4 (A)

- Who?
- Says What?
- In Which Channel?
- To Whom?
- With What Effect?

This comprehensive description of communication in question format is famously known as Lasswell Formula of Communication. Given

below is the graphic representation of Lasswell Formula which includes five elements of communication: Communicator (Sender), Message, Medium (Channel), Receiver and Effect

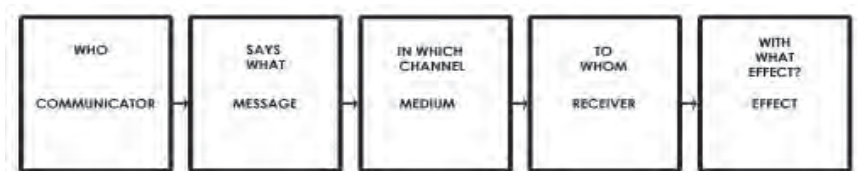


Fig. 1.4 (B) Lasswell's model of communication

De Vito's definition

Yet another modern communication scholar who provided a well accepted definition for communication is Joseph A De Vito. Based on the conceptualization of Aristotle and the question formula of Lasswell, De Vito defined communication as "the act by one or more persons of sending and receiving messages, distorted by noise, within a context, with some opportunity for feedback". De Vito's definition is considered to have wide-ranging significance

since it includes the elements like context, feedback and noise or communication barrier.



Joseph A DeVito is a famous American communication scholar, Professor Emeritus of Hunter College, member of the of the National Communication Association, the Eastern Communication Association, the International Communication Association and many other international professional bodies. His book *Communicology: An Introduction to Human Communication* is an important text book of communication studies in the Universities worldwide.

Check Your Progress

- What is communication?
- How does Aristotle define communication in his 'Rhetoric'?
- Describe Lasswell's Formula of communication

Evolution of communication

Before going to further details of the process, let's now examine how humans acquired the means of communication. It was not a one day miracle; it took millions of years to arrive at the present situation. Communication had evolved with the human evolution.

When did human beings start communication? How did our ancestors communicate each other when there was no language? When did they begin to use words and texts?

Imagine on a fine morning you are in some part of the world where your language is not understood by others. How will you ask for a glass of water? Fine, you would use signs, gestures or symbols that may indicate thirst, glass or water. Same way, our ancestors communicated when there were no languages. As the civilizations took origin, a system of communication became inevitable for the exchange of ideas and co-existence. The evolution of human communication has passed through the following stages to reach the present status:

1. The age of signs
2. The age of speech and language

3. The age of writing
4. The age of printing
5. The age of mass communication



By 1000 BC people started to use symbols for interaction. This is called the ideographic stage. Different symbol systems were used in different civilizations. Hieroglyphs were a formal writing system practiced by the ancient Egyptians. Papyrus, a plant that grew on the banks of the River Nile was used for recording hieroglyphs. The word paper is derived from papyrus. Cuneiform script emerged in the Sumerian civilization, is the earliest known writing system in the world. They were written in clay tablets. They had permanence but lacked portability. Thus paper as a durable and portable material was preferred over clay tablets.

Communication is based on interactions with our environments. Pre-historic men developed the ability to interact with their five sensory channels. They used signs, symbols and body language to communicate. This system is called **nonverbal communication**. Ancient men slowly developed language giving particular meaning to the sounds they

produced on various occasions. It was a very crude form of **oral/verbal communication**. To make their verbal interactions effective, sounds were blended with gestures and postures. Even today body language accompanies many of our verbal interactions in the form of pitch variations of sound, gestures, dress codes, use of space and so on.

The social life required systematic and permanent forms of communication. The idea of preservation gave birth to carvings and paintings on cave walls. They are called **petroglyphs**. Around 7000 BC, the mode of communication further developed into **pictographics**. It was the method of conveying an idea by drawing a series of pictures. Pictographics could be read as text matters. A more efficient way of communication was essential as the collective life needed recording of cultural activities, values, habits and code of conduct.

Symbols used in ideographic stages slowly paved the way for the origin of individual letters. Simultaneously, grammar system was

also developed in various ways in different parts of the world. During this era of writing, people abundantly produced manuscripts using papyrus, animal skins, palm leaves and similar materials.

Religious propagation and spread of education necessitated the duplication of written texts. Thus, printing was started using stone or wooden blocks. The Chinese produced the first block printed book "*Hiraka Sutra*" (*Diamond Sutra*) in 868 AD. At the same time, the

techniques of paper and pulp making developed in China were introduced into the other parts of the world by the Arabs. Invention of printing press using movable types revolutionized communication paving the way for full-fledged mass communication systems.



Fig. 1.5 Inscriptions on the walls of Edakkal Caves

Edakkal Caves :

The caves are situated in Wayanad district. They were rock shelters for Neolithic men during late Stone Age. The location was ideal for surveillance and security for ancient people since it is on top of Thovari hills, Ambalavayal. The shelter is a naturally formed cave as a flat rock stuck between other giant rocks. The walls carry rock engravings created by people who inhabited the caves at different ages.



Communication in modern era

The history of modern communication began with the invention of printing press with movable types. Following this, many other technological advancements like telegraph, telephone, radio, television and the Internet revolutionized communication. The evolution of modern communication has five stages based on the developments in communication technology. These stages are called five waves of communication technology. Let's look at each of them.

First Wave: The Age of Print

It was in 1456 that Johannes Guttenberg of Mainz, Germany invented movable types from an alloy of lead, tin and antimony. These types were light weight, strong and durable. He developed a method of printing with mass producing movable types, oil-based



Telegram service: The British started the telegram service in India in 1851. It was Samuel F.B. Morse who developed a suitable coding system for electrical telegraph system. He transmitted information into dots and dashes. The code was known as 'Morse Code'. It continued to be one of the important modes of communication till late 1990s. As internet and mobile phones became popular, the demand for telegrams decreased. It became uneconomic to run when sms and internet chats were available at the lowest rates. The telecom department stopped the telegram services in India on 15th July 2013.

| | | | |
|---------|---------|---------|---------|
| A ··· | J ····· | S ··· | 1 ····· |
| B ····· | K ····· | T ··· | 2 ····· |
| C ····· | L ····· | U ··· | 3 ····· |
| D ··· | M ··· | V ····· | 4 ····· |
| E ··· | N ··· | W ····· | 5 ····· |
| F ····· | O ····· | X ····· | 6 ····· |
| G ····· | P ····· | Y ····· | 7 ····· |
| H ····· | Q ····· | Z ····· | 8 ····· |
| I ··· | R ··· | 0 ····· | 9 ····· |

Fig1.6(A)
Morse code

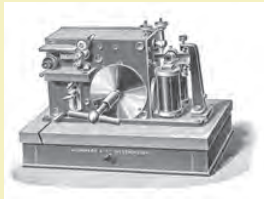


Fig1.6.(B)
TelegraphMachine

ink and wooden printing press. The first book he published using his machine is the famous "42-line Bible".

Technological advance increased the possibilities of printing and publishing. Printing presses started by religious centers and educational institutions published and distributed books far and wide. Industrial revolution resulted in mass production and mass distribution. Communication in mass scale became essential to support mass distribution. So the development of newspapers was more important for the industrialists to introduce new

things to the public. The first printed newspaper "Avisa Relation Oder Zeitung" started publication in 1609 from Germany. Modern transportation system helped wide circulation of newspapers.

Second Wave: The Age of Signals

The next stage in communication technology starts with the invention of telegraph by Samuel F. B. Morse. Telegraph is defined as any system that allows the transmission of enclosed information by signals across a distance. That is why this stage is called the age of signals. Other major advances during this stage were telephone, photography, radio, cinema and television.

Alexander Graham Bell of Scotland invented the first practical telephone. The first bi-directional transmission of speech by Bell

and his friend Watson was made on March 10, 1876. Bell said over telephone: "Mr. Watson, come here, I want to see you".

First photograph was produced in 1826 by a French inventor Joseph Nicephor Niepce. Edison's Kinetoscope was an early motion picture exhibition device, developed by the U.S. inventor Thomas Alva Edison in 1888. In 1895, the French inventors Lumiere Brothers (Auguste Lumiere and Louis Lumiere) developed a camera- cum - projector called Cinematographe.



Fig1.7 (A)
Cinematographe in camera mode



Fig1.7 (B)
Cinematographe in projection mode

Lee Dee Forest had interest in wireless telegraphy and invented audion tube in 1906. Edison's phonograph was the record player or gramophone. It was most commonly used in 1870's. Radio was invented by Guglielmo Marconi in 1901.

In 1884, Paul Nipkov, a Russian, developed a rotating scanning disc for generating electrical signals for the transmission of a scene with 4000 pixels per second. Later a device called iconoscope was invented by Vladimir in 1923. John L. Baird is credited with the invention of a practical television system. But it was Philo Marnworth who made the first public demonstration of an electronic television system in 1927.

Third Wave: The Age of Man and Machine

Invention of computer, as a machine capable of storing, retrieving and transmitting data, led to machine based human communication. Charles Babbage, a professor of Mathematics at Cambridge University, is considered the Father of Computers. He first developed a mechanical computer called the 'Difference Engine' in 1822. Later he developed a more complex machine 'Analytical Engine'. ENIAC (Electronic Numerical Integrator And Computer) was the first electronic general purpose computer. Developments in computer technology increased the rate of data

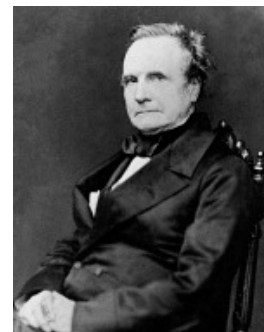


Fig 1.8 Charles Babbage

transmission, reduced manual effort, saved time and improved printing quality.

Fourth Wave: The Age of Satellite Networks



EDUSAT is India's first communication satellite dedicated exclusively for educational services. It relays messages through audio visual medium, employing multi-media multi-centric system, to create interactive classrooms. It also provides classes through one- way broadcast, interactive television, video conferencing, computer conferencing and web based instructions.

There are more than 3386 interactive class rooms and 31313 receive - only class rooms totaling close to 37000 class rooms. Networks have already been set up in 24 states of India.

The age of satellites began with the launch of Sputnik, the first artificial satellite by the erstwhile Soviet Union on October 4, 1957. After that many countries launched satellites, including communication satellite, which offer microwave radio relay of messages for radio and television broadcasting. Approximately 2,000 artificial satellites orbiting the Earth relay analog and digital signals carrying voice, video, and data to and from one or

many locations worldwide. The first satellite television signal was relayed from Europe to the Telstar satellite over North America in 1962.

A typical satellite link involves the transmission or uplinking of a signal from an Earth station to a satellite. The satellite then receives and amplifies the signal and retransmits it back to Earth, where it is received and re-amplified by Earth stations and terminals. Satellite receivers on the ground include direct-to-home (DTH) satellite equipment, mobile reception equipment in aircraft, satellite telephones, and handheld devices.

Let us do

Listen / Watch an educational programme in radio / television and attempt a review of it.

Fifth Wave: The Age of Network of Networks

The fifth wave, the age of networks, began with the introduction of the Internet. The Internet is the network of networks that connects billions of computers worldwide. Pentagon, a defence research wing of the USA, built the first computer network called Advanced Research Projects Agency Network - ARPANET- during the 1960s to transfer data among their departments. The popular use of the Internet is materialized by Tim Berners Lee, a British computer scientist, with his introduction of World Wide Web. Advancement in information and communication technology now offers real time, interactive, multimedia experiences and social networking opportunities even through simple devices like mobile phones at your hands.

Check Your Progress

- Explain the stages passed by human communication in its evolution to the present status.
- What are petroglyphs?
- Name the first book printed in Guttenberg's printing press.
- Why the second stage of communication is called the Age of Signals?
- Describe the Age of Network of Networks.

Elements of communication

The shift in communication technology over time changed the very process of communication in various ways, adding new elements or skipping the existing ones. A clear understanding of the elements of communication process is essential to know what happens in the communication process in various contexts. Let's learn them in detail in the coming section.

Communication is the expressions that we send and receive from our environment. It is a dynamic process that involves a series of activities such as observations, actions, reactions, postures,

gestures and so on. There are certain elements inevitable in a communication process. They are:

1. Sender
2. Message
3. Channel
4. Receiver
5. Feedback
6. Noise
7. Context
8. Effect

Sender- The idea generating source of communication is called sender. He / She initiates the communication process. Sender creates messages from the ideas born in his mind. So sender is also known as the source. In mass communication, the sender can be an individual or a group of people. A reporter or a team of professionals comprising of editors, designers, artists, technicians and presenters can be called the senders in a television broadcast.

A sender decides and encodes his ideas into a message. Encoding is the process of transferring ideas into the form of signals or messages and then transmits them through a channel. For example, a writer first decides the topic for his article, he then encodes it into a language (the text) and finally transmits it by writing the content.

Message- Message is anything that is sent or received through the sensory channels in a communication process. They can be verbal and nonverbal. Verbal messages are the written or spoken words in a language. Nonverbal messages can be the dress code, gestures, posters, tone and pitch variations of sound, colour and space.

Channel- Channel is the medium that carries the message from a sender to receiver. In a face-to-face situation, air is the channel.

The air carries sound waves from the sender's mouth to the ears of the receivers. In mass communication, the mass media like newspapers, radio and television work as channels. In the case of telephone, the telecommunication system is the channel.

Receiver- Receiver is the actual recipient of messages in a communication process. After receiving the message he decodes the message. Decoding is the process of interpreting the message sent by the source. Through decoding the meaning of the message is created in the mind of the receiver.

Feedback- Feedback is the response to the sender's message by the receiver. After interpreting the meaning of a message, the receiver encodes his response into another message. Then it is sent to the sender through a medium. For example, in a classroom, students raise doubts or nod their heads in agreement to what the teacher had already communicated to them. The act of accessing one's own message is self feedback. That is, a speaker hears his own words as he speaks.

Noise-Noise in communication refers to anything that distorts or interferes with the message. Noise occurs in all forms of communication. They are also called barriers to communication.

Just imagine a situation to know the impact of noise on communication. You are attending a marriage party. People move in and around the venue. A loudspeaker plays latest hit songs nearby. You are meeting your relatives and friends. Your mobile phone vibrates. When you attend the call it is hardly audible because of the high volume of the loudspeakers. You rush out of the venue to find a less noisy place. To your dismay you get broken sentences due to poor signal strength. Finally when you get the call clear you realize that it is an overseas business promotion call and the person on the other end speaks fluent English with British accent! You are out of your nerves. You switch off the phone in disgust.

Situations like this may occur in any communication process. Noise either distorts or disturbs prompt delivery of messages. Anything

that hinders the flow of communication process may be termed as a noise or barrier. Given below are different types of noise.

1. **Channel noise-** Any disturbance that occurs to the medium. When a weak signal may result in poor reception, it is called channel noise.
2. **Psychological noise-** Anything that interferes with the psyche of the participants of a communication process. At the time of a personal interview for a job, candidate's fear becomes a psychological noise. The fear can affect the flow of his talk and overall performance badly.
3. **Semantic noise-** Any problem related to language. Unfamiliar words, complex sentences, poor grammar etc. create semantic noise.
4. **Contextual noise-** Sometimes a situation itself is a barrier to communication. For example one cannot talk casually in an official meeting.

Context- Context is the situation where a communication activity takes place. Communication always occurs within a context. The context defines the nature of every communication. It can restrict or complement your mode of communication. For example, your behaviour in a classroom will be different from that of a play ground.

Effect- The consequences of communication process are termed as effects. Every act of communication makes some effects on its participants. The effect may be positive or negative. A successful communication process achieves the desired effect. Public speakers are said to be successful only when their ideas are understood and accepted by the audience.

Check Your Progress

- Identify the major elements involved in the communication process.
- Define encoding and decoding.
- What are verbal and non verbal messages?

- Give two examples for channels in mass communication.
- Explain feedback with an example.
- What are the different types of noise involved in a communication process?
- State the importance of effect in a communication situation.

Types of communication

The nature and type of communication vary depending on the elements, context, objectives, type of audience and forms of message.

Depending on the delivery of message, we can categorize communication as **non verbal and verbal communications**.

Non verbal communication

When you communicate with your friends, you are not just talking; rather you use various modes like gestures, facial expressions, body movements, postures and space to convey the real meaning in your mind. Only a part of the meaning is conveyed through the words you use. Behavioural expressions or cues that do not rely on words or word symbols are called non verbal communication. Body language, facial expression, gestures, postures, behaviour, position, tone and pitch of voice, long and short pauses and silence are some of the non verbal modes that we use in our daily communication situations.

Non verbal communication is mostly culture specific. It means the meaning and cues in it vary from one culture or society to another. To most of the Americans, the okay gesture by joining thumb and forefinger to form a circle is a cheerful confirmation. But, the same gesture has vulgar meaning in Greece and Turkey while in France and Belgium it means zero.

Let us look at non verbal communication modes which we use normally in our interactions

Facial expressions



Fig. 1.9 Nonverbal communication

Face is considered the mirror of our mind. Through facial expressions, we can communicate the meaning in our mind. We derive more meaning from facial expressions, than from words used. In art forms, especially in theatre art forms like Kathakali, facial expressions are the base of communication. In films, close up shots of face are used to suggest the emotions of the character. Different

emotions show most clearly in different parts of the face. For example, happiness and surprise in the eyes and lower face and anger in the lower face, brows and forehead.

Kinesics

Why people hug or shake hands or kiss each other when they meet? It is to express warmth of their relationship. Touch gives physical stimulation and positive energy which make the communicators more involved in the process. However, these movements or contact of body in communication differ according to cultural norms of the society. When meeting each other the Arabs hug each other, American shake hands or kiss and Indian say Namaste by joining their palms and bowing the forehead. In short, our movements in communication have culture specific meanings. The study of this communication area is called Kinesics. There are three major areas in Kinesics:

Pre-kinesics: Physiological aspects of body movements

Micro kinesics: Body emotions that communicate different meaning

Social kinesics: Role meaning of different body movements

Proxemics

Proxemics is all about the role of the space or distance in communication. In informal chatting we sit close and interfere each other without much concern whereas in formal meeting we sit in our own seats keeping distance from those on the dais or chair.

People use space in communication contexts differently in accordance with their views on gender and social hierarchy. For examples, in some societies the female doesn't get same role and space as the male gets in communication environment.

Vocalics

Our voice, if taken separately, is also a non verbal means of communication. Volume, pitch, tone and inflection of our voice add flavor to the words we use. Same sentence can be uttered differently denoting entirely contrasting meaning. This non verbal aspect of voice is called vocalics. In communication terminology, paralanguage is the term used to describe non-verbal, vocal messages.

Verbal communication

Verbal communication uses oral or written forms of language. As you know, language is a major communication channel. Basically, language is collection of symbols, and people and cultures assign meaning to the symbols. Language is normally constructed with letters, punctuation marks, words and sentences depending on a grammar system. However, people assign different meanings to the same words and pronounce same words in countless ways. It is estimated that human beings speak about ten thousand dialects. Each of them is different from the other. There are even scriptless languages as well.

The major rules that govern languages are phonological rules, syntactic rules, semantic rules and pragmatic rules. While phonetics deals with how words sound when pronounced, syntactic rules define the structure of language. Semantic rules deal with meaning

of specific words and pragmatic rules define the interpretation of the meanings of texts in different contexts, because text out of context may lead to miscommunication. Verbal communication becomes more effective when we communicate following these rules.

Formal and informal communication

Depending on the context, communication can be categorized mainly into two: formal and informal communication.

Formal communication is the official and authentic communication which occurs mostly in organized environment. It is more systematic, pre-planned and documented. Official reports, committee meetings, bulletin boards, group events, newsletters, memos and orders are various methods of formal communication.

Informal communication mostly occurs in non organized situations. Chatting, gossips, interpersonal interactions and tea parties are some examples. They are not systematic and authentic.

Levels of communication

Depending on the number and nature of persons involved, communication attains different levels and in some cases requires various technologies. The levels of communication are:

1. Intrapersonal communication
2. Interpersonal communication
3. Group communication
4. Public communication
5. Mass communication

Intrapersonal communication

Communication that takes place within the self is called intrapersonal communication. The individual functions here as both source and receiver. Daydreaming, meditation and interior monologues are examples. Some may claim the experiences of

conversing with the divine or invisible forces. Such intrapersonal communication experience is called transpersonal communication.

Intrapersonal communication involves different levels like internal discourse, solo vocal communication and solo written communication. While internal discourse involves thinking, concentration and analysis, solo vocal communication includes speaking aloud to oneself. This may be done to clarify thinking, to rehearse a message intended for others like practice for public speech. Solo written communication deals with writing not intended for others. Example: An entry in your diary.

The basis for intrapersonal communication is self awareness which defines how one sees him/her and is viewing others. Our self awareness is based on three factors: beliefs, values and attitudes. Belief is our basic personal views towards what is good or bad and true or false. Values are deep-rooted orientations and ideals, based on our beliefs. Attitudes are learned inclinations towards or against a topic. Ideas and actions are consistent with values. To be a better communicator, one must be aware of oneself.



Fig. 1.10
Intrapersonal communication

Interpersonal communication

Interpersonal communication is interaction between or among persons to exchange ideas, feelings and thoughts through verbal and non verbal messages. It is personal, two-way, and intimate, and mostly face to face, hence the most effective one.

Two or more persons or a small group may involve in interpersonal communication. If interpersonal communication occurs between two individuals it is called dyadic communication.

Interpersonal communication can be direct or indirect. Direct interpersonal communication



Fig. 1.11 Interpersonal communication



Fig. 1.12 Dyadic communication

involves a direct face-to-face relationship between the sender and receiver, who are in an interdependent relationship. Mediated interpersonal communication involves technology that assists or links the sender and receiver of messages. Telephonic conversation, internet chatting, and video talk are examples of mediated interpersonal communication.



How Our Relations Develop and Break Down?

Mark Knapp, a well known communication scholar, in his book *Interpersonal Communication and Human Relationship*, described the role of interpersonal communication in human relationship.

According to him, interpersonal communication includes several stages of coming-together process. We can find these stages when analyze our personal friendships. The first step, initial encounter, offers a first impression that can be full of general personal data like, name, place, education etc. Experimenting is the second step in which information is exchanged on topics of general nature at first, and the persons gradually become more personal and more self-revealing. The intensifying stage starts when the experimentation leads to positive mutual conclusions that the relationship is worth pursuing. The fourth step in interpersonal communication is integration, in which mutual decisions are made that the relationship is fulfilling. This is the stage of intense friendships, personal or family commitments, and so on. Bonding is the final stage, in which the relationship is sealed and generally is made known. Then we say that they are the best friends or business partners and the like.

Knapp also outlined a similar reverse pattern for the separating of interpersonal relationships: Differentiating is the initiating phase in which persons identify the differences and they begin to minimize communication and confine it to mainly functional topics. Stagnating is the next stage, in which the relationship becomes personally unsatisfactory and is continued mainly for reasons beyond the relationship,

such as family or obligatory contract or social expectation. Open unpleasantness is evident in the avoidance stage, in which the participants in interpersonal communication both avoid each other and express mutual annoyance when they encounter each other. Termination is the final stage of breakdown, at which time legal, religious or other formal contracts are abrogated and the demise of the relationship is announced to others.

Group communication

Group communication occurs among group members. What is a group? Collection of individuals becomes a group when they have common goals of gathering. Group at this level of communication is not a large collection of people. According to Joseph A. DeVito, 'a group is a collection of individuals, few enough in number so that all members may communicate with relative ease as both senders and receivers, who are related to each other by some common purpose and with some degree of organization or structure among them'. The best example is your class room itself.



Fig. 1.13 Group communication

In group situations, one person communicates with many persons, or many persons communicate with one person or many persons communicate with all or many in the group. Group communication is effective when organized with specific agenda and enough homework. It is relatively direct, intimate and effective and has room for adequate feedback.

Let us do

Find out examples for the three types of group communication

Public communication

In public communication, speaker or speakers address a comparatively large audience with a relatively continuous discourse, in a face - to - face or mediated situation. General body meetings of organizations and public gatherings organized by political parties



Fig.1.14 Public communication

are examples of face to face public communication. Now with the advance of technology, tele conferencing and video conferencing facilities are widely used for public communication. Speaker's social position, presentation skills, knowledge of the topic and the audience make the communication effective. But, feedback is very minimal in public communication.

Mass communication

Mass communication is disseminating information, ideas and attitudes to a large audience, using mass media. The concept of *mass* in mass communication means large, anonymous, heterogeneous and widely dispersed audience.

The *mass* may be constituted by different unorganized societies based on language, culture, ethnicity, profession, religion etc. And, mass media refers to the channels of communications such as



Fig 1.15 Mass communication

newspapers, magazines, television, radio, film and multimedia web sites. These channels are run by specific media institutions such as newspaper organizations, radio networks and television stations, movie companies, music producers, and the Internet service providers, following the rules and regulations of the governments.

Check Your Progress

- Differentiate verbal and non verbal communication.
- What is kinesics?
- How do you disseminate messages in the mass media?
- Identify the different levels of communication?
- How does intrapersonal communication vary from the other levels of communication?

Characteristics of mass communication

Any communication originated from a source and received by many people in different places is known as mass communication. Quick and simultaneous delivery of messages to the larger audiences is the unique feature of mass communication. Let's examine how mass communication differs from other levels of communication which we have already learned.

In mass communication, the most essential component is mass medium that disseminates messages to a large audience worldwide simultaneously in a responsible and systematic way. Mass media system is a complex entity which involves advanced technology, rules and regulations, codes and ethics, business interests and social responsibility.

By delivering messages worldwide simultaneously, mass communication offers a public experience ensuring everyone access to mass media, depending on his/her economic power, literacy level and willingness. Most often we form our opinion on public

issues taking ideas from mass media. Thus they share a common understanding and experience, contributing a lot to create a global culture.

In mass communication messages are not delivered directly from source to receivers, as we see in interpersonal communication. Mass media messages are filtered by a professional team comprising reporters, editors and regulators like censor boards. This process is called **gate keeping**.

People consider mass media as authentic information sources. Thus mass media messages have the power to force people to think in favour or against an idea, ideology, product, fashion and life style.

However it may be remembered that the mass media messages are perishable and exhaust immediately after use.

In class room, you can respond to your teacher with ease and on the spot. But, immediate feedback is not possible with television anchors or newspaper editors or radio presenters. If you write a letter to the Editor, it will take some hours to get it published in the newspaper. You have to use some technical devices to participate in phone-in programmes of television or radio. It means, feedback is not easy or immediate in mass communication like the feedback in interpersonal or group communication. However, with the development in communication technology, feedback has been easier than ever before.

Let us sum up

Communication is an omnipresent, continuous, complex activity .The basic purpose of human communication is to create a shared environment and commonality among the participants. The act of communication depends on a common symbol system for exchange of meanings. Thus, it develops and improves human relationships. The means of human communication has undergone a gradual development in line with the growth of technology. The evolutionary stages of human communication can be summarized as the ages of signs, speech and language, writing, printing and mass communication. Modern communication began with the invention of printing press by Johannes Guttenberg. The

evolution of communication technology can be summarized as the ages of print, signals, man and machine, satellites networks, and the Internet.

There are certain elements inevitable in a communication process. They are the basic components present in every communication act. The various elements of communication are: Sender, Message, Channel, Receiver, Feedback, Noise, Context, and Effect. Based on the delivery of message, communication can be broadly categorized into non verbal communication and verbal communication. On the basis of the context, communication can be divided into formal and informal communication. Depending on the number and nature of persons involved, communication attains different levels and in some cases requires various technologies. The levels of communication are: Intrapersonal communication, Interpersonal communication, Group communication, Public communication, Mass communication. Mass communication is different from all other levels of communication since it involves very complex, large, mass media system. The concept of *mass* in mass communication means large, anonymous, heterogeneous and widely dispersed audience. Mass media influence the societies in many ways. They inform, entertain, educate, set social agendas, provide universal shared experiences and nurture cultural values.

Significant Learning Outcomes

This chapter enables the learner to

- examine the etymology and definition of communication
- categorize early forms of communication
- locate the evolutionary stages of communication technologies
- compare different types of communication
- analyze various levels of communication &
- identify the basic elements of communication

Let us assess

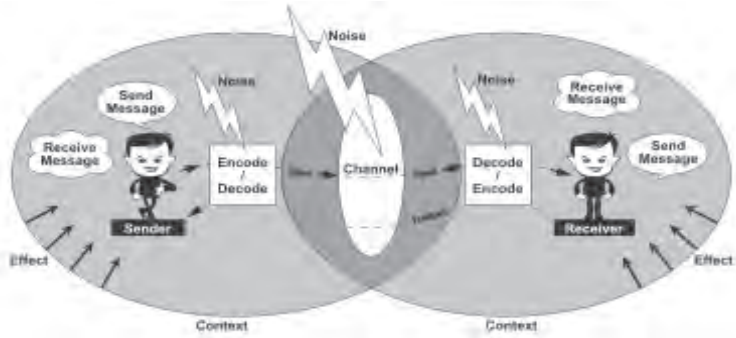
1. Of several definitions of communication, which one is more agreeable to you? Give reasons.
2. Analyse the elements of communication process. Can we communicate without any of these elements? Examine each of them in detail.

3. "Communication technologies are waves which hit our society for radical changes". Evaluate this statement with reference to waves of communication.
4. Explain different classifications of communication process with suitable examples and diagrams.
5. Is it necessary to perform nonverbal communication in our daily life?
6. How does mass communication differ from other levels of communication? What are the unique characteristics of mass communication?
7. What do you mean by barriers to communication? How do they affect communication process? What are the common types of barriers?

Extended activities

- Conduct a seminar on the topic "Merits and Demerits of Mobile Phone Use". Find out what arguments are highlighted in the discussion. Who communicated more? Moderator or participants? Do all agree or disagree with the conclusions? What are the points emphasized by the moderator in the conclusion? Examine how the participants responded to the conclusion. Note down how the discussion is summed up by the moderator. Ask the participants whether the discussions help them change their attitude towards mobile phone use.
- Prepare a graphical representation of a satellite communication network.
- Collect pictures of different types of communication. Stick them in your scrap book. Write definitions of each type of communications.
- Identify different stages of interaction occurred in your life when you develop friendship with one of your class mates.
- Perform a role play on any communication activity in your classroom.
- Collect pictures of the first wave to fifth wave of communication and paste it in your scrap book.

- Analyze the following interpersonal communication model in the light of elements of communication you learned and find out its merits and demerits. Taking cues from this model, draw models of group communication and mass communication.



Unit 2

Mass Media and Society

Introduction

You have learned in the previous unit that no social activity is possible without communication. Can you imagine a world without media? Certainly not! They play vital roles in our daily life. The basic mission of mass media is to create ties in human society. It may be at personal, national or international level. In the modern world, media have some more roles to play. They inform, entertain, educate, set social agenda, shape our political system, form public opinion, support public demands,

Key Concepts

- Types of Mass Media
- Characteristics of Mass Media
- Functions of Mass Media
- Media Literacy

reveal social realities, transmit culture, create new trends and prosper cultural values. To have a better understanding of the role of media in our society, we need to learn the types of mass media, their features and functions. Similarly, as responsible citizens, we shall be able to watch the functions of media by acquiring media

literacy.

From this unit you learn various types of mass media and the way they influence our society and reflect our culture. Also, you will learn how to use media in a sophisticated and responsible way by acquiring media literacy.

At first let's discuss the types of media and their characteristics.

Types of mass media

Mass media can be classified according to their physical form, the technology involved and the nature of the communication process.

The general classification on this basis is as follows:

- a. Traditional Media
- b. Print Media
- c. Electronic Media
- d. New Media

Traditional media

Traditional media are the oldest of all other media and are connected with the folk art forms of the society. Every country has its own unique folk art forms, as we have *Theyyam*, *Padyani*, *Oppana* and *Margam Kali* in Kerala to express our cultural messages. They connect people with their rich heritage and tell the stories of the past to the present generation. The folk art forms are closely related with the rituals of agrarian and marginalized groups. These traditional art forms like songs, dances and other performance in such societies are considered as traditional media since they inform, educate and entertain people by oral tradition. The origin of rural theatre and street drama is rooted in folk art forms.

India is rich with folk art forms and oral tradition of communication. Like other states in India, Kerala has a rich collection of folk art forms. *Theyyam*, *Thira*, *Chavittu Nadakam*, *Pulluvanpattu*, *Thumbithullal*, *Kalampattu*, *Balikkalam*, *Kakkarassi Nadakam*, *Kalamezhuthu*, *Nagappattu*, *Oppana*, *Kolkali*, *Dufmuttu*, *Arabanamuttu*, *Mudiyettu*, *Margamkali*, *Gadhiga*, *Parichamuttu*, *Koithupattu* are some of them.

Characteristics of traditional media

The following are the general features of traditional media. The nature of each medium may change depending on its type and cultural context.

1. The stage for performance of traditional art forms is natural, known and friendly.
2. The performers and the audience are known to each other.
3. The contents are simple and familiar.
4. Unlike other modern media, people never get tired of them.
5. The performances are spontaneous and most often made on the spot.
6. The performer can make changes in the content according to the level of the audience.
7. The traditional arts and folk arts combine several art forms like dance, music, songs and theatre to attract audiences.



Fig. 2.1 Various Folk media forms in Kerala

Let us do

Prepare a chart depicting the photographs of different folk art forms in India.

Check Your Progress

- Identify any five folk art forms performed in our state.
- What sense do the term traditional media convey?
- State the characteristics of traditional media.

Print media

Johannes Guttenberg's movable metal types facilitated mass production of printed materials. As a result, press and publications spread rapidly across Europe and later to other continents. Mass production of printed documents led to democratization of knowledge and thus education was made accessible to common people. It was exactly a revolution because till then knowledge was considered the property of the elite. For several centuries, print media served as the major means of communication reaching a wide audience. Major forms of print media are :

- a. Newspapers
- b. Magazines and periodicals
- c. Books

Newspapers

As a mass medium, newspapers influence people in many significant ways. Capability to be used for future reference make newspapers favourite medium of the people. Diversity of content is another feature of this medium. It can carry a rich mix of news, features, articles, columns, cartoons, graphics, editorial, etc. Readers can select what they want from the entire content.

Characteristics of newspapers

Primarily newspapers are print media even though digital age offers online newspapers and e-newspapers. That is why it has all the features that any print medium has. Major features of news papers are given below:

- **Predominance of news-oriented content:** There are three types of content in newspapers: news, views and advertisements. Of these news overshadows the others because newspapers are primarily meant for the dissemination of news.
- **Regular periodicity:** Newspapers may be published daily or weekly. Periodicity may vary but, regularity should be kept. Every newspaper keeps a particular regularity in publication.
- **Future reference facility:** Being a print medium, newspapers can be kept for future use. This archive ability makes newspapers one of the main sources of historical research.
- **Choice of the time of use:** Unlike television and radio, we can read newspapers at any time. Some read in the morning while others in the evening after work. This facility increases the popularity of newspapers.
- **The literates' medium:** Unlike television and radio, newspaper demands literacy from the part of the audience.
- **Low cost:** Compared to other media, newspaper is a cost effective medium. Anybody can afford a newspaper and use everywhere. Electronic media requires power supply and the new media need digital technology.
- **Textual medium:** Text is the soul of newspapers, though they carry images and graphics.

- **Multiple users:** Many readers can read a copy of the newspaper simultaneously or separately.

Peking Gazette of China, *London Gazette* of Britain, *Avisa Relation Oder Zeitung* of Germany, *Publick Occurrences* of America, *Daily Courant* of Britain etc. were some of the early newspapers published in



Fig. 2.2 Group reading of newspaper - A common scene at tea shops in Kerala

the world. The first newspaper published in India was *The Bengal Gazette* by James Augustus Hicky on 29 January 1780. In Kerala, *Rajyasamacharam* is the first newspaper published in Malayalam by Dr. Herman Gundert on June 1847 from Thalassery.

Let us do

Prepare a class room wall newspaper highlighting the important events in your school and premises.

Magazines

Magazine is originally a Arabic word which means *store house*. In journalistic terms, magazine is a collection of materials like stories, poems, and other items. *The Spectator* published by Joseph Addison of England in 1711 is considered to be the first full-fledged magazine in English.

Usually they cover non-news items though there are news magazines too. Magazines contain a variety of topics like current affairs, business, women, children, finance, gadgets, photography, science and technology, education, career, health, luxury, life style, beauty, fashion, entertainment and travel. Magazines are considered the mass medium that spread culture and nationalism.

Industrial growth after the industrial revolution and the market boom led to an influx of advertisements to mass media. Magazines benefited from this opportunity. Frank Munsey, an American magazine owner showed advertising could pay most of production costs of a magazine. Its low price attracted millions. This is how magazine industry expanded as lucrative business in media sector. Sensational news, private life of celebrities, novels and short stories etc were the most favoured items in magazines in the early 20th century. In the later part of the



Fig. 2.3 Reading magazine in a relaxed mood

20th century, wide reach of television posed challenges to magazines as television began to broadcast visual adaptations of the sensuous and entertainment mix of magazine contents.

Characteristics of magazines

What makes magazines different from newspapers? Let's look at some distinctive features of magazines.

1. Magazines are published at regular intervals. According to their periodicity, magazines are categorized as weekly, biweekly or fortnightly, monthly, bi-monthly, quarterly, half-yearly and yearly.
2. Unlike loose sheets of newspapers, magazines are produced as bound volumes.
3. Most of the magazines are meant for light reading and mainly for entertainment, rather than serious reading for information gathering as in the case of books and newspapers.
4. Magazines contain diverse contents ranging from poems to comics and cartoons to photo features.
5. They most often target audiences with distinctive characteristics.
6. Magazines generally focus on special areas like culture, politics, current affairs, health, wealth, women's and children's life.
7. They are printed in high quality paper as they are to be used for a longer period. Newspapers are printed using cheap newsprint material as they are meant for one-day use.
8. Normally, magazines do not have different editions as in the case of newspapers. They have only one print cycle, except for some international news and financial magazines like *News Week*, *Time*, *Forbes* and *Fortune* which publish various regional editions for Asia and Africa.

9. They provide room for in-depth analysis and criticism as the publishers get more time for preparation.
10. Magazines are easier to preserve than newspapers.

Let us do

Prepare a list of as many Malayalam magazines as you can and categorize them according to their areas of focus.

Books

The *Papyrus* (from which the word paper is derived) rolls of the Chinese are considered the ancestors of modern books. The concept of books existed in China and in Babylonian way back in 3000 B.C. The Chinese used papyrus rolls made of bamboo strips while the Babylonians used clay tablets for writing. In Rome, animal skins were used to prepare books. Though the introduction of paper popularized books, the absence of easy printing method blocked their mass production. Earlier books were hand written and were called manuscripts. The printed books appeared in 868AD. The first book in India ' *The Spiritual Compendium of the Christian Life* ' was printed in 1561 and the first one in Malayalam '*Sampkshepa Vedartham*' in 1772.



Fig 2.4 Reading library books

Characteristics of books

What differentiate books from other types of media? Let's us discuss.

1. Books are portable and compact, and thus have an advantage over other media forms.
2. Unlike other print media, books most often deal with a single

subject. Thus, we can read books piece by piece for days or weeks with convenient intervals, without losing concentration.

3. While newspapers and magazines get old soon due to their time limitations, books remain afresh since they deal with subjects significant for a longer period.
4. Unlike magazines and newspapers, books are stored for longer period in public or private libraries.
5. Content in the books is in an organized manner so that readers can have access to the interested parts easily.
6. They have index which helps the reader some sort of navigation from one subject to the other.
7. Books are stored for future reference.
8. They are published after adequate verification and research. So, the content of the books is more authentic than that of newspapers and magazines.
9. The language level of the books is audience specific or subject specific while newspaper or magazine language is general in nature, intelligible to larger groups of people.

Let us do

Based on the discussions above, prepare an assignment on the common characteristics of print media.

Check Your Progress

- What are the common print media available to us?
- Mention any five features of print medium.
- Which print medium attracts you the most? State your answer with suitable reason.

Electronic media

The history of electronic media starts with the invention of cinematographe by Lumiere Brothers who conducted the premier show of cinema in 1895. Later radio was invented by Guglielmo Marconi. The first radio station was set up in Pittsburg, New York and Chicago in the 1920s. Following this, the European countries also started radio stations for broadcasting news and entertainment content. The colonial powers like Britain and France set up radio stations in Asian and African countries in the early years of the 20th century. Television broadcasting was initiated in the US on an experimental basis during 1920s. But, the dramatic impact of television as a mass medium began only in 1950s. Parallel to these, recording industry also boomed in the western countries. In short, the term electronic media mainly include

1. Film
2. Radio
3. Television

Film

The Lumiere brothers made their first film *La sortie des usines Lumiere* (Workers Leaving the Lumiere Factory) using the camera patented by them in 1895 at the Eden Theatre in France. This minute-and-a-half-long movie depicted workers coming out of the factory during their lunch break. They named their invention as Cinematographe. It is from this word we get the term 'cinema' for moving pictures. At first it was the age of silent movies.

The first feature film made on the Indian soil is *Raja Harishchandra*, directed by Dhundiraj Govind

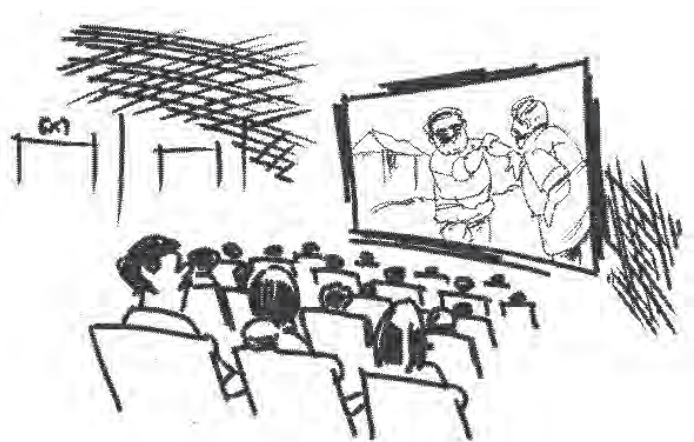


Fig. 2.5 Watching film in a cinema hall

Phalke in 1913. It was based on the story of King Harischandra. Vigatha Kumaran (The Lost Child) directed by J C Daniel, is the first film in Malayalam.

Radio

Guglielmo Marconi of Italy invented the mode of transmitting sound signals without using wires. By 1901, Marconi succeeded in creating a wireless communication link between Europe and North America. Later in 1906, Lee Forest and John Fleming invented vacuum tube, which made clear transmission of voice possible. This led to the first ever radio broadcast in 1906 in USA. Later, radio stations were started all over the world.

In India, radio broadcasting was started by amateur radio clubs. In June 1923, the Radio Club of Bombay made the first ever broadcast in the country. In 1927, the Indian Broadcasting Company (IBC) was formed. In 1930, the government took over their transmitters and formed the Indian State Broadcasting Service (ISBS). In 1935, Lionel Fielden of BBC assumed charge as the first Controller of Broadcasting in India. In 1936, the Delhi station started functioning. The same year the company was renamed as All India Radio (AIR). From 1956 onwards AIR got another name 'Akashvani'. The Sanskrit word 'Akashvani' meaning 'celestial announcement' was coined by M.V.Gopalaswamy.

On March 12, 1943, Sri Chithira Thirunal Balarama Varma, the Maharaja of Travancore inaugurated the Travancore State Broadcasting Station in Thiruvananthapuram. It was the first radio station in Kerala. Later, the station was merged with All India Radio.

Television

The word television literally means seeing things from distant places. In April 1925 John Logie Baird of London had set up his television apparatus in a London department store and demonstrated the first crude functioning of television.

Television was started as a modest affair in India on September

15, 1959 when the AIR set up an experimental television service in Delhi. It was soon converted into a full-fledged telecasting station. Thus begins the age of telecasting in India. A major milestone in the history of Indian television was the coverage of the Ninth Asian Games in 1982 which turned television



Fig. 2.6 Watching television programme

transmission in India from black and white to colour. Now the television field in India is flooded with wide variety of channels - news, entertainment, religious, sports, cartoon, movie and music channels. Most of them telecast programmes round the clock.

Television was introduced in Kerala with the commissioning of a Low Power Transmitter (LPT) of Doordarshan on November 19, 1982 in Thiruvananthapuram for telecasting the Asian Games held in New Delhi. On January 1, 1985, regional television became a reality with the commissioning of a full-fledged Programme Production Centre in Thiruvananthapuram at Kudappanakunnu. In 1993, Asianet, the first private television channel in India began telecasting. Indiavision, the first Malayalam news channel started telecast in 2003.

Characteristics of electronic media

Given below are some of the general features of electronic media.

1. Radio is a medium for ears but television and films are for both ears and eyes.
2. One needs to have some technical knowledge to use electronic media.
3. The technology of these media is changing at a very fast pace due to frequent technological upgradations.

4. The programmes in radio and television are available throughout the day.
5. Radio, television and film are enjoyed by people with audio-visual disabilities and the illiterates.
6. Satellite transmission makes electronic media programmes instantly available over a wide geographical area.
7. Programmes in radio and television are ephemeral in nature.
8. Live coverage is possible on radio and television.

Check Your Progress

- Identify the mass media which come under the term electronic media.
- What are the characteristics that make television a unique medium?
- Name the first feature film produced in India.
- Who invented radio?

New media

The invention of the Internet and the World Wide Web opened up several new avenues for mass communication which include e-mail, websites, podcasts, e-books, blogging, social networking sites, Internet Protocol Television, Internet radio and the like. These kinds of online and digital means of producing, transmitting and receiving messages are called new media.

The World Wide Web emerged as a powerful mass medium in 1990s. Web is the system that allows global linking of information modules in user-determined sequences. Basically it is a collection of sites that use HTML (Hypertext Markup Language) and HTTP (Hypertext Transfer Protocol) to connect each other and that have access through browser, which is a programme for viewing web pages. Internet Explorer, Mozilla Firefox, Google Chrome are examples of browsers. Tim Berners-Lee is the master mind behind the World Wide Web. His invention of hypertext materialized the

dream of browsing documents on millions of computers connected through the Internet. We use search engines, like Google, to find information on the Internet.

Social networking is a major facility available in new media format. Social networking is defined as a social structure connecting relationships between individuals or organizations. A social networking site is an online platform where a user can create a profile and build a personal network that connects him or her to other users around the world. Social



Fig. 2.7 A New Media user

networking sites allow you to meet other Internet users directly. Facebook, Twitter, LinkedIn and YouTube are some such sites.

Let us do

Prepare a chart of social networking sites. The chart should contain name, logos, history and features of the sites.

Characteristics of new media

The features of new media change rapidly in tune with the new developments in communication technology. Let's discuss some fundamental characteristics of new media.

1. The new media facilitate instant interaction between senders and receivers. Thus, this medium gives us the latest developments of events without any delay.
2. If internet connectivity is available, one can access new media from any part of the globe.
3. The new media contents are written in a hyper textual language, using hyperlinks. Thus, the users are gifted with large resources of data. For example, one can link to all sister



Media Convergence is the process where several media channels or formats come together to exist and operate in synergy in a single



Fig. 2.8 Media Convergence

device. It is a merger of different mass media. Convergence of media is visible in every one's life. For example, now we use mobile phones to talk to friends, listen to music, watch movies, send mails, surf the web, read newspapers, take photographs or videos and to do more. Earlier we used separate devices like tape recorder, radio, newspapers, television, still cameras and video cameras for these activities.

publications of a newspaper from its home page. Multiple pagination facility enables websites to combine hundreds or thousands of web pages.

4. As the content is stored in digital format, new media are highly technological and upgraded frequently.
5. Above all, new media facilitate convergence of the various types of content like audio, video, text, image and data on a single device. This phenomenon is called as **media convergence**.

Check Your Progress

- Identify the popular social networking sites.
- State the characteristics that make new media the fifth estate of the present century.
- Expand HTML

We have learned the major types of media and their characteristics. Now let's examine their functions in our society.

Functions of mass media

In a society like ours, mass media have a responsible role to play in fostering democracy, plurality and communal harmony through the functions listed below.

- 1 Information and education.
- 2 Socialization
- 3 Entertainment
- 4 Political awareness
- 5 Cultural transmission
- 6 Catalyst to development

After having a discussion on these ideal functions of mass media in any society, you will be able to analyze how our mass media perform their functions in our own society.

Information and education functions

Mass media carry a lot of information which are essential for our day to day life. We get examination results, weather forecasts, current affairs, traffic regulations, alerts, precautions, government policies etc. from mass media. The core of media's information function is performed by the media content called news. Good media try to carry accurate, objective and complete information since biased or incomplete reports will keep the audience away from the media.

Mass media are mass educators too. Education is systematically organized information with predefined objectives. Schools and colleges are the primary source of formal education in our society. After finishing their formal education, members of the society depend on mass media for life-long education. They provide the society with updated educational content on a wide variety of



Education supplements

Recently, mass media in Kerala directly participated in our educational system by publishing educational supplements for school children. Education Plus of *The Hindu*, Padippura of *Malayala Manorama*, Vidhya of *Mathrubhumi*, Velicham of *Madhyamam*, Aksharamuttom of *Deshabhimani* are examples. Moreover, we have a number of educational TV channels. VICTERS channel of IT @ School Project of Kerala Government, Vyas Channel of the Consortium of Educational Communication under the University Grants Commission and Gyandarshan of Doordarshan are some of such efforts. The Gyanvani is an educational radio channel of Indira Gandhi National Open University (IGNOU).

subjects at the lowest cost. News based contents like reports, features, photos, cartoons and editorials and non news contents like advertisements educate people about the newest trends in their surroundings. Mass media assist formal education system also, by publicizing information on educational programmes, publishing special educational supplements and inspiring society to acquire higher education. Educational supplements published by various

Malayalam newspapers, educational television and radio channels are examples for educational services of mass media.

Socialization

Mass media function as an agency for socialization. Socialization means empowering people to acquire norms and experiences of the group as a whole, to maintain cultural consensus and communal harmony. It is through mass media that we know the cultural and social norms of various groups in our society. On the basis of this information, individuals honour others and behave according to the common values and thus create an integrated society.

Entertainment

We all need entertainment to break the monotony of our hectic, stressful life and divert our attention from the troubles and tensions. All media have entertainment content. Newspapers publish cartoons, comics, puzzles and special weekend supplements. The lion's share of magazine content such as short stories, novels, satires and comics are also intended to entertain the audience. Movies

are another big stock for entertainment. Broadcast media such as television and radio primarily concentrate on entertainment function through their programmes based on sports, film, serials, music, dance, comedy, animation and fashion shows. Nowadays, entertainment has become a big industry comprising motion picture companies, music firms, theatre groups and game developers.

Political awareness

If you analyze the mass media, be it television or newspapers, most of their content, especially news, is centered on politics in our society. We see our leaders criticize officials and political leaders and advocate for better living conditions during panel discussions on television. Similarly, journalists expose corruption, show up developments, and condemn or praise political activities considering their merits. Actually, these actions of the media make our democracy vibrant. Thus mass media assume a key role in setting the agenda for the entire political system and policy making by forming public opinion on various issues. This process is called **agenda setting** function. Mass media do this by highlighting some issues and avoiding the others. There are instances in which business tycoons and political leaders misuse this agenda setting ability of media to keep their vested interests.

Likewise, media keep themselves alert about misdoings and violations. We call the mass media as watchdog or guardian angel of democratic society. This function is as important as that of other estates of democracy - the legislature, the bureaucracy and the judiciary. Thus the media is regarded as the **Fourth Estate** of Democracy.

Cultural transmission

Mass media are the bridge between our past and present. They report day to day affairs which will become the history of tomorrow. The best records of modern history are newspapers of yester years. We get our cultural tradition from history and we follow the best of them. In keeping our culture flowing, media play a vital role. It focuses on the genuine aspects of our culture and points out the undesirable trends.

Do media have any role in introducing new life styles and values? The answer is certainly affirmative. We all imbibe new fashions from films and fashion magazines and television programmes. You might have watched various programmes that introduce fashions, gadgets, food items, vehicles and the like.

In short, media enrich our culture in two ways:

- a. transmitting culture and heritage from generation to generation and
- b. introducing and spreading cultural values across various segments of the society.

Catalyst to development

You might have seen reports in newspapers urging the authorities



What is development?

- Nobel Laureate economist Amartiya Sen's view on development:

"Development must be judged by its impact on people, not only by changes in their income, but more generally in terms of their choices, capabilities and freedoms; and we should be concerned about the distribution of these improvement, not just the simple average for a society."

- Dr. Mahbub ul Haq, economist defines that, " the human development is not merely an expansion of income and wealth but a process of enhancing human functioning and capabilities. The basic goal of development is to create conditions where people can live meaningful lives."
- United Nations Environment Programme (UNEP) defines Sustainable development as: " Development which improves people's quality of life, within the carrying capacity of earth's life support systems."

to build new roads and bridges in your locality or campaigning for betterment of the living conditions of underprivileged classes. Mass media report problems faced by people in different walks of life and make the administrators aware of them. Media also make people aware of their rights, the details of government subsidies, development policies etc. They point out the merits and demerits of certain projects. In short, the media support development either being the advocates of government -sponsored development or critics of

development projects which needs to be amended. This development oriented function of media is termed as Development Communication. Development Communication has been recognized as a specialized area in communication studies and research.

Check Your Progress

- What is socialization?
- Explain the information and education functions of mass media?
- How do media carry out the function of cultural transmission?
- Describe the role of media in rendering the developmental support in nation building.

Let us do

Listen / Watch an educational programme in radio / television and attempt a review of it.

This is how media ought to work in a society. While they function in a perfect manner, socially desirable acts like cooperation, tolerance, sharing, communal harmony and patriotism will bloom in the society. But there are criticisms that mass media can provoke behaviours that violate the prevailing desirable social norms. For example, some communication media carry contents featuring pornography and violence. Research studies show that over exposure to media contents, especially visual media contents, featuring violence and criminality can provoke violent behaviour in viewers, particularly among youths and children. Media can reinforce sex-role and communal stereotypes that lead to sexism and communalism. Excessive advertising may manipulate people into buying things they don't really want.

Over exposure to media can have impact on our most intimate and valued relationships since it consumes more and more of our available free time. Excessive use of television may reduce community involvement in various day to day issues and too much

of social networking may displace face-to-face relationships. Communication media may affect physical health also. Over watching of television is associated with obesity in children. Cartoons with rapidly changing images and extreme colors may cause damages to brain and eyes.

How can we overcome these ill effects of media? Would we be able to use them for the welfare and development of the society? If children use media intelligently will it help to mould their character? We all must strive to find answers to these questions.

A media literate person uses mass media with clear objectives and in responsible ways. Let's know what media literacy is all about.

Media literacy

Media literacy is the ability to understand how mass media work, how they produce meanings, how they are organized and how to use them wisely. The goal of media literacy is to develop a literate person, who is able to read, analyze and evaluate communications in a variety of media.

Media Literacy involves:

- learning to use media wisely and effectively
- engaging in critical thinking while evaluating media messages
- evaluating the credibility of information from various sources
- recognizing media's influences on beliefs, attitudes, values, behaviours and the democratic process



W. James Potter is a world famous media analyst who had worked as the Professor of Media Studies in the University of California, Indiana University and Florida State University. He developed Media Literacy as an integrated approach to media studies

- achieving greater understanding and appreciating multiple perspectives
- learning to express one's ideas using different forms of media.

Reputed media analyst, James Potter says that in this media rich world we live in two worlds: the real world and the media world. The media world bombards us with messages, often with sublimity, that invade our real world space. Media messages are multi-layered and not always what they seem to be. A media literate is able to unwrap these layers and choose what he/she wants to believe, reclaiming the ability to perceive the real world.

Let us do

Take a keen watch on messages in an advertisement. Evaluate its aim, target audience, effect, appeal and gender perspective.

Now you have got a clear picture of the different mass media and their functions, as well as the ways by which you should use them. You need not mug up all that media present before you. A critical reading of the media makes you more responsible. Responsible media foster democracy and ensure development.

Let us sum up

In this chapter you have learnt that mass media is an inevitable part of our society. Mass media is all around us in the form of newspapers, magazines, books, radio, television, film and recently new media. Their characteristics, functions and convergence is also dealt in detail. They give us a lot of information, educate the masses, entertain our society through various means and also set some social agenda. Mass media are an essential entity for a democratic political system. They are also an effective tool for creating public opinion and support public demands. Mass media reveal the social realities before its audience. They help in transmitting culture from one generation to another. We also discussed the need for every citizen to be media literate to use media in a sophisticated and responsible manner.

Significant Learning Outcomes

This chapter enables the learner to

- identify the various types of mass media
- analyse the characteristics of various mass media
- understand the ideal functions of mass media

- examine the common criticisms against the mass media
- understand the concept of media literacy

Let us assess

1. Laymen use the term 'mass' in different contexts like mass audience, mass petition, mass movement and so on. As a journalism student state your views on the term 'mass'.
2. 'Society and mass media are interlocked'. Do you agree with this statement? Explain with examples.
3. While returning home you may notice people in different walks of life use media for various purposes. Try to depict five different situations of such use of the media.
4. Do you agree with the opinion that mass media is essential for your daily living? Justify your answer.
5. Compare the advantages and disadvantages of print medium over electronic medium.
6. Would you prefer to watch a cricket match on TV or listen to it on radio? State reasons.
7. A lot of changes in our society are the result of effective media intervention. Can you cite any two changes from recent incidents?
8. Suppose the media club of your school has decided to conduct a seminar on 'Media Literacy'. As the secretary of the club prepare a speech about media literacy.
9. 'All the messages in the media are constructed'. How far you agree with this statement? Substantiate your views with suitable examples.
10. The press is considered the 'fourth estate' whereas the social networking sites, advertisements and PR works as the 'fifth estate'. Compare them in the light of the present day media environment.

Extended activities

- Conduct a seminar on the challenges faced by the various folk media forms in the present day Kerala society.
- Make a list of the educational pull outs of Malayalam newspapers and prepare a write up about their content highlighting their nature, characteristics, strengths and weaknesses.
- If possible, conduct an interview with a folk artist. ■

Unit 3

History of Newspapers

Introduction

Print media in India is over two centuries old. Its history is the story of "humanity's long struggle to communicate freely with each other, to dig out and interpret news and to offer intelligent opinion in the market place of ideas"

Though there are a lot of printed materials all around us in the form of books, pamphlets, leaflets, notices, advertisements etc., only the

Key Concepts

- The Hand Written Era
- The Printed Newspaper Era
- Origin and Development of Indian Press
- Indian Owned Press in Pre - Independent Era
- Press in Independent India

newspapers and magazines are regarded as print media because they carry news, information, opinions and interpretations and their copies are circulated simultaneously to heterogeneous audiences.

Newspapers occupy an important position in the media scenario everywhere in the world, though their circulation is declining in many countries. The popularity of television and internet did not badly affect

the newspaper reading habit of Indians, particularly the Malayalees. For many people, daily newspaper is an inseparable companion and they enjoy reading it with the morning tea or coffee. Have you ever thought about the origin and development of the newspapers when a

newspaper boy delivers you a news daily every morning? It will be an interesting exercise to probe the origin of newspapers since its evolution is one of the most dramatic episodes of human history.

The growth of newspapers was slow in the beginning. But as the demand for education and information increased, they evolved quickly and flourished greatly. The 20th century witnessed the print media's survival struggle to withstand the challenges posed by the electronic media.

It is true that the history of the Indian Press begins with the coming of Europeans. The first printed newspaper made its appearance in the country only after the British had come to India. However, the evolution of the Press in India has also been very closely connected with the national awakening in the country for securing freedom. Thus the history of Indian Press is very much related to the social reform movement and the nationalist movement.

This Chapter enables the learner to understand the global scenario that led to the development of newspapers and analyzes the origin, growth and development of Indian Press from James Augustus Hicky's two - sheet weekly to the present day status of newspapers.

The hand written era

You have already studied the early forms of communication in the previous chapter. What were the first forms of communication? Can you identify the most common medium or channel used by them to convey the message?

The earliest means of sending messages was through sounds and words. News was conveyed from one person to another through word of mouth. Kings and nobles spread news through messengers and through proclamations which were read out in public places.

In Europe also, news was mainly carried by word of mouth. Kings and noblemen had their own sources of news. Town criers made announcements of local interest.

In ancient India, news was given in inscriptions on walls of temples and in copper plates and writings on rocks. In a later era, historical evidence shows the ruler made his will known to the people through edicts and proclamations. News letters from ministers, news writers and secret service men were also the early sources of news which kept the ruler regularly informed about developments in various parts of the country.

In the Moghul period in India, news writers were appointed to various administrative units in their territory and were charged with the function of sending reports to the headquarters of the administration.



Fig. 3.1 Rock inscriptions



Fig. 3.2 Copper plate inscriptions

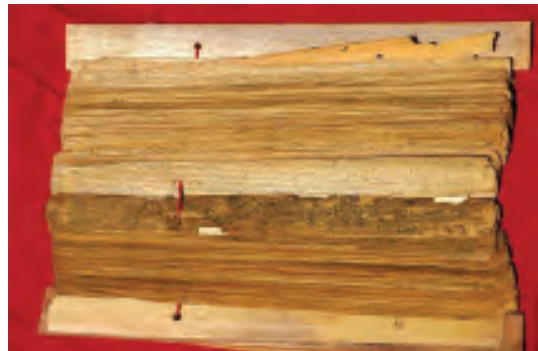


Fig. 3.3 Palm leaf inscriptions

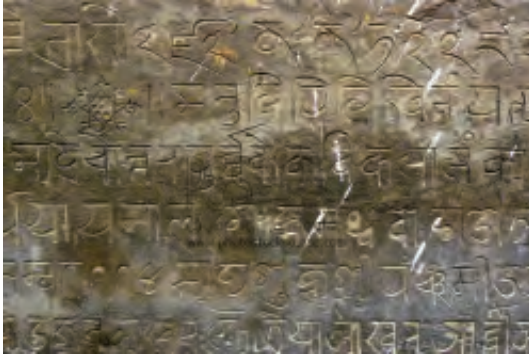


Fig. 3.4 Wall inscriptions

Even before the Birth of Christ, the Romans posted news sheets called *Acta Diurna* ('Daily Acts') or government announcement bulletins, around 59 B.C., as ordered by Julius Caesar. They were carved in wood or stone and posted in public places. *Acta Diurna* is the first predecessor to the common newspaper.

In China, the government produced news sheets, called *Tipao*. These were commonly used among court officials during the late Han dynasty (2nd and 3rd centuries AD). Many researchers consider "*Peking Gazette*" published from



Do you know

The news writers of Moghul period were known by the names *Vaquia Navis* and *Cofia Navis*.

Peking Gazette" published from China as the first newspaper. *Peking Gazette* was a publication of the Chinese imperial court dating back to the Tang dynasty in the 8th

century. It was issued almost every day from then until 1912. In the initial stages, this was handwritten and distributed to the public. Later it was printed and circulated. The *Peking Gazette* ceased publication soon after the last Qing Dynasty fell and Republican China was born.



Fig. 3.5 Acta Diurna

After printing had come to Europe, in the 16th century (1556), the Venetian government produced a small hand written news sheet, *Notizie Scritte* ('Written

Notices'). These could be purchased for a *gazeta*, a Venetian coin of the time, the name of which eventually came to mean newspaper. It can be considered as the first monthly publication ever made. They were perhaps the final hand written newsletters published in the world.

However, none of these publications fully met the classical criteria of a newspaper. They were typically not intended for the general

public and restricted to a certain range of topics. However these early hand written publications led to the development of newspaper, which came about around 1601.

Let us do

Can you imagine the content of these hand written newsletters? Does it contain illustrations and pictures along with political columns? Prepare an article about the hand written newspapers produced by our forerunners in the dissemination of news.

Check Your Progress

- Identify the early forms of communication?
- What is Acta Diurna?
- Name some of the hand written newspapers published in the world.

The printed newspaper era begins...

The history of Journalism is closely linked to the development of the printing press and the growth of communications. The credit for establishing a printing press with movable metal types and a solid ink goes to Johannes Guttenberg of Germany in 1456. By the end of the 16th century, when the printing press in the physical and technological sense was invented, 'the press' also entered the historical stage. The phenomenon of publishing was born and this brought about a revolution in book and newspaper production.

Let us familiarize with some of the early newspapers that later became an integral part of the history of newspapers:

Relation (German)

- First printed weekly publication
- Started in Antwerp, Germany by Johann Carlous
- First issues released by 1605



Fig. 3.6 Relation



Fig. 3.7 Avisa relation oder Zeitung

Avisa relation oder zeitung (German)

- One of the first news periodicals
- Printed by Lucas Schulte in 1609
- Probably started in Wolfenbittel, Germany



Fig. 3.8 Gazette De France

Gazette De France (French)

- First weekly in France
- Founded by Theophraste Renaudot
- Started on May 30, 1631 and ended in 1915



Fig. 3.9 Publick Occurrences

Publick Occurrences (American)

- First ever American newspaper
- Printed in Boston in 1690 by Richard Pierce and edited by Benjamin Harris
- The newspaper angered officials and it was promptly shut down
- Only one issue ever was published
- It has only two pages

Daily Courant (English)

- First successful English language daily
- Published by Elizabeth Mallet on 11 March 1702 at Fleet Bridge in London
- The first British daily newspaper
- Single page newspaper with two columns
- Meant to cover foreign news
- Advertisements on the reverse side
- Ended in 1735



Fig. 3.10 Daily Courant

Boston News Letter (American)

- First continuously published newspaper in British North America
- Founded by John Campbell in April 24, 1704
- Limited circulation
- Heavily subsidized by Britain



Fig. 3.11 Boston News Letter

These early publications shaped the development of what would today be recognized as the newspaper. These were usually printed in the broadsheet format and posted to the subscriber.

Some publications also appeared as pamphlets and small booklets, often containing woodcut illustrations. Then the literacy rates were very low and these news publications were often read aloud in public. Literacy and oral culture existed side by side during this period.



An important development in the 19th century was the emergence of Penny press.

These newspapers were in tabloid format and sold at lowest price, a penny per paper. It became popular with the American public. The penny papers represented the crudest form of journalism because of the sensational gossips they reported.

A pioneer during the Penny Press era was Benjamin H. Day, founder of the *New York Sun*. *The Sun* was the first popular penny paper.

Let us do

Try to find out with the help of proper background information other newspapers that sprang up in the world scenario at the same timeline. Prepare a chart based on your new findings to be put up in the school news board as this week's informative piece.



Joseph Pulitzer

Joseph Pulitzer was one of the leading American editors, who entered into media business with the publication of '*The St. Louis Post Dispatch*' in 1878.



Fig. 3.12

Pulitzer bought '*The New York World*' in 1883 and made it into America's largest circulated paper. Pulitzer introduced the techniques of sensationalism (yellow journalism) to the newspapers he acquired.

Pulitzer's name remains popular today because it is associated with the most prestigious award in American journalism, the *Pulitzer Prize*. In 1917, Columbia School of Journalism organized the awards of the *Pulitzer Prize* for excellence in journalism.

By the 18th century, England was flooded with newspaper reading rooms. The Press at England was gaining in power and influence with a strong public opinion behind it. It could not very well be stopped from functioning in India which was a dependency. Nevertheless, the newspaper after a couple of fitful starts took root in India, drawing its strength from the power of the Press in England.

Check Your Progress

- Name some of the printed newspapers in the world during the evolution of the print media.

Origin and development of Indian press

The history of the Indian press begins with the coming of the Europeans. The Christian missionaries, who came to the country for religious propagation, set up printing presses for the first time. The Portuguese were the first Europeans who brought a printing press here. In 1557, the Jesuit Fathers of Goa printed the first

book from this press, *Doctrina Christa*, written by St. Francis Xavier. When the printing press in the West facilitated the publication of newspapers, no one dared to start a newspaper in colonial India.

William Bolts

The first attempt to start a newspaper in Calcutta was made in 1776 by William Bolts, who had resigned from the East India Company's service. William Bolts, offered the first ever newspaper to his fellow countrymen in Calcutta. He asked those interested to go to his residence and read the news. This newspaper served the twin function - one of informing the British community the news from home and the other of ventilating grievances against the colonial administration. He also helped in establishing a printing press. He was against the East India Company . So after two years of establishing his press, he was sent back to England by the Company. He published a 500 page book which carried details of corruption in the Company and hardships faced by Indian people. No attempt was made in British India to emulate Bolt's daring attempt for the next four years.

Bengal Gazette

It took more than three centuries after the establishment of printing press, to produce a newspaper in India. James Augustus Hicky had the distinction of launching the first newspaper in India, the *Bengal Gazette* in 1780. His *Bengal Gazette* alias *Calcutta General Advertiser* came out on January 29, 1780, in Calcutta as a two - sheet weekly. It printed stories taken from English newspapers at home, letters from local and mofussil readers and items of gossip and scandal of interest to the European community. The *Gazette* was in essence, a gossip newspaper for many. For his outspoken criticism of Government officials and scurrilous attacks on the Governor General Warren Hastings and Chief Justice Elijah Impey, Hicky's press was seized in 1782. This was the end of *Hicky's Gazette* which had a life of only two years.



Fig. 3.13 The Bengal Gazette

The *Bengal Gazette* was the forerunner of many more journals and newspapers which appeared in Calcutta. In November 1780, *India Gazette*, the second newspaper in India, was published by B. Messinick, a theatrical producer and Peter Reed, a salt merchant.

In the other two Presidency cities, Madras and Bombay, there were not many newspapers.



The following years saw the appearance of many news publications from Calcutta

- 1784 - The Calcutta Gazette
- 1785 - The Bengal Journal
- 1785 - The Oriental Magazine of Calcutta or Calcutta Amusement
- 1786 - The Calcutta Chronicle
- 1794 - Asiatic Mirror

In Madras, the *Madras Courier* came out as a weekly in 1785 followed by the *Hurkaru* in 1793. In 1795, Humphreys, an Englishman published and edited the *India Herald* in Madras. There was no newspaper in Bombay until 1789 when the *Bombay Herald* was started. It merged into the *Bombay Gazette* in 1791 and became an official publication.

Let us do

'The founding fathers of the Indian Constitution have enshrined Hicky's name by incorporating the Freedom of Speech and Expression as a fundamental right to every citizen of India' - How far did Hicky enjoy this freedom while publishing India's first newspaper? - Attempt a classroom debate over this by analyzing Hicky's struggle in establishing the *Bengal Gazette*.

James Silk Buckingham

In the early years of the 19th century, Calcutta saw the emergence of the first "real" journalist, an outstanding one, James Silk

Buckingham. He was the earliest champion of the Freedom of the Press in India. He came to India in 1818 as the editor of the newspaper *Calcutta Chronicle*. He was a friend of the native Indian Press and defended its right to exist and voice the opinion of the Indian people. He was a stout champion of the Freedom of the Press. It will not be an exaggeration to claim that Buckingham was the inspiration behind the growth of Indian journalism.



Fig. 3.14 James Silk Buckingham

Anglo - Indian Press

By the second half of the 19th century, the European owned press, which came to be called the Anglo - Indian press, had established its hold in India. They consolidated their position and influence with the support of the business community which was an important factor in the growth and development of these papers. The Anglo - Indian papers were distributed in all major cities and centers where the European community was strong. The most notable among them were the *Englishman* and *Statesman* in Calcutta, the *Times of India* in Bombay, the *Madras Times* and the *Madras Mail* in Madras, the *Civil and Military Gazette* in Lahore and the *Pioneer* in Allahabad.

Two of them - *The Times of India* and *The Statesman* have changed into Indian hands and survived till this day.

The Times of India

History of *The Times of India* is interesting - the story of an Anglo Indian paper that withstood the vicissitudes of time to reach the top line in the circulation chart. It is the largest circulated daily in India and is the oldest English daily which had played an important role in the development of journalism in the country. In the early years of the 20th century, it had been a controversial newspaper which had stood in favour of colonial rule. It had nothing but contempt for Indians and their aspirations to freedom. It belonged to a class of British owned newspapers which were not a model of 'sobriety and good manners.'

The *Bombay Times and Journal of Commerce* was first published on November 3, 1838 as a bi-weekly newspaper for business community. Dr. J.E. Brennan was the Editor. It became a daily in 1850. In 1861, the *Bombay Times* was renamed as *The Times of India* when Editor Robert Knight amalgamated *The Bombay Times & Standard* and *Bombay Telegraph & Courier* to form *The Times of India*, giving it a national character.

In 1892, T. J. Bennett became the editor and entered into a partnership with F.M. Coleman to form a joint stock company - Bennett Coleman & Co. Ltd. (BCCL). *The Times of India* strengthened its ties with the British as the British owned newspapers enjoy more liberty than those edited and owned by the Indian nationalists.

The Times of India adopted new technologies and set the standards for other newspapers. The paper got Indian ownership when Seth Ramakrishna Dalmia bought the company in 1946. According to Audit Bureau of Circulations, it has the largest circulation among all English language newspapers in India.

Let us do

The Times of India earns the title of the largest circulated daily in English in the world. Apart from the English daily, *The Times* group extends its activity to radio broadcasting, TV Channel, Movie Channel and numerous other media ventures. As a journalism student, hope you are really curious to know more about this newspaper. Prepare a review on the profile of *The Times of India* with the help of proper references.

The Statesman

The *Statesman* is another important English newspaper which has changed to Indian hands after independence and is surviving now. In January, 1875 Robert Knight started the *Indian Statesman* in Calcutta which was changed to *Statesman* eight months later. It was sold at one anna per copy. Knight bought *The Friend of India*, published in Serampore by Christian missionaries, brought it to Calcutta and eventually merged it with *The Statesman*.

Robert Knight encouraged critical review of the government's actions and policies in the paper. This set the paper apart from other British owned papers. Only the *Statesman* among the Anglo - Indian papers welcomed the formation of Indian National Congress and showed sympathy to the Congress. The *Statesman* stood for Indian causes and during the turbulent days of freedom struggle, it came under fire from the nationalists.

The Statesman was managed by a British corporate group until it transferred ownership to an Indian company in the mid-1960s. It was one of the papers which suffered during the national emergency in 1975 for its anti - government policies. Today, it is a vigorous independent paper, fearlessly voicing its views on all problems affecting the common man.

Check Your Progress

- Who is William Bolts?
- Name the first newspaper in India and who is behind the venture?
- What are the contributions of Buckingham to Indian Journalism?
- Identify two newspapers that have changed to Indian hands after independence.

Indian owned press in pre - independent era

You have studied about Indian freedom struggle in detail in the lower classes. Have you ever come across the role played by newspapers in India's freedom movement? Their role cannot be neglected or even cannot be concluded in a paragraph or a page. Their contributions are a vast ocean bearing the names of notable journalists who held their pen as sword to fight against the British.

We can have a detailed analysis about those missions.

In the pre - independence era, newspapers had only one agenda in their minds to further their ideology. The

The first Indian - owned English daily, *The Bengal Gazette* was published in Calcutta in 1816 by Gangadhar Bhattacharjee, a teacher who was influenced by Raja Rammohan Roy's teachings. The publication did not last more than a year. It is justly remembered as the first Indian -owned newspaper.



story of Indian journalism at this stage is a saga of adventure, patriotism, sacrifice and dedication. It is an exciting tale of the pen fighting along with the sword of ahimsa and non-violence shoulder - to - shoulder. It was an age that witnessed the young and old journalists leaving their homes, facing bullets, lathi blows and kicks from the minions of an alien regime and being locked up in prison for long years.

This was the golden era of Indian journalism, with the glorious spirit, heroic deeds and the vigorous energy brought about by the great writers.



Fig. 3.15 Raja Rammohan Roy

The notable contributions can be discussed below in detail:

Raja Rammohan Roy (1772 - 1833)

Raja Rammohan Roy has been described by Jawaharlal Nehru as a founder of the Indian Press. He was perhaps the first modern real Indian journalist.

Rammohan Roy's contribution to the Indian Press lies in his founding of three journals. He founded the *Sambad Kaumudi* (Moon of Intelligence) in 1821 in Calcutta. Roy also started a newspaper in Persian, *Mirut - Ul - Akbar* (Mirror of News) in 1822 for the benefit of the Indians not conversant with English or Bengali. He also brought out a religious periodical, the *Brahminical Magazine*, a short - lived magazine in English to counter the Christian missionaries' propaganda. Through these journals, Rammohan Roy advocated many social reforms that were to become part of the nationalist movement. These included abolition of Sati, equality before law and modern education through English medium. His immense interest in journalism made him encourage others who were progressing in that direction. Raja Rammohan Roy was the founder and father of Indian language journalism.

Let us do

Rammohan Roy is remembered even today more as a social reformer than as a journalist. Imagining yourself in the place of Rammohan Roy, as a social reformer of 21st century, what all ideas will creep into your mind regarding reformation of present day society? Put your ideas in the form of an article bearing the title 'Rammohan Roy's vision in the 21st century' to be published in your school magazine.

Amrita Bazar Patrika

A small paper which did not attract much attention when it was started was the Bengali weekly *Amrtia Bazar Patrika* (1868). It was published by Sisir Kumar Ghose and his

brothers from the village Amrit Bazar in the district of Jessore. The *Amrita Bazar Patrika* began publishing columns in English in 1869. Two years later, in October 1871 the paper was moved to Calcutta. From February 1872 onwards, *Amrtia Bazar Patrika* functioned as bi-lingual weekly publishing news and views in English and Bengali. The *Pathrika* became a daily in February 1891 and plunged into the nationalist movement. The *Pathrika* contributed its share to the success of the freedom movement under the leadership of Gandhiji and suffered for its views and actions at the hands of the British rulers.

Most unfortunately, this great newspaper was closed down in the year 1996 after making huge debts.

The Hindu

Many of the newspapers published today have a glorious past. Can you name some of the centurian newspapers in English? *The Hindu* is one among them. Six young men (T. T. Rangachariar, P. V. Rangachariar, D. Kesava Rao Pantulu and N. Subba Rao

When freedom dawned on August 15, 1947, the *Amrita Bazar Patrika* wrote in its editorial column. 'It is dawn, cloudy though it is. Presently sunshine will break'.



Pantulu, G. Subramania Iyer and M. Veeraraghavachariar), all in their twenties founded *The Hindu* in Madras on September 20, 1878. It was started first as a weekly and later became a daily in 1889. G. Subramania Iyer and M. Veeraraghavachariar later become the joint proprietors of the paper. *The Hindu*, from its very birth was accepted as an all - India newspaper eventhough it couldn't claim a larger all - India circulation. *The Hindu* was one of the many newspapers of the period established to protest against the discriminatory policies of the British government in India. The paper spoke out for independence-but in a moderate vein. The paper was initially liberal in its outlook and supported the continuation of British rule in India. From its inception *The Hindu* clashed with officials and exposed its misdeeds and abuse of power. It was in line with the thinking of the national leaders of the time. It was a firm believer in British rule and its quarrel was with the bureaucracy and its way of functioning in India.

Let us do

The Hindu today has many sister publications. Find out their titles and the year of publication and record it in a flowchart.

Kesari and Maratta



Fig. 3.16 Bal Gangadhar Tilak

You have studied in lower classes that one of our prominent freedom fighters is popularly known as Kesari (the lion). Do you remember him? He is none other than the great Bal Gangadhar Tilak.

Bal Gangadhar Tilak began his journalism career when he and his associates started the *Kesari* in Marathi and *Maratta* in English in 1881. The *Maratta* was the English counter part of *Kesari*.

It was announced that the *Kesari* would deal the political and economic developments in the country and also world events. It would write objectively and impartially and truth would be its

watchword. The articles published in '*Kesari*' seem apt for its name, '*Kesari* (lion)'.

The *Maratta* is aimed at the educated section of the community 'who required to be provided with material for thinking intelligently on the important topics of the day.' The *Maratta* reflected the opinion of the educated public in Maharashtra, while the *Kesari* sought to educate the public and promote popular agitation.

The two journals became an immediate success. The *Kesari* became the largest circulated language paper in the country by 1882 and the *Maratta* was acknowledged as the leading mouthpiece of Indian political thinking in Western India.

A new national group called the Home Rule League, inspired and encouraged by Annie Besant and Bal Gangadhar Tilak, emerged in the Indian political scene. To articulate their views and present their demands, Annie Besant bought the *Madras Standard* and changed its title to *New India*.



Tilak's famous quote, "Swaraj is my birthright, and I shall have it!" is well-remembered in India even today.

Tilak was a great writer in every sense of the term. But he was a writer who disliked writing. Most of his journalistic writings were dictated by him and they read like speeches. People accepted them as if Tilak were speaking to them in person. His style was always direct and his sentences short and crisp. His writings were crystal clear and went straight to the heart of his readers. Whatever subject he touched, he gave it a new lustre and lucidity.

On the demise of Lokamanya Tilak on August 1, 1920, Gandhi wrote an obituary in the *Young India*.

It reads, "A giant among men has fallen. The voice of the lion is hushed His patriotism was a passion with him. He knew no religion, but love of his Country His courage never failed him. His optimism was irrepressible.... In the battle of freedom, he gave no quarter and asked for more."

Let us do

'Tilak's newspapers served as a powerful vehicle for mass communication in preparing them for a mass level awakening against the atrocities and inhuman cruelties of the British rule' - Highlighting this statement, attempt a group discussion on the role of Bal Gangadhar Tilak as a mass communicator. Also prepare a consolidated discussion report.

Indian National Congress

In 1885, a strong political organisation called Indian National Congress was born under the leadership of Allan Octavian Hume. It was born with the help of the editors of *The Statesman*, Robert Knight and Wedderburn. W. C. Bannerjee, Surendranath Banerjee, Firoz Shah Mehta, and the brothers Manomohun and Lalmohan Ghose & Dadabhai Naoroji were among the founding members of Congress. The first session of the Indian National Congress was held from December 25 to 27, 1885 in Bombay. Of the 72 delegates who attended the first session, one third were journalists. Among them were editors of leading Indian newspapers like G Subramania Iyer of *The Hindu* of Madras, Motilal Ghosh of the *Amrita Bazar Patrika* of Calcutta and Narendranath Sen of *The Indian Mirror* of Calcutta. The cause for which the Congress was born was strongly supported by *The Statesman*, *Amrita Bazar Patrika*, *Kesari* and *The Hindu*, the papers which played a significant role in the struggle for national independence. The birth of the Indian National Congress in 1885 heralded a new era in the history of Indian Journalism. The debates and discussions in Council were reported by the newspapers in detail.

Al Hilal

Can you imagine a language journal in the pre - independent era that reprinted all the old issues due to constant demand from the readers? Do you know the paper and the editor?

The credit goes to *Al Hilal*, the notable Urdu journal in the first decade of the 20th century founded by Maulana Abul Kalam Azad.

Al Hilal came out from Calcutta in 1912. *Al Hilal* marked a turning point in the history of Urdu journalism. It achieved unprecedented popularity within a short time. As Azad wrote, "the public were attracted not only by the superior printing and production of the paper but even more by the new note of journalism preached by it."



Fig. 3.17 Maulana Abul Kalam Azad

Al Hilal created a revolutionary stir among the masses. The demand for it was so great that within the first three months all the old issues had to be reprinted as every new subscriber wanted the entire set. Within two years, *Al Hilal* reached a circulation of 26,000 copies a week, a figure that was till then unheard of in Urdu journalism.

The Independent

In February 5, 1919, Motilal Nehru started a newspaper, *Independent*, from Allahabad with the help of B.G. Horniman. With Horniman's backing Syed Hussain, was made the first editor of *Independent*. At *Independent*, Syed Hussain carried forward the style, which was known for its constant run-in with the British Government. Under his fiery leadership *Independent* made its presence felt. After his sudden departure, it was published under the editorship of George Joseph.

'The Leader' had begun publication in October 1909 with Pandit Madan Mohan Malviya as the editor. C Y Chintamani, who started as a staff member, had with the passing years rose to become its legendary editor. Motilal Nehru was the first Chairman of the Board of Directors of the *Leader*. Motilal had a difference of opinion on the Montagu-Chemlsford report with Chintamani, who didn't agree with the senior Nehru. He clashed with Motilal Nehru over issue of his freedom as editor. Motilal left the paper within a year.



Motilal had started *Independent* as he was not happy with *Leader*, another leading paper of the period in which he was a shareholder. The paper's purpose according to Motilal was 'to wage war against autocracy' and to 'think aloud for India'. The newspaper was noted

for its radical line and trenchant criticism of the British policies. But when Motilal Nehru was called away to politics and the paper's weakening finances sealed its fate. It closed down in 1923.

The Gandhian Era

Lord Linlithgow, the Viceroy at New Delhi once said, "Gandhi is the biggest thing in India".

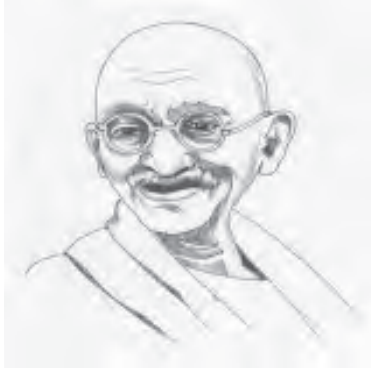


Fig. 3.18 Mahatma Gandhi

Yes, Gandhiji was unique both as a leader and as a journalist.

After returning to India from South Africa in 1915, Mahatma Gandhi took charge of the Indian Freedom Movement. He gave it a new shape, a new dynamism and a new direction. He was not new to journalism. Even in South Africa, he used the newspaper as an instrument to propagate his own ideas. His first journalistic venture was *Indian Opinion*, a weekly brought out in 1904 in South Africa. It was published

in four languages -English, Gujarati, Hindi and Tamil - in order to reach out to all the major groups of the Indian population. During 1919 - 1947, the Indian press was permeated with Gandhiji's message and his leadership was unchallenged. It can be considered as the finest period of Indian Journalism and the golden era of the Indian newspaper.

Young India and Navjivan

Soon after Gandhiji's return to India, he acquired an English and a Gujarati weekly to spread his ideas. The English weekly was called the *Young India* and its Gujarati counterpart *Navjivan*.


Gandhiji took over *Young India* in 1919 from Janamdas Dwarakadas of Bombay. The *Young India* had a daily circulation of about 45,000 copies. *Young India* had a chequered career, subject to stoppages and revival according to the vicissitudes of the political situation.

Gandhiji took over the editorship of *Navjivan* which he converted from a Gujarathi monthly into a weekly. His writings in *Navjivan* were translated and published in all the Indian language newspapers. Later *Navjivan* was published in Hindi, as he was convinced that Hindi would be the national language of free India.

From 1922 to 1924, when Gandhiji was in jail, the two papers were edited by C. Rajagopalachari, Jairamdas Daulatram and George Joseph. The two journals *Young India* and *Navjivan* were used by him to air his views and to educate the public on Satyagraha. Issue after issue of *Young India* and *Navjivan* carried samples of the Mahatma's journalistic genius which blended earnest appeals to the government to do what was "just and righteous". Both the papers ceased publication in January 1932 when Gandhi was imprisoned for a long spell.

Harijan

In 1932, even while Gandhiji was in prison, he started the *Harijan*. This was intended to promote his campaign against untouchability and for temple entry for the untouchables whom he called as 'Harijans' (Children of God). But *Harijan* soon became the 'Bible of Congressmen' as well as the masses who were led by him. It became the biggest news source for other newspapers.



Gandhiji's style was simple but effective. He used simple words and short sentences to drive home his message. He chose his words with precision and there was no ambiguity or confusion in what he wrote. He allowed other newspapers to reproduce freely the matter published in his papers. Articles written by Gandhiji covered most crucial issues like the Hindu - Muslim unity, abolition of liquor and wine, promotion of Khadi and other village industries, large - scale use of the spinning wheel as a means of supplementing the income of the semi - starving and half - employed village peasants in India, removal of untouchability etc

Between 1933 and 1940, *Harijan* (English), *Harijan Bandu* (Gujarati) and *Harijan Sevak* (Hindi) became Gandhiji's voice to

the people of India. These newspapers found the Mahatma concentrating on social and economic problems.

Let us do

'The sole aim of journalism should be service' (Gandhiji) - How far the contemporary media follow this vision of Gandhiji? Divide the class into four or five groups and direct each group to present a seminar paper on this issue. The moderator should conclude the session highlighting the true function of Journalism as envisioned by Gandhiji.

The National Herald



Fig. 3.19 Jawaharlal Nehru

The *National Herald* was established in Lucknow on September 9, 1938 by Jawaharlal Nehru. Jawaharlal Nehru until his appointment as Prime Minister was the Chairman of the *National Herald's* Board of Directors. In 1938, K. Rama Rao was appointed the paper's first editor. Its life was one of struggle with the government for its own existence. The chief victim of the Defence of India Rules when enforced by the British authorities was the *National Herald*. The paper ceased publication between 1942 and 1945 since the police raided its premises and seized the printing press and office. The *Herald* was reopened in 1945. The *National Herald* also had Hindi and Urdu editions named *Navjivan* and *Quami Awaz*.



The paper's fortunes were closely tied with those of the Indian National Congress. In the Post Independence period, it shut down for two years from 1977 following Indira Gandhi's defeat in the 1977 General Elections that followed the Emergency. By 1986, the paper again faced the prospect of closure but was revived a year later following Prime Minister Rajiv Gandhi's intervention. On April 1, 2008 the papers (both *National Herald* and *Quami Awaz*) announced that it was temporarily suspending operations. The paper was running into losses for several years due to overstaffing, mainly non-journalists and in the press and lack of advertisements.

The Hindustan Times

Another nationalist newspaper which was a victim of government persecution and repressive policy was the *Hindustan Times* of Delhi. The paper was started in 1923 by some Sikhs and it was the first Indian daily in the capital. K.M.Panikkar was its first editor. The *Hindustan Times* was inaugurated by Gandhiji and the first issue contained articles by Motilal Nehru, Jawaharlal Nehru and Muhammed Ali.

The Indian Express

In 1931, *The Indian Express* was started by an Ayurvedic doctor, Perumal Varadarajulu Naidu, at Madras. He sold the newspaper to Swaminathan Sadanand, the founder of *The Free Press Journal*, due to financial difficulties. *The Indian Express* became a morning paper and spokesperson for the Congress. It was sold at half an anna. In 1933 *The Indian Express* opened its second office in Madurai, launching the Tamil edition, *Dinamani*.

The paper stood as the unifying voice behind India's struggle for independence. Some of the most shocking stories in the history of Indian journalism are credited to this newspaper. For instance, it showed how slavery existed in 20th century in India when an *Express* reporter actually bought a woman from a village slave market and wrote the famous story of *Kamla*.

The Indian Express was one of the few newspapers of the country which fought against the national emergency declared in 1975. Over the years *The Indian Express* is known for credible and fiercely independent journalism and the name evokes a feeling of faith and trust to the readers.

Check Your Progress

- Name the newspapers started by Raja Rammohan Roy.
- Elaborate the contributions of *The Hindu* to Indian freedom struggle.
- How *Kesari* and *Maratta* became the voice of the common people during the freedom movement?

- o Identify the journalists behind the formation of Indian National Congress.
- o What is Gandhiji's contribution as a journalist?
- o Who started the newspaper *The National Herald*?
- o Which newspaper exposed the existence of slavery in India through the story of 'Kamla'?

Press in post - independent period

As guardian angels of freedom and democratic values, the press during the period of independence struggle generally reflected anti - government feelings. But when the natives took over the administration of the country from the British government, the press had to play down their highly critical attitude to the Government of India and support them in the national reconstruction initiatives. However they continued their surveillance function and pointed out lapses.

The first Prime Minister Jawaharlal Nehru had good relations with the Indian Press and did not curtail their freedom to criticize the government. The tolerant attitude of the early post - independent rulers towards the investigative journalists did not last long as press continued to expose wrong policies and actions of the government.

When Prime Minister Indira Gandhi declared national emergency in 1975, many journalists fought against the suspension of fundamental rights and the imposition of press censorship. It was a turning point in the history of Indian journalism. Many fearless journalists became national heroes immediately after the lifting of emergency.

The contributions made by many reputed journalists in independent India need to be remembered while studying the history of journalism. Let us look at the brief profiles of some of them.

S. Sadanand

In the history of Indian Journalism, S. Sadanand has an important place as an able editor, an innovator and a fearless patriot. After

working in Reuter's in 1920, he became Assistant Editor of *The Independent*, Allahabad. Then he switched over to *Rangoon Times*. In 1927 Sadanand started his *Free Press News Service*. But it failed to get enough subscribers. It died in 1935, unsung and unwept.

Sadanand was a man of great ambition. He wanted to start newspapers in every province of India. He purchased *The Indian Express* from Dr.P.Varadarajulu Naidu in 1932 and ran it for some months. He also started an evening newspaper *Free Press Bulletin* in Bombay and a Gujarathi daily *Navbharat* in 1932. He started a Tamil daily *Dinamani* in 1934. He also started a Marathi daily in Bombay, *Navshakthi*. *Free India*, an English daily which he began in Calcutta, had a very short life. Sadanand, who passed away in 1953, was a fighting editor, a great organizer, a powerful writer and a gentleman of extraordinary caliber.

Frank Moraes

Frank Moraes occupied the editorial chair of India's two leading newspapers, *The Times of India* and *The Indian Express* at a time when the country was facing enormous problems of reconstruction and survival. He was a constructive critic whose writings were valued in the highest quarters of Government and paid the greatest attention.

He entered into the journalism field in 1934 as an editorial staff member of *The Times of India* and in 1938 he was promoted to junior assistant editor. From 1942 to 1945 he toured Burma and China as the newspaper's war correspondent. After the war, he became the editor of *Times of Ceylon* in 1946 and remained in that post for two years. *The Times of India* changed hands at the end of the war and Moraes was appointed editor in 1950. It was the high watermark in his career and during the seven years he adorned the editorial chair, he brought it much prestige and influence.

Moraes became the Editor - in - Chief of *The Indian Express* in 1957. He scored many triumphs and his editorials carried great weight and influence both with government and the people. He retired from *The Indian Express* in 1972.

Moraes was a responsible journalist who weighed his words and didn't criticize for the sake of criticism. He was an intellectual who was also author of many books, including the biography of his favourite Indian leader Jawaharlal Nehru.

K. Rama Rao



Fig. 3.20 K Rama Rao

It was said of Rama Rao that he always worked with a resignation letter in his pocket. He was a giant among Indian journalists, who drank deep the nectar of journalism, jumping from paper to paper. He was a fierce patriot who used his pen like a sword. He worked as the staff of more than 25 papers (including two weeklies).

Rama Rao had his early training as a reporter of *New Times*. He later came to Bombay and joined the staff of *The Times of India*. He left the paper after some years to seek new pastures. Then began Rama Rao's adventurous journey into journalism. He joined the *Free Press Journal* during the crucial years of 1932 - 1934. Then he moved out to T. Prakasam's *Swarajya* in Madras where he spent 100 days struggling to inject vigour and stamina into a paper which was dying of lack of resources. He joined the *National Call* in 1934 and with the *Hindustan Times* for a brief period of six months in 1938. He became the editor of the *National Herald*, Lucknow, the same year and spent there the longest period he had served any newspaper. He left the paper in 1946 and was a free-lancer for some time and worked at Gandhiji's headquarters. He took over as editor of *Search Light* of Patna in 1948. The list of newspapers with which he was associated also include the *Pioneer*, *Leader*, *Bombay Chronicle*, *Indian Daily Mail*, *Advocate of India* and *India News Chronicle*. He was nominated to the Rajya Sabha.

Rama Rao believed that journalists should be trained and taught in the Schools of Journalism. He himself trained many journalists who later came to occupy high positions in Indian journalism. He fought for the rights and protection of working journalists and helped in the formation of the Federation of Working Journalists in Delhi in 1950.

M Chalapathi Rau

Among India's great editors, M.Chalapathi Rau stands out as the champion of the working journalists. He strove hard to secure the basic rights of a journalist and a decent wage. He was an uncompromising fighter for a free and independent press.

Chalapathi Rau or M.C. as he was known, joined the *National Herald* in 1938 as number 13 in staff. Within two years, he became number two. It was a phenomenal rise due to sheer merit. He was appointed editor in 1946 and held that post for 30 years which must be quite a record. His dedication to the paper was overwhelming. The philosophy which guided him and to which he was deeply committed was the philosophy of Jawaharlal Nehru.

Working journalists will remember Chalapathi Rau for the dedication with which he worked to gain them recognition and a decent wage. As a member of the First Press Commission, he was greatly instrumental in focusing attention on improving the conditions of the working journalists. He founded the Federation of Working Journalists in 1950 and was its president three times.

Pothen Joseph

Pothen Joseph who hailed from Kerala was a journalist in the 20th-century India whose career spanned the twenty years before and twenty years after India's independence. He worked with notable people of the time such as Annie Besant, Mahatma Gandhi,



Fig. 3.21 M Chalapathi Rau



Fig. 3.22 Pothen Joseph

Sarojini Naidu, and Motilal Nehru. He was the first to write a daily political column for five decades, called "*Over A Cup of Tea*", sprinkled with Biblical and Dickensian quotes. He also discovered and nurtured the Indian cartoonist Shankar, helping to make political cartoons a staple of newspaper diet.

PJ started or developed 26 newspapers. These included *The Hindustan Times*, *The Indian Express* and *the Deccan Herald*. He also edited *Dawn* while it was based in New Delhi, but resigned as soon as he realized that Jinnah was pressing for the partition of India.

Pothen Joseph guarded editorial freedom and demanded that editors support those who worked in the editorial wing and never encroached on their freedom. Even before unionization, Pothen also pleaded for proper payment to deserving journalists. His motto during his working life was "courage, vigilance and fidelity".

Pothen Joseph served as the President of the International Federation of Working Journalists for many years. He was posthumously awarded the Padma Bhushan.

M.Sivaram

Whenever you mention the name of M Sivaram, the first thing you remember is the celebrated world scoop of his own - the assassination of Gen. Aungsan and his entire cabinet of Burma on 17 July 1947. That story which shocked the whole world was scooped because Sivaram had what is generally called the 'nose for news' in an unrivalled manner.



Fig. 3.23 M Sivaram

By mid-sixties he came back home to Kerala, and shared his experience with young journalists in the workshops conducted by Press Institute of India and International Press Institute. He founded the Institute of Journalism of the Trivandrum Press Club, and trained many youngsters in the mechanics of modern journalism, a job he did till he breathed his last in 1972 at the age of 65.

Ramnath Goenka

Ramnath Goenka (1904-1991) was an Indian newspaper publisher. He owned *The Indian Express* and subsequently created the *Indian Express Group* with various English and regional language publications.

During the national emergency in 1975, Ramnath Goenka waged an epic battle of defiance against the government and in later years launched a relentless campaign against corruption, which won him staunch admirers as well as bitter enemies. He was an indomitable warrior for the freedom of the press. His mission, as a newspaper publisher was to empower the citizen, uphold his right to know, and to make all those in power and authority accountable to the people -- a mission he carried out with unflagging excessive zeal.



Fig. 3.24 Ramnath Goenka

Check Your Progress

- Who is the founder of the Free Press News Agency?
- What are the contributions of K Rama Rao to Indian Journalism?
- Identify the journalist behind the world famous scoop of assassination of Gen. Aung San of Burma.
- Who is Ramnath Goenka?

B G Verghese

Boobli George Verghese started his career in journalism with *The Times of India* in Bombay and Delhi (1944-66) and was later the editor of *the Hindustan Times* (1969-75) and *The Indian Express* (1982-86). He was the Information Adviser to the Prime Minister (1966-69), a Gandhi Peace Foundation Fellow for some years after the Emergency and the Information Consultant to the Defence Minister for a short period during 2001. He was a recipient of the Magsaysay Award in 1975, Assam's Sankaradeva Award in 2005, and the Upendra Nath



Fig. 3.25 B G Verghese

Brahma Soldier of Humanity Award in July 2013. B.G.Vergheese has served on a number of official and unofficial boards and committees including the Mc Bride Commission. He was also a member of the Editor's Guild of India's Fact Finding Mission to Gujarat in April 2002.

He has written extensively on developmental issues. He is regarded as the pioneer of developmental journalism by writing about the essential developmental requirements in many parts of the country. With a keen and enduring interest in developmental reporting and the social transformation it can help to bring about, B.G. Vergheese has authored several books including the '*Design For Tomorrow*' (1965) following an extensive tour of the country and its infrastructure projects. He is also the author of '*Warrior of the Fourth Estate*' (2005), an acclaimed biography of Ramnath Goenka of the *Indian Express*. In October 2010, he published his autobiography '*First Draft: Witness to Making of Modern India*'.

Arun Shourie

Arun Shourie is one of India's most renowned and controversial journalists. From 1979 to 1990, he was the most visible face of Indian journalism with his insightful writings on a range of subjects and thoughts bearing sharp logical sense. As the editor of *The Indian Express*, he introduced a new style of aggressive, independent, investigative journalism to India.



Fig. 3.26 Arun Shourie

In a series of remarkable exposes, Shourie and the *Indian Express* uncovered corruption in the highest echelons of the government and exposed several major scandals of the era. Between 1982 and 1986, Shourie wrote for various newspapers and magazines. He was appointed executive editor of *The Times of India* in 1986 but was returned back to the *Indian Express* by Goenka in 1987. He resigned from the paper in 1990. After that, he devoted his energy to writing books and regular columns, which appeared in different languages in 30 newspapers across India.

Shourie fought many battles in independent India for press freedom. The most famous was his crusade against the government's proposal in 1988 to introduce a defamation bill. It was widely perceived that the bill had been introduced with unusual speed in Parliament and the entire media community joined Shourie and the *Indian Express* in condemning the move.

Shourie also served as an economist with the World Bank (1968-72 and 1975-77), a consultant to the Planning Commission and a Minister in the Government of India during 1998-2004. He was awarded the Ramon Magsaysay Award in 1982.

Kuldip Nayar

Kuldip Nayar is a veteran Indian journalist, syndicated columnist, author, diplomat, parliamentarian and human rights activist. Nayar was arrested towards the end of the national emergency. He writes columns and op-eds for over 80 newspapers in 14 languages including *The Daily Star*, *The Sunday Guardian*, *The News (Pakistan)*, *Express Tribune (Pakistan)*, *Dawn (Pakistan)*.



Here is a list of the highlights of Nayar's journalistic career:

Joint Editor, Anjum (Urdu daily), Delhi(1948-50).

Editorial Assistant, United States Information Service (USIS), Delhi(1950-52).

Press Officer (Press Information Bureau) to the Home Ministers of India (Shri Govind Ballabh Pant and Shri Lal Bahadur Shastri) (1954-64).

Chairman of Reorganisation of News Agencies (1977-78) and Transparency International (India).

Editor and General Manager, United News of India (UNI) (1964-67).

Editor of *The Statesman*, New Delhi (1967-75) and *Express News Service* (1975-81)

Delhi Correspondent, *The Times*, London (1985-90)

Correspondent of *The Spectator*, London (1985-90) and the *Evening Star*, Washington (1971-75).

He was a member of India's delegation to the United Nations in 1996. He was appointed High Commissioner to UK in 1990 and nominated to the upper house of Indian Parliament, Rajya Sabha in August 1997. *Beyond the Lines* is the autobiography of Nayar.



Every year since 2000 Nayar has been leading peace activists to light candles on the Independence days of Pakistan and India (14/15 August) at the Attari-Wagah India-Pakistan border near Amritsar.



Fig. 3.27 Kuldip Nayar

P Sainath



Fig. 3.28 P Sainath

Palagummi Sainath is an Indian journalist and photo journalist who specializes in reporting social problems, rural affairs, poverty and the aftermaths of globalization in India. He is the Rural Affairs Editor for *The Hindu*. Amartya Sen has called him "one of the world's great experts on famine and hunger".

Sainath's most important work in the past decade focused on India's agrarian crisis, with roughly 200 exclusive field reports and news analysis and hundreds of photographs. Sainath was being recognised for his passionate commitment as a journalist to restore the rural poor to India's national consciousness.



Everybody Loves a Good Drought is a book written by P. Sainath about his research findings of poverty in the rural districts of India. The book won him the Magsaysay Award.



Fig. 3.29 Front Cover of 'Everybody Loves A Good Drought'

He won the Ramon Magsaysay Award, in 2007 and the Ramnath Goenka 'Journalist of the Year' award in 2009 from *The Indian Express*.

Sucheta Dalal

Sucheta Dalal (born 1962) is an award-winning business journalist and author. She has been a journalist for 25 years. She was awarded the Padma Shri in 2006 for her investigative journalism spanning over 25 years including the Securities scam in 1992. Her journalistic career began in 1984 with *Fortune India*. She has subsequently worked with *Business Standard* and *The Economic Times* and *The Times of India*. She has been a columnist and consulting editor for *The Indian Express Group* until 2008. She is now a Consulting Editor for *Money Life*.



Fig. 3.30 Sucheta Dalal

Sucheta is well known for her numerous investigative pieces and most notably for breaking the securities scam in 1992 which was India's biggest financial scandal until then. She has co-authored a book on the securities scam with her husband Debashis Basu - *The Scam: Who Won, Who lost, Who got away* (1993).

Let us do

The post Independent phase of Indian Journalism witnessed the emergence of many notable journalists in various languages. Identify one of the journalists whom you think as remarkable person and prepare an assignment about his / her contributions.

Let us sum up

William Bolt, an official of the East India Company in 1776 attempted to launch a newspaper in Calcutta. Bolt made it known that he had "in manuscript many things to communicate which most intimately concerned every individual." The officials of the company took serious note of the threat and promptly deported Bolt to the mother country. Bolt's daring newspaper remained stillborn!

Later, in 1780, James Augustus Hicky made history when he launched the first ever newspaper in India, Bengal Gazette or The Calcutta General Advertiser. The popularity of the paper made Hicky reckless and he went too far when he turned the spotlight on the wife of the Governor-General. In 1818, James Silk Buckingham launched the *Calcutta Journal*. When he turned to journalism, he took a vow "to admonish governors of their duties, to warn them furiously of their faults and to tell disagreeable truths." He

threw open his columns to the general public and to anyone who had a grievance to air. Raja Rammohan Roy who was a friend of Buckingham, and who looked upon the press as a tool for social change, launched his publication *Sambad Kaumudi* in 1819. Raja Rammohan Roy also started a Persian newspaper, *Mirat-ul-Akhbar* in 1822. He also published *The Brahmanical Magazine*, an English periodical to counteract the religious propaganda of the Christian missionaries of Serampore.

After the suppression of the great revolt of 1857, the battle between the Indians and the Europeans shifted to the pages of the newspapers. Newspapers launched in the post 1857 period were more vocal in criticizing the bureaucracy. In 1861, Mr Knight merged the *Bombay Standard*, *Bombay Times* and *Telegraph* and brought out the first issue of *Times of India*. *Amrita Bazar Patrika* launched in 1868 by Sisir Kumar Ghose and Motilal Ghose, *The Hindu* was launched in 1878 by a group of young men led by Subramania Iyer. *Kesari* and *Maratha* started by Bal Gangadhar Tilak and his associates in 1881 were quite outspoken in the criticism of the government.

In the 1920s and 1930s, the newspapers started reflecting popular political opinion. While big English dailies were loyal to the British government, the Indian language press was strongly nationalist. *The Leader* and *Bombay Chronicle* were pro-Congress. *The Servant of India* and *The Bombay Chronicle* were moderate. In 1918, Motilal Nehru started the *Independent* of Lucknow as a newspaper of extreme Indian opinion. The Home Rule Party started *Young India*, which later became Mahatma Gandhiji's mouthpiece. In 1927, industrialist G D Birla took over *Hindustan Times* and placed it on a sound financial footing. In the same year, S.Sadanand started the *Free Press Journal*, a newspaper for the poor and the middle-class in Mumbai.

The press in India had its fair share of highs and lows right from the British period and continue even today. The Government has tried to gag the press by enacting strict regulations. Presently, the press is in a comfortable position regarding its freedom. It has come a long way from the two - page scandal sheet of Hicky to highly circulated dailies which maintain international standards. It passed through many stages in its evolution. Now we are on the threshold of a new revolution in techniques and production of modern newspaper. Great changes have come about in news gathering, style of presentation and interpretation of news. The Indian press is now a powerful organ of public opinion and it has come to occupy a prominent position in the society.

Significant Learning Outcomes

This chapter enables the learner

- to acquire knowledge about the hand written era
- to familiarize the global history of newspapers
- to identify the origin and development of Pre - Independent Indian Press
- to gain knowledge about Post - Independent Indian Press
- to imbibe values of nationalism and freedom of speech and expression

Let us assess

1. January 29 is an important date in the history of Indian Journalism. Identify the importance of the date with proper reference to the person and his contributions associated with it.
2. 'The history of Indian Journalism is closely linked to the history of our freedom struggle' - Comment on it analyzing the role of newspapers in pre - independent era.
3. Evaluate the role of Gandhiji as a journalist.
4. Jawaharlal Nehru also had the credit of establishing a newspaper from Lucknow. Name the paper.
5. Compare the roles played by *The Times of India* and *The Hindu* in the freedom movement.
6. "Over a cup of tea" is a famous political column written by a noted Malayali journalist. Identify the columnist.
7. Prepare a review about the hand written era in the history of Indian Journalism.

Extended activities

1. It is better if you can arrange a study trip to Edakkal Caves in Wayanad to view the rock inscriptions; or if possible to Maski in Karnataka to find and know more about the imperial edicts of Asoka
2. Trace the growth of Indian Press from 1780 till now and prepare a year - wise publication list of newspapers with the names of prominent personalities or editors associated with them.

3. Prepare a picture album with the images / pictures / photos / illustrations of notable journalists. The album should contain a brief description about them and their contributions to Indian Press.
4. Conduct a chart exhibition in your school based on the History of Indian Journalism.
5. Arrange an interactive session with a working journalist to share your views and ideas on Indian Journalism from Hicky to present day.



Unit 4

Origin and Growth of Malayalam Journalism

Introduction

The history of journalism in Malayalam goes back to slightly more than a century and a quarter. Journals and periodicals in Malayalam were first started by the Christian missionaries who came to Kerala solely with the purpose of propagating religion. But their contribution to the development and promotion of Malayalam journalism has been considerable.

Key Concepts

- Malayalam Newspapers in the Lithographic Era
- Malayalam Newspapers in the Movable Type Era
- Recent Malayalam Newspapers

Jesuit priests started publishing their works from different parts of Kerala in the 1850's. St. Francis Xavier and Arnos Padiri were the pioneers among them. Dr. Herman Gundert of the Basel Mission was another prominent person. He published two journals that marked the birth of

Malayalam Press.

You had already known about the first newspaper in the world and the first newspaper in India. The first Malayalam newspaper Rajyasamacharam was born 67 years after the publication of Hicky's Gazette.

Birth of Malayalam press

Sixty seven years and eight months after the birth of *Hicky's Gazette*- the first Malayalam newspaper came out from the Basel Mission Press in Thalassery. Its publisher Dr. Herman Gundert made immense contributions to the Malayalam language. He came to Kerala on 1st October 1838 to carry out the activities of the German Basel Mission Society.



Fig. 4.1 Herman Gundert

He was a visionary and founded two newspapers for propagating religion and educating people - *Rajyasamacharam* and *Paschimodayam*. This German scholar learned Malayalam language and compiled the first Malayalam dictionary.

Rajyasamacharam -1847

The paper was published from Illikunnu in Thalassery in June

1847. The man behind the pioneering venture was Dr.Herman Gundert , who has given immense contributions to the development of Malayalam language. It was printed from the litho press established in the premises of the Basel mission church at Nettur, Illikunnu near Thalassery . Frederic Muller edited the journal. The name of its editor was not printed



Lithographic era: Lithography is a method of printing originally based on the principle that oil and water do not mix. Printing is from a stone (lithographic limestone) or a metal plate with a smooth surface.

In lithography, the text or the image is transferred to a flat slab of stone or metal plate with greasy crayons or ink. The surface is then dampened. Because of the mutual repulsion of water and oil, the greasy parts repel moisture but absorb the ink when rolled on. The image is then transferred to paper. Gradually, the metal plate is replaced by the stone slab and the printing matter was generally transferred to it photographically.

in the journal. Its contents included the experiences of the different converts regarding the Christian faith and religious discourses. The journal had eight pages and was distributed free of cost. By the time it ceased publication at the end of 1850, forty-two issues had been published.



Movable type era: Movable type printing is a process for production of texts and images, typically with ink on paper using a printing press. The art and science of making a large number of duplicate reproductions of an original copy can be produced. Guttenberg is credited with the introduction of the first movable type and an oil based ink which was more durable than previously used water based inks.

Paschimodayam - 1847

In October 1847, Dr. Herman Gundert embarked on another journalistic venture. This was the *Paschimodayam*. Like its predecessor the *Paschimodayam* too was cyclostyled. This was the second newspaper published from the state. The editor was Frederic Muller. General education of the common man was the aim of the eight-page news paper. The publication carried articles on geography, Kerala history, natural science, evolution of Malayalam language, news from London and even astrology. The language was refined and this journal can be regarded as the first science magazine in Malayalam. The annual subscription was a rupee. *Paschimodayam* was published only for four years and was closed down in August 1851.

Jnananikshepam 1848

Jnananikshepam was the first printed magazine in Malayalam. It was started in the year 1848.

The eight page magazine was printed at the C.M.S. press in Kottayam. It was the first illustrated journal in Malayalam printed with movable types. The types



Jnananikshepam is the first illustrated, printed journal in Malayalam. Mrs. Henry Bekker Junior was its illustrator. The flag in English and Malayalam was given for the first time in a Malayalam Journal. The volume number and price of the magazine was also given.

were specially designed by Rev. Benjamin Bailey. Arch Decon Koshy and Rev. George Mathen were behind the new publication. *Jnananikshepam* served the dual purpose of propagation of religion and dissemination of knowledge. As a result of this diversification, it was well circulated among the Christian, Hindu and Muslim communities.

Western Star 1860

Western Star started its publication from Kochi in 1860. It was an English newspaper and claimed to be the first 'real newspaper' in Kerala. Charles Lawson was its editor. Four years later in 1864,

Western Star started its Malayalam edition under the banner *Paschimataraka*.



Fig. 4.2 Kallloor Oommen Philippose Asan

Kallloor Oommen Philippose Asan

Kallloor Oommen Philippose Asan was appointed as the editor of *Paschimataraka* in 1864. Infact, he was the first Malayali editor eventhough there were Malayali editorial assistants earlier. He was a literary scholar and worked as a teacher at a grant-in-aid school in Kochi. Asan had also written the first Malayalam play "Aalmaaraattom", an independent translation of William Shakespeare's *Comedy of Errors*.

Devji Bhimji

Devji Bhimji was a Gujarati business man who ventured to start several newspapers in Kerala. He had co-sponsored the *Western Star* in 1860 and the *Paschimataraka* in 1864. He started a printing press at Kochi in 1865 under the name Keralamitram Press. Devji launched his own newspaper *Keralamitram* in 1881. It can be regarded as a "news" paper because it contained more news than opinion. Due weightage was also given for language and literature, criticism and articles on general topics of public welfare. *Keralamitram* was fortunate to have Kandathil Varghese Mappilai as its first editor, who later founded *Malayala*

Manorama. Devji Bhimji also tried his hand at running a Marathi magazine titled *Keralakokil* from Kochi.

Vidyasamgraham 1864

Vidyasamgraham, a Kottayam based periodical made its appearance in the Central Travancore . It was brought out under the auspices of the C.M.S. College, Kottayam. The magazine started publication in 1864 and was closed down in 1867. This was the fourth journal from Kerala and the second one from Kottayam. *Vidyasamgraham* was the first college magazine in the state. C.M.S. College Principal Richard Collins was the patron of this venture. Rev. George Mathen was the editor of this tri-monthly.

Satyanadakahalam 1876

Satyanadakahalam started its publication in the year 1876 from Koonammavu near Ernakulam. It was an initiative from an Italian Carmelite Priest Fr.Juis Vyppissery. Rev.Fr.Candidus was its first editor. The paper responded to the attacks and allegations made by Protestants on Catholics. *Satyanadakahalam*, a sixteen-page fortnightly featured a wide range of topics in its columns. It covered topics from international affairs to local news and from government pronouncements to court proceedings. For three years, *Satyanadakahalam* was published from Koonammavu. Then it was shifted to Varappuzha . After 12 years, it was again shifted to Ernakulam . In 1926, it changed its name as *Satyanadam*. In 1970, *Satyanadam* merged with *Kerala Times* and it became Sunday supplement. It is the oldest one among the existing newspapers.

Keralapatrika 1884

Keralapatrika, the first important weekly from Kozhikode was printed from Vidya Vilasom Press in 1884. Chengulathu Kunhirama Menon was its editor for about fifty years. He claimed that the *Keralapatrika* was the first "newspaper" in Malayalam in the



Chengulathu Kunjirama Menon

Chengulathu Kunjirama Menon was a pioneering journalist from Malabar. In 1884 he started the weekly *Kerala Patrika* from Kozhikode. For him, the press was a vehicle for educating, uplifting and cleansing the public and administration. He scanned the corridors of power for graft and irresponsibility and came down heavily on the corrupt. Some people regard him as the "Father of Malayalam Journalism".

Malabar district. He wielded his powerful pen and scanned the administration through his critical eyes. The *Keralapatrika* was essentially a pace-setter in Malayalam journalism. It featured news on international affairs, politics and other public occurrences. Literature and literary criticism received their due share in the *Keralapatrika's* columns. It was recorded that the Maharaja of Travancore was impressed by the crusading spirit of the *Keralapatrika* and subscribed its 200 copies for distribution among the officials of his administration. *Sanjayan*, the great literary figure in Malayalam served as its editor for a short period. Kesari, Vengayil Kunhiraman Nayanar, Appu Nedungadi and O. Chandu Menon were among the early contributors.

Kerala Sanchari 1886

Keralasanchari was a periodical published from the Spectator Press of Kozhikode in 1886. It was started by Poovadan Raman Vakkil and edited by Vengayil Kunhiraman Nayanar. The sharp humour and critical attitude were the characteristics of this new periodical, marking a turning point in Malayalam journalism. It was *Keralasanchari* that started the era of social criticism in Malayalam journalism. Moorkoth Kumaran, C.Krishanan and C.P. Govindan Nair were also associated with this periodical.



Vengayil Kunhiraman Nayanar

Vengayil Kunhiraman Nayanar was a well known writer from Kozhikode. He edited *Keralasanchari*. He was popularly known by his pen name Kesari.

Check Your Progress

- Name the first newspaper of Kerala?
- Who was Herman Gundert? Mention his contributions to Malayalam Journalism.
- Identify the newspaper printed at CMS Press.
- What are the contributions of Devji Bhimji to Malayalam Journalism?
- Name the newspapers started by Vengayil Kunjiraman Nayanar and Chengulath Kunjirama Menon.

Nasrani Deepika (Deepika)1887

Nasrani Deepika was started by the Roman Catholic clergy Rev. Nidheerikkal Mani Kathanar from Mannanam near Kottayam in 1887. T. J. Paily was its first editor. The declared objective of the paper was the social, cultural and political upliftment of the Christian community. Gradually *Nasrani Deepika* broadened its spectrum of interests to include politics, literature and the well being of the general public. In 1938 it became a daily. *Nasrani Deepika* changed its name to *Deepika* in 1939 when it was shifted to Kottayam. *Deepika* is the oldest living news paper of Kerala in the mainstream. It is the first news paper in Malayalam to start an online edition.



Fig. 4.3 Nidheerikkal Mani Kathanar

Deepika weekly, *Kuttikalude Deepika*, *Karshakan*, *Sthreedhanam*, *Rastra Deepika*, *Business Deepika*, *Deepika Digest* are some of its sister publications.

Malayala Manorama 1890

Malayala Manorama Company Ltd. was registered as a joint stock company in 1888. The first issue of *Malayala Manorama* was published from Kottayam on March 22, 1890. It was published as a weekly. Kandathil Varghese Mappilai was its founder editor. In the beginning, the weekly was predominantly literary in nature. Its transition



Fig. 4.4 Kandathil Varghese Mappilai

to a newspaper of general interest was gradual. After the death of Kandathil Varghese Mappilai in 1904 his nephew K.C.Mammen Mappilai edited the paper till 1953. He was essentially a renovator in journalism and under his leadership *Malayala Manorama* gained reputation, circulation and influence among people.

The newspaper became a daily on 16th January 1928. The misunderstanding with the Divan of Travancore Sir. C.P. Ramaswamy Iyer and the support extended to the agitation for responsible government led to the arrest and confinement of Mammen Mappilai in September 1938. The press was confiscated and sealed for nine years. The paper resumed publication in November 1947. Mammen Mappilai's perseverance and hard work helped the news paper to gain good circulation. Now it is the largest circulated Malayalam newspaper.

Malayala Manorama has many sister publications: *Manorama Weekly*, *Arogyam*, *Kalikkudukka*, *Fast Track*, *Magic Pot*, *Tell Me Why*, *The Week*, *Balarama*, *Vanitha*, *Karshakasree*, *Balarama Digest*, *Bashaposhini*, *Manorama Year Book*, *Manorama Comics* and *Thozhil Veedi* are some of them. *Malayala Manorama* got a total of seventeen editions in India and abroad. It has also ventured into the Radio (Radio Mango) and TV broadcasting recently.

Vakkom Abdul Khadar Maulavi

Vakkom Abdul Khadar Maulavi was the publisher of the weekly *Swadeshabhimani*. It started publication in 1905 from Anjuthengu, near Attingal. K Ramakrishna Pillai was the editor.



Fig. 4.5 Vakkom Abdul Khader Maulavi

The media world of Kerala can never forget these two names.

"Our hearts are one, our minds are one, our emotions are one and our paths are also one"- Maulavi proclaimed like this and he never deviated from his words. His editor also practiced what they preached. "I am not a business man, social service and national service are my goals, I don't want to make money but my country will gain out of it ", said Maulavi.

Swadeshabhimani K.Ramakrishna Pillai

K. Ramakrishna Pillai was born in 1878 at Neyyattinkara near Thiruvananthapuram. He started his journalistic career during his college days. He has edited the *Keraladarpanam*, the *Malayali*, the *Keralan*, the *Sarada* and the *Vidyarthi*. He was a brilliant columnist and a literary critic.

K. Ramakrishna Pillai became the editor of *Swadeshabhimani* newspaper in 1906. Within a few months he took the ownership of the press and shifted the paper to Thiruvananthapuram. He used his powerful pen to expose the true nature of palace politics and the corruption and favouritism prevalent in the corridors of power. In order to reinforce his attacks on the corrupt, he got himself elected to Sree Moolam Praja Sabha from Neyyattinkara constituency. Sensed by the threat, the Diwan issued a royal proclamation stipulating that legislators should permanently reside in their constituencies. K. Ramakrishna Pillai, a resident of Thiruvananthapuram, was thus unseated on technical grounds. His series of articles that attacked the Diwan had further precipitated matters. The attacks against the Diwan and the regime became more devastating. The Diwan even tried to threaten the editor, but in vain. At last he took the extreme step. A royal proclamation was issued on 26th September, 1910 for deporting Ramakrishna Pillai from Travancore and confiscating his press and paper - a martyrdom for a righteous journalist in the service of his countrymen. The educated and politically conscious section of the people were against this undemocratic measure. Ramakrishna Pillai was known by another name "Swadeshabhimani".

The deported editor selected Kunnampulam in Cochin State as the launching pad for his next journalistic venture. This was *Atmaposhni*. He edited this publication till 1915. He was the author of a biography on Karl Marx in Malayalam, the first one to appear in any Indian language. He also authored a book on journalism



Fig. 4.6 Swadeshabhimani
Ramakrishna Pillai

named *Vrithantha Pathra Pravarthanam*, the first of its kind in Malayalam. In 1928, Ramakrishna Pillai died at Kannur while in exile.

Let us do

Read Swadeshabhimani's *Vrithantha Pathra Pravarthanam* and attempt a review of the book highlighting his concepts regarding journalism and journalists.

Kesari A. Balakrishna Pillai (1889 - 1960)



Fig. 4.7 Kesari A
Balakrishna Pillai

Kesari A. Balakrishna Pillai started his journalistic career as the editor of *Samadarshi* in 1923. He revetted his attention on the corrupt bureaucracy of Travancore. Introduction of the notorious Travancore Newspaper Regulations of 1926 was the reaction from the government. He resigned from the paper and launched a new periodical titled *Prabhodakan*. Within six months of its appearance, the government banned it. Then he started the *Kesari*, famous among the annals of Malayalam journalism. With their misdeeds exposed to the public through news publications, the Diwan was put in a tight corner.

Balakrishna Pillai mobilized public opinion against the government and its repressive measures. Sensing the danger of the situation the authorities banned the *Kesari*. For Pillai, press was a forum for educating the public and encouraging free thought and open discussion. So he gave equal importance to news, novels, short stories, book reviews and science notes in its columns.

Mithavadi - 1907

Mithavadi was published from Vidya Vilasam Press, Thalassery by T Sivasankaran. The editor was Moorkothu Kumaran. Literature and current affairs were its main contents. Kumaranasan's "Veenapoo" was first published in this monthly in 1908. The publication of the newspaper was discontinued for some years until C. Krishanan purchased and shifted it to Kozhikode. From 1921 to 1938 it was published as a weekly. *Mithavathi* was in the forefront of the movement for social reforms

and uplifting the weaker sections of society. It enlightened the people to abandon the 'chaturvarna' system.

Kerala Kaumudi -1911

Kerala Kaumudi was established as a periodical by C.V. Kunjiraman in 1911 from the Suvarnaprakasham press at Mayyanad in Kollam district. Later it was shifted to Thiruvananthapuram. *Kerala Kaumudi* became a daily on first November 1940. Under the editorial guidance K Sukumaran, son of C.V Kunjiraman, *Kerala Kaumudi* became a widely circulated news paper. It consistently championed the causes of backward communities. *Kala Kaumudi weekly*, *Vellinakshathram*, *Flash*, the evening daily are some of its sister publications. With the launching of the Kaumudi channel, it has also ventured into the TV arena recently.



Fig. 4.8 K Sukumaran

Sahodaran - 1917

The *Sahodaran* was a weekly published from Cherayi in 1917 by the renowned social reformer K. Ayyappan. The cry for social



Fig. 4. 9 Sahodaran
Ayyappan

K.Ayyappan was a social reformer and a journalist. He encouraged rationalist thoughts and socialist doctrines. A regular columnist of *Mithavadi* and *Kerala Kaumudi*, his writings helped to create and mould enlightened public opinion. He took keen interest in the welfare of the working class. He encouraged the building up of labour movements. In 1933, he launched a publication *The Velakkaran* and devoted it to the labour movement. He was a close associate of Sree Narayana Guru and was active in politics. He was also a poet and a literary critic. K.Ayyappan was later known as Sahodaran Ayyappan.



equality was reverberated through the columns of the *Sahodaran*. In the movement for responsible government, for temple entry and for inter-caste marriage, the *Sahodaran* was always in the fore-front. This periodical made substantial contribution to the renaissance of Kerala. *Sahodaran* ceased publication in 1956.

Mathrubhumi-1923



Fig. 4.10 K P Kesava Menon

The Mathrubhumi Company was registered on 15th February, 1922 by a group of nationalist activists. The first issue came out on 18th March, 1923. At first it was published thrice a week with K. P. Kesava Menon as its editor. On April 6, 1930, *Mathrubhumi* became a daily. The history of the paper is closely connected with freedom struggle in Malabar. As the only source of information for the people of Malabar about the developments in the national movement, its circulation base was gradually extended to the remote villages. K. Kelappan, C.H. Kunjappa, P. Narayanan Nair, K. A. Damodara Menon and Kuroor Neelakandan Nambudiripad took active part in the publication of this nationalist daily.

Sister publications are *Mathrubhumi weekly*, *Chithrabhumi*, *Balabhumi*, *Thozhil Vartha*, *Mathrubhumi Sports*, *Arogya Masika*, *Grihalekshmi*, *Star & Style* and so on. *Mathrubhumi* is now published from 15 centres in India and abroad. The TV channel and FM Radio (Club FM) started by them is also gaining popularity.

Check Your Progress

- Name the book authored by Swadeshabhimani Ramakrishna Pillai.
- Who started the weekly Sahodaran?
- Identify the publisher of the weekly Swadeshabhimani.
- What are the sister publications of Malayala Manorama newspaper?
- Who was K P Kesava Menon?
- What were the contributions of K Sukumaran to Malayalam Journalism?

Let us do

Prepare a photo album on the founding editors and present day editors of leading Malayalam newspapers.

Al- Ameen - 1924

Mohammed Abdul Rahiman Sahib, a great nationalist leader of Malabar started *Al- Ameen* from Kozhikode. It started publication in 1924 and turned as a daily in 1930. The pro-nationalist stand of the paper infuriated the authorities. On more than one occasion the *Al Ameen* was discontinued as a result of the actions by the authorities. One such closure followed by the publication of an editorial exhorting non-cooperation with the war efforts of Britain. *Al- Ameen* continues to be published to this day.



Fig. 4.11 Mohammed Abdul Rahman Sahib

Prabhatham- 1934

Prabhatham was a publication edited by E.M.S. Namboodiripad from Shornur . It was the organ of the newly- formed Congress Socialist Party. Its licence was suspended following the refusal to furnish security to government on the publication of a poem on Bhagath Singh's martyrdom. The licence was later restored and the paper was shifted to Kozhikode in 1938, but it did not survive for long. EMS tried to organize the farmers and the working class through his writings in *Prabhatham*.

Chandrika- 1934

Chandrika was started in 1934 from Thalassery as a weekly and it became a daily in 1939. It is the mouth piece of the Indian Union Muslim League. The first editor was T. Muhammad . Later *Chandrika* was shifted to Kozhikode. *Chandrika weekly*, *Mahila Chandrika* are some of its sister publications.

Deshabhimani -1942

Deshabhimani was started as a weekly newspaper in 1942 from Kozhikode with M.S. Devadas as its editor. It was converted into a daily in 1946. *Deshabhimani* became the mouth piece of Communist Party of India (Marxist). P. Govinda Pillai become the editor in 1964 after the split in party. It has got nine editions. The *Deshabhimani weekly*, *Chintha weekly* and *Thathamma*, are some of its sister publications.

Express- 1944

Express started publication in 1944. It was published from Thrissur. The paper was founded by K. Krishnan. Its pronounced nationalist and socialist views gained extensive circulation in the Cochin state. Kunnath Janardhana Menon was the first editor.

Janayugam-1947

Janayugam was started as a weekly in 1947 from Kollam. Later it became daily newspaper. It is the mouth piece of the Communist Party of India.

Janmabhoomi-1977

Janmabhoomi started its publication in 1977 from Ernakulam. Prof. M.P. Manmadhan was the first editor. At first it was published as an evening daily. It is now the mouth piece of Bharatiya Janatha Party.

Veekshanam-1978

Veekshanam was started in 1978. It is the mouth piece of Indian National Congress (I) in Kerala.

Siraj-1984

Siraj is a newspaper started at Kozhikode in 1984.

Madhyamam-1987

Madhyamam started its publication in June 1987 from Kozhikode. P.K Balakrishanan was the first editor. C. Radhakrishanan also was the editor for a short period. It has many editions in India and abroad and is the first Malayalam newspaper to roll out from the Middle East for expatriates. *Madhyamam* has many sister publications.

Mangalam -1989

The publication of *Mangalam* newspaper began from Kottayam in 1989. It was founded by M.C. Varghese. Its sister publications include *Mangalam weekly*, *Balamangalam*, *Kanyaka* and *Cinema Mangalam*.

Varthamanam-2003

Varthamanam started its publication from Kozhikode in 2003 with the noted critic and orator Sukumar Azhikkode as Chief Editor.

Thejas-2006

Thejas is a newspaper started from Kozhikode in 2006.

Let us do

Conduct a Seminar on the birth and growth of Malayalam Journalism

Check Your Progress

- Identify the newspaper started by M C Varghese.
- What are the sister publications of *Deshabhimani* newspaper?
- What are the contributions of Mohammed Abdul Rahiman Sahib to Malayalam Journalism?

Let us do

Prepare a classification table categorizing the early newspapers into religious, nationalist, political and social reform newspapers.

Let us sum up

Kerala is a crucible on which many experiments have been done - the religious, the radical, the literary, political, the progressive, the socialistic and the specialist newspapers and magazines originated and flourished in Kerala due to the accommodative attitude of the people. Its diversity of social, cultural and ethnic elements facilitate publication of any kind of newspaper. Any one can negotiate a comfortable space in the Kerala media scenario. The density of mass media organizations in Kerala is a rare phenomenon and it needs to be studied in depth.

The history of journalism in Malayalam dates back to slightly more than a century and a half. Only magazines and periodicals were published in the beginning. These were started by Christian Missionaries, solely with the purpose of propagating religion. Their contribution to the development of Malayalam prose and the promotion of journalism is remembered with gratitude. There was a lag of sixty seven years and eight months to start a Malayalam newspaper after the birth of *Hicky's Gazette*.

One of the reasons for the still unchanged readership of newspapers in Kerala is that our state has a high literacy rate. Another important factor is that our newspapers give more space for local issues. Earlier newspapers in Malayalam devoted only one page for local news. Now realizing its potential to increase the circulation, they devoted two or three pages for local news events. They are also forced to publish city pull-outs that embark on new experiments in layout, picture editing and headline types.

The crusading spirit of journalism initiated by Swadeshabhimani Ramakrishna Pillai was further strengthened by many editors. Pillai campaigned for many radical views. He warned the press that if it got involved in factionalist quarrels, the government would find it more easy to do things as it liked and neglect the real interests of the people.

Nidheerikkal Mani Kathnar, Kandathil Varghese Mappilai, K P Kesava Menon, Vakkom Abdul Khader Maulavi, K. Ramakrishma Pillai, A. Balakrishna Pillai, K Sukumaran and many other enthusiastic journalists had contributed immensely to develop new themes and idioms in the Malayalam Press. Malayalam journalism attained creative vitality and an enduring stability due to the dynamic leadership of the stalwarts.

Significant Learning Outcomes

This chapter enables the learner:

- to acquire knowledge about the lithographic era

- to familiarize the history of Malayalam newspapers
- to identify and understand the origin, growth and development of Malayalam newspapers
- to assimilate the importance of Malayalam newspapers in the national movement and freedom struggle
- to mould values that are considered glorious and unique for the overall development of the society

Let us assess

1. Names of some newspapers are given below. Based on the purpose of their origin classify them in the boxes.

Rajya Samacharam, Chandrika, Sathyanaada Kahalam, Deshabhimani, Al-Ameen, Swadeshabhimani, Deepika, Kesari, Mithavadi, Prabhatham, Mathrubhumi, Veekshanam

| Religious | Nationalist | Political | Social Reform |
|-----------|-------------|-----------|---------------|
| | | | |

2. Chengulath Kunhirama Menon is the father of Malayalam journalism. Comment.
3. K. Ayyappan is known as Sahodaran Ayyappan. He was truly a social reformer. Prove.
4. *Njananikshepam* was the first printed journal in Malayalam. It had all the features of an illustrated magazine. Discuss.
5. Vakkom Abdul Khadar Maulavi and Swadeshabhimani K. Ramakrishna Pillai were the typical combination of a newspaper owner and an editor ever seen in Malayalam. Comment.
6. As a journalist Kesari A. Balakrishna Pillai was a fighter. Do you agree? Substantiate your views.
7. For the founders of *Mathrubhumi*, journalism was an act of nationalist movement. Comment.

Extended activities

1. Collect the copies/photocopies of the front pages of the early newspapers
2. Collect the photos of the pioneering journalists.
3. Collect the postal stamps and coins having the picture of pioneering journalists.
4. Visit the press and office of any of the early newspapers and present a report in a seminar.
5. Organize exhibitions in connection with national or international press days using the collected materials.
6. Newspaper organization is a fast growing industry. Every newspaper starts new editions and new sister publications. Prepare a table stating the editions and sister publications of main stream newspapers.



Unit 5

Media Organisations in India

Introduction

Media play a crucial role in our daily life. The most influential media decide our taste and the way of life. The media include newspapers, magazines and books, radio and television and world wide web. They are considered to be the fourth pillar of democracy. To support the activities of these media and to monitor them there are several organizations. Most of them come under the Union Ministry of Information and Broadcasting. Such media organizations are not much familiar to the public. But their roles are very important in the functioning of the Fourth Estate. Let us scan through some of the media organizations which have prime importance.

Key Concepts

- Print Media Organisations
- Electronic Media Organisations
- Film Organisations
- Media Training Institutes
- Media Apex Authorities

Print media organisations

As you have learnt, print media have long year's history in the media scene of India. From Hicky's Gazette to modern hi-tech media environment, our media organizations passed through various phases. To support and organize activities of the print media in a systematic way there are some media organizations established by the government and non-government agencies. Most of such organizations are based on the Acts of Parliament and they issue guidelines for the systematic functioning of the print media sector.

i. Registrar of Newspapers for India (RNI)



Fig 5.1 Official emblem of RNI

The office of the Registrar of Newspapers for India, more popularly known as RNI, came into being on July 1, 1956. The RNI is established on the recommendations of the First Press Commission in 1953. The Press and Registration of Books (PRB) Act, 1867 contain the duties and functions of the RNI. It is compulsory to register all printed materials to the RNI. As per Rule 5 of PRB Act, 1867, no newspaper shall be published in India without formal registration. A newspaper means "any printed periodical work containing public news or comments on public news". Hence, any publication coming under this category of newspaper is required to be registered with RNI.

Major functions of RNI are:

1. title verification
2. registration of newspapers

3. issue of revised/duplicate certificates
4. verification of circulation claims of newspapers and periodicals

Let us do

Find out the registration details of popular dailies. Analyze the information displayed in the newspapers and periodicals regarding their registration.

ii. The Press Information Bureau (PIB)



Fig 5.2 Official emblem of PIB

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programmes, initiatives and achievements. It functions as an interface between the Government and the media.

Activities of PIB can be broadly classified into three categories:

Information, education & communication (publicity)

PIB disseminates information through different modes of communication viz. press releases, press notes, feature articles, backgrounders, photographs and database available on Bureau's website. It organizes press conferences, press briefing, interviews of the Ministers and Secretaries and other senior officers for informing media persons on important policy initiatives of the Government.

Feedback to the government

The bureau provides ample feedback to the Government on the reaction of the people as reflected in the media.

Accreditation & special services

PIB provides accreditation to media representatives including foreign media at the headquarters. This facilitates them to access information from the Government sources.

Who are the stakeholders of this media organization? Media persons who seek official information regarding certain governmental decisions and the general public are the beneficiaries of the Central Government's flagship programmes.

PIB has its headquarters in New Delhi. It is headed by the Principal Director General (Media & Communication) who is assisted by a Director General and Additional Director Generals at the headquarters.

Let us do

Search PIB website and find out the latest news items. Prepare a note on the approach of news writing. Consider the element of propaganda and objectivity in your note.

iii. Publications Division



Fig 5.3 Official emblem of Publications Division

The Publications Division of the Government of India aims at providing authentic information on different aspects of Indian panorama at affordable prices. It was established in 1941.

Books of Publications Division cover a wide range of subjects including art, culture, history, land and people, flora and fauna, children's literature, science and technology, Gandhian literature and biographies of eminent persons. The reference materials like India-A Reference Annual, Press in India and MassMedia in India are valuable contributions of this division. The Division also brings

out 18 monthly journals in several Indian languages including Malayalam. 'Employment News' is their popular weekly.

Let us do

Read one book on mass communication published by the Publications Division and write a review of it.

iv. Press Council of India (PCI)



Fig 5.4 Official emblem of Press Council of India

Press Council of India is a statutory quasi-judicial authority mandated by the Parliament to preserve the freedom of the press, maintain and improve the standards of newspapers and the news agencies in India.

The Council discharges its functions primarily through adjudications on complaints received either against the Press for violation of journalistic ethics or by the Press for interference with its freedom. If a newspaper or a news agency has violated the ethics of journalism or that an editor or working journalist has committed any professional misconduct, the Council may warn, admonish or censure them or disapprove their conduct. The Council is also empowered to make such observations as it may think in respect of the conduct of any authority, including Government, for interfering with the freedom of the press. The decisions of the Council are final and cannot be questioned in any court of law.

The Council is headed by a Chairman and includes 28 members. While the Chairman has by convention been a sitting or retired judge of the Supreme Court of India, of the 28 members, 20 represents various segments of the Press and 8 others overseeing the readers' interest are representatives of the two Houses of Parliament and premier literary and legal bodies of the country i.e. the University Grants Commission, the Bar Council of India and Sahitya Academy.

Let us do

Find out news items related to press council and offer your comments regarding the issue.

v. Directorate of Advertising and Visual Publicity (DAVP)



Fig 5.5 Official emblem of DAVP

Directorate of Advertising and Visual Publicity (DAVP) is the primary multimedia advertising agency of the Central Government. It caters to the communication needs of almost all Central ministries/ departments and autonomous bodies. Providing single window cost-effective services is its uniqueness. It informs and educates the people, both rural and urban, about the Government's policies and programmes. It motivates them to participate in development activities through advertising in press, electronic media, printed booklets/ folders, exhibitions and outdoor publicity tools. Outdoor Publicity Wing uses the medium of hoardings, bus-panels, kiosks, wall paintings, banners, animation displays, decorative railings, cinema slides, metro display boards, metro train inside panels, etc. to spread messages.

The DAVP is headed by a Director General who is assisted by 2 Additional Director Generals and other officials.

Let us do

Collect at least two advertisements prepared by DAVP. Paste it in your scrap book with comments.

vi. Audit Bureau of Circulations (ABC)



Fig 5.6 Official emblem of ABC

Audit Bureau of Circulations (ABC) is a voluntary organization of publishers, advertisement agencies and advertisers. This agency developed audit procedures to verify the circulation data published by the member newspapers and periodicals. These members are allowed to display ABC's emblem in the published materials regarding their circulation. The Bureau issues ABC certificates every six months to the publishers. The ABC's certificate is considered to be authentic in publication's circulation ratings. The reason is that the ABC's findings are not the outcome of opinions, claims or guesswork. They are the result of rigid, in-depth and impartial audits of paid circulations of the member publications. So the advertisers rely upon the figures to decide which publication is suitable to advertise their product or services.

vii. Indian Newspaper Society (INS)



Fig 5.7 Official emblem of Indian Newspaper Society

Indian Newspaper Society (INS) was formerly known as Indian and Eastern Newspaper Society (IENS). It is an independent organization of newspaper owners, proprietors and publishers. It was founded in 1939 and its headquarters is situated in New Delhi. INS is an organization which plays a major role in protecting and promoting the freedom of the press in India. It discusses and suggests various measures to the government regarding the problems related to newspaper industry. It also functions as a pressure group to protect the interests of newspaper industry in particular and print media in general.

viii. National Readership Survey (NRS)

The National Readership Survey (NRS) was first started in 1974. It was done by National Readership Studies Council (NRSC) - jointly formed by the Advertising Agencies' Association of India, the Indian Newspaper Society and the Audit Bureau of

Circulations. The primary objective of National Readership Survey is to provide data that can be used as a basis for buying and selling of advertising space in the print medium.

ix. Indian Readership Survey (IRS)

The Indian Readership Survey (IRS) was initiated to counter the NRS, which was supported by large newspaper groups. It was conducted by the Media Research User's Council (MRCU) and the first IRS was carried out in 1995. It offers the readership and market study to its members.

x. Readership Studies Council of India (RSCI)

The National Readership Survey (NRS) and the Indian Readership Survey (IRS) have merged to form a new entity - Readership Studies Council of India (RSCI).

Check Your Progress

- What are the duties and functions of RNI?
- How does the Press Council of India preserve journalistic ethics?
- Name the Central Government's advertising agency.
- Expand the terms ABC and INS.
- Describe the functions of Press Information Bureau.

Electronic media organisations

The Indian media have grown rapidly in scale, reach and influence. The rapid and unprecedented changes in our society in recent years have transformed the Indian mass media industry. Media platforms and devices are changing almost every month and the convergence of the media overcomes the boundaries which separated interpersonal communication from mass communication. New media have brought forth new means of individual

empowerment, allowing the expression of individual ideas, opinions and identities. Hence the focus has been shifted to the regulation of the electronic media by the various media organisations, individually or collectively.

i. Prasar Bharati

Prasar Bharati (Broadcasting Corporation of India) is the Public Service Broadcaster in the country. It is a statutory autonomous body established on November 23, 1997, with a mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television. Akashvani (All India Radio) and Doordarshan are its two constituents.

The major objectives of the Prasar Bharati Corporation as laid out in the Prasar Bharati Act 1990 is as follows:

- to uphold the unity and integrity of the country and the values enshrined in the Constitution.
- to promote national integration.
- to safeguard citizen's rights to be informed on all matters of public interest and presenting a fair and balanced flow of information.
- to pay special attention to the fields of education and the spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology.
- to create awareness about women's issues and taking special steps to protect the interests of children, aged and other vulnerable sections of the society.
- to provide adequate coverage to the diverse cultures, sports and games and youth affairs.
- to promote social justice, safeguarding the rights of working classes, minorities and tribal communities.

- to promote research and expand broadcasting facilities and development in broadcast technology.

a. All India Radio



Fig. 5.8 Official emblem of AIR

All India Radio or Akashvani is a part of Prasar Bharati. It provides radio broadcasting through out the country and abroad. It is one of the largest broadcasting organisations in the world in terms of the number of languages and the spectrum of socio-economic and cultural diversity it serves. Its motto is 'Bahujana Hitaya Bahujana Sukhaya' which means 'the welfare and happiness of the masses'. In 1936, the Indian State Broadcasting Service was renamed as All India Radio (AIR). In the year 1957, AIR got another name Akashvani. At the time of independence AIR has only 6

radio stations throughout the country. Today, it has 407 stations located across the country and reaching 99.20% of the total population. AIR produces programmes in 23 languages and 146 dialects. To provide information, education and entertainment to the people of our country are the prime objective of All India Radio.

b. Doordarshan



Fig. 5.9 Official emblem of Doordarshan

Doordarshan is one of the main organs of Prasar Bharati. It provides television services in the country. Its motto is 'Satyam Shivam Sundaram', which can be translated as 'the truth is the God and the God is beautiful'. The television transmission started in India on an experimental basis on 1st November 1959 at New Delhi. At first the TV programmes were produced and transmitted by AIR and were available for half an hour in three days a week. The regular daily transmission began in 1965. The service was

extended to Mumbai in 1972. After the successful completion of SITE, television transmission was separated from All India Radio on 1st April 1976. The name of the new organization was given as Doordarshan. During the Asian Games at New Delhi in 1982

Doordarshan started colour transmission. Today it operates 30 TV channels in 22 languages.

(ii) Parliament Channels

The Parliament channels include Rajya Sabha Television and Lok Sabha Television.

a. Rajya Sabha Television (RSTV)

The Rajya Sabha Television telecast the proceedings of the Upper House of Parliament in India, i.e. Rajya Sabha. It provides a live coverage of the functioning of the Rajya Sabha. RSTV also telecast programmes that touch the political, economic, social and cultural life of the people.

b. Lok Sabha Television (LSTV)

The Lok Sabha Television is a parliament channel dedicated to the live telecasting of the proceedings of Lok Sabha i.e, the House of the People of the Indian Parliament. The channel also telecasts programmes of general interest on the issues relating to democracy, governance, social, economic and constitutional issues that concern the citizens.

iii. Indian Broadcasting Foundation (IBF)

The Indian Broadcasting Foundation (IBF) was established in 1999 and is India's apex organization of television broadcasters. It promotes the interests of the Indian television industry and provides a meeting ground to ensure that its members work in consensus to achieve common goals. IBF consists of all major broadcasters from more than 250 TV channels.

iv. Broadcasting Content Complaints Council (BCCC)

Broadcasting Content Complaints Council (BCCC) is an independent self regulatory body for non-news channels set up in June 2011 by the Indian Broadcasting Foundation (IBF) in



Fig. 5.10 Official emblem of IBF

consultation with the Ministry of Information and Broadcasting. The council comprises of a thirteen-member body consisting of chairperson being a retired Judge of the Supreme Court or High Court and 12 other members. BCCC would examine complaints about television programmes received from viewers or any other sources.

Let us do

Attempt a review of a Doordarshan / Akashvani Programme comparing it with the codes of PrasarBharati

Check Your Progress

- What are the major objectives of PrasarBharathi Corporation?
- Name the two constituent organisations of PrasarBharathi.
- Explain the functions of BCCC.

Film organisations

The focus of the various film organizations in India is to screen films of merit and excellence in the commercial circuit. Festivals and retrospectives focusing on the work of well-known directors and actors, are also arranged by these organisations. Over the years, they also have created a space for the documentary filmmakers to present their films. Reflecting the changing patterns in the acceptance and use of film as a tool of debate and contestation, these organizations bring focus on current issues of society, politics, economics, ecology and the conservation policies and practices.

i. Films Division

Films Division, one of the units under Union Ministry of Information and Broadcasting produces documentaries, short films, animation



Fig. 5.11 Official emblem of Films Division

films and news magazines from its headquarters in Mumbai. Films on Defence and family welfare are produced from the Delhi unit. Short fiction films for rural audience are produced from the regional production centers in Kolkata and Bengaluru.

The Division caters to nearly 8500 cinema theatres all over the country and to the non-theatrical circuits. Some of the major clients of the division are Directorate of Field Publicity, mobile units of the State Governments, Doordarshan, field units of the department of family welfare, educational institutions, film societies and voluntary organisations.

This Division also sells prints, stock shots, video cassettes and distribution rights of documentaries and feature films in India and abroad. Apart from the production of films, Films Division also gives on hire its studio, recording theatre, editing rooms and other cine equipment to private film makers. The Division organizes the Mumbai International Film Festival (MIFF) for documentary, short and animation films.

Let us do

Prepare a write up on MIFF. You can collect information from media and website.

ii. National Film Development Corporation Limited (NFDC)

National Film Development Corporation of India is the central agency established to encourage the good cinema movement in the country. The primary goal of the NFDC is to plan, promote and organize an integrated and efficient development of the Indian film industry. NFDC encourages new talents and to promote the

multi-lingual diversity of Indian cinema. It produces entirely the first feature film of a Director to be made in any Indian language, subject to budgetary cap under this scheme.



Fig. 5.12 Official emblem of NFDC

NFDC also aims to promote the growth of Indian cinema through other activities such as script development, promotion of films made by independent filmmakers who are active abroad, and creation of platforms for greater interaction between Indian filmmakers and members of the film fraternity abroad.

NFDC also provides pre-production and postproduction technical infrastructure support to the film industry, keeping in pace with the latest technological developments. It helps to organize festivals of its own and acquires films from all over the country in collaboration with film societies, universities and state film development corporations. The National Film Circle conducts screening of films in all the four metros with a view to spread the culture of cinema.

NFDC has set up a trust in 1992 known as Cine Artist's Welfare Fund of India (CAWFI) which extends financial assistance to the needy cine artists of yesteryears. This is the biggest ever trust of this kind in the Indian film industry.

Let us do

Prepare a possible language wise list of films / documentaries produced with the assistance of NFDC.

iii. Central Board of Film Certification (CBFC)

The Central Board of Film Certification (CBFC), set up under the Cinematograph Act, 1952, certifies films for public exhibition in India. It is mandatory for public screening and to display it before screening in movie houses and TV. It consists of a Chairperson and twenty- five other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at

Bengaluru, Kolkata, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional offices are assisted in the examination of films by the advisory panels consisting of persons from the different walks of life.

Categories of film certification

| Certificate | Name | Definition/Notes |
|-------------|--|--|
| U U | Universal | Unrestricted Public Exhibition throughout India, suitable for all age groups. Films under this category should not upset children over 4 years. Such films may contain educational, social or family-oriented themes. Films under this category may also contain fantasy violence and/or mild bad language. |
| UA UA | Parental Guidance | All ages admitted, but it is advised that children below 12 years be accompanied by a parent as the theme or content may be considered intense or inappropriate for young children. Films under this category may contain mature themes, sexual references, mild sex scenes, violence with brief gory images and/or infrequent use of crude language. |
| A A | Adults Only | Restricted to adult audiences (18 years or over). Nobody below the age of 18 may buy/rent an A-rated DVD, VHS, UMD or watch a film in the cinema with this rating. Films under this category may contain adult/disturbing themes, frequent crude language, brutal violence with blood and gore, strong sex scenes and/or scenes of drug abuse which is considered unsuitable for minors. |
| S S | Restricted to any special class of persons | This rating signifies that the film is meant for a specialised audience, such as doctors. |

iv) Children's Film Society, India (CFSI)

The Children's Film Society, India (CFSI) formed in 1955 is an autonomous body, functioning under the Union Ministry of Information and Broadcasting. CFSI aims at harnessing the medium of cinema to provide healthy entertainment for children in particular and the youth in general. CFSI conducts film festivals all over India, reaching 40 lakh children in remote areas annually.



Fig. 5.13 Official emblem of CFSI



"Children's Film which have a tremendous influence on the minds of children, should be encouraged by all like thinking persons" - Pt. Jawaharlal Nehru.

The CFSI has three prime objectives viz., production & acquisition of films, distribution and organisation of International Children's Film Festival. CFSI is engaged in the production of feature films, featurettes, animation, short films, puppet films and TV serials. The organisation also procures exhibition rights of award winning Indian and foreign films.

v. National Film Archives of India (NFAI)

The National Film Archives of India (NFAI) was established in 1964 at Pune under the Ministry of Information and Broadcasting, Government of India. Its main objectives and office functions are:



Fig. 5.14 Official emblem of NFAI

1. to trace, acquire and preserve for posterity the heritage of national cinema and a representative collection of world cinema
2. to classify and document data relating to films

3. to promote film scholarships and encourage research on various aspects of cinema
4. to act as a centre for the dissemination of a healthy film culture; and
5. to promote Indian cinema abroad.

NFAI has three regional centres at Bengaluru, Kolkata and Thiruvananthapuram. It also conducts annual four - week film appreciation courses in collaboration with FTII and organizes several short duration courses. The founder director of NFAI is P.K.Nair.

vi. Directorate of Film Festivals

The Directorate of Film Festivals was set up in 1973 under the Ministry of Information and Broadcasting to organize International and National Film Festivals within the country. It also facilitates India's participation in film festivals abroad, arranges programmes of foreign films in India and Indian films abroad and holds the National Film Awards function. As a vehicle of cultural exchange, the Directorate promotes international friendship, provides access to new trends in world cinema, generates healthy competition and in the process helps to improve the standards of Indian films. The permanent venue of International Film Festival of India (IFFI) is in Goa.



Fig. 5.15 Official emblem of DFF

vii. Kerala State Film Development Corporation

Kerala State Film Development Corporation (KSFDC) was established in 1975 with the prime objective of facilitating the production and promotion of Malayalam cinema. It was the first public sector corporation for film development in a state in India. KSFDC founded the Chitranjali Studio Complex for introducing the latest film technology in South India. The



Fig. 5.16 Official emblem of KSFDC

Corporation also owns an exhibition network with 10 fabulous theatres spread all over Kerala. It works as a production agency which makes public interest documentary films for the Government of Kerala.

viii. Kerala State Chalachitra Academy

The Kerala State Chalachitra Academy was founded in 1998. It is an autonomous, non-profit institution working under the Cultural Affairs Department for promoting good cinema and supporting the thriving Malayalam film industry. It has also opened the windows of world cinema to the cinema onlookers of the state by organizing International Film Festival of Kerala (IFFK) at its permanent venue - Thiruvananthapuram. The Academy also organizes International Video Festival of Kerala (IVFK), State Film Awards, JC Daniel Award, State TV Award, National Film Festival of Kerala, Spanish Film Festival, European Union Film Festival, Visual Appreciation camps for students and teachers, seminars and exhibitions on cinema, etc.



Fig. 5.17 Official emblem of Kerala Chalachitra Academy

Let us do

Prepare a profile of any one of the veteran film makers of Malayalam Cinema.

Check Your Progress

- What are the guidelines issued by CBFC for the exhibition of film?
- State the main aims of CFSI?
- Expand NFDC.
- What are the functions of the film organizations in Kerala?
- Who organizes MIFF?

Media training institutes

Media training institutes in India aspire to increase the number of youth to be creative professionals. Their mission is to inform, educate and inspire youth and young adults to achieve their potential using the tools of computers and entrepreneurial and leadership skills. They also organise program workshops in:

- Print Media
- Video Production (Documentary Filmmaking/Editing)
- Television Production
- Recording Arts (Music Production)
- Audio Visual Training
- Advertising
- Public Relations

1. *Indian Institute of Mass Communication (IIMC)*

The Indian Institute of Mass Communication (IIMC) is an autonomous centre for advanced studies in mass communication, research and training. It was established in 1965. Its head quarters is at New Delhi. IIMC has four regional branches at Dhenkanal (Odisha), Kottayam (Kerala), Jhabua (MP) and Dimapur (Nagaland). The Institute is fully funded by the Government of India through the Ministry of Information and Broadcasting.



Fig. 5.18 Official emblem of IIMC

IIMC conducts orientation courses for officers of the Indian Information Service, Akashvani and Doordarshan. It also offers Post Graduate diploma courses in journalism, advertising and public relations.

2. *Press Institute of India and Research Institute for Newspaper Development*



Fig. 5.19 Official emblem of PII

The Press Institute of India (PII) was founded in 1963. It is an independent, non-profit trust, established to create and sustain high and responsible standards of journalism. PII conducts training workshops for journalists on a wide range of subjects such as rural reporting, developmental journalism, women empowerment, the panchayath movement, fight against child labour, fight for the rights of children, national security and the reporting and editing skills.

The Research Institute for Newspaper Development (RIND), another organization established in 1979 with a focus on the technical aspects relating to newspaper production and news publishing. RIND conducts surveys on technical aspects of newspaper products and media. It also conducts workshops for journalists, sensitizing them to subjects pertinent to reporting and writing.

In April 1990, both organizations merged to form the PII - RIND.

3. *Film and Television Institute of India, Pune (FTII)*



Fig. 5.20 Official emblem of FTII

Almost all famous modern film makers in India are the products of the Film and Television Institute, Pune. The Film Institute of India was setup by the Government of India in 1960 under the Union Ministry of Information and Broadcasting. Following the addition of the Television Wing in 1947, the Institute was redesigned as Film and Television Institute of India. The Institute became a Society in October 1974 under the Registration of Societies' Act, 1860. The Society consists of eminent personalities connected with film, television, communication, culture and alumni of the Institute.

The Institute consists of two wings: Film and TV. The three - year Diploma Courses lead to a Post Graduate Diploma in Film

Direction, Cinematography, Audiography and Film Editing. The Institute also offers two - year Post Graduate Diploma course in Acting and two - year Post Graduate Course in Art Direction and Production Design, one - year Post Graduate Certificate Course in Feature Film Screenplay Writing, one and half year Certificate Course in Animation and Computer Graphics. The Television Course offered consists of one - year Post graduate 'Certificate Course in Television' with specialization in TV Direction, Electronic Cinematography, Video Editing, Audiography & TV Engineering.

FTII provides the latest educational and technological experience in the art and technique of film making and television production. Inservice training is provided to officers of Doordarshan. It is equipped with the latest digital and broadcast grade production facilities.

Let us do

Search the FTII website and find out various activities and current status of the institute.

4. Satyajit Ray Film and Television Institute (SRFTI)

Satyajit Ray Film and Television Institute, Kolkata, was established by the Government of India. It is an autonomous educational institution under the Ministry of Information and Broadcasting.

SRFTI is the second national level training institute to be established by the Government of India. The institute offers three-year post graduate diploma courses in Direction & Screenplay Writing, Motion Picture Photography, Editing and Sound Recording. Apart from the basic diploma courses, the institute also has the provision to conduct short and medium term courses on areas related to film and television. Research and explorative studies in sociology, culture and technology of film and television is another area of focus in SRFTI.



Fig. 5.21 Official emblem of SRFTI

5. Kerala Press Academy



Fig. 5.22 Official emblem of Kerala Press Academy

Kerala Press Academy was established in 1979. It is a joint venture of the Government of Kerala, Kerala Union of Working Journalists and Indian Newspaper Society. It aims to promote professionalism and excellence among journalists. The Academy offers Post Graduate Diploma courses in Journalism, Communication, Public Relations, Advertising and TV Journalism. It also publishes books on journalism and a bi - lingual periodical, Media. The Academy campus is situated at Kakkanad in Kochi.

Check Your Progress

- How does IIMC impart training to press persons?
- What are the functions of FTII?
- Describe the role of Kerala Press Academy in promoting journalism in the state?

Media apex authorities

The mass communication media such as radio, television, films, press, print publications, advertising and traditional modes of communication play an important role in helping people to freely access information sources. In India, the mass communication media emphasizes on facilitating the entertainment needs of various age groups and focus attention of people on issues of national integrity, environmental protection, health care, family welfare, eradication of illiteracy etc. As a result, so many media units have emerged under the control of the Union Ministry of Information and Broadcasting. In Kerala the Information and Public Relations Department monitors the activities of several media units. Let us have a quick glance of the activities of these apex organisations.

1. Ministry of Information and Broadcasting

The Ministry of Information and Broadcasting is the Government of India's apex body for formulation and administration of the rules and regulations and laws relating to dissemination of information and production of films in India. The 14 divisions/units under the I & B Ministry includes Prasar Bharathi, DAVP, Field Publicity, Song and Drama Division, Publications Division, Films Division, Directorate of Film Festivals, NFDC, PIB, Film and Television Institutes, IIMC, NFAI, CFSI and CBFC.

2. Information and Public Relations Department

Information and Public Relations Department (I & PRD) is the authoritative and official publicity agency of the Government of Kerala. It disseminates information concerning the government and its departments, provides the government with the public's feed back and try to ensure a healthy relationship between the government and the public. Major activities of the department include:

- publicising the policies and programmes of the government
- publishing books on subjects related to culture, education and traditional art forms
- content creation and maintenance of official web portal of the Government of Kerala
- organizing press conferences for ministers and officials
- issuing various departmental advertisements
- screening feature films, documentaries and short films produced or purchased by the department on social and cultural interest of the state.

Let us do

Prepare a chart depicting the various media units / sections coming under:

- a. Information and Broadcasting Ministry
- b. Information and Public Relations Department of Kerala

Let us sum up

Most of the mass media organizations in India (newspapers, radio, television channels, online newspapers, web radios, film companies, advertising companies and PR firms) are owned and operated by private individuals or companies. But the important organizations and institutions are under the government control and some of the regulatory institutions are autonomous.

The Registrar of Newspapers for India approves the title verification of a publication and complete its registration procedures. The PIB functions as an interface between the Government and the media and also serves to provide feedback to the Government on people's reaction as reflected in the media. PIB disseminates information through different modes of communication viz. press releases, press notes, feature articles, backgrounders, photographs and database available on Bureau's website. The Publications Division has played a pioneering role in the growth and development of book industry in post-Independent India. Press Council is a mechanism for the Press to regulate itself. This unique institution is rooted in the concept that in a democratic society the press needs to be free and responsible. The Directorate of Advertising & Visual Publicity (DAVP) is the nodal agency to undertake multi-media advertising and publicity for various ministries and departments of Government of India. The Audit Bureau of Circulation is a non-profit circulation-auditing organization. It certifies and audits the circulations of major publications, including newspapers and magazines in India.

Prasar Bharati is a statutory autonomous body established under the Prasar Bharati Act and came into existence on November 23, 1997. All India Radio and Doordarshan, which were earlier working as media units under the Ministry of I & B are now constituents of Prasar Bharati.

Films Division is a film production house under the Ministry of Information and Broadcasting. The National Film Development Corporation of India is the central agency

established in 1975 to encourage good cinema in India based in Mumbai. The Central Board of Film Certification (often referred to as the Censor Board) is a statutory censorship and classification body under the Government of India. It is tasked with "regulating the public exhibition of films under the provisions of the Cinematograph Act 1952". Children's Film Society India (CFSI) is an autonomous body under the Union Ministry of Information and Broadcasting, committed to nurturing a dynamic children's film culture in the country. The Film and Television Institute of India and SRFTI are among the best film institutes in the world.

Thus the various media organizations in India helped the nation to set up a vigorous, fair and creative media industry free from all external pressures and to function independently.

Significant Learning Outcomes

This chapter enables the learner to

- familiarize with the various media organizations in India
- critically analyse the functions of Indian media organizations
- search for further information and latest developments regarding the various media organisations in India.

Let us assess

1. Registrar of Newspaper for India is the only organization that has a register of newspapers. Analyse the functions of RNI.
2. If you would like to avail the help of an agency to produce a film, which government agency do you approach? Why?
3. Central government advertisements are prepared by an ad making agency. Which is it? What are the functions of this agency?
5. Press Council of India is the watch dog of the watch dogs. How?
6. If you are a documentary film maker, whom do you approach to exhibit your film in a national film festival?

Extended activities

1. List at least 4 films which fall under different categories under CBFC.
2. Organize a film festival with the support of NFDC.

Unit 6

Press Codes, Ethics & Laws in Indian Journalism

Introduction

Smooth functioning of every profession essentially requires well defined ethics and norms that has been evolved through several years of practice. This will improve its standards, prevent its abuse and above all contribute to the social development. Ethics is a system of principles that guides action. While the law establishes what you can and cannot do in a given situation, ethics tells you what you should do. It is based on values - personal, professional, social and moral - and springs from reasoning. Ethical decision-making simply means applying these values in your daily work. Ethics and law are related but separate entities. The law will allow a mass media practitioner to do many things that the practitioner would refuse to do ethically. There are times when a journalist may choose to break the law on the grounds of ethics.

Key Concepts

- Codes and Ethics
- Role of the Journalist
- Newspaper Ombudsman
- Laws that govern media
- Media and Indian Constitution
- Media Laws

The word "ethics" is connected intrinsically with questions of correct conduct within society. Etymologically, "ethics" comes from the Greek "ethos" meaning "character" which indicates a concern for virtuous people, reliable character and proper conduct. "Morality" derives from "mores" or custom - the rules of conduct of a group or society. An initial definition of ethics, then, is the analysis, evaluation and promotion of correct conduct and/or good character, according to the best available standards.

There was a time when journalism was a mission. Soon it became a profession. Codification of its work ethics is therefore an imperative need. The Press Council of India, in keeping with its mandate to build up a code of conduct for newspapers, news agencies and journalists in accordance with high professional standards, has on the basis of its adjudications of cases from time to time, built up a code of journalistic norms. Though these codes have emerged out of cases relating to print media, the fundamental principles evolved in the process are also relevant to radio and television journalism.

Concept & importance of media ethics

For journalists, the most basic responsibility in a free society is to report the news accurately and fairly and to practice ethical journalism.

The fundamental objective of journalism is to serve the people with news, views, comments and information on matters of public interest in a fair, accurate, unbiased, sober and decent manner. The Press is expected to conduct itself in keeping with certain norms of universally recognised professionalism. Journalists conform to ethical standards and are socially responsible. Objectivity in reporting, writing or interpreting a story is of paramount importance to reporters. It is their responsibility to accept and maintain the ethical behaviour and professional integrity. The journalists function as a two - way channel of communication between the readers and public authorities. For playing this role, they must avoid manipulative, motivated and biased reports.

The Press Council of India was established to preserve the freedom of the press and to maintain and improve the standards of newspapers and news agencies. The Press Council published a compendium of broad principles evolved by it first in 1983 -84. It was updated in 1992 published as compilation of journalistic ethics and guidelines. (The Guide to Journalistic Ethics was further revised and updated in 1995 by the then Chairman, Justice P.B.Sawant.)

Below are some of the important excerpts from the 1992 Press Council guidelines regarding the journalistic codes and ethics. The norms enunciated below when applied with due discernment and adaptation to the varying circumstance of each case, will help the journalist to self-regulate his or her conduct.

1. Accuracy and Fairness: The fundamental objective of journalism is to serve the people with news, views, comments and information on matters of public interest, in a fair, accurate, unbiased, sober and decent manner.

2. Journalists should judge no one unheard.
3. Cautions against defamatory writings: Newspapers should not publish anything which is defamatory or libel in character against any individual or organization unless they have sufficient reason to believe that it is true and its publication is for public good.
4. Privacy: Intrusion or invasion on the privacy of individuals is not permissible unless outweighed by genuine over riding public interest.
5. Corrections: When any factual error or mistake is detected or confirmed, the newspaper should publish the correction promptly with due prominence and with apology or expression of regret.
6. Newspapers should exercise due restraint and caution in presenting any news, comment or information which is likely to jeopardize, endanger or harm the paramount interests of the state and society or the rights of individuals.
7. The media should make every possible effort to build bridges of co-operation, friendly relations and in developing better understanding between India and foreign states.
8. News, views or comments relating to communal or religious disputes or clashes should be published after proper verification of facts. They should be presented with due caution and restraint in a manner which is conducive to the reaction of an atmosphere congenial to communal harmony, amity and peace. Headings should not be sensational or provocative and must justify the matter printed under them.
9. Plagiarism: Using or passing off the writings or ideas of another as one's own, without crediting the source is an offence against the ethics of journalism.
10. Recording interviews and phone conversations: Journalists should not tape record anyone's conversation without that

person's knowledge or consent except where the recording is necessary to protect the journalist in a legal action or for other compelling good reasons.

11. Obscenity and vulgarity to be eschewed: Newspapers / journalists should not publish anything which is obscene, vulgar or offensive to public's good taste.
12. Glorifying violence to be eschewed: Newspapers / journalists should avoid presenting acts of violence, armed robberies and terrorist activities in a manner that glorifies their acts or death in the eyes of the public.
13. Glorification / encouragement of social evils to be eschewed: Newspapers should not allow their columns to be misused for writings which have a tendency to encourage or glorify social evils.
14. Caution in criticizing judicial acts: Excepting where the court sits in camera or directs otherwise, it is open to a newspaper to report pending judicial proceedings in a fair, accurate and reasonable manner.
15. Photographs of dead bodies of victims of crimes / Accidents: Intrusion through photography into personal grief, likely to hurt sentiments or arouse communal passions should be avoided.
16. Confidence to be respected: If information is received from a confidential source, the confidence should be respected.
17. Editor's responsibility for all matters published in the newspaper: The editor shall assume responsibility for all matters, including advertisements, published in the newspaper.

Accepting their responsibility in maintaining the ethical behaviour and professional integrity, the journalists should be honest, fair and courageous in gathering, reporting and interpreting information. They should treat source and subjects as human beings deserving respect and compassion. Journalists should be free from obligation

to any interest. Their obligation should be to their readers in providing them the right to know.

Ethical dilemma

Journalists face ethical dilemma every day, under pressure from owners, competitors, advertisers and the public. They need a process to resolve these dilemma, so that the journalism they produce is ethical. They need a way of thinking about ethical issues that will help them make good decisions, even on deadline.

Ethical lapses do occur in journalism, for example, reporters invent information, editors accept payments from sources, news organizations publish advertisements in the guise of news etc. Fabrication of news and plagiarism are violations of basic journalistic standards the world over.



A traditional definition of an ethical journalist is, "An impartial communicator of important news and views to the public and from the impartial perspective of the public; using responsible and accurate methods of newsgathering, for the sake of a self-governing citizenship."

In many cases, making an ethical decision means choosing not between right and wrong but between right and right. A journalist must seek the best possible balance between conflicting principles, always keeping in mind the primary importance of seeking the truth and serving the public. Journalists should not sacrifice their ethical values to achieve other objectives, such as beating the competition. Going through a process to make good ethical decisions puts journalists and news organizations in a position to justify their actions clearly. Ethical journalism is essential to the long-term success of the news media.

The role of the journalist

Referring the role of the Press, Mahatma Gandhi said, "One of the objects of the newspaper is to understand the popular feeling and give expression to it, another is to arouse among the people certain

desirable sentiments. The third is fearlessly to expose popular defects."


A journalist has the responsibility to exercise the unfringeable right of free speech so as to keep the public informed. They enjoy enhanced protection while exercising his/her unfringeable right, due to his/her crucial role as guardian of democratic values which the press holds within the society. A journalist has the responsibility to seek out, to respect and communicate the facts - as they become known through reasonable research - by virtue of the public's right to be informed.

A journalist has the responsibility to express only opinions based on actual facts. When stating facts and opinions, a journalist will act in good faith. They have the responsibility to expose negligence, injustice and abuse of any kind.

In his/her approach to informing the public, a journalist has to depict society in its full diversity, allowing individual and minority opinions to make their way into the press. The public has the right to know not only favourable information and ideas, or those considered harmless but also those that offend, shock and distress. These are the requirements of pluralism, tolerance and openness, without which there is no democratic society. A journalist's profession implies certain rights and obligations, certain freedoms and responsibilities.

Newspaper ombudsman

A newspaper ombudsman, also known as readers' advocate, public editor and reader representative handle complaints that are received or come to their attention. The ombudsman or representative attempts to find mutually satisfactory



The benefits of having an ombudsman in a newspaper depend on the "altruism" of the "original motivation," argued *The Guardian's* Readers' Editor Ian Mayes. "You appoint an ombudsman because you want your news organisation to be an honest self-correcting institution with a dedication to get it right and no interest in getting it wrong," he said.

solutions for all parties involved. His job depends upon the feedback or complaints received from the readers. He also represents them in matters of ethical concerns like accuracy, fairness and news-gathering among others.

The ombudsman's role was self-regulatory. The position offered a real chance for a responsible news organisation to build a new, more open and responsive relationship with its readership or audience.

The idea of having resident ombudsmen in news organisations, although still taken up by a tiny minority of publications and broadcast channels, had been around for over 50 years. It originated, in the principal form in which it now exists, in the U.S. in the 1960s.

The credibility of the news media is low. Mistrust on the part of the public is high. Having someone dedicated to listening to readers or listeners or viewers and dealing with their concerns can be a major plus. Thus the position remains a valuable one.

Check Your Progress

- Explain the importance of media ethics.
- Note down few important points from the 1992 Press Council guidelines regarding the journalistic codes and ethics.
- Describe the role and relevance of a newspaper ombudsman.

Laws that govern media

Rules and regulations make a society's activities more systematic. Laws are the legal framework on the disciplinary welfare of the system. Based on the needs and necessities, the law makers make new laws and amend the existing ones.

Media law covers an area of law which involves media of all types (radio, TV, film, music, publishing, advertising, internet, new media, etc.), and stretches over various legal fields, including but not limited to corporate, finance, intellectual property, publicity and privacy. Freedom of the media is indeed an integral part of the freedom of expression and essential requisite of a democratic set up. The Indian Constitution has granted this freedom by way of Fundamental Right. The media, which is obliged to respect the rights of individual, is also obliged to work within the framework of legal principles and statutes. These principles/statutes have been framed by the way of minimum standards and do not intend to detract from higher standards of protection to the freedom of expression.



Media law is a legal field that refers to the following:

- Advertising
- Broadcasting
- Censorship
- Confidentiality
- Contempt
- Copyright
- Corporate law
- Defamation

- Entertainment
- Freedom of information
- Internet
- Information technology
- Privacy
- Telecommunications

Media and Indian constitution

Media freedom / Freedom of the press

Freedom of speech and expression is one of the highest democratic values assured by democratic countries all over the world. India also follows the international standard of democracy by assuring the freedom. In Indian Constitution, Article 19 (1) declares this freedom. The article assures the right:

- a. to freedom of speech and expression
- b. to assemble peacefully and without arms
- c. to form associations or unions
- d. to move freely throughout the territory of India
- e. to practice any profession, or to carry on any occupation, trade or business.

These rights are fundamental rights assured by Indian Constitution to all citizens. Indian media also take privilege of the same



The British discovered the power of the press in the early 16th century and devised numerous schemes to restrict publication. Criticism of the government, called seditious libel, was outlawed. Licensing or prior censorship was also common. In addition, the Crown for many years used an elaborate system of patents and monopolies to control printing in England.

fundamental right "the freedom of speech and expression" to run a media organization. Some nations provide special value to media freedom. But India did not mention it specifically. Media persons

in India don't enjoy any special freedom in gathering information or in expressing views and feelings.

The right to freedom of speech and expression does not mean that no restriction is possible in defending the freedom. The fundamental right does not allow the citizens to speak or disseminate information irresponsibly.

Reasonable restrictions

Indian Constitution itself imposed reasonable restrictions to the freedom of speech and expression. The **Article 19 (2)** explains "law imposed restrictions on the exercise of the right conferred by the said sub clause in the interest of the sovereignty and integrity of India, the security of the state, friendly relation with foreign states, public order, decency or morality or in relation to contempt of court, defamation or incitement to an offence". This article of Indian Constitution clearly underlines the citizens' right to protect their privacy and decency. Anybody including media has no power to violate the provision or publish news which harms a person's privacy and decent life.

Let us do

Cite two recent incidents of the curtailment of the freedom of speech and expression and offer your comments.

Fair trial

All of us have a right to lead life with dignity. It is always given a priority in comparison to one's right to freedom of speech and expression. It is a fundamental right assured by Indian constitution. Article 21 clearly states that all citizens of India have a right to protection of life and personal liberty. Media should also ponder upon



In the case of *Zahira Habibullah Sheikh Vs. State of Gujarat*, the Supreme Court explained that a "fair trial obviously would mean a trial before an impartial Judge, a fair prosecutor and atmosphere of judicial calm. Fair trial means a trial in which bias or prejudice for or against the accused, the witnesses, or the cause which is being tried is eliminated."

these facts. Fair trial is not purely private benefit for an accused - the public's confidence in the integrity of the justice system is crucial. The right to a fair trial is at the heart of the Indian criminal justice system. It encompasses several other rights including the right to be presumed innocent until proven guilty, the right not to be compelled to be a witness against oneself, the right to a public trial, the right to legal representation, the right to speedy trial, the right to be present during trial and examine witnesses, etc.

Activity

Discuss how do news media conduct media trials on a contemporary issue and prepare a report.

Defamation

Any matter, which exposes a person about whom it is published, to hatred, to ridicule or contempt, is said to be defamatory. Defamation law protects an individual's reputation or feelings from unwarranted attacks. It is an offence with both civil and criminal aspects.

Under the provision of Section 499 of the Indian Penal Code, 1860, every person has a right to maintain and defend his name, fame, honour, dignity and honesty. Defamation under this law implies "if anybody makes a spoken, written or printed statement using the words intended to damage the reputation of a person or does so by signals or pictures; and he does it deliberately with the intention of vicious slander, it attracts a defamation case against the person making such statements or actions. Such a person can be sued in the court of law under civil and criminal law and if it is proved, the accused person can be awarded, fine or two years of imprisonment or both.

Slander and libel

The oral defamation is called slander. A radio or television broadcast, which tarnishes the reputation of a person is considered

as a libel case in a Court of Law. Preventing defamatory statements from being published is very difficult, precisely because of the threat to free speech presented by such pre-publication injunctions. Thus, by the time action can be taken, the damage to the reputation of the victim is already done and printed apologies and monetary damages can only be mere consolation. While privacy is not a constitutional protection expressly provided, the Supreme Court of India, confirms that even true statements published without consent may be damaging, reinforcing the idea that privacy is inherent in the right to personal liberty.

Libel is defined as defamation by written or printed words, pictures, or in any form other than by spoken words or gestures. The law of libel was originated in the 17th century in England. With the growth of publication came the growth of libel and development of the tort of libel.

As a tort, it is governed by case law and relies upon principles thus developed. The civil law is overwhelmingly focused on libel, which makes the press particularly susceptible to it. It is a false, malicious or negligent publication that injures a person's reputation. In such cases, the offending statements must satisfy four requirements. They must be: false, written, defamatory and published. For offended parties, in most cases, damages are the only recourse. Publication as a communication material to third party, identification by mentioning the name and other details of an individual or group directly or indirectly in negative news, harm to a person's reputation and proof of fault are the major defamatory things appear in media usually.

Sedition

What is sedition? It is defamation against the state. Truthful criticism of officials would be accepted by the public. Those media that do such criticism may get noticed by the public. But the impact will be the trial for sedition. Sedition is an offence under section 124A of the Indian Penal Code, 1860. The conviction can lead to life

imprisonment. The offence is specified in the following terms: "Whoever, by words, either spoken or written, or by signs, or by visible representation, or otherwise, brings or attempts to bring into hatred or contempt, or excites or attempts to excite disaffection



There has been opposition to sedition laws in India since the Constitution came into force. Jawaharlal Nehru, speaking before the Parliament on the issue of the First Amendment, said, "...so far as I am concerned that particular Section [124-A] is highly objectionable and obnoxious and it should have no place both for practical and historical reasons, if you like, in any body of laws that we might pass. The sooner we get rid of it the better. We might deal with that matter in other ways..." Nehru's mention of 'historical reasons' has particular resonance in India, recalling the stringent use of laws (including sedition) to quash discussions of freedom and independence.

towards, the Government established by law in India, shall be punished with imprisonment for life, to which fine may be added, or with imprisonment which may extend to three years, to which fine may be added, or with fine." Any criticism of the government could be seen as disloyalty, but part of the role of the media is precisely to criticize aspects of the government which do not seem to be functioning in ways that best serve the people.

Contempt of court

Freedom of speech and expression is a fundamental right assured by the Indian Constitution. You got more information about the constitutional provisions from the above cited elaborations.




Fig. 6.1

Freedom to criticism is the backbone of this right. That is why we get opportunity to write or speak against government decision or policy. You are free to criticise Prime minister or Chief Minister or even the President of India. The criticisms should be fair and not to be a personal attack which make them defame. By taking privilege of this right can you criticise anybody? Is there any sections of life apart from criticism?

Contradictory to this vast and wide freedom, you are not so much free to criticize a judge or a court order. If you do so, you will be liable for contempt of court. There are two kinds of contempt of courts. They are civil contempt and criminal contempt.

According to the Contempt of Courts Act, 1971, civil contempt "means willful disobedience to any judgment, decree, direction, order, writ or other process of a Court or willful breach of an undertaking given to a Court. The criminal contempt means the publication (whether by words- spoken or written or by signs or by visible representations or otherwise) of any matter or the doing of any other act whatsoever which



In 1765, Justice Wilmot created the new arbitrary law of contempt to censor the John Wilkes controversy. The origin of the law of contempt of Courts in India can be traced from the English law. In England, Superior Courts of record have from early times, exercised the power to commit for contempt persons who scandalized the court or judges.

- i. scandalises or tends to scandalise or lowers or tends to lower the authority of any Court; or
- ii. prejudices or interferes or tends to interfere with the due course of any judicial proceeding; or
- iii. interferes or tends to interfere with, or obstructs or tends to obstruct, the administration of justice in any other manner; provided in this Act or in any other law.

A contempt of Court may be punished with simple imprisonment for a term which may extend to six months or with fine which may extend to two thousand rupees or with both, provided that the accused may be discharged or the punishment awarded may be remitted on apology being made to the satisfaction of the Court.

Activity

Find out at least three examples for these violations and paste the news items in the scrap book with your comments.

Conduct a seminar on freedom of speech and expression.

Press commissions in India

By the time India became independent, there were several oppressive legislations dealing with the Press. There was a need to review and reframe the press laws repealing the provisions which were tools in the hands of suppressive British regime. Hence after independence several laws relating to press were passed. One of the significant developments related to the freedom of speech and expression was the constitution of the two Press Commissions to enquire and suggest proposals regarding the functioning and development of free and fair press in the country. Let us examine in brief the major concepts put forth by them:

First Press Commission (1952-54)

The first Press Commission was formed under the Chairmanship of Justice J. S. Rajadhyakhsa on 23rd September 1952 by the Ministry of Information and Broadcasting to inquire into the state of the Press in India. Some of the other members of the 11-member working group were Dr. C.P. Ramaswamy Aiyer, Acharya Narendra Deo, Dr. Zakir Hussain and Dr. V.K.V. Rao. It was asked to look into factors, which influence the establishment and maintenance of high standards of journalism in India.

The Commission inquired into the control, management and ownership, the financial structure as well as other important aspects of the newspaper industry in the country. The Commission, after a careful and detailed study, concluded that there should be indigenisation of both capital and the staff especially at the higher levels and it was highly desirable that proprietary interests in daily

and weekly newspapers should vest predominantly in Indian hands.

An important recommendation of the commission was the setting up of a Statutory Press Commission at the national level, consisting of press people and lay members. Its recommendation and the action taken can be summed up as follows:

- To protect the freedom of the press and to maintain high standards of journalism, a press council should be established.
- To prepare the account of the press and the position of every year, there should be appointment of the Registrar of Newspapers for India (RNI).
- Price-page schedule should be introduced.
- For maintaining a cordial relationship between the government and the Press, a Press Consultative Committee should be constituted.
- Working Journalists Act should be implemented.
- It recommended establishment of a fact-finding Committee to evaluate the financial position of the newspapers and news agencies.
- For protecting the main principles of the freedom of the press and to help the newspapers against monopolistic tendencies, a Newspaper Financial Corporation should be constituted.

Second Press Commission

The government of India constituted the Second Press Commission on May 29, 1978, under the chairmanship of Justice P.C.Goswami. But Justice Goswami and his colleagues on the commission resigned in January, 1980, with the formation of the new government. The Commission was re-constituted in April 1980 under the chairmanship of Justice K.K.Mathew. The second press commission wanted the press to be neither a mindless adversary nor an unquestioning ally. The commission wanted the press to play a responsible role in the development process. The press should be widely accessible to the people if it is to reflect their aspirations and problems.

The question of urban bias too has received attention of the commission. The commission said that for development to take place, internal stability was as important as safeguarding national security. The commission also highlighted the role (and therefore responsibility) of the press in preventing and deflating communal conflict.

Both press commissions of India included several respectable members from the press. The recommendation of the first press commission for the first time provides idea of what a responsible press should be. The second press commission formulated in a clear manner that development should be the central focus of the press in a country, which is building itself to become a self-reliant and prosperous society. The commission declared that a responsible press could also be a free press and vice versa. Freedom and responsibility are complimentary but not contradictory terms. The main recommendations can be briefed as follows:

- An attempt should be made to establish a cordial relation between the government and the press.
- For the development of small and medium newspaper, there should be establishment of Newspaper Development Commission.
- Newspaper industries should be separated from industries and commercial interests.
- There should be appointment of Board of Trustees between editors and proprietors of the newspaper.
- Price-page schedule should be introduced.
- There should be a fixed proportion of news and advertisements in small, medium and big newspaper.
- Newspaper industries should be relieved from the impact of foreign capital.
- No predictions should be published in newspapers and magazines.
- The misuse of the image of the advertisement should be discontinued.

- The government should prepare a stable Advertisement Policy.
- The Press Information Bureau should be reconstituted.
- Press laws should be amended.

Important Indian Acts on Media Laws

Some of the important Acts related to media laws in India are discussed below in detail:

The Press and Registration of Books Act, 1867

After the invention of printing press and movable types, books became one of the most important tools in disseminating information. Books appeared in all subjects that touched all aspects of human life. During the reign of the British government in India,



How can you start a publication?

The first step to start a newspaper is to get the title (name of the proposed newspaper) verified from Registrar of Newspapers for India (RNI). For this the publisher has to make an application for title verification (format available on RNI's website) indicating the name, language, periodicity, owner's name and place of publication of the newspaper proposed, and submit it to the District Magistrate concerned.

The District Magistrate after ensuring the credentials of the applicant, will forward the application to the RNI. Then RNI informs the DM and publisher, the availability/non-availability of the title by issuing a letter of title verification/title rejection. Decision on a title application is taken within 30 days of receipt of title application in RNI.

After this, the publisher has to file a declaration with the District Magistrate in the prescribed format available (www.rni.nic.in) and can start the publication. The first issue of the newspaper should be printed within 42 days from the date of authentication of the declaration if it is a daily or weekly and in case of other periodicals, within 90 days.

The application for registration (format available at www.rni.nic.in) can be submitted to the RNI along with an attested copy of the declaration, copy of title verification, first issue of the newspaper and a "No Foreign Tie Up" affidavit duly attested by a Notary. The newspaper should contain volume number, issue number, title prominently displayed on the cover page and on all pages.

The title should be printed strictly as approved by the RNI; date line and page number on all pages; and an imprint line containing the name of printer, publisher, owner and editor, address of the place of publication and name and address of the printing press.

First issue brought out after filing the declaration for registration would be Volume. I and Issue I. The Volume would change on completion of every year.

If the printer and publisher are different persons, separate declarations with the DM are required. If the owner is different from the publisher, a certificate in the letter head of the newspaper is required to be given by the owner, authorizing the person concerned as publisher. A registration request complete in all respects is decided within 30 days of the receipt of application in RNI and registration certificate issued to the publisher.

the government decided to make an organized system in the printing and publishing of books, newspapers and other informatory materials. British government introduced a bill in the legislature to establish a compulsory system in regulating printing press and periodicals. The Press and Registration of Books Act, 1867 was passed on March 22, 1867. This is "an Act for the regulation of printing presses and of newspapers for the preservation of copies of every book and newspaper in India and for the registration of such books and newspapers."

The Act depicts that the name of printer, publisher and place of publication should be printed on every book or newspaper printed within India. The memoranda registered with the registrar should be published in a quarterly catalogue. The press registrar shall issue a certificate of registration to all publications that registered

under the registrar. The publisher has to furnish an annual statement and publish the details in the publication.

Copyright Act, 1957

Have you ever noticed © symbol in the credit page of books? What does it mean? It means the right of the material is reserved for the copyright owner. It would be declared in the same page. You can see this or similar message in almost all books. Is there any legal backing for this statement? Or is it printed only as a formality? For any formal warnings there will be a legal support. The legality of this statement is supported by the Copyright Act, 1957.

According to the Act, "copyright" means the exclusive right to do or authorize the doing of any of the following acts in respect of a work or any substantial part there of in the case of a literary, dramatic or musical work, not being a computer programme:

- i. to reproduce the work in any material form including the storing of it in any medium by electronic means;
- ii. to issue copies of the work to the public not being copies already in circulation;
- iii. to perform the work in public or communicate it to the public;
- iv. to make any cinematograph film or sound recording in respect of the work;
- v. to make any translation of the work and
- vi. to make any adaptation of the work;

Copyright shall subsist in any literary, dramatic, musical or artistic work (other than a photograph) published within the lifetime of the author until sixty years from the beginning of the calendar

There are three major international treaties on copyright.

1. the Berne Convention
2. the Universal Copyright Convention; and
3. the Rome Convention.





In January 2009, when copyright in all of Gandhi's works expired, to the absolute surprise of many, the Navjivan Trust, to whom Gandhi had transferred the copyright in his works, chose not to seek a statutory extension of copyright. The Trust's firm decision rested in large part on Gandhi's unease with copyright law and his reluctant acceptance of its benefits. But in the case of Rabindranath Tagore, after Tagore's death in 1941, the copyright protection lasted till 1991, fifty years after his death. Thereafter, a decade long extension was granted to Viswa Bharathi University through an ordinance which later transpired into a statutory amendment (life + sixty years, as it stands today). When further extension came up for review in 2001, however, keeping the readers interests in mind, it was felt by the Government that benefits of putting the works in public domain far exceeded those of having them under Viswa Bharathi's prerogative.

year next following the year in which the author dies.

The Copyright Act, 1957 had been so far amended six times, once each in the years 1983, 1984, 1992, 1994, 1999 and 2012, to meet with the national and international requirements.

According to the Copyright Act 1957, the performer's right shall subsist until fifty years from the beginning of the calendar year in which the performance is made. The 1999 amendment to the Act modified the period as "twenty five years" (w. e. f. 15-01-2000).

The copyright (Amendment)

Act 2012, No. 27 of 2012 came into force on 7th June 2012. The 2012 amendments make Indian Copyright Law compliant with the Internet Treaties - the WIPO Copyright Treaty (WCT) and WIPO Performances and Phonograms Treaty (WPPT).

The copyright (Amendment) Act 2012, No. 27 of 2012

While introducing technological protection measures, the 2012 amendment ensures that fair use survives in the digital era by providing special fair use provisions. The Act have made many author-friendly amendments, special provisions for disabled, amendments facilitating access to works and other amendments to streamline copyright administration.

The amendments introduced through Copyright (Amendment) Act 2012 can be categorized into:

1. amendments to rights in artistic works, cinematograph films and sound recordings
2. WCT and WPPT related amendment to rights
3. author-friendly amendments on mode of Assignment and Licenses
4. amendments facilitating Access to Works
5. strengthening enforcement and protecting against Internet piracy
6. reform of Copyright Board and other minor amendments and
7. special provision for access to the disabled like compulsory license for the disabled, fair use rights for the disabled etc.

Let us do

Analyse the credit page of a book. Discuss the elements that you have observed in the page and make a note on copy right.

Information Technology Act, 2000

Information communication technology revolutionized the communication sector. Speed, multi media intervention and global reach are the major attraction of information communication technology. Cyber space provides opportunity to transfer information in an anywhere any time concept. The data files could be in different forms like text, audio, video, animation, photographs, illustration, painting, etc. Though there are several positive elements, cyber related crimes and attacks are a reality. To prevent cyber crimes, government of India took legal measures. The Information Technology Act, 2000 is one among them. The act was amended in 2008 and imposed strict restrictions and punishments for cyber crimes.



Fig. 6.2

What are cyber crimes? If I post or share a morphed image of another person, will I come under the purview of cyber crime? These are common questions constantly raised by the public. The answer is yes. Let us examine some of the commonly repeated cyber crimes:

Hacking - A hacker is an unauthorized user who attempts to or gains access to an information system. Hacking is a crime even if there is no visible damage to the system, since it is an invasion in to the privacy of data. If you copy an information, picture or movie from your friend's computer without his/her permission, the activity may be treated as hacking.

Cyber stalking - This crime involves use of internet to harass someone. The behavior includes false accusations, threats etc. If you send an e-mail or social network posts to your friend or to an unknown person threatening him/her, it will come under the purview of cyber stalking. The message may be a joke from your part, but it will become a serious crime from the legal side. Normally, majority of cyber stalkers are men and the majority of victims are women.

Cyber pornography - Women and children are victims of sexual exploitation through internet. Pedophiles use the internet to send photos of illegal child pornography to targeted children so as to attract children to such fun. Later they are sexually exploited for gains.

Phishing - It is a criminally fraudulent process of acquiring sensitive information such as user name, passwords and credit card details by disguising as a trustworthy entity in an electronic communication.

Password sniffers - Password sniffers are programmes that monitor and record the user name and password of network users as they log in, jeopardizing security of a site. Whoever installs the sniffer can impersonate an authorized user and log in to access restricted documents.

Software piracy - It is an illegal reproduction and distribution of software for business or personal use. This is considered to be a type of infringement of copy right and a violation of a license agreement. Since the unauthorized user is not a party to the license agreement it is difficult to find out remedies.

Cyber terrorism - The use of computer resources to intimidate or coerce government, the civilian population or any segment thereof in furtherance of political or social objectives is called cyber terrorism. Individuals and groups quite often try to exploit anonymous character of the internet to threaten governments and terrorize the citizens of the country.

These kinds of crimes are visible in India also. Present crime status records prove that Kerala is one of the toppers in cyber crimes in the country. The Information Technology Act considers these crimes and suggests rectifying measures and entitles the judicial system to impose punishment. Life imprisonment and fine up to Rupees ten lakhs may be given for certain classes of cyber crimes. Compensation up to Rupees five crores can be given to affected persons if damage is done to the computer, computer system or computer network by the introduction of virus, denial of services etc. Sections 65-74 of the Act specifically deal with certain offences, which can be called Cyber Crimes.



Fig. 6.3

Let us do

Find out cases regarding violation of IT Act and paste it in your scrap book with comments.

The Right to Information Act, 2005

Right to information is a progressive move in every society. Right

to information is a fundamental right assured by the Constitution of India. Article 19 of the Constitution of India recognizes the right. Considering various aspects of the National advisory Council's suggestions, Government of India passed The Right to Information Act, 2005 and came into effect after the President of India accorded his assent on June 15, 2005. The Right to Information Act, 2005 is an effective framework to implement the constitutional right.

The act defines it as "an Act to provide for setting out the practical regime of right to information for citizens to secure access to information under the control of public authorities, in order to promote transparency and accountability in the working of every public authority." The act proposes the constitution of a Central Information Commission and State Information Commissions.

Subject to the provisions of this Act, all citizens shall have the right to information. Information means any material in any form, including records, documents, memos, advices, press releases, circulars, orders, contracts, reports and data materials held in any electronic form and information relating to any private body which can be accessed by public authority under any other law for the time being in force.

A person, who desires to obtain any information under this Act, shall make a request in writing or through electronic means along with such fee as may be prescribed. It is not required to describe the reason for the request in the application. The information officer

should provide information within thirty days of the receipt of the request. The officer can reject the request if it contains matters exempted from disclosure of information.



Fig. 6.4

Let us do

Prepare ten questions to get information through RTI.

Let us sum up

Journalism ethics and standards comprise principles of ethics and of good practice as applicable to the specific challenges faced by journalists. Historically and currently, this subset of media ethics is widely known to journalists as their professional "code of ethics" or the "canons of journalism". The basic codes and canons commonly appear in statements drafted by professional journalism associations and individual print, broadcast and online news organizations. While various existing codes have some differences, most share common elements including the principles of truthfulness, accuracy, objectivity, impartiality, fairness and public accountability as these apply to the acquisition of newsworthy information and its subsequent dissemination to the public. The principles of Journalistic codes of ethics are designed as guides through numerous difficulties, such as conflicts of interest, to assist journalists in dealing with ethical dilemmas. The codes and canons provide journalists a framework for self-monitoring and self-correction.

Significant Learning outcomes

Now you will be able:

- to observe media activities, realize the ethical violations and enhance to respond and
- to critically evaluate media's position in day to day realities as part of democratic intervention

Let us assess

1. What are the constitutional provisions of freedom of press in India?
2. Indian constitution assures freedom of speech and expression. How does it link with media affairs?
3. If a magazine publishes a feature which hurts you, how do you challenge it legally?
4. A radio presenter mentioned your name in association with a scandal. If it damages your reputation, what will you do legally?

5. You are appointed to report court affairs. While reporting a verdict you added your personal views which are against the verdict. Does the action fall into a crime? Why?
6. You have uploaded a photo of a celebrity. The photo is a fabricated one. What will be the after effect if a case is filed in a court of law?
7. Can you use a photograph taken by another person in a book written by you, without the consent of the photographer?

Extended activities

1. Conduct an open forum on social networking sites and violation of cyber laws.
2. Make report on defamation and contempt of court cases filed in a court in your locality. You can collect information from advocates and from court and analyze the judgments and orders.



Unit 7

Newspaper Organisation

Introduction:

A newspaper is the product of team work of professionals working in different sections of a newspaper organisation. Various kinds of technologies and editing software are excellently used to bring out the newspaper within a short period of time.

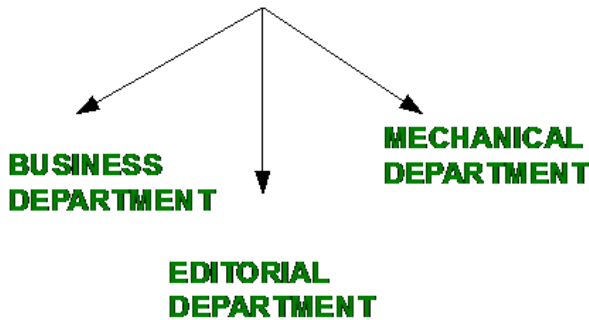
The structure of a newspaper organisation is complex or simple depending on the size of the organisation and the resources available. There are large newspaper houses which employ hundreds of people and small ones employing a few people. We have already learnt that, during the time of independence struggle many newspapers were run by only one man. He will be doing the duties and functions of the reporter, editor, compositor, printer, publisher and even the distributor. But today the newspaper organisation has been evolved into a professional management system where the role of each person is well defined.

Key Concepts

- Newspaper departments
- News room structure
- Qualities of a journalist
- Photo journalists
- How a newspaper works

Bruce.H. Westley, research scholar and the author of the well known journalism book *News Editing*, divides the departments of a newspaper organisation into three:

NEWS PAPER ORGANISATION



- Business department
- Mechanical department
- Editorial department

In journalistic language, they are called front office, back shop and news room.

Business department

When you visit a newspaper office you first go to the opening section, administrative -cum- business department of the organisation. The business office is the counting house of the newspaper. It has an obvious duty to keep the organisation afloat financially. It co-ordinates the functioning of different departments and manages human and financial resources and promotes good relations with the newspaper and its clients. The major divisions of this department are advertising department, circulation department, promotion department and an accounting or auditing department. Usually a business manager, to whom each of these department heads is responsible, directs the entire operation.

Advertising department

The advertising department is headed by an advertising manager. It deals with the selling of newspaper space. The advertising department has various subsections to handle viz. regional or local advertising, classified and display advertising, foreign and national advertising and merchandise or service division. Advertising is a major source of revenue besides subscription.

A creative and research department also functions under advertising department to help in the preparation of advertisements.

Circulation department

The circulation and sales promotion department deals with the packing and distribution of copies to the city and beyond city by road, rail and air. It is headed by a circulation manager who supervises its various subsections such as city circulation, area circulation and sales promotion.

Promotion is essentially the activity of public relations department of the newspaper. It is usually responsible for initiating promotion policies and strategies, subject to the approval of the publisher. It usually co-ordinates the promotional activities of other departments.

In large newspapers, a separate administrative adjunct controls and looks after various departments. The human resource or personnel management wing functions under this adjunct. It is headed by a senior personnel manager who is responsible for all administrative functions, including staffing, remuneration and promotion. A public relations department is working in tandem with adjunct to promote good relationship between the public inside



The World Association of Newspapers and News Publishers (WAN-IFRA) publishes a list of newspapers with the largest circulation. In 2011, India led the world in terms of newspaper circulation with nearly 330 million newspapers circulated daily.

and outside the organization and to boost up the image of the organization.

An account and audit department is also the integral part of newspaper organisation. It prepares audit and annual reports. It is headed by a senior chartered accountant.

Check Your Progress

- What are the major divisions of the business department in a newspaper organisation?
- Name the department that sells newspaper space.
- Explain the job of a circulation manager.
- State the functions of the account and audit department.

Mechanical department

The works carried out in this department is known as pre-press operations. In the traditional publishing process, more than a dozen people had to work for publishing a single page. The production department is headed by a production manager.

Desk Top Publishing reduced the number of professionals and laborious production work. The DTP team includes the following key professionals:

i. Type setter or data entry operator

Those who typeset by Desk Top Publishing software are designated as type setters.

ii. Designer

The designer coordinates with the editor to design page layout. He or she takes the decision about the column width, type size, the size of the illustrations etc. A template is created to lend uniformity and efficiency to the pages under process.

iii. Graphic artist

The artist creates sketches, colour graphics and other types of images which pertain directly to the text. He may use several media to create illustrations. A processing camera is used to produce reduced images on a special type of paper. He also creates graphics and sends the electronic file to the designer.

iv. Camera operator

He operates a processing camera to photograph the layout pages to prepare their negatives in their desired sizes.

v. Paste-up artist

The lay-out planned by the designer is followed by the paste-up department where a paste up artist pastes camera negatives and the typed text in the proper places using special gum.

vi. The press-operator

The press operator makes plates from film negatives. Now a days plates can be made directly using digital method from electronic file.

Check Your Progress

- What is known as pre-press operations?
- Expand the term DTP.
- Who are the professionals involved in the DTP team?

Editorial department or news room

The news room is the 'cross road' between mechanical and business departments. This is the place where the journalists - reporters, editors along with other staff - work to gather news and edit the contents for publication in the newspaper. The newsroom is the brain of the newspaper organisation. It handles news, photographs, features, cartoons, columns, editorials and letter to the editor.



Fig. 7.1. News room

In the traditional newsroom, sub editors were seated around a horse-shoe shaped table or desk to process their copies with blue pencil. The chief sub editor is at the rim and therefore he is called rim editor or slot editor. In the modern newsroom environment, sub editors sit in cubicles and they use the computer to process on-line copies.

Check Your Progress

- Which department is considered as the cross road between the mechanical and the business department in a newspaper office?
- Explain briefly the functions of a news room.
- Name some important job titles in news room.

Let us do

Prepare a chart depicting the various departments of a newspaper organisation.

Organisational structure and environment of the news desk/newsroom

Reporters and sub editors are the two main pillars that support the newspaper. Chief Editor or Editor -in -chief is the head of department. He manages the headquarters of the newspaper. Under him are, managing editor, associate editor, assistant editor, news editor or resident editor, city editor, chief sub-editor, a team of sub-editors and journalist trainees. A wide network of reporters

forms an integral part of the system. The nodal points in this network are called bureaux which are supervised by chief reporters.

In big news papers, there are separate divisions such as foreign desk, business desk, sports desk, cultural desk, theatre, music, film desk and so on. Each desk is managed by specialist in the respective discipline and the content is provided by news agencies and special correspondents. Reader's editor, wire editor and on-line editor are other job titles in the news room.


Managing Editor

He or she is the owner or main stakeholder of the newspaper company. In some organisations, he is the managing director or chief executive of the newspaper. He leads conferences, occasionally discuss matters concerning his organisation and he finally takes important decisions.

He is the senior member of the publication team of a newspaper or magazine and shoulders many responsibilities. He is responsible for the daily operation of the newsroom. In other words, he runs the newsroom. He acts as a supervisor, mentor and guide to all other editors and works closely with them. He takes decisions about the coverage of stories. The managing editor also plays a key role in setting up the standards of house style book. He conducts editorial conferences everyday at a particular time to discuss matters concerning his organization.

Chief Editor

Sitting on the chief editor's chair of a reputed newspaper is the dream of every ambitious journalist. He is described as the supreme authority of everything that is published or to be published in a newspaper. He is



Editors need to be strong journalists and newsroom leaders. A recent job listing for an editor at a small newspaper read, "This person should have strong writing, editing, and layout skills. He or she should be accurate, responsible and able to work well within a team atmosphere, and possess supervisory skills."

responsible for editorial content-news, articles, features, cartoons, photos and editorials. If a libel, defamation, contempt of court or legislature/ parliament privileges case is filed against the newspaper, he has to appear and answer before the authorities. He takes decisions on important matters concerning the organisation, determine editorial policy and guide his staff.

The duties and responsibilities of the Chief Editor or Editor-in-Chief are:

- responsibility in keeping the overall integrity of the newspaper (editorial content, appearance, coverage, production, scheduling, staff/personnel issues and advertising).
- coordination of training programmes for editors through a summer retreat or workshops.
- chairing the editorial board meetings
- taking the managing editor into confidence in all matters regarding editorial content
- ensuring submission of editorial content on time
- ensuring the production and distribution of the paper

Associate Editor

In the news room hierarchy, he is the second superior editor. In some newspaper offices he is the Leader/ Editorial writer. Associate Editors are given special duties/ tasks by the Chief Editor.

Assistant Editor

He performs duties delegated to him by the Chief Editor. He sometimes writes editorials.

Executive Editor

He assists in the editorial and production functions of a newspaper. He supervises the work of Resident Editor, Associate Editor and Assistant Editors.

Resident Editor

He is the editor based at the places from where editions are being

published. He is described as an extended arm of the Chief Editor. In some newspapers, Resident Editor is known as News Editor.

News Editor

He is one of the key figures who plan a day's newspaper, the one who selects top stories for the front page and regional pages of that edition. He conducts newsroom conference everyday in which a post-mortem examination of the day's newspaper vis-a-vis the major competing newspapers will be done. The meeting will also discuss the strategies for making the next day's issue an excellent production. Self criticism is the best policy to improve performance.

Assistant News editor

Assistant news editors assist the News Editors.

Chief Sub Editor

He or she is popularly known as 'chief sub' and the 'captain' of desk. Under him are several sub-editors who edit different copies assigned to them. His duties can be highlighted as follows:

- distributes work among sub - ordinates
- decides the treatment of stories
- keeps tab on major happenings and developments
- co-ordinates and receives news stories from different sources
- co-ordinates the functions between mechanical and circulation department

Sub Editor

A subeditor is often described as 'the unsung hero' or 'the unknown soldier', behind the newspaper production. He is not popular as a reporter who develops harmonious social relations. He sticks to the news desk, most of the time brooding over the copy. He never gets a byline or the name published along with the story which is a recognition given by the newspaper and its readers. He processes the copy with utmost care to attain maximum readability. In a

morning newspaper, he works at night and has to take shifts between evening and morning. He is also called the copy reader or copy editor.

What makes one a good sub-editor?

A subeditor is a personality having many specific qualities other than those he shares with the reporter. The mental and physical fitness to sustain long hours of work and patience to meet deadline pressures is an essential quality of a subeditor. He is a highly resourceful person, often called as a 'walking encyclopedia' by others and he is surely a language expert. His translation skill from one language to another is very useful while rewriting the stories. His up-to-date knowledge of general and current affairs is very useful while adding background information to a story. His extraordinary memory power and analytical skills to deal with facts and figures is very essential to make a dull and complex story to a simple and interesting story. He applies creative and logical power to write vigorous headlines that strike or pierce the mind of the reader.

What is the nature of his duty?

The general definition of editing says, it is the process of preparing language, image or sound for presentation through correction, condensation and organisation. A person who edits is called an editor. According to Oxford English Dictionary, the word editor comes from the Latin phrase 'editus' which means to 'put forward'.

The subeditor does some or all of these to every story:

- reads the story for clarity of language and meaning and rewrites if it is necessary
- checks various types of errors in the copy that may originate in spelling, grammar, punctuation, syntax and facts and figures
- polishes the first paragraph or lead of the story, if the reporter fails to do it

- rewrites the dull unorganized story to a readable one
- boils down stories and saves space when verbosity creeps in without losing news values
- translates and rewrites wire service reports
- writes appropriate headlines for each story
- writes captions for news and feature photographs
- guard the newspaper against the legal pitfalls of libel, defamation, contempt of court, contempt of parliament etc.
- makes typographical specifications for the compositor
- removes elements of bad taste and 'editorializing'.

Check Your Progress

- Name the hierarchical positions in the newspaper organisation.
- What are the duties and responsibilities of a Chief Editor?
- Who is a Chief Sub Editor?
- What are the qualities expected of a good sub editor?
- Explain the nature of job of a sub editor.

Let us do

Arrange an interactive session with a sub editor of any of the dailies and prepare a write-up about the nature of his job.

News Bureau

It consists of a team of reporters assigned to collect news in that particular area. Medium or small newspapers have one or two members in its bureau in remote areas where communication infrastructure is very poor.



Fig. 7.2. Reporters at work

Organisational structure of the news bureau reveals different categories of reporters working under the Bureau Chief and the Chief Reporter.

Reporter

The reporter is the link between newspaper and its readers. Being the eyes and ears of society, what the reporters write or present

should be true. There is a tacit agreement of credibility between the reader and reporter. The credibility of newspaper or television channel is the success of that agreement. You might have now understood the role of reporter in a newspaper. It is not only just gathering facts and background information from different sources and writing news stories, but to create and maintain reputation for his/her newspaper or television channel.

A successful reporter has many qualities and skills. The primary quality is news sense- the intelligence of the reporter to distinguish what is news or non news in terms of various news values or having a 'nose for news'. Clarity in language, accuracy in facts and figures, unbiased reporting or keeping objectivity are other qualities. Observational skills and memory power helps him /her to practice the above mentioned principles. Speed in doing multiple tasks and patience to wait for an interview or press conference, self-discipline to face critical situations help him to sustain in his career. The word integrity means sincerity, dedication and loyalty to the organisation he/she works. He should be a self-starter, a leader who does not wait for others to do some assignment. He is very friendly with people and enjoys meeting and talking to everyone.

This quality will help him to cultivate sources.

The basic tool of the reporter is the pen. He



According to noted journalist, M.J.Akbar, a reporter is a travelling salesman who does not sell news, but buy news.

carries a notepad to jot down information by short hand. Modern reporter is a techie. He carries electronic notepads and recording devices to gather information and sends it on-line to the news desk. Now a days, the hidden digital cameras and electronic pens are used to carry out 'sting operations' and to find 'scoops' or 'exclusives'. Many journalists consider it as a genuine action to expose hidden story. The reporters working in news bureau is supervised by the Chief of Bureau.

Staff Reporter

He belongs to the regular staff of the organisation and has the privileges, but rarely gets credit or byline.

Beat Reporter

Reporters are constantly assigned to collect information from specific areas. The exclusive territory allotted to a reporter or special correspondent is called his/her beat. The reporter regularly monitors happenings in his beat through his trustworthy sources.

Correspondent

A reporter who supplies 'out of town stories' is called a correspondent.

Senior Special Correspondent

A senior reporter who has been entrusted with a special task to cover special news stories, for example to cover the President's or Prime Minister's visit to a foreign country. There are special correspondents for subject areas like science, business, sports and games, industry, politics, law and order etc.

Foreign Correspondent

Big newspapers have bureau in foreign countries. A foreign correspondent is a representative of the news paper in a foreign country. He is a special reporter who keeps tab on host country's activities with special reference to his mother country.

Mofussil Correspondent

He is also called dak reporter. He reports from small town or rural area. He may or may not belong to the regular newspaper staff.

Stringer

A stringer is a part-time reporter or correspondent. His remuneration is based on the column length and quality of the story. A liner is also a reporter working on contract basis.

Freelancer

A reporter or writer who works independently without any organisation is a freelancer. In other words, one who writes on all kinds of topics in several newspapers and periodicals without having a regular pay roll is known as a freelancer. They always keep in touch with newspapers. Virtually, anybody can become a freelancer if he has courage and determination.

Cartoonist

Cartoonist comments upon news and events through cartoons and caricatures. He discusses his ideas with the Chief Editor.

Columnists

They write personal opinion pieces. Readers' Editor plays the role of newspaper ombudsman and answers the complaints of readers. Feature writers write the content for magazines or pull-outs.

Check Your Progress

- Describe the nature of job of a reporter in a newspaper office.
- What is beat?
- Who are stringers?
- Name the team members of a news bureau.
- Who is a freelancer?

Let us do

Prepare a tree diagram depicting the structure of a News Bureau highlighting the specific function of each member.

Qualities of a journalist

A committed and truthful reporter with reasoning power of mind brings prestige to a media organization. A journalist must have many qualities in tune with his profession. The following are of prime concern:

News sense/Nose for news

Commonsense

Objectivity

Accuracy

Alertness

Speed

Calmness

Curiosity

Scepticism

Punctuality

Patience

Farsightedness

Fearlessness

Frankness/ Truthfulness

Integrity etc

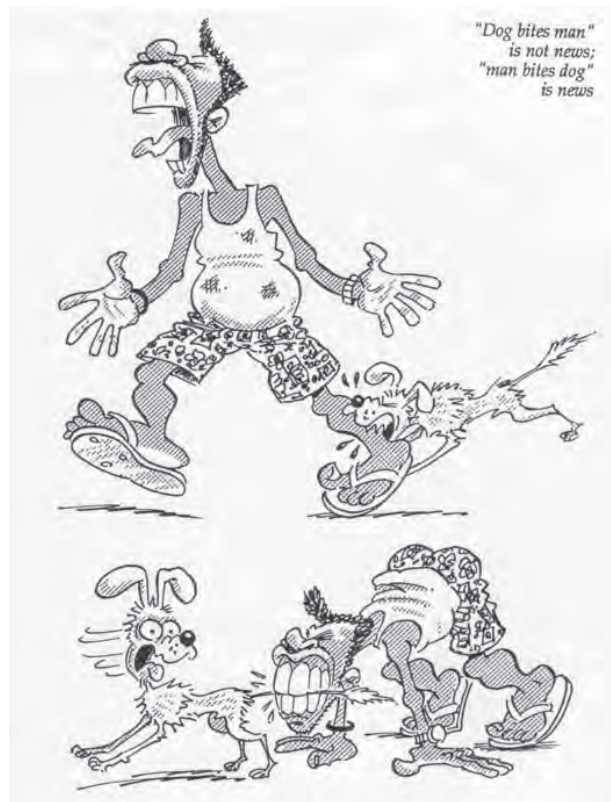


Fig. 7.3

The above qualities will make a journalist perfect in the news collection and dissemination process. Let's check each quality and its importance.

• **News sense/Nose for news**

Every reporter should have an ability to recognize a news story when it comes along. Quite often most of the incidents appear to be mere publicity matter. So the reporter must observe the incident closely and filter the news that would be of interest to his readers. A sharp sense of observation is needed to gather relevant background information of a story. Nose for news is an acquired quality and can be developed and improved over the years.

• **Commonsense**-An ideal reporter, however brilliant and imaginative he may be, must maintain a sense of responsibility. He must maintain a balance in reporting without sacrificing the public good. His over-enthusiasm should not land him into dangerous situations.

• **Objectivity** - A reporter should not allow personal bias or ideas to creep into a story at any circumstance. He can try to present different viewpoints but never take sides. The information he collects should be checked and rechecked.

• **Accuracy** - Maintaining accuracy is the best way to protect credibility. In the case of dates and names the reporter should confirm the accuracy of the same from reference materials as much as possible. It is better not to say a thing than to say it wrong.

• **Alertness** - Alertness is an unavoidable quality of a reporter. Scoops or exclusive stories don't walk into the newspaper offices. A reporter has to rise to the occasion to collect news, otherwise readers may miss the chance of getting significant information.

• **Speed** - A person who doesn't catch up with time can't be a good reporter. While maintaining all other desirable qualities, a reporter should try to work faster. To meet deadlines, a reporter must think fast, decide fast and present fast.

• **Calmness** - Being in the field, a reporter may face many disturbing experiences. He should train himself to overcome such situations. Self confidence and power of mind help him to overcome difficult situations.

- **Curiosity** - Curiosity quite often leads to bigger story ideas. If a reporter shows lukewarm interest to know more about any issue of importance he may miss an exclusive story.
- **Scepticism** - Before taking any information for granted, a reporter should be doubtful until he gets undeniable proof. Many persons may try to plant wrong information for vested interests. A reporter with clear sense of scepticism doesn't fall into such traps.
- **Punctuality** - Punctuality has a direct impact on accuracy as well as credibility. A late reporter has a chance to get misinformed by the rival. A punctual reporter leaves any possibility to depend a secondary source.
- **Patience** - Self control helps a reporter to endure waiting, provocation, injustice or any other unpleasant experiences.
- **Farsightedness** - A reporter should have an ability to think beyond. An intelligent envisioning of the future will help a reporter in a great way. Reporters should always keep an eye on socio-political and development issues which will have impact on people in future.

Let us do

Visit a newspaper organisation in your locality and interview various professionals. Write a report based on interviews.

Photo journalists: the visual reporters

You might have noticed the increasing use of photographs in newspapers and magazines. One of the reasons for this trend is the competition with the 'most literate medium for the illiterates'- the television. Pictures have a universal language. Remember the Chinese proverb, "a picture is worth thousand words!" Visual communication is the most powerful form of communication. In print media a picture can support the content, giving evidence, clarity and meaning to the news story. There are so many other reasons why newspapers and magazines use photographs:

- to beautify the page or page make-up
- to present as proof of reality/authenticity
- to show that the reporter was at the scene of the event
- to attract the attention of readers

The Greek word 'photo' means light and 'graphics' means stylus or paint brush



Photo journalism is the special branch of journalism that deals with news and feature photographs. The word photojournalism is the combination of two words- photography and journalism. Photography in technical terms is the process of forming stable or permanent images directly or indirectly by the action of light on a sensitive surface.

Photography is an art. One needs creativity to produce good photographs.

Journalism as you have already studied, is the gathering, writing and editing of news stories. It involves collection of facts and opinions from various sources and arrange the contents objectively and logically to make a readable story. Photo journalism is thus a combination of two different streams of knowledge-photography and journalism.

Photojournalists are professionals who practise photojournalism. They are visual reporters. Their tool is not pen, but camera. There are two categories of them working in newspapers and magazines; news photographers and photo essayists. News photographers



Fig. 7.4

take pictures for news papers. Their duty is to take newsworthy pictures. Television camera crew who shoot 'live news' belongs to this group. Photo feature writers or essayists work for magazine section of the newspaper. They take photographs for features and are more creative than their newspaper counterparts. They are not regular employees, but freelancers.



Fig. 7.5

Raghu Rai- the great photo journalist of our times. Capturing the depth of human emotions has always been the strong point of leading photographer Raghu Rai's work. Rai's images that depict the fallout of the Bhopal gas tragedy in 1984 is a heart wrenching series of photographs. Rai captured the chaos and paranoia of the situation as it appeared before him. His life- like coverage of the tragedy won him a World Press Photo Award.



A good photojournalist should be a good listener and good observer. His/her news sense, timeliness, objectivity and narrative skills make him/her able to take newsworthy photographs. He is a master of his tool, the camera, not its slave. He has to update technical knowledge of photography and the recent trends in news reportage. The digital photography is very advanced now and photojournalism is on the threshold of a revolution.

Check Your Progress

- Who is a photo journalist?
- What are the qualities needed for a good photo journalist?
- What does the term photo journalism mean?

Let us do

Make a picture album with not less than ten news worthy photos and write your own captions for them.

How a newspaper works?

Many people read newspapers and watch television because a

reporter writes and presents news for them. Even though, people are present at the time and place of news happening, they could not recall all the information they consciously or unconsciously gathered from the spot. They depend on reporter's account for the details they missed.

Reporter is one of the main pillars that support newspaper organisation. The reporter is the link between newspaper and its readers. Being the 'eyes and ears' of society, what they write or present should be true. There is a tacit agreement of credibility between the reader and the reporter. The credibility of newspaper is the success of that medium. You might have understood the role of reporter in a newspaper in the preceding chapter. It is not only just gathering facts and background information from different sources and writing news stories, but to create and maintain reputation for his/her newspaper.

The reporter is accompanied by a photo journalist to the place of origin of the news because major stories demand pictorial support.

Structural changes in a modern news room

The modern news rooms of the publishing houses have adopted structural transformation to cater to the needs of traditional print audience and their digital and mobile audience. Information & Communication Technology infrastructure has altered the news room environment a lot.

You know that newspapers now offer audio and video stories on their websites or via mobile services and interactive services such as blogs and discussion forums. These changes and diversification of products and services inevitably have an impact on workflows, roles and structures in an editorial department. Hence we can call today's newsroom as multimedia newsroom or super desk. There is another version of modern newsroom. The cross media news room has multiple channels and different sections to generate content not only for print and on-line but also for web television and radio.

There is also an integrated news room where content on multiple channels is generated by integrating the complete news flow across print and digital media from the planning to the production. In this type, there is no single responsible person for each channel. The responsibility for the coverage of stories across print and digital channels is with the section head.

Let us sum up

A typical daily newspaper has a number of reporters who cover a wide range of news. Most of the reporters at a local newspaper usually work for the "city" or "metro" desk, covering stories in the community the newspaper serves. A large newspaper with national circulation adds national and international or foreign desks, with reporters based in the nation's capital and in other countries. Some reporters work for specialized sections of the newspaper, covering sports, business, or features. Each of these desks or sections is headed by an editor, who oversees the reporters' work and who may be assisted by one or more sub-editors.

Newspaper editors assign the stories for the sub-editors to edit the copies and supervise the design and layout of pages. In most large newspapers, editors specialize in just one of these tasks, but at smaller newspapers, one person may handle the entire editorial work. In addition, newspapers may have a photo editor who oversees staff photographers, as well as a graphics editor who supervises the work of artists creating maps, charts, and other informational graphics. Large newspapers also have researchers who help reporters find background on stories and who maintain a library, or "morgue," of stories published by the newspaper.

Before the newspaper goes to press or the broadcast hits the air, editors have another critical role to play. It is their duty to ensure that the stories presented to the public are well written and presented, as well as accurate, complete, and fair.

Most newsrooms have more than one editor. No single person could handle the volume of stories produced by most news

organizations every day. In large newsrooms, there may be several layers of editors, who ultimately report to the person in charge of the news division, the chief newspaper editor or the broadcast news director. The editor's job calls for a variety of skills, a high degree of literacy, as well as the ability to handle a changing agenda and work relentlessly under pressure.

Significant Learning Outcomes

This chapter enables the learner to

- analyse the organisational structure of a newspaper.
- compare the job of various departments in a newspaper office.
- identifies the nature of jobs of various personal in a newspaper organisation.
- evaluates the importance of photo journalism in newspapers.
- examines the structural changes in a modern news room.

Let us assess

1. Compare the nature of the job of a reporter and a sub-editor in a newspaper office. In your opinion, whom do you think handles a hectic task. Give reasons for your answer.
2. The advertising department and the circulation department handles the revenue of a newspaper. Analyse the statement with reference to their functions in a newspaper office.
3. 'One photo is worth more than a thousand words' - Comment on this highlighting the responsibility entrusted on a photojournalist in a newspaper organisation.

Extended activities

- Visit any two newspaper organisations and prepare a flowchart depicting the common organisational set up of a newspaper.
- Collect newsworthy photos of famous journalists and prepare a picture album.



Unit 8

Reporting news

Introduction

*In the previous chapter you have vividly learned how a news bureau functions in a newspaper organization. It is the section of a media organization responsible for collection and dissemination of news. The practice of gathering information for a media is known as **reporting**. It is an art and a craft. Reporters who are assigned to find the facts must have a 'nose for news'. Everyday reporters throughout the world gather, write and present news stories for their audience. Journalists not only inform people but also help them to form an opinion. This chapter explores different aspects of news reporting and recent trends in journalism.*

Key Concepts

- Definition of News
- News Values
- Types of News
- Elements of News
- Inverted Pyramid Structure
- Types of Leads
- News Sources
- Types of Reporting
- Trends in Journalism

News

What is news? It has been described as "a report of recent or current event that has an impact on society or a previously unknown information". It is an accurate account of the event that creates interest among a large number of people. Let's go through some of the definitions of news:

- "When dog bites man, it is not news; when man bites dog it is news".
- "North, East, West, South - what comes from there makes news."
- "News is anything you didn't know yesterday."
- "News is something revealed."
- "News is something which somebody wants suppressed."
- "News is any event, idea or opinion that is timely, that interests or affects a large number of people in a community and that is capable of being understood by them."
- "What is new is news."

By considering and consolidating all the above observations, we can define news as an accurate and unbiased account of significant facts of timely happening that interests people. So now we can move on to some important aspects relating to news.

Let us do

Try to define news in your own words. Collect the ideas of the class and prepare a chart depicting 'News - More Definitions'.

News values

As we know many incidents or events are occurring everyday across the globe but most of them are not becoming news the next day. Why? So there are some criteria that makes an event news.

They are called news values and it differs from one person to another, one society to another and from one country to another. However there are certain universally accepted norms to judge the value of news. Let us examine those factors:

- Proximity
- Prominence
- Timeliness
- Conflict
- Disaster
- Impact
- Human Interest
- Money
- Novelty
- Sex

• **Proximity:**

Readers are interested in what happens closely to them. Proximity is the nearness of an event that touches people's lives. The nearer the event the more will be its news value. People are more anxious to know what happens in their neighbourhoods, in their district, in their state and in their country. There are social, cultural and emotional proximity that determines the news worthiness. Our readers give due attention to an accident happened anywhere in Kerala than one which occurred in New Delhi. If a group of Keralites are injured in an accident in New Delhi, we will be eager to know the details.

• **Prominence:**

People are eager to read about news of well-known personalities, places, things and events. Ordinary activities or mishaps can become news if prominent persons are involved. That is why the events like birth, marriage, divorce, death and statements of celebrities become news. Similarly the Red Fort (a place), the Kohinoor Diamond (a thing) and Christmas (an event) also awaken reader's interest.

• **Timeliness:**

News must be fresh. The reader wants his news to be new. An accident that occurred an hour ago has more news value than one

that happened 48 hours ago. Due to stiff competition among media organizations in this digital age, news is now instantly reported, sometimes as it occurs in real time.

• **Conflict:**

It is human nature to be interested in stories that involve conflict, tension or public debate. People like to take sides and eager to know whose stand will prevail. Conflicts, both physical and ideological, are given more attention by the readers. Disputes between two or more persons or parties or departments or states, international conflicts such as wars, political conflicts during an election, conflicts of opinions, conflict between sporting teams are news of interest to readers/viewers.

• **Disaster:**

Disasters may be natural or man-made. A volcanic eruption, flood, earthquake, tsunami, etc. are considered news of natural disasters. Man-made disasters like road accidents, derailments of train and air crash consume more space in newspapers and more air time in the electronic media. The involvement of a prominent figure in an accident may heighten its newsworthiness.

• **Impact/ Consequence:**

A story which affects a large number of people will have news value. Increase in fuel prices will badly affect thousands of people and it may lead to increase in the prices of essential commodities that are transported from far away places. The greater the degree of incident, greater would be its impact.

• **Human interest:**

These news stories appeal to human emotions. They are stories about the achievements, challenges, failures, hopes, fantasies, joys and sorrows of other people. A man who has sailed all alone around the world, an athlete who has overcome his disability or people who have done something selfless for others are news makers.

Stories of human interest are typically considered as soft news or feature-style stories.

- **Money:**

Every matter related to money makes news to a great extent of circulation. Incidents related to huge amount of money make news. Price hikes, economic crisis, state and central budgets etc. are matters that directly affect a large section of people. Corruption in government worth crores of rupees occupies a prominent position in newspapers.

- **Novelty:**

One of the oldest definitions of news says that 'when a dog bites a man it is not news, but when a man bites a dog it is news'. Unusual events, novel ideas, actions or statements that make us stop and shake our heads in wonder are certainly newsworthy.

- **Sex:**

Sometimes sex is the biggest single element in news that attracts readers the most. It ranges from front page sensational news to news involving engagements and marriages. Gossips from film world are intentionally blown up to sustain the interest of readers.

The other news values include crime, change, progress, suspense, mystery, religion, humour, weather, food, inventions etc.

Let us do

Instruct the learners to collect news stories and identify their news values. Also check whether those stories justify the definition of news.

Types of news

A news story takes its form from its purpose. If the purpose is to inform people quickly about an event, the reporter writes a news story. But when the purpose is to amuse or entertain people, the reporter writes a feature story. According to the purpose, news

stories are generally classified into hard news and soft news.

Hard news:

Hard news is essentially the routine happenings of the day. That is what you see on the front page of a newspaper or on the top of the web page and what you hear at the start of broadcast news. For example, an unexpected bus strike announced today by city's drivers that leaves thousands of commuters unable to get to work is a hard news. Similarly war, politics, accident, government announcements, international relations and crime are hard news. They are timely, controversial and have a wider impact. It is written with the purpose that the audience gets the most important information as quickly as possible.

Soft news:

Soft news by contrast is more interesting but less important news. For example the story about a world famous actor who grew up in an orphanage is a soft news. It is a story of human-interest involving a prominent person and is an unusual story that people are likely to discuss with friends and relatives. But there is no compelling reason why it has to be published or broadcast on any particular day. Stories on food, health, environment and personalities with a human touch are soft news items. The primary purpose of these stories is to draw the audiences' interest and so the story may take longer time to get to the central point.

Check Your Progress

- Define News.
- Identify the news values that make news newsworthy.
- Differentiate Hard news and Soft news.

Elements of news

The news elements are the "pegs" in which the story is hung. Reporting is a painstaking process that involves collecting facts

and checking them with care for accuracy. Usually reporters witness stories first-hand and sometimes they learn the details from others who have experienced something directly or from experts on the topic. The information a reporter gathers should answer questions that are commonly known as the five W's and one H: Who, What, Where, When, Why and How.

Depending on the complexity of the story, the reporter might ask these questions in different ways.

Who:

- Who is involved in the story?
- Who is affected by it?
- Who is the best person to tell about it?

What:

- What happened?
- What does the audience need to know from this story?
- What is the history behind the story?

Where:

- Where did this happen?
- Where does this story flourish next?

When:

- When did it happen?
- When did the turning points occur in this story?

Why:

- Why did it happen?
- Why do people behave like this?
- Why is the law necessary?

How:

- How did it happen?
- How the story helps the community?

- How will this plan work?
- How did that prisoner escape?

Reporters look for these six elements whenever they cover a story. They provide a quick and convenient means of preparing the intro of a story. It also helps to maintain a structure for organizing the rest of the story. Journalists are forced to answer all these questions in the intro.

Let us do

- Collect some hard news and soft news and paste it in your assignment book.
- Select a news story and identify the basic elements involved in it.

Inverted pyramid style

The traditional style of news writing is known as inverted pyramid. The inverted pyramid structure puts the most important information at the top, followed by other information in the descending order of importance. It begins with the most newsworthy information. Newspapers adopt inverted-pyramid form because it brings into focus the main news points. It gives readers the convenience of grasping the news of the day by simply skimming through lead paragraphs. This form allows the readers to decide whether they want to continue reading a news story or leave it. It has three well defined areas such as lead or intro, body and conclusion.

Lead or intro:

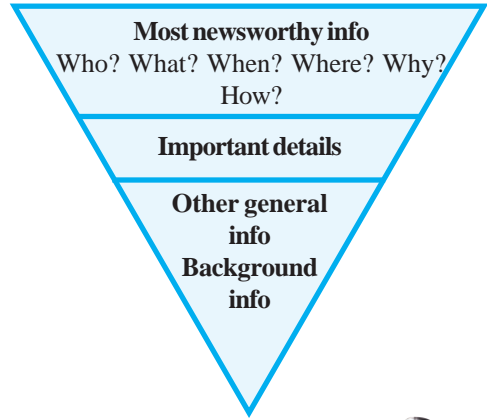
The lead or intro is the most important paragraph of any news story. The lead contains the essence of the story and summarizes the key points. The climax of the story is revealed by its lead. A good lead should arouse the reader's curiosity and force him to read the rest of the story. It should be precise and made up of short, simple sentences. The lead answers the five W's and one H.

Body:

The body is the part of the story that follows the lead. It explains the facts mentioned in the lead. It reveals important details of the story.

Conclusion:

Conclusion is the last part of the inverted pyramid style of news writing. It contains the least important facts relating to a story. Usually it gives the background information.



An inverted pyramid story

Vienna, Austria - California governor Arnold Schwarzenegger is getting a birthday gift from his home country: a stamp in his honour.

The Austrian post office announced on its website that the \$1.25 stamp will be released on the actor-turned-politician's birthday, July 30. Schwarzenegger, who will be 57, was born in the Austrian village of Thal near the southern city of Graz.

The stamp - which shows Schwarzenegger in a suit and tie, with the U.S. and Austrian flags in the background - is part of a collectors series called "Austrians living abroad," the post office said.

Schwarzenegger moved to the United States in 1968 to pursue a career as a body builder and movie star. He made his first visit to Austria as California governor last weekend, when he represented the United States at the funeral of President Thomas Klestil.

- *The Associated Press*

Here the main points are summarized in the first paragraph - the lead. The "who" of the story, a name you will recognize is Arnold Schwarzenegger in the lead.

The second paragraph elaborates on the "birthday gift" mentioned in the lead. It also adds more details about the "when" and "where."

The third paragraph fills in the rest of the "what" details describing the stamp and its series. The second and third paragraphs constitute the body of the story.

This final paragraph supplies relevant but less essential background information. This is the concluding part of the story. It gives a flash recap of Schwarzenegger's career and his recent Austrian visit.



The historical importance of inverted pyramid style

According to newspaper folklore, the inverted pyramid was first developed during the American Civil War in the 17th century. Then reporters transmitted their battlefield stories via telegraph, which was expensive and unreliable. Stories could be cut off in mid sentence, before the reporter had to say who had won the battle. So frustrated editors forced their reporters to file fact-filled summaries of their stories first and then fill in with its lengthier details. This was the beginning



Fig. 8.1 American Civil War

of inverted pyramid style of news writing.



Hourglass structure



The modified form of the inverted pyramid is known as "hourglass" structure. It begins in the conventional inverted pyramid style with the most important information in the beginning. But after a few paragraphs it takes a narrative style and usually tell the story in chronological order. For example, the story about a massive cyclone starts with the hard facts like casualties, time, place and effect and then by telling the story as witnessed by one survivor. This kind of story form requires a clear transition between the opening section and the narrative part.

Fig. 8.2 Hourglass structure

Advantages

The inverted pyramid style helps the reader to grasp details quickly, without looking into the whole story. Sub editors can easily trim the story by deleting the last part because it naturally contains the least important facts. It saves the time of the reader and the subeditor. It saves space when a sudden flood of stories pour into the news desk at the last minute.

Disadvantages

The inverted pyramid style rarely contains any surprise as the lead immediately reveals everything. Reader is not motivated to read after intro. Some people criticize that it spoils the spontaneous creativity of the news writer since he can adopt much novel ways for writing than stick on to the inverted pyramid style.

Let us do

- Analyze a news story and identify its lead, body and conclusion.
- Assign the learners to write a news story on the basis of an incident given by the teacher. Then ask them to exchange the copies among them to examine whether the stories follow inverted pyramid style.

Types of leads

Summary lead:

Summary lead is a traditional type of lead. It summarizes all the important elements of the news story, i.e., who, what, where, when, why and how.

Example:

Mumbai: Sixteen people were injured when the tourist bus in which they were travelling collided with a private bus here around 5.00 pm today.

This lead was made simpler and shorter by featuring the 5 Ws and one H. Thus emerged different types of leads such as '**who lead**', '**what lead**', '**where lead**', '**when lead**', '**why lead**' and '**how lead**'.

Who lead:

This lead gives importance to who is involved in a story.

Example:

Kochi: The Chief Minister inaugurated the bus bay at Vytilla.

What lead:

When a thing or action in a story is noteworthy and overshadows all other facts, it should be mentioned in the beginning.

Example:

Bhopal: Heavy rain has led to flooding in 24 districts of Madhya Pradesh and claimed 106 lives so far.

Where lead:

If the place of the news story is more newsworthy, then this kind of lead is suitable for the story.

Example:

Dubai: China and Russia have again called for negotiations to resolve the Syrian crisis by convening an international conference in Geneva.

When lead:

When the time element plays an important part in the story, we use the 'when' lead.

Example:

Kochi: Tender proceedings for the construction of Kollam and Alappuzha bypass roads started on Friday. A memorandum of understanding for the work will be signed next week.

Why lead:

If the motive, cause or reason is more important than other facts, it is better to use 'why' lead.

Example:

Sweden: A huge cluster of jellyfish forced one of the world's largest nuclear reactors to shut down - a phenomenon that marine biologists say could become more common.

How lead:

The circumstances or the manner in which something is accomplished in a news story is often important. Then it is better to use the 'how' element in the lead.

Example:

Thrissur: Meticulous planning with long-term goals is necessary for the success of local governance, a South Asia workshop on 'Participatory Governance', which concluded here on Friday, has observed.

Quotation lead:

This lead is widely used in reporting a speech. It starts with the quotes of the speaker.

Example:

Kannur: "Nano technology is a very relevant area of science for India which has been providing promising answers to a large number of problems in health, engineering, new materials, environment and medicine", said the Chief Minister.

Descriptive lead:

This lead gives a description of the scene of action or a person mentioned in the story. It is most suitable for feature stories and is also known as situation or picture lead.

Example:

Loosely sagging unfitting pants, tight coat, old and worn out shoes bigger than the feet, narrow funny cap, minced moustache, a walking stick in hand, uneasy movements due to uncomfortable attire, naughty smile soaked in childish innocence and a mind full of eternal compassion. The ever shining and unsurpassed hero of World Cinema, Charlie Chaplin deserves this wordy tribute.

Question Lead:

The lead that starts with a question is called question lead. It is not a commonly used lead.

Example:

Thiruvananthapuram: Did you know that the bark of the Maramanjil is a time-tested antidote for snake venom? Or that Kattukachil, the wild variety of the common yam, is a potent antimicrobial against E.coli, the pathogen responsible for food poisoning? The rich diversity of medicinal herbs and edible plants found in Kerala are the highlights of the Student's Handbook on Medicinal and Food Plants.

Parody lead:

It attempts to play on words, using widely known proverbs, quotations, song titles, currently fancied sayings, book titles and other expressions to support or establish something.

Example:

Kozhikode: She is fondly referred to as the Enid Blyton of Malayalam. Born as Leena Namboodirippad and well-known to her readers as Sumangala, the veteran writer of children's literature has secured this year's Kendra Sahithya Akademi award for children's literature.

Staccato lead:

It comprises of short clipped words, phrases, sentences, sometimes separated by dots or dashes.

Example:

Agra: Midnight... old Yamuna bridge... a scream... a shot... a splash... a second shot... a splash. In the morning the Delhi police has recovered bodies of a couple.

Let us do

Prepare your own examples for the above types of leads

Check Your Progress

- Identify the major elements involved in a news story?
- State the importance of 5w's and 1H in a news story.
- What is inverted pyramid structure?
- How can we classify leads based on the elements of news?
- What are the advantages of writing in inverted pyramid style?

News sources

The persons, organizations, books, files, papers and letters that supply news to journalists are called news sources. They should be reliable, authentic and credible. There are many easily available sources to all reporters, such as public meetings, press conferences and briefings. But for exclusive stories, a reporter needs trustworthy sources capable of providing information. There are various news sources ranging from a man in the street to officially recognized authentic sources.

Classification of sources:

Based on authenticity, the news sources are divided into three categories. They are:

- Primary sources
- Secondary sources
- Tertiary sources

Primary sources:

Primary source is the original source that gives the first hand information about an event. It has a direct involvement in incidents or it may be the eye witness who could provide an accurate information. They are the most reliable sources of information in the case of an incident / event.

Secondary sources:

Secondary sources take information from the primary sources. They do not have direct involvement in the incidents. They must have been told about the event by an eye witness or the person involved. Therefore they have only second hand information of the news story.

Tertiary sources:

Tertiary sources are those who acquired information from different sources. It may be summary or a selection of information from the primary and secondary sources. They provide you some information about the event, but it may not be complete. The facts thus gained should be checked and cross checked.

Let us do

Attempt a role play in the classroom highlighting the involvement of primary, secondary and tertiary source of information.

General news sources

Every news media unit has highly organized and specialized news gathering procedure. They assign reporters to specific areas commonly called **beats**. Basic sources of news can be classified into governmental and non-governmental sources.

Government sources include legislature, executive and judiciary. Non-government institutions are political parties, NGOs, individuals, private companies etc.

Beat

Beat is a “news potential” geographical area, subject area or institution assigned to a reporter for collecting news regularly. The reporter monitors the activities in his/her beat through some trustworthy sources and report the news. Round the clock surveillance of the beat, familiarity with the topic and a good rapport with the sources help them to provide an insightful commentary of

the topic rather than reporting straight facts. Police stations, courts, hospitals, government offices, etc. are potential news sources or beats.

The other major news sources can be as follows:

Press release or handout

Press releases or handouts are the written/printed information sheets prepared by an office or individual to be published in the media. It is a public relations activity for popularizing an idea, a change of policy or to introduce something new.

Press conference/News conference

It is a formal conference of media persons conducted by the ministries, departments, business houses or anybody who has something to convey to the public. This meeting has a specific topic for discussion. The statements made in the news conference are followed by critical questions from reporters for the clarification of facts. All arrangements for this meeting like issue of invitations, decisions regarding venue, timings, subject, etc. are made by related organizations

Meet-the-Press

Press clubs or press associations or press organizations invite a dignitary who visits the town or a person who has been appointed or selected to a public office or a person now in the news due to some controversies, for an open chat with the press. Such a meeting is called meet-the-press. There is no specific topic for discussion in a meet-the-press. All arrangements for such meetings are done by press organizations themselves.

Briefing

A designated official or a spokesperson of a government department or a political party explains to the press persons about the decisions taken by a committee/convention or reacts to criticisms from the press. He or she may explain a live issue briefly with the

press. Since it is an authorized speech there is no need for cross checking.

Seminars, symposia, workshops

They are immense sources of decisions, findings and suggestions. The presentations followed by heated discussions in these meetings may lead to controversial ideas and outcomes. These meetings quite often become good news materials.

Government and non-government organizations

Announcements, releases, orders and government decisions are major news pegs from government and non-governmental organizations.

Library

File copies and clips in the library (morgue) provide background information for news which remind people about its past references.

Internet

The internet is unquestionably the most valuable reporting tool ever created. It covers almost all the areas of knowledge. It gives ready references with a possibility of cross checking.

Correspondents

A media organization employs correspondents at different geographic areas and fields of their expertise. They collect news from their assigned area (beat) and write stories on a regular basis.

Syndicate

Syndicate is a group of writers and artists which supplies articles, features, cartoons, photographs and column writings to media organizations on demand. One by-lined article may be carried simultaneously by many media organizations in different languages. The author will be getting more remuneration when it is published in many newspapers and magazines. Earlier the syndicate supplied contents only to the print media, but now they have extended their services to the broadcast and online media too.

Interview

An interview is defined as information, opinion or experience shared by a source in conversation with a reporter. It is another important news source. Questions are the backbone of an interview. Good questions can reward the reporter with unexpected news breaks. The first question in an interview is important because it sets the tone for what follows. Reporters usually begin with an “ice-breaking” question that lets the interviewee to relax and can establish a sense of trust and openness with the interviewer.

Another type of question in an interview is open-ended questions that cannot be answered with a simple yes or no. The interviewee can explain it in any number of words. While asking questions, the reporter should be quiet enough to let the interviewee to talk. Good journalists are good listeners and they learn the most significant information by being silent.

Reporters can do interviews in person, by telephone or by e-mail. Each has its advantages and disadvantages. Interviewing in person gives the reporter a chance to judge the individual and also to be intimate with him. Telephonic and e-mail interviews are useful when the interviewee is in distant places. It takes less time and the reporters do not have to worry about maintaining eye contact with the source.

Types of interviews

News interview- interview for getting facts

These kinds of interviews are conducted when reporter needs comments and facts from persons who have direct or indirect involvement in the news item. Here the reporter has to identify the person from whom he can collect authentic information. The reporter in an accident spot interviews many eye-witnesses to prepare the story.

Symposium interview- interview for getting opinions

Symposium interviews are conducted to obtain public reaction to

an important happening or for formulation of public opinion on a current socio-political issue. The same questions are asked to people belonging to different strata of population on issues like price hike of petroleum products or essential commodities. One can also ask students whether college uniform is necessary.

Personality interview- interview for getting personal matters

Readers are always curious to know the personal traits of prominent personalities. Men of letters, celebrities, persons of high positions and persons who won awards or honours are commonly approached for this kind of interviews.

Funnel interview

It is the most common type of interview, in which the toughest questions which may provoke the interviewee are asked only towards the end of the interview.

Inverted funnel interview

In this style of interview the key questions or the toughest questions are asked at the beginning of the interview. It is applicable when the reporter has to file his story immediately.

Gang interview

Every reporter gets the same information from an interviewee, often in a press meet and when the source refuses to meet reporters individually.

Shotgun interview (smoking gun interview)

It is a question answer session in which a reporter is armed with a videotape or any other evidence of the interviewee's wrong doings and asks him direct questions about the specific incidents. If the interviewee denies the allegations the reporter presents the incriminating evidence to him.

News agencies

News agencies are organizations that gather, write and distribute news to newspapers, periodicals, radio and television broadcasting channels, government agencies and other subscribers but it does not publish news.

They collect news from their staff and send it to a central news room.



| Name of agency | Year of insertion | Headquarters |
|---|---|---------------|
|  Press Trust of India | Registered in 1947 and started functioning in 1949. | New Delhi |
|  United News of India | March 1961 | New Delhi |
|  Associated Press | 1845 | New York |
|  Reuters | October 1851 | London |
|  Agence France Press | 1835 | Paris |
|  United Press International | 1907 | Washington DC |
|  TASS-ITAR | 1904 | Moscow |
|  Hindustan Samachar | 1st Dec. 1948 | New Delhi |
|  Samachar Bharathi | 1st Dec. 1948 | New Delhi |

From this central news room, the news items are sent to those media organizations which subscribe news from the agency. Some of the big news agencies in the world are:

- Agence France Presse (AFP)
- Reuters
- Associated Press (A.P)
- United Press International (UPI)
- ITAR-TASS

The big news agencies in India are:



Common sources of news

| | | |
|--------------------------|--|------------------------------|
| Academic journals | Advertisements | Airports |
| Ambulance service | Anniversaries | Armed forces |
| Blogs | Campaigns | Chamber of Commerce or Trade |
| Charities | Churches, Mosques, Synagogues, Temples | Council meetings |
| Councillors | Court hearings | Email |
| Entertainment industry | Fire force | Government departments |
| Government news networks | Health authorities | Heritage groups |
| Hospitals | Leaks | Libraries |
| Monitoring organizations | MPs and MLAs | Notice boards |
| Police | Political parties | Post offices |
| Posters | PR companies | Professional bodies |
| Resident associations | Schools, Colleges and Universities | Sports organizations |
| Theatres | Trade unions | Transport companies |

- PTI (Press Trust of India)
- UNI (United News of India)
- Hindusthan Samachar
- Samachar Bharati

Check Your Progress

- Explain primary, secondary and tertiary sources of information?
- State the difference between Press Conference and Meet-the-Press.
- What is Press Briefing?
- Name some of the common types of interviews used for news gathering.
- Explain Beat.
- What is a syndicate?
- Identify some of the popular news agencies in the world.

Let us do

Arrange an interview with a well-known personality in your locality and prepare a report.

Types of reporting

a. Crime reporting

Crime reporting has been a central part of news coverage in free press societies for a long time, because crime stories are usually newsworthy. Crime has an immense news potential because it concerns the law and order situation. A reporter who specializes

in writing crime stories should have sound knowledge about criminal laws and procedures. Subjectivity in crime stories will damage the reputation of the newspaper. Crime reporting teaches some of the essential techniques of journalism. You will learn how to dig for a story, how to follow leads, how to interview people to extract information and how to write crisp, clear, interesting stories under pressure of a deadline.

Most stories about crimes will have some news value. Exactly how much depends on several factors, which we will consider below in some detail:

- *Seriousness*

We usually assume that more serious crimes are more newsworthy. A murder is more important than an armed assault, which is more serious than a break-and-enter, which is more serious than a parking offence. In terms of money, the bigger the amount stolen, the more important the crime would be. Remember that money has different value to different people. The theft of a small amount will be more newsworthy when it is taken from a poor widow than when it is stolen from a rich businessman.

- *Unusual nature of the crime*

The more unusual crimes are generally more newsworthy. A break-and-enter at a government office may be more newsworthy than a break-in at a home, but a burglary at a crocodile farm may be more newsworthy still.

- *Size of the community*

Crimes are usually viewed as more important by smaller communities. If you are a journalist on a big city newspaper, an ordinary car theft may not be newsworthy at all. If you are a journalist in a small community, a car theft may be the biggest news of the week. Everybody may know the owner - they may all know the car. It is a sad fact that quite horrible crimes do not make the news in a big city because they are so common.

• *Identity of the victim or criminal*

Crimes become more newsworthy if they involve people who are themselves newsworthy. An ordinary person attacked on the street may not be big news, but if that person is a local chief, that will be very newsworthy. A fraud case becomes more important when it involves a leading politician. A robbery becomes bigger news when police reveal that the robber was an escaped prisoner with convictions for murder and rape. It is generally true that a crime becomes more newsworthy if there is a strong chance of it happening again - usually because the criminal is known and likely to strike again.

Sometimes crime reflects important issues in society such as corruption, drugs, homelessness, hunger, lack of education or whatever. And sometimes it is just a good story, with no wider implications. Either way, you need to cover it properly because your readers wait for it. Your audience expects it.



Here are some things to remember about crime reporting.

- You must have facts to support every sentence you write.
- Do not abuse the power or responsibility of your position.
- The more facts, the better the story.
- Do not exaggerate crime, report it factually.
- It is not the job of the news media to prosecute or defend.
- Don't offend your audience with lurid reporting
- Sometimes the context is as important as the crime itself

Let us do

Analyse the recently published crime stories in various newspapers and evaluate the news value of the events involved in such reports.



Fig. 8.3

b. Reporting cultural events

Cultural events are the reflections of the tradition, history and values of a society. It is one of the functions of mass media to transmit this cultural heritage from generation to generation. Media gives opportunity for healthy interactions between different ethnic groups of a society. Cultural reporting requires a reporter to cover not only

individuals i.e. artists, craftsmen etc., but also to cover different cultural organizations, institutions and other events by upholding public interest. The cultural reporter is actually a cultural promoter. The reporter has a great responsibility to stimulate interest and participation in various cultural functions. He has to get ideas, opinions and news about culture from different materials printed by those cultural organizations. While covering culture, it is preferable to visit the scene of cultural heritage. He must be conscious of different manipulations by the artists. The writing style of cultural news must be based on the entertainment value and the interest of the general public. Music, cinema, theatre, television, literature, fairs etc. have great newsworthy material of public interest.

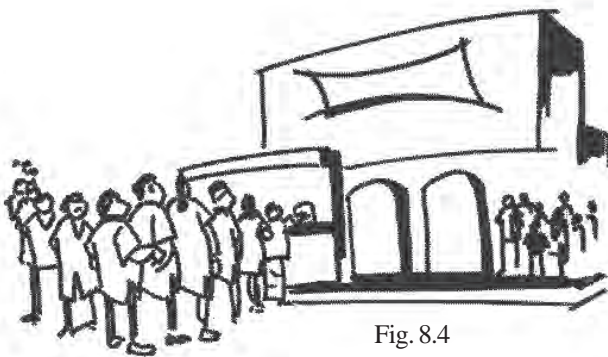


Fig. 8.4

Film reporting is one of the important topics of cultural reporting since film continues to be the most influential medium of the society and people consider the actors as their role models and try to imitate the trends in films. Hence film reviewers

should analyze the language, cultural background in which the story is placed, creativity involved and its technical proficiency.

c. Sports reporting

Sports pages are the most attractive pages in a newspaper as sports reports are written to entertain as much as to inform. It brings a visual effect in the minds of the readers through colourful display of victorious moments. It is more creative than other journalistic writings. It calls for both technical knowhow and good writing style. A sports reporter must be conversant with the rules of the game and good analytical skills. Being a sports reporter one has to develop a power of observation and should always be in search of a new angle to present a sporting event.

Those who enter the field of sports journalism are expected to be fine writers and their reports should be accurate. They combine their avid interest in sports with a deeper and broader understanding of sports in the context of society. They should also be aware of sports as a social phenomena and business. As a result, sports reporters must bring to their craft, an ability to appreciate the economics, sociology, psychology and social implications of sports celebrities, teams and events and their impact on local communities, nationally and sometimes internationally.

Let us do

Attempt to write a report of a live sports event you watched directly or through television.

d. Agricultural / Farm reporting

Reports regarding the agricultural sector come under this category. It may deal with the news about new crops, the problems faced by farmers, issues or policies that affect the life of farmers, novel ways of farming etc. Now the daily press has given farm news much more attention and much more space. The press services

have greatly increased their volume and tried in many ways to improve their handling of agricultural stories. An agricultural reporter must have the capability to give the farmers—who are the most common readers—the facts specifically. It should show what is in it for them and they will stay with you. Windy generalities make them yawn and abandon the story.

The four basic parts that a journalist should identify while writing an agricultural report can be summarized as:

- *Start with the right raw material and get all the facts*

It's not enough to know all about the concept you are trying to reveal; you should also find out the prospective customers for whom you are trying to present it.

- *Set up a valid and adequate objective for each report*

Often it requires as much creative ingenuity to establish the objective as it does to produce in a sensational report. The best objectives are derived from prospective customers' wants, likes, or dislikes.

- *Tell all that may be required to support your objective*

This applies to pictures as well as to report and even to color when it can be used functionally. Don't make desperate an interested farm reader by leaving out details that may be vital to your message and don't worry about "long" copy and worry only about dull or vague copy.

- *Appeal to the self-interest of your readers*

Boastfulness, unsupported claims, and vacant generalities create the embarrassing impression of an unaware reporter talking to the audience in public. How much more effective it would be to present the story from the farmer's point of view specifically and to show what is in it for him. When you have the facts for that kind of story, your job is half done.

These four basic steps will certainly make it easier to frame good agricultural stories.

e. Science and technology reporting

Many journalists are afraid of reporting on science and technology. They think these subjects are either too complicated for them to understand or too boring for their audience. With the proper preparation and by following a few simple rules, reporting science and technology can be one of the most interesting jobs a journalist can do. And it certainly does not have to be difficult. The innovations and projects in the field of science and technology always make headlines. A reporter with a sound scientific background can analyze and present stories for the readers. All the media provide slots for such kind of stories. They approach science as an area that plays a key role in the consistent development of a society.

While reporting science and technology, you should remember the following:

- *Build up a basic knowledge*

Science and technology is a huge field, but each subject usually has some basic rules which govern it. If you understand these rules, you will be able to work out the rest of the topic, even though you will not understand all the details. In medicine, for example, you need to understand the basic parts of the body and their functions. You need not know all the ingredients in blood, but you should know that blood is the main system of transporting nutrients, chemicals and waste throughout the body.

- *Read widely*

Science and technology advance so quickly that you must keep up to date. Read articles on science and technology and read books on basic science but avoid textbooks which are too complicated. Instead, look for books which explain their subject in simple terms for ordinary, non-scientific readers. Ask people expert in each field for advice on the best books for your needs - something clear and simple.



Fig. 8.5

• *Make contacts*

Get to know as many scientists and technologists as you can. They can give you advice on subjects you do not understand and like any good contact, they will be a useful source of story ideas. Choose people who can give you story ideas, background information and the names of people you should ask for further details.

• *Building trust*

Many scientists do not trust journalists. They may not think you are capable of reporting their work properly or they may have had a bad experience with a journalist in the past. They may have been misquoted or seen errors in a story. You have to show that you can be trusted.

It is not enough to tell them you can be trusted; you have to show it in every story that you write. If you make careless errors or do not keep a promise, you will lose their trust for ever.

• *Dig for the truth*

Being friendly does not mean you have to believe everything a person says. Much of science is built on experiments and on trial-and-error. In many fields, a number of scientists may be working on the same topic and may reach different conclusions. Be especially careful about scientists who say their work will benefit mankind. In many cases it will, but in others it may not. For example, a scientist may tell you that a new drug will help people to relax, but he may not tell you that it increases their risk of getting cancer. The side-effects of science can be more damaging than the benefits from it.

• *Be sceptical*

Both science and journalism are based on being sceptical and questioning what people says. As a journalist with the power to influence people, you will be asked to accept at face value all sorts of claims. A good journalist - like a good scientist - must always ask hard questions and inform readers and listeners honestly and fairly. Do your own work, even use some of the video footage if it is relevant - then go out and get alternative views to balance or moderate the claims.

f. Environment reporting

Environmental journalism falls within the scope of environmental communication and its roots can be traced to nature writing. Environmental reporting provides access to scientific data and information about our environment and how it relates to the people. This information comes in the form of indicators that examine the state and trends of different aspects of our environment.

These data and information may help the people to:

- track environmental conditions and trends over time
- see the connections between the environment, human well-being and the economy
- make informed of decisions and
- measure our progress towards sustainability

Environmental reporting includes articles about environmental and sustainability reporting and requirements and provides research from environmental regulators. It involves translating the technical language of a natural science or related field into terms and ideas that ordinary people can readily understand. And it involves doing it in a way that is entertaining and interesting to these people. Environmental interpretation is pleasurable, relevant, organized and thematic. It can employ interpretive techniques to explain difficult concepts to its audience.

g. Conflict reporting

A war front reporter is correspondent who covers stories first hand from a war zone or from an area of conflict. This kind of reporting is risky when compared with embedded journalism.

The central concept of conflict-sensitive reporting is that violent conflict attracts intense news media attention that requires greater analytical depth and skills to report on it without contributing to further violence or overlooking peace building opportunities. The intention should be to make reporting on conflict more insightful,

more comprehensive and thus more influential. Being comprehensive includes making clearer the possibilities of resolving conflict rather than perpetuating it. Conflict-sensitive reporting contributes to reconciliation and peace-building. It understands itself as a normative mode of responsible and conscientious media coverage of conflict that aims at contributing to peace making and peace keeping. Here evolved a new genre or practice of journalism that places peace building as an essential value and defined it as the lens through which one can see and report events and can frame information.



Peace Journalism

The perspective of dissatisfaction with the way news media conventionally reported on conflict quickly developed into a movement that united under the slogan of 'peace journalism'. 25 early leaders of the movement were British journalists Jake Lynch and Annabel McGoldrick who attempted to put applicable practices for professional reporters and editors. 26 others introduced structural media reform into the discussion, arguing market forces, ownership structure and regulation must be addressed first if peace journalism is to succeed. Other advocates argued that peace journalism becomes the new norm of reporting; peace journalism is a better and more responsible way of reporting and serving society and it is what journalists should do. As defined at its broadest sense "Peace journalism combines journalism with an external aim. It understands itself as a normative mode of responsible and conscientious media coverage of conflict that aims at contributing to peacemaking, peacekeeping and changing the attitudes of media owners, advertisers, professionals and audiences towards war and peace."

h. Developmental reporting

Journalists have a special responsibility to point out the developmental needs of the country and to educate the citizens to ensure their participation in government's major development projects. The core idea behind development reporting is to support national interests for economic and social development, national unity, stability and cultural integrity. Any reporting about development in the field of science, medicine, technology, industry etc. comes under development reporting.



Fig. 8.6



Sustainable Development Reporting

Sustainable Development Reporting (SDR) is one of the tools that organisations can use to identify their economic, environmental and social impacts, assess their performance in these areas, make improvements and identify new opportunities that are consistent with the goals of sustainable development.

SDR's are publicly available reports that provide:

- a clear picture of an organisation's sustainable development values and principles;
- a vision of how the organisation approaches sustainable development;
- a transparent picture of performance information on economic, environmental and social dimensions;
- the management's response to performance - the commitment to improvement;
- a description of the organisation's contribution to the sustainable development of society; and
- the information on an organisation's sustainable development values, objectives and aspirations through a public commitment to continuous improvement on a timeline with clear targets.

SDR is much more than just reporting. Reporting is just one part of an overall management approach designed to deliver an organisation's strategic objectives in a way that is consistent with sustainable development.

Development Journalism portfolio aims to draw public attention to the conditions in which marginalized communities live, situations requiring social change and the effectiveness of state and non-state action. This thematic area believes that using media and communication to effect awareness and change is essential to any meaningful dialogue about empowerment and social issues.

Development Reporting should focus on:

- using the media in creative ways for promoting the concerns of the disadvantaged
- developing communication initiatives that go hand in hand with the development interventions in other thematic areas
- impart orientation to journalists in the regional media on the effective coverage of development issues
- encouraging community based media initiatives.

i. Community news reporting

Community journalism is locally oriented, professional news coverage that typically focuses on city neighbourhoods, individual suburbs or small towns and their impact on local readers. The new trend in community reporting is the emergence of community or local media. They tend to cover subjects that are often discarded by larger news media. Some of the most important benefits of community journalism are increased diversity, greater depth and context of the news coverage and a stronger understanding of the various communities that make up a particular viewing area.

Community journalism encourages journalists and news managers to find ways to capture citizen priorities, concerns and perspectives on different issues of importance to different communities. As part of the process of creating connections to citizens, news managers are now finding ways to hear and understand the greatest diversity of voices and communities in their viewing and listening areas.

Practicing community journalism helps both news content and source diversity by encouraging a discussion of citizen's views and issues using a wide range of community perspectives.

Hyperlocal journalism



Hyperlocal journalism, sometimes called micro local journalism, refers to coverage of events and topics on an extremely small, local scale. Hyper local journalism focuses on news that would usually not be covered by larger mainstream media outlets, which tend to follow stories of interest to a citywide, statewide or regional audience. For instance, a hyper local journalism site might include an article about the local Little League football team, an interview with a war hero who lives in the neighbourhood or the sale of a home in the street.

j. Business/ Financial reporting

Business journalism is the branch of journalism that tracks, records, analyzes and interprets the economic changes that take place in a society. It could include anything from personal finance, to business at the local market and shopping malls, to the performance of well-known and not-so-well-known companies. This form of journalism covers news and features about people, places and issues related to the field of business. It also reports on the movements and developments of the business world by way of articles or analysis. It also refers to industry-specific news, such as exclusive focus on commodities like oil, gas and metals or sectors like finance, travel, food etc.

Some specialist business and financial journalists see their role entirely in terms of provision of information to investors and their primary responsibility in terms of helping them make successful

investment decisions. Some have a very developed sense of serving their investors. Others are much less socialised into a general journalistic view of the world, seeing business journalism as a branch of journalism with the same orientation to the broader public interest as a whole. They have a more developed notion of the role of financial journalism in the system of corporate governance. No doubt, financial and business journalism has a 'fourth estate' role in relation to corporate power, holding both businesses and public authorities to account and investigating malpractice.

k. Scoop reporting

A scoop is an exclusive news story broken by a single journalist or a group of journalists working together. Good scoops will attract a great deal of attention for the journalists and newspapers involved, with most of the major papers urging their staff members to get as many scoops as possible to add to the paper's prestige and perceived value. When a journalist manages to swoop in on a major story ahead of other journalists, he or she is said to have "scooped" the competition. Scoops can take a wide variety of forms. Many relate to scandals and secret information, which by their very nature tend to be greeted with intense interest when they are exposed as the news. The story may also simply be important or particularly exciting. Major breaking news is often a scoop. For example, the first newspaper to report on a major natural disaster may consider their reporting to be a scoop, as will

the public, which will flock to the paper for more information while its competitors scramble to keep up. Many of the scoops are the result of legwork of a brilliant reporter. These stories appear to be normal but leave some lapses to be noted. This may be stories



Exclusive Story

This is what a reporter has obtained to the exclusion of the competition. It can be considered as a piece of news, or the reporting of a piece of news, obtained by a newspaper or other news organization, along with the privilege of using it first. The Oxford English Dictionary defines "exclusive" as something "in which others have no share, especially of journalistic news or other published matter."

about the leaks, bribes, scams, scandals, crimes, deliberate denial, etc. M.Sivaram's reports about the murder of Burmese Cabinet, Sucheta Dalal's reports of securities scam are examples of scoop.

I. Lobby correspondents

The "Lobby" is the name given to a small group of parliamentary journalists who enjoy privileged access to certain parts of Parliament. They are the senior parliamentary journalists who enjoy access to the rest room (lobby) of the Ministers in the parliament house when the house is in session. The chief privilege is the right to enter the Members' Lobby in order to interview the parliamentarians. Information given to journalists in the Members' Lobby is given on "lobby terms" which means it may not be attributed to whoever released it. Senior parliamentary journalists on newspapers and in TV and radio are recommended for membership of the Lobby by their employers.

Lobby journalists are also invited for regular briefings at which ministers and the press secretary will seek to give journalists an "off the record" spin on the day's main political events.

OB Van



Fig. 8.7 OB Van

Outside Broadcasting Van (OB Van) is the Electronic Field Production (EFP) vehicle of television or radio stations. It can be used for processing, recording and possibly for transmission of programmes from the field outside a formal television studio. Generally, it requires many people in the field to gather, present and broadcast live news and live programmes.



Electronic News Gathering (ENG)

Making use of electronic video and audio technologies for gathering and presenting news is termed as Electronic News Gathering (ENG). The term was commonly used in the television news industry in the 1980s and 1990s. Unlike print media, electronic media need certain devices like video camera and other recording equipments for news gathering.



Check Your Progress

- What are the steps to remember while reporting a crime story?
- Conflict reporting has now changed its phase to peace reporting. How?
- What is scoop reporting?
- Why do Community news reporting gain more importance today?
- What are the main criteria for farm reporting?
- Who are lobby correspondents?

Let us do

Prepare a picture album relating to the different types of reporting.

Trends in journalism

In many parts of the world, newspaper sales have declined since the early 2000s and some have opted only to have electronic versions of their publications. Basically, we are already seeing that the new digital devices are changing the way we consume news and other information. The kinds of things you want to read at 10 o'clock at night are not the same things that you want to read at 9 in the morning. The news organizations and other online entities must try and figure out how we can better produce the kind of content that will fit into the new media market and the expectations of new generation audience.

These developments in journalism are driven by vast economic and technological changes. Some of these trends have profound ethical import for journalism. This section provides a brief description of some trends that impact on journalism ethics.

1. Armchair journalism

Some reporters gather news without visiting the place of the incident by contacting some regular sources of news through their smart phones. Today many journalists are practicing to armchair

journalism because every minute is a deadline for filing stories and the amount of information they receive increase rapidly. Journalists frequently rely on the internet and the phone to compile articles or stories. It happens because editors and publishers don't want to pay the expenses of reporters who go out in search of news. Laziness also affects the news gathering process. So, what you are reading much of the time, is an article based on a phone call or several phone calls.

Sometimes the arm chair journalists are actually plagiarizing their article based on another reporter's work. Those articles are carefully rewritten, to disguise the truth. Some reporters excellently rewrite press releases with some subjective interpretations to make it appear like exclusive news stories. These lazy reporters hesitate to do legwork to obtain news. Armchair reporting is a bad practice and the journalist may miss many important aspects of a news story due to indirect sourcing and imaginative assumptions. Some newsrooms save on the costs of travelling to cover stories, where journalists write a story depending on the opinions of others who were on the scene. Going to a spot and covering the event, taking pictures and interacting with the people involved in the incident really helps the reporter to put the story in real terms and it becomes more believable and boosts the newspaper's credibility.

Let us do

Do you think that the media in the country is practicing arm chair journalism? Share your thoughts in the form of an article to be put up in the media blog of your school.

2. Penny press

These newspapers were cheap with tabloid style produced in the United States during the mid-19th century. Penny press was the term used to describe the revolutionary business tactic of producing newspapers which were sold for one penny. It is generally considered to have started in 1833, when Benjamin H Day founded



The Sun was the first popular penny paper. The paper's motto, printed at the top of every front page was: "The object of this paper is to lay before the public, at a price within the means of every one, all the news of the day, and at the same time offer an advantageous medium for advertisements."



Fig. 8.8

The Sun, a New York city newspaper. It became popular with the American public because while other papers were priced around six cents, they were able to sell their paper for just a penny. The labourers and the lower classes were able to purchase a paper and read the news. As more people began buying papers

throughout the country, news and journalism gained more prominence then.

The penny papers also began to pay more attention to the tastes of the public it served. Thus the papers used information from police stations and criminal courts to fill their papers and make it



Benjamin Day was a printer from New England who started a trend in American journalism when he founded a New York city newspaper, *The Sun*, which was sold for a penny, reasoning that a growing working class audience would respond to a newspaper which was affordable. His invention of the Penny Press was a genuine milestone in the history of American journalism.

Aiming at working class in The New York, including newly arrived immigrants, Day launched *The Sun* on September 3, 1833 for a penny per paper. At the outset, Day put the newspaper together by repackaging the news from out of town newspapers. And to stay competitive, he hired a reporter, George Wisner, who ferret out news and wrote articles. Day also introduced another innovation, news boys who hawked the newspaper on street corners. Despite his relatively short tenure in the American newspaper business, Day is remembered as a revolutionary figure who proved that newspapers could be targeted at a mass audience.



Fig. 8.9

more appealing to their new public. Penny papers were sold like hot cakes because they carried sensational news.

The success of *The Sun* encouraged James Gordon Bennett, who had serious journalistic experience to found *The Herald*, another newspaper priced at one cent. Other papers, including the *New York Tribune* and the *New York Times*, also began publication as penny papers.

3. Cross media ownership

This is the diversification of media corporations into several fields of media production and distribution. The practice of owning more than one type of media is called cross media ownership. Cross media ownership occurs where one media branch holds stake in other media. Thus it is in a position to control the opinions of a larger section of people. This ultimately injures the very root of pluralism in democracy. Most media companies in India and abroad are integrating vertically to sell cross-media, often acquiring or building multimedia platforms. Star TV India, Sun TV Network Ltd, Zee group and others already own DTH and cable distribution platforms. Star's cross-media India operations include television channels, Internet offerings, radio, mobile entertainment and home video.

The major newspapers in Kerala, the *Malayala Manorama* and the *Mathrubhumi* run radio stations and TV channels.

Let us do

Prepare a chart depicting the various branches of cross media ownership in Malayalam media industry.

'Is cross media ownership a threat to vibrant democracy?' Discuss and present your views.

4. Political papers /Partisan papers

Many newspapers are clearly and openly biased. Sometimes they become mouth pieces of political parties. This type of journalism

is called partisan journalism. Realising the power of the media major political parties began to publish newspapers for the propagation of their political ideology.

In Kerala major political parties have newspapers. Usually the lion's share of loyal readership is the party members and sympathizers. They are controlled by political parties themselves or special interest groups or lobbies.

5. Popular press

The term popular press refers to material written for the general public. It is also called popular journalism. Such publications stand for the majority of the public as the content satisfies people from every strata of the society. This possible 'homogenization' of popular and hard journalism can be seen as particularly giving impact upon the occupational ideology of journalists.

For example a general magazine or newspaper caters to all the people alike as its content is simple and easily understandable whereas it is not the same in the case of a literary magazine which gives importance to quality of language and subjects they deal with.

6. Citizen journalism

The concept of citizen journalism (also known as "public", "participatory", "democratic", "guerrilla" or "street" journalism) is based upon public citizens "playing an active role in the process of collecting, reporting, analyzing and disseminating news and information." Citizen journalism should not be confused with community journalism or civic journalism, both of which are practiced by professional journalists. When private individuals do essentially what professional reporters do, i.e., reporting information as professionals is called citizen journalism. That information can take many forms, from a podcast editorial to a report about a city council meeting on a blog. It can include text, pictures, audio and video. But it is basically all about communicating information of some kind. It is an alternative and activist form of newsgathering

and reporting that functions outside the mainstream media by citizens. It enables a citizen to use similar journalistic practices to gather and present anything he thinks of importance for general public. In Kerala both print and electronic media give platform for citizen journalists and urge them to come forward with breaking news. New media technologies, such as social networking and media-sharing websites, in addition to the increasing prevalence of cellular phones, have made citizen journalism more accessible to people worldwide. Due to the availability of technology, citizens can often report breaking news more quickly than traditional media reporters.



Fig. 8.10 A citizen journalist conducts interviews

Let us do

As a citizen journalist, prepare a news report of your own choice and publish it on your school's blog.

7. Advocacy journalism

This is journalism that advocates a cause or expresses a viewpoint. Advocacy journalism is a genre of journalism that is fact-based but supports a specific point of view on an issue. Advocacy journalists might be expected to focus on stories dealing with corporate business practices, government policies, political corruption and social issues. It is arguable that advocacy journalists serve the public interest in a way similar to muckrakers or whistle-blowers. This is a reporting style where the writer advocates for a cause, a region, a political party or ideology. This style is not impartial or objective.

8. Tabloid journalism

In the technical sense, tabloid refers to a type of newspaper that typically measures 11 X 17 inches, which is smaller and narrower than a broadsheet newspaper. Tabloid can also mean a newspaper that focuses on splashy, lurid stories about celebrities and crimes, such as the so-called supermarket tabloids. Short articles and attractive pictures and with contents focused on sports and scandals made tabloidism popular. Most of the evening dailies which give big displays for comparatively unimportant news come under this category.

9. Investigative journalism

Investigative Journalism means the unveiling of matters that are concealed either deliberately by someone in a position of power or accidentally behind a chaotic mass of facts and circumstances. It is the analysis and exposure of all relevant facts to the public. In this way investigative journalism crucially contributes to freedom of expression and media development.

The reports filed after a thorough investigation and with solid proof are called investigative reports. They are chiefly serious news stories on crime or scams that attract public attention. Stories about scams are also called muckrakers since they bring out the muck (mud) of the society.

Let us do

Collect news reports of investigative stories that were published in Indian newspapers recently.

10. Sting operation

Sting operations are generally carried out to trap a culprit, a corrupt official or an anti-social/national element. While such operations have helped to expose many uncovered issues, they have raised

questions about media ethics due to the increasing number of fake operations. This can be considered as another version of investigative journalism where a situation for corruption is artificially made by the reporter and he traps the culprit with solid evidence.

In journalism, the use of 'sting operation' is new, but it is a growing practice. It is conducted by journalists to expose the wrongdoers. They consider the whole operation as an information gathering exercise. The advent of miniaturised audio and video equipment like the pin-hole camera, wireless recording instrument and telephone tapping instrument have enabled one to secretly make a video and/or audio recording of a conversation and actions of individuals.

A news gathering operation carried out in the public interest or resulting in the interest of the society is a positive sting operation. Exposing corruption, bureaucratic hassles, anti-social/national activities are some of them. On the other hand, an operation not benefitting the society is a negative sting operation. Such an operation may violate the privacy of an individual and create unnecessary disturbances. However, drawing a demarcation line between societal benefit and private benefit is not easy.

Let us do

Prepare a list of sting operations carried out by the various media organizations in India.

Check Your Progress

- Explain the practice of arm chair journalism.
- What is cross media ownership? Give examples.
- Elaborate the idea behind the term citizen journalism.
- How do reporters conduct sting operations for extracting news?
- Name any two tabloid newspapers.
- Give a brief history of penny press.
- What does the term partisan newspapers mean? Name two partisan newspapers in Kerala.
- State the efforts of the reporter in doing an investigative story.

11. Embedded journalism

The American news media has made great use in recent years of a practice called embedding, in which journalists travel with the U.S. military to cover wars. This practice came into being during Gulf War II at Iraq. The Pentagon decided to be proactive about setting up safe media relations for the war in Iraq. Unlike previous attempts to keep the press away from the battlefield, the Pentagon

established a system of "embedded" reporters, a media representative remaining with a unit on an extended basis - perhaps a period of weeks or even months. The American soldiers gave protection to the war reporters of different media around the world on condition that they would report the war from an American perspective only. This new practice



"Embedding" also puts limitations on location and movement. A danger of "embedding" is that it puts journalists in the wrong place at the wrong time. In November 2004, the US Marines stormed the city of Fallujah, west of Baghdad, which had been seized by insurgents; the troops were accompanied by almost all the Baghdad foreign press corps, at great risk to themselves. Their accounts and pictures of the battle were compelling and the outcome was an undoubted victory for the US.



Fig. 8.11

created several unprecedented difficulties for both journalists and their readers and it was criticized severely by scholars and eminent journalists around the world for its partiality and advocacy. Nevertheless, perhaps the most damaging effect of embedding is to soften the brutality of any military occupation and underplay hostile local response to it.

12. Alternative journalism

Alternative journalism is a broad and comparative term that embraces not only journalism of politics and empowerment, but also those of popular culture and the everyday activities. Further, it is produced outside mainstream media institutions and networks and by amateurs who typically have little or no training or professional qualifications as journalists. In fact, alternative journalists may well be writing and reporting in their capacity as citizens, as members of communities, as activists or as fans. Alternative journalism is such a broad category that, to some degree, it loses any real analytical or theoretical potency. It exists in the form of ezines, fanzines, community broadcasting and the political press. There is no key attribute - social, economic, cultural or ideological - that defines alternative journalism.

13. Cheque book journalism

The term "cheque book journalism" describes situations in which reporters or news outlets pay for stories by providing financial compensation or assistance or favours with government agencies. The simplest form of cheque book journalism occurs when a journalist or paper pays directly for an exclusive, in which someone accepts financial compensation in exchange for giving the paper the exclusive rights to report on the story, reprint images and display video related to the story. Newspapers have been paying for exclusives as long as they have been around in highly competitive news markets. It is not at all uncommon to find situations in which exclusivity deals have been arranged. Here the sources of the news stories are bribed to obtain information, which has been buried by

vested interests. The journalists give money to their informants to get them news stories or tips.

14. Yellow journalism

Yellow Journalism is a term first coined during the famous newspaper wars between William Randolph Hearst and Joseph Pulitzer. Pulitzer's paper the *New York World* and Hearst's *New York Journal* changed the content of newspapers adding more sensationalized stories and increasing the use of drawings and cartoons. They used melodrama, romance and hyperbole to sell millions of newspapers - a style that became known as yellow journalism. This journalism is based upon sensationalism and crude exaggeration.

15. Paid news

Paid news or paid content are those articles in newspapers, magazines and the electronic media, which indicate favourable conditions for the institution that has paid for it. The news is much like an advertisement but without the ad tag. This kind of news has been considered a serious malpractice since it deceives the citizens, not letting them know that the news is, in fact, an

advertisement. The journalists are paid by the lobbyists for promoting or popularizing a person or an organization through a series of reports. The phenomenon of paid news goes beyond the corruption of individual journalists and media companies. It has become pervasive, structured and highly organized and in the process, is undermining



The Yellow Kid

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 Pulitzer's *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 termed as "yellow journalism."

democracy in India. Large sections of society, including political personalities, those working in the media and others, have already expressed their unhappiness and concern about the pernicious influence of such malpractices. Media entities across the country have recognised that paid news destroys media credibility, with serious consequences to audience and advertiser engagement and is thus of foremost concern to the media houses themselves.

16. Viral marketing /Viral advertising

Viral marketing is any marketing technique that induces web sites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. It refers to marketing techniques that use pre-existing social networking services and other technologies to produce increased interest in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes. It can be delivered by word of mouth or enhanced by the network effects of the Internet and mobile networks. Viral marketing may take the form of video clips, interactive flash games, e-books, images, text messages, e-mail messages or web pages.

It can be considered as a marketing phenomenon that facilitates and encourages people to pass along a marketing message. Viral marketing depends on a high pass-along rate from person to person. If a large percentage of recipients forward something to a large number of friends, the overall growth snowballs very quickly. If the pass-along numbers get too low, the overall growth quickly fizzles.

17. Advertorial

This is a hybrid of advertising and editorial. It is an advertisement promoting the interests or opinions of a corporate sponsor, often presented in such a way as to resemble an editorial content. More specifically, it is a paid advertisement disguising as news item which risks misleading readers into the belief that they are reading a straight news story or feature rather than an advertisement. In printed



Fig. 8.12 Advertorial

publications, the advertisement is usually written in the form of an objective article and designed to look like a legitimate and independent news story. The tone of the advertorials is usually closer to that of a press release than of an objective news story.

18. Bi-media

The practice of involving or working in two of the mass communication media, especially radio and television at a time is called bi-media. This was started by BBC during 1990s. The idea was simple: whatever story a journalist was working on, they could file for both radio and television.

19. Broadloid

There is a growing tendency of broadsheet newspapers to adopt the stories and styles of tabloid reporting. This transformation is observable in four principal ways: first, broadsheets now contain less news, especially foreign news, parliamentary news and investigative stories. Secondly, views have increasingly replaced news, with broadsheets choosing to fill the pages with opinion from columnists. Thirdly, allocating a high news priority to stories which until recently would have been dismissed merely as tabloid stories. And finally, broadsheets are increasingly likely to include many editorial features which previously were exclusively covered by tabloid.

20. Narrowcasting

Narrowcasting has traditionally been understood as the dissemination of information (usually by radio or television) to a narrow audience, not to the general public. Narrowcasting involves aiming media messages at specific segments of the public defined by values, preferences or demographic attributes. It is also called niche marketing or target marketing. With the advent of cable and satellite television it became possible to broadcast to a limited

number of people or a particular group of people who are interested in a particular programme.

21. Public / Civic journalism

Civic journalism proposes a new compact between the people and the press. It begins with the understanding that journalists have a fundamental responsibility for strengthening civic culture. Civic journalism is about making connections between journalists and the communities they cover and between journalism and citizenship. It is first of all a set of practices in which journalists attempt to reconnect with citizens, improve public discussion and strengthen civic culture. Secondly it is an ongoing conversation about the ultimate aims of journalism.

Public journalists are people who believe that the press should take a far more assertive role in trying to make democracy work than they have in the past. It argues that journalists have a responsibility to promote civic commitment and citizen participation in democratic processes. It also advocates that journalism should promote as well as help to improve the quality of public or civic life. A central argument is that public journalists should report stories and issues from the perspective of ordinary citizens rather than articulating the viewpoints of senior political figures or local elites.

Let us do

Assign the learners to make a scrap book containing news stories that clearly show the various trends in journalism.

Let us sum up

As the extended eye and ear of a media firm, a reporter has an important place. He also has responsibilities to safeguard the rights of the people in a democratic country. Though news has been defined differently by various authors there are no differences of opinion regarding the core activities of the reporters who bring news through print and electronic media.

The general field of journalism has become specialized with various types of writing, depending on the audience and motives of the writers. Some types include, advocacy journalism which stresses on writing to advocate particular viewpoints or influence the opinions of the audience. Tabloid journalism uses opinionated or wild claim. Yellow journalism or sensationalism emphasizes exaggerated claims or rumors. Investigative journalism is about unearthing facts and studying cases that may require more efforts, which can take months or even years. Journalists who specialize in investigative journalism create headlines with news that expose scandals. Sometimes, persistent follow-up of a story proves beneficial to uncover some hitherto unsolved cases. This would require in-depth research from the journalist along with evidence. Sports journalism make journalists spend hours reporting on a particular sport event. A journalist has to report the accurate facts and statistics related to that event. Interviews with celebrity sport stars are yet one of the interesting features of sports journalism. Although sports lovers watch the live coverage, there are many people who still enjoy reading or watching in-depth details about the event. Citizen journalism implies that a citizen can participate and report news to the media. He/she collects and reports news to the media and participates voluntarily to offer help to the media. They bring to notice issues that have been missed by the media houses. Environmental journalists prefer to cover issues related to the environment and its protection and conservation. Business and finance journalism covers in-depth reports about the latest in business, launch of products, stock markets etc. There are many shows dedicated only for business news on television whereas in newspapers, one can find a special section dedicated to this subject. The fragmentation of the news audience has prompted some major news organizations to attempt to "re-assemble" a large news audience by providing news across many media platforms providing a new trend of cross media ownership. Besides, implicit faith of people in the news items has introduced a new form of advertising, i.e. advertorials. In this, advertisers merge their product content in the guise of an article for brand promotion and marketing of products. Various other trends like sting operation, cheque book journalism, viral marketing etc

also emerged in today's targeted niche markets for populist and biased news.

It is no secret that journalism is undergoing a shift. Journalists today try new tactics that are very different from the methods used by reporters earlier. Often, journalists are accused of aggressive reporting and media sensationalism, which is a serious social issue. The Internet has also provided a medium for people to voice their opinion online. A keen news sense and creativity to present the news in an effective manner are obviously the main ingredients in any kind of journalism. After all, it is all about how you put into words to create an impact that makes a journalist stand apart from ordinary reporters.

Significant Learning Outcomes

This chapter enables the learner to

- examine the etymology and definition of news and news values
- analyse the structure of news writing
- differentiate the different types of leads
- categorize the various news sources
- locate the various types of reporting and
- compare the new trends in journalism

Let us assess

- 'News delivers you something new', make few points regarding the concept of news to clarify the above mentioned statement.
- Someone opines that not just a single value would make an incident printable but more than one value makes it news. What is your opinion? Comment with your individual views.
- Inverted pyramid style of writing is the standard form of news writing. Do you think the invasion of television has made changes in news reporting for print media?
- Without cultivating news sources no reporter can carry out his duty perfectly. Prepare a checklist for pointing out the steps for cultivating regular sources.
- News Agencies have a vital role in media history of India. Trace the history of important news agencies in India and abroad.

- A reporter should possess certain qualities ranging from common sense to fearlessness. Evaluate and write how each quality contributes to news gathering process.
- Elucidate any two trends in journalism you have noticed recently.
- Development reporting is the essence of a vibrant democracy - How far is this true in the light of the present day coverage of development news.

Extended activities

1. Assign a group of students to gather news for their lab journal and evaluate each story and conduct a discussion among them about why some stories they collected are to be avoided.
2. Assign a group of students to interview a reporter/editor of a reputed news media to know about gate keeping process. Share your experiences of the interview.
3. Assign students in groups to report the youth festival in your school and prepare a class newspaper with these reports.
4. Prepare a profile of a professional in sports journalism. It could be a writer, an editor, a photographer, a video camera operator, a telecast director or a sports commentator.
5. Conduct a chart exhibition on various types of reporting and various trends in journalism.

Unit 9

News editing

Introduction

*All copies from different news sources reach the news desk. This flow of copy from one reporter to the concerned editor is known as **copy flow**. At the copy desk an editor makes changes in the copy to make it fit for publishing. It is known as **copy editing**. The ultimate objective of editing is to increase the maximum readability of the story by making it totally error-free. The news editing is also known as copy reading and the person who performs the task is known as **copy editor** or **copy reader**.*

Key Concepts

- Principles of News Editing
- Sub Editor's Job
- Headline Writing
- Newspaper Design
- Editorial
- Techniques of Photo Editing

A sub editor is often described as 'the unsung hero' or 'the unknown soldier', behind the newspaper production. He is not popular like a reporter who maintains social relations that is essential for cultivation of sources. Sub editor remains in news room brooding over the copy. He develops the copy with utmost care to attain maximum readability. In a morning newspaper, he works at night and has to take shifts between evening and morning.

Principles of News Editing

A good sub editor always follows these principles while at work:

- **Accuracy**

Accuracy is the mantra a sub editor always chants. It is achieved by cross checking of everything in the story, from facts and figures to attribution.

- **Balance and fairness**

Balance can be achieved by keeping objectivity. Objectivity in editing means presenting the story without bias or personal opinion. It is against 'editorialisation' or reflecting personal views in news writing. It is presenting the both sides of the story. The sub editor should not write in favour of any one. Fairness means truthfulness. It is earned by right observation.

- **Brevity**

Brevity is the soul of journalism. It is telling a story as it should be, without beating about the bush. It saves time and space and wins applause when consummated to perfection.

- **Clarity**

Clarity in expression is achieved by using simple language, choosing the right word for the right context and simple sentences.

- **Simplicity**

Simplicity and clarity are essentially needed in a news report. While editing, long and complicated words should be replaced by short and clear ones. For simplicity in expression, do away with clutter and jargon. Minute attention should be paid to the words in the story in order to improve its quality and appeal.

• Readability

A sub editor should be vigilant about the mistakes in language for readers. Apt words, expressions and grammar are very important for developing a good language. Readability is achieved by using readability formulae. Among them, the widely used formula is developed by Rudolf Flesch.



The Flesch Readability Formula

Flesch's *Reading Ease Formula* is considered one of the oldest and most accurate readability formulae. Rudolf Flesch, an author, writing consultant and a supporter of the Plain English Movement, developed this formula in 1948.

The specific mathematical formula is:

$$RE = 206.835 - (1.015 \times ASL) - (84.6 \times ASW)$$

RE = Readability Ease

ASL = Average Sentence Length (i.e., the number of words divided by the number of sentences)

ASW = Average number of syllables per word (i.e., the number of syllables divided by the number of words)

The output, i.e., RE is a number ranging from 0 to 100. The higher the number, the easier the text is to be read.

- Scores between 90.0 and 100.0 are considered easily understandable by an average 5th grader.
- Scores between 60.0 and 70.0 are considered easily understood by 8th and 9th graders.
- Scores between 0.0 and 30.0 are considered easily understood by college graduates.



Fig. 9.1

What a sub-editor does to a copy?

The sub editor's job takes place at three levels: **selection, correction and rewriting.**

Selection

Copies from different news sources reach the news desk. The flow of copy from reporter to the concerned editor is known as copy flow. Copies reach on-line too. From the vast pool of stories, appropriate copies for one's own newspaper should be selected.



Fig. 9.2 Copy taster

The process of accepting or rejecting the bulk of news stories arriving at the newsroom of a newspaper office is called the **copy tasting**. It is done by a senior sub editor who is known as **copy taster**. He selects the copies primarily for their news worthiness. There are many other factors that influence copy tasting which ranges from newsroom politics, local-

interest, management policies and interest to ideologies and so on.

Correction

The sub editor handles two types of copies. Written material containing relatively few errors require little editing and it is called clean copy. These reports are usually written by experienced reporters. Copies written by cub reporters often need tight editing because there would be many errors. The time taken for editing depends on the nature of the story. A well written story takes a few minutes. A complicated story takes hours for editing.

News editing is the process of preparing language through correction, condensation and organisation of facts. According to Oxford English Dictionary, the word editor comes from the Latin phrase 'editus' which means to 'put forward'. So, the sub editor begins to put forward himself his copy by reading at least three times

- to fully grasp the content of story
- to make the language clear and meaningful
- to correct spelling, grammar, punctuation and factual errors
- to check whether the story defames somebody
- to check whether any story would lead to contempt of court proceedings and
- to reduce the length.

The sub editors serve as a second set of eyes looking for any errors in the copy. The reporter serves as the first set of eyes, as you have learnt in the reporting section. The reporter should cross-check and give attribution to the story, before forwarding his copy to the desk. At the accuracy check level of editing, the sub editor makes sure that all numbers in a story are correct: addresses, ages, date, and time references. He confirms that the reporter has used proper titles for every one who is quoted and reviews all attribution given in the story. An old time sub editor uses copy editing symbols to correct errors in the copy. That method is almost out dated. The new generation sub editor uses on line editing tools.



Fig. 9.3 A sub editor at work

Electronic Editing

It is easy if you know a word processing program like Microsoft Word. With the direct input of copy, all the editing operations are done online with the help of edit software . The cursor on the computer screen guides him. He uses menu options to cut, copy, delete, trim, boil down or prune to reduce length of the story and saves space. He can use cut and paste methods to

add more background materials possibly from morgue or news paper library.

The spell checker tool is used to correct spelling mistakes and calculate word count. Split screen on which two stories are displayed side by side can be used when working on copy from another source and to rewrite the dull copy, adding more background information from multiple sources.

Thus, sub editor can add late information. He can do it faster by blue pencil or ball point pen. The revised form of story is called *rejigs* or redress. The clean copy is then directly sent for image setting.

Rewriting

Copy editing in common parlance is dotting the i's and crossing the t's. Infact, sub editing or 'subbing' is more than that. It is however only an aspect of editing. Rewriting is another part of editing. Rewriting every story is not necessary but a dull story has to be converted into a readable one. After having the feel of story the sub editor who plays the role of rewrite man reads it again and again for anything that are missing. Are there gaps? Does the story make sense? Are the important facts highlighted at the beginning? Is it fair, accurate and balanced? How do you fill the blanks that the reporter misses in the story? He polishes the lead, adds more background information and provides answers for important questions, changes the presentation rule and style of language, and modifies the structure of the story. He organizes the facts either in tune with the inverted pyramid or pyramid style of news writing. The rewrite man sometimes translates wire story from English into the language of the newspaper.

“Words.. words and the words” - the great poet William Shakespeare wrote once. It is true in a sub editor's life. The sub editor uses the words as the building blocks of the story. The right usage of words in the right context demands expertise in the language. It is applied while rewriting stories to suit house style

and there by avoiding inconsistencies and maintaining uniformity in language.

House style of a newspaper is a reflection of its personality. The paper's socio – political leanings, tradition and attitudes are some of the factors considered for the formulation of a uniform style. The writers of the stylebook also take into consideration the intellectual standard and taste of its loyal and potential readers. **Stylebook** establishes rules of uniformity in matters of punctuation, form of the abbreviations, capitalization, word division, spellings, numerals and other details of expression. It is compiled and updated by senior persons in the desk.

Stylebooks are now available in print and World Wide Web based versions. Associated Press (AP) style book is very popular and it is widely used by many newspapers worldwide. *The Hindu* and the *Mathrubhumi* have developed their own stylebooks over the years. Television news channels *Times Now* and *India Vision* too have style books. The difference between the two is while the former deals with the right usage of written words, the latter, right pronunciation of spoken words and the style of presentation.

Let us do

Compare two newspapers and prepare a list of at least ten words used by them as per their stylebook.

Check Your Progress

- What is copy tasting?
- Distinguish between clean copy and bad copy.
- Briefly explain the purpose of house style book.
- How the style book of television channel differs from news paper stylebook?
- What is readability formula?

Headline writing

The most important creative duty of sub editor is writing headlines for stories. Headlines are windows to open news stories. For the readers, they are the most important structural part of the news story. The readers scan through the headlines and select those stories which attract their attention.

By definition, a news headline is short and catchy single line or multiple line title of the subject matter of the story that appears above the news story. It is a summary of the story and at the same time an advertisement inviting the readers to read the story. The bold caption of news story in a few words highlights the main points / theme of the story, which is intelligible to the common readers at a quick glance. It announces what is news and tells the readers why they should read the entire piece of story.

Headlines in news papers perform the following functions:

- summarise the story
- catch the reader's attention.
- help to organise the news on the printed page
- indicate the relative importance of each story with the other
- grade news
- sell news
- form the elements of make up and
- facilitate reading and selection of stories

A sub editor writes sub headings too. Sub headlines support main headline. They are small, subsidiary headings of the body. **Kicker** is a small headline that is placed above the main headline indicating the idea or theme of the story. It is also called strap line or eye brow.

How to write headlines that attract the reader?

Headline writing is an art. Hence, casting headlines may not be as easy as they may look. Writing just like telegrams, they must sense immediacy or urgency. Make every word count. Tell your story in two or three words that goes in one or three lines. Apply your imagination and logic to create those flashy headlines that will draw the attention of people and lure them into buying the product – the news.

Headline writing is also a craft. The craft lies in accuracy of content, attractiveness of appearance and practicality.



When you write catchy headlines for your campus newspaper select key words in the lead.

Write a short telegraphic sentence using key word.

Divide the sentence in to two or three lines.

Use the correct verb form.

Omit 'is' and 'are' wherever possible.

Use the present tense to indicate current and past happenings.

Use the infinitive wherever possible to indicate future happenings.

Use active verb (voice) rather than passive.

Don't use the articles a, an or the.

Don't divide words in one line.

Don't begin with a verb.

Avoid using full stops.

Don't use abbreviations except for the well known.

Avoid starting headline with a number; use only if they are important.

Use single quotation marks.

While writing a headline for a hard news story, the sub editor has to keep the following important points in his mind:

- a headline is the summary of main points in the lead.
- write in present tense and with action verbs.
- a headline must be short, punchy and attractive in order to catch the attention of readers.
- the language of the headline should be straight forward for a soft news or feature story
- the headline should match the tone of the story.
- the headline should pick up the curiosity of the reader.

How to display headlines on newspaper page?

The written headlines have to be attractively displayed on the newspaper page. The newspaper editor creates headlines, in the way you build a jigsaw puzzle. Headlines have to fit into a limited space. The sub editor has to point down the size of the headline and its display pattern. The amount of space required for placing a headline is called **headline counting**. They are counted by units such as pica, points and inches. This is a conventional system not practiced in the digital era. One can test the headline space in the computer screen without counting the pica.

There is a printed sample of various available headline patterns, indicating the type faces and the unit count per column of each in the type sizes or fonts available and assigning a number to each.

It is called **headline schedule** and sub editor follows this schedule to display headlines on a page.

Headlines can be multi deck or multiline in a single deck. They may be set in bold, upper case, lower case or italics. Headlines may spread over one or many columns. A deck is a unit consisting of one or more lines. If the headline is spread over multiple columns in a single line then it is called single deck; if there are two such units, say two lines of each, the headline will be double deck.

On the basis of typographic arrangement and spread, headlines are named under different label.

Flush left: Many newspapers have switched to this style. The flush left heading has one or more lines which are set flush to the left.

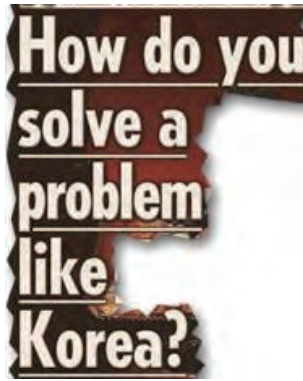


Fig. 9.4 Flush Left Headline

Centered: In this type of arrangement each line of headline type is centered on the white of the column.



Fig. 9.5 Centered Headline

Stepped: In this arrangement the first line is set flush left and the last flush right and the middle lines centered. It is also called dropped line.

**SARAH RECTOR IS NOT A
FOREIGNER BUT AN AFRO-AMERICAN**

Fig. 9.6 Stepped Headline

Flush right: Each line is pushed against the right hand margin to create a stepped effect on the left.

**Try not to be too
wordy when setting
subheads flush right**

Fig. 9.7 Flush Right Headline

Hanging indention: The first line is set full out and the others indented usually to the left. To indent means part of a column set in a narrower width. The first line of a paragraph is usually indented; columns are often indented to accommodate art, logos or initial caps.

**Teachers Need Bigger
Increase in Wage
Package**

Fig. 9.8 Hanging Indention Headline

Square indention : The first line is set full out and the other indented usually right.

Teachers Need Bigger Increase in Wage Package

Fig. 9.9 Square Indention Headline

Inverted pyramid : In this heading, there are three or more than three lines which are centrally set from large to small. It resembles inverted pyramid structure.

JERRY HEIDLER ESCAPED FROM PRISON THROUGH A SPACE NO LARGER THAN THIS

Fig. 9.10 Inverted pyramid Headline

Pyramid headline : In this heading there are three or more than three lines which are centrally set from small to large. It resembles a triangular or pyramid structure.

JUMP STORY, or TURN STORY

Fig. 9.11 Pyramid Headline

Banner headline : You might have seen newspaper headline that spread across all columns of a page. It is associated with big news and is given below the name plate or flag of the news paper on the front page. It is displayed in very dark bold letters and spreads across all columns from left to right. Some may call it **streamer**, which also covers the entire column, but is normally given on the inside page.

OBAMA SETS OUT HIS DREAM FOR NATION

Fig. 9.12 Banner Headline

Skyline : It is a very rare headline. It is displayed for very exceptional and exclusive events. It is given over the name plate or flag of the news paper. It cannot be a regular style but can be used as an occasional variant. It means that the event is more important than the authority of newspaper.

Flash : A recent trend in the newspaper is to highlight the stories of the inside pages on the front page, just below flag. It spreads like a film strip and is supported by a visual. It is also called a bumper/teaser.



Fig. 9.13 Flash

Overline : This is also called eyebrow or strap line. This is normally given over the main headline. It is used to introduce the main headline.



Fig. 9.14 Overline

Reverse kicker

It is also called hammer head line. First line is big and second line is smaller type and is usually surrounded by more white space.



Fig. 9.15 Reverse Kicker

Let us do

Collect samples of different types of headlines and make a scrapbook project.

Check Your Progress

- Distinguish between kicker and hammer.
- What is hanging indentation?
- What is banner headline?
- What is sky line?
- What are the functions of headlines in a news paper?

Newspaper design

You might have noticed the recent changes in the appearance of our newspapers. What are the visible changes intended to satisfy reader's expectations and to compete with rival newspapers and other media? Colourful bold headlines, colour photographs, more line arts, illustrative materials like infographics, use of more white space, boxes and many other innovative designs are used excessively in newspapers during recent years.

Newspaper layout is the frame work of the newspaper design. It is the art work to make every page or every story readable and interesting to every reader. It is an excellent packaging to seduce the



Fig. 9.16 Newspaper Design



Mario R Garcia: the great newspaper designer

Mario is the leader of García Media. The great news paper designer is strongly committed to the idea that content is what determines the success of a brand; his work and teaching is based on his "WED" philosophy of combining writing, editing and design as basic principles for effective communication of ideas. Mario has devoted more than 40 years to redesigning publications and has personally collaborated with over 650 news organizations including *The Hindu* in India. Mario has recently completed his first digital book, iPod Design Lab: Storytelling in the Age of the Tablet.



Fig. 9.17 Mario R Garcia

reader to look at the contents. Sub editor plays a prominent role in newspaper design. He gives instructions to the layout editor. Now a days, in some news papers, the subeditor himself designs pages with Computer Aided Design (CAD).

Layout is the plan of arrangement of the copy, headlines, illustrations and advertisements as they appear on a finished page. To make up a page means to arrange actual page. Most often, the three terms

–page layout, page makeup or page design are used interchangeably. The skeleton of the newspaper page or rough newspaper design is called **dummy**. The design of each page is called **pagination**. Leading professional DTP packages used for newspaper pagination are Quark Xpress and Adobe PageMaker and Adobe InDesign. Free software desk top publishing packages are used for designing small and medium scale newspapers. Scribus is the DTP software, released under GNU platform.

Principles of layout

The purpose of layout or design can be summarised as follows:

- to attract the potential reader by creating a beautiful and dynamic visual pattern.
- to signpost various items and signal their relative importance.
- to establish a recognizable visual character.
- to make the paper easy to read.

The layout of the newspaper is not decoration, but scientific management of the content and space. It is managed on the principles of movement, balance, proportion, contrast and uniformity.

Elements of layout

You may have noticed the fact that all newspapers are not of the same size; some are big, some small and some are very small. The first factor in determining the layout of a newspaper is its size or format. Newspapers are classified into three categories according to their size. They are **broadsheets**, **tabloids** and **berliners** or **midis**. Morning newspapers are generally in broadsheet. They are big in size. In India, all major newspapers are broadsheets. Examples include *The Times of India* and *The Hindu*. *Tabloids* are only half the size of broadsheets. In India most of the evening papers are tabloids. Examples are *Mid-day* and *Metro Now*. In Kerala evening dailies like *Rashtra Deepika* and *Flash* are tabloids. Presently some of the new morning papers have also adopted the tabloid format. Berliners or Midis are very small newspapers. *Mint* is in berliner format. In India, some magazines print special booklets in this format.

Designing of front page

The most important page of any newspaper is the front page. It is the window or show case of the newspaper. It induces the reader to pick up the paper and read it. It establishes the identity and character of the paper and also introduces freshness by its display and content. It presents the lead news and other most important headlines. For these reasons, a lot of importance is given to designing this page.

Modern front page makeup is highly functional, well-designed, attractive and very flexible. It should not carry a lot of content, but the most important stories, important illustrations and advertisements may be included. It should provide links to the inside pages like the home page of a website.

The vertical division of a newspaper page is called a **column**. Column makes the best convenient way to display the contents by saving space. The column length can vary for different news items. The international standard of a single column width is approximately 4cm. Broadsheet newspapers usually have eight columns. For tabloids, five or four column lay out is conveniently used on the first page. However the column size can vary in inside pages. For a Berliner, the maximum number of columns may vary from four to five.

Elements of front page



Fig. 9.18 Elements of Front Page

filled with small advertisements or other information. Many newspapers now avoid these advertisements.

Folio

It is the line of text giving the details of volume, issue, price, editions, etc. It is placed under the flag of the newspaper.

Imprint line

The imprint line should contain the name of the publisher, printer, owner and printing press with complete address, place of publication with complete address and the name of the editor.

Dateline

It is the line of text which gives the date and place of origin of the story. It is presented just before lead or the first paragraph of the story. Eg: New Delhi, March 10:

Byline

It is the name of the reporter or writer published along with the story. It is usually placed between headline and intro of the story,

Credit line

It is the credit given to the photographer by printing his name, usually below the photograph. Credit line is given not only to the individual photographer, but to the news agency or wire service which supplied the photograph.

Caption

It is the text under or above a news photograph. It describes the story and provide as a link to visual images.

The other elements of layout which are common to all pages and contribute to the aesthetics of each page are typefaces, headline pattern, white space, colour, pictures, infographics, captions, timeline and text boxes.

Type faces

Look at any newspaper's front page. Have you noticed the differences among the display of various items? Some headlines are very bold; some are thin; some are displayed in italics. The body text of the news stories are displayed in the same type except for a news story given in a box or rectangle and is displayed in a separate type different from the usual body type. An advertisement at the right hand corner of the page is displayed in a special font, a cool one and it appears like a decoration. And you can find many differences in the display of content of the same newspaper or other newspapers.

Now, you know that different types of items require different types of display. The study of type faces or fonts is called typography. It is the art and style of printing. There are myriad typefaces and each has its own characteristic styles and sizes called fonts. Fonts are digital typefaces. Serif fonts have cross strokes that embellish the beginning and end of each letter as in Times New Roman. Sans serif fonts such as Arial do not have any embellishment and are considered as more modern approach to display of content.

White space

White space is also an important element of page makeup when they are used to achieve aesthetic value. It is the white background around letters, words and paragraphs that increases the visibility of the text matter. There is a relationship between readability and white space. Imagine a page that is clustered with text without any space. Readers find very stressful to read the page. On the other hand too much white space can detract from the text as it appears light weight.

Colour

As competition in the media increases, many newspapers and magazines introduce the colour element in page makeup. Now, newspapers and magazines appear in different colour designs all calling for the attention of the readers. In different pages, stories

are typeset in colour or boxed in colours not only to attract readers but to add aesthetic value.

Pictures

In newspapers and magazines, photographs and other illustrations are not only used to tell the story, they are also an important element in the page layout. Colour pictures are now prevalent in newspapers and draw potential readers.

Infographics

Good graphics add to the visual appeal of the newspaper and can attract reader's attention. They become an essential ingredient of layout just like the colourful photographs. Newspaper designer Ron Reason says it is "information, not decoration". Infographics appear in the form of charts, maps, graphs and tables to simplify complex data.



Fig. 9.19 Infographics

Boxes

In page makeup, boxes are used to separate stories, draw attention to a particular story or for variety. Once a story is "boxed" it makes the story distinct from other stories and attracts the attention of readers. These boxes also add variety to the items on a page. In DTP packages, text boxes are the devices to create such items.

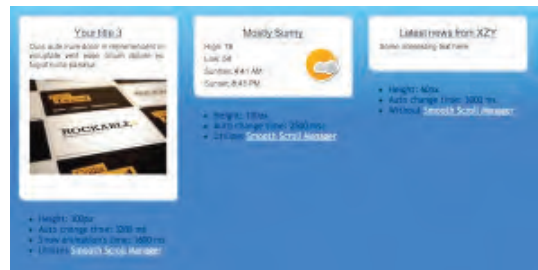


Fig. 9.20 Boxes

Dashes and rules:

In newspapers and magazines, dashes, rules and other signs are used to separate stories, indicate the end of a story or simply for

aesthetics. Some of the signs used to indicate the end of a story are: (-o-), (x x x), (- - -) etc.

Alignment

There are four types of alignment of the text: centred, right alignment, left alignment and justified.



Fig. 9.21 Centered Alignment

Flush right/ragged left is a variant of the more familiar flush left setting. It is common wisdom among typographers that flush right text is hard to read, because it forces the reader's eye to find a new position at the start of each line. This could be true, or it could be an urban legend. That being said, the flush right setting is rarely employed for long bodies of text. Used in smaller blocks, however, flush right text forms effective marginal notes, sidebars, pull quotes, or other passages that comment on a main body or image. A flush or ragged edge can suggest attraction (or repulsion) between chunks of information.

Fig. 9.23 Right Alignment



Fig. 9.22 Left Alignment



We Love Typography!

The study of type faces is known as typography. Typography is introduction to printing. The digital type faces are known as fonts. Each font has different purpose of communication. The four basic groups are Serif, Sans Serif, Hand formed and Specialised.

| Serif | Sans Serif | Hand formed | Specialised |
|-----------------|--------------|---------------|--------------|
| 1. Early Romans | 1.Gothics | 1.Script | 1.Novelty |
| 2.Modern Romans | 2.Monolines. | 2.Cursive | 2.Decorative |
| 3.Square Serifs | | 3.Text | |
| 4.Round Serifs | | 4.Calligraphy | |
| 5.Sharp Serifs | | | |

Types of layout

While planning a newspaper page, different types of layout are experimented for different types of newspapers. Tabloid layout approach is experimented by some broad sheet newspapers and is now a trend.

Static and dynamic layout

If you can predict the layout of tomorrow's page of your favourite newspaper today because it has been similar with minor variations day after day, the layout is called

static. In such a layout one can predict that the first lead story will be on, say the left hand side . There will be pictures and then there will be the second lead. There will be a third major story below the picture. *The Times of India* and *The Hindu* follow this pattern of lay out.

But, layout is **dynamic** when nobody can predict what it will be, the lead may be on the left or right and if there is a striking picture



Fig. 9.24 Justified Alignment

or the headlines, it will be submerged to make room for it and so other unpredicted devices occur here. *The Deccan Chronicle* and the *Malayala Manorama* are good examples of news papers with dynamic layout.

Layout, whether static or dynamic, could be modular or irregular.

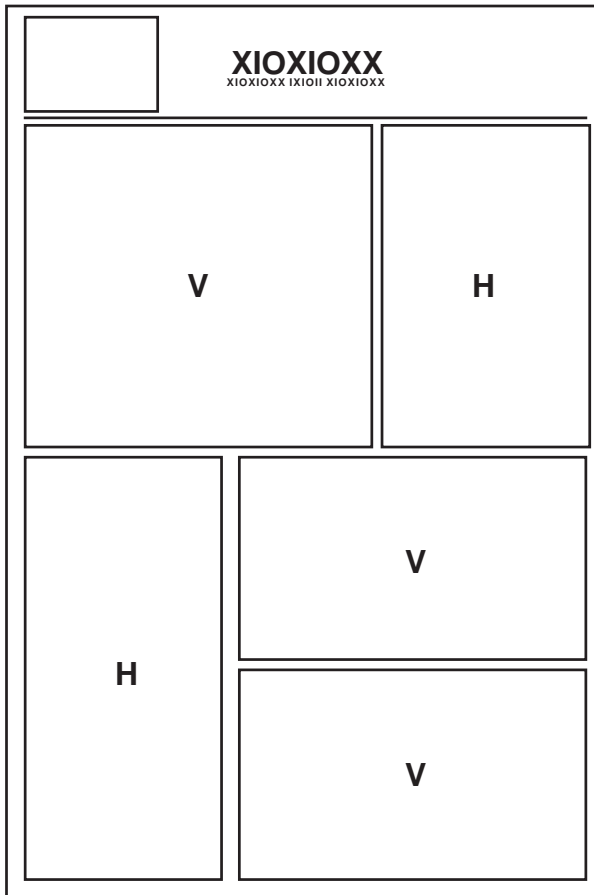


Fig. 9.25 Modular Layout - News stories should be placed vertically or horizontally

Modular makeup and irregular makeup

In modular layout the newspaper page is divided into many rectangles or modules or boxes. Each rectangle is considered as a unit and the stories are placed in them. It is a very systematic approach to design pages.

Irregular layout breaks the page into a series of interlocking shapes. Most or all headlines are irregular in shape and most or all headline-text units on a page form irregular shapes.

Vertical and horizontal layout

Vertical layout gives the simplest page organization. This oldest layout style has limited range of news value expression. Though it is visually depressing, maximum number of stories can be given

above the fold. You can set headlines in the width of basic single column grid and the text in a single column.

Horizontal layout is another simple layout but with more capacity for emphasis. It is modular text squared up under multi-columns heads to create a horizontal unit. Page is then made up of a series

of these units lying flat on each other. In horizontal layout, full use of the width of the page is possible for display. However, there are only a few stories above the mid fold which can be seen at retail outlets.

Check Your Progress

- Differentiate flag and masthead.
- What are ear panels?
- Explain the function of white space in layout.
- Define font.
- Briefly explain credit line, byline and dateline.
- What are Midis or Berliners? How their layout is different from tabloids?

Let us do

Take two or more newspapers and compare them in the following terms and evaluate their design.

Page-design evaluation tool

plus +) is good. An (x) is not.

Title of Newspaper: _____

- () 1. Balance of visuals on front page?
- () 2. Balance of visuals on rest of pages?
- () 3. Dominant photo on front page?
- () 4. Dominant photo laid out with balance on rest of pages?
- () 5. Consistent headline type throughout?
- () 6. Appropriate/pleasing body type and face throughout?
- () 7. Use of interesting graphics?
- () 8. Use of cartoons?
- () 9. Pleasing modular design with good use of rules? (Not cluttered)
- () 10. White space works pleasingly and is not "trapped"?

Editorial page



Fig. 9.26 Editorial page of a newspaper

The most important page other than the front page of a newspaper is the editorial page. It usually contains editorial, a serious article or a news feature, a light feature called middle or middle piece, letters to the editor and regular columns like religion, this day in history etc. Editorial is a column that appears on the left hand side of the editorial page of the newspaper. Its headline is displayed in large bold letters and the body type is in larger size than

the normal. The name and logo printed above the editorial on the editorial page is called **masthead**. In some newspapers, editorial is given under the headline *Opinion*.

Editorial

A newspaper carries one, two or three editorials a day; a serious one and a lighter one. Editorial is the voice of the newspaper. It states newspaper's opinion about contemporary topics. It seeks to encourage critical thinking, to mould opinion and to promote action. It reveals the policy and ideology for which the newspaper stands for. It is the mirror of editorial policy that a newspaper staff keep. It can inspire, motivate, excite, appeal, criticise or reject certain ideas or policies. In a democratic country, editorials play an important role in maintaining democracy. Editorials give opinions on important social, political, economic or legal issues of the day and intend to persuade readers to agree to a particular point of view. Hence it is known as *vox populi* -voice of the people, because it reflects public opinion.

The power or influence of editorials is the power of freedom of expression. "Facts are sacred, comment is free" - the famous quote

given by C.P Scott reveals how editorial writing is different from news writing.

Editorial is written by a senior member of the editorial team, usually the Associate or Assistant Editor or by specialist writers who are subject experts. In some newspapers an editorial director is present to supervise all the editorial matters and content on that page. The Chief Editor writes editorial on crucial subjects. An editorial is very rarely signed by the Chief Editor or Managing Editor himself and published on the front page, when the matter is of utmost importance and need immediate attention of its readers.

Four types of editorials are recognized in daily journalism: editorials that interpret, editorials that criticise, editorials that persuade and editorials that congratulate. The writing style is like that of an essay. Language should be strong and vigorous ; approach should be analytical and critical. The editorial writer passes through a number of stages. The selection of the topic is the first stage. The subject on which the editorial is anchored is called the **news peg**. In the second stage, proper research is done to collect the essential facts. The introduction is written in a paragraph. The body and conclusion is written in other paragraphs.

The word count of an editorial is very limited. It normally ranges from 500 to 750 words. In the final stage a headline is written. It should motivate the reader to read. The headline should be the holistic concept of the content in a few words.

Serious analytical article

This deals with a subject in-depth and a regular feature of editorial page of English and Malayalam newspapers.

Middle

A light feature which usually entertains the readers. Such features may or may not have a news peg.

Letter to the editor

The letter to the editor is published usually under the middle piece. It is feed back of newspaper readers. In a letter to the editor, the individual expresses his personal opinion or grievance on a specific subject of his interest or offers a suggestion to overcome the difficulty. Letters to the editor may also pertain to petty complaints. This regular column always becomes a platform for public discussion on many matters.

Cartoons

A cartoon is a picture with or without words which on first exposure makes a devastating visual and intellectual impact and evokes laughter. Cartoons have become a valuable content on the editorial or other pages of a newspaper. They strike readers' visual and intellectual cord while stimulating laughter simultaneously. Apart from the stimulation of laughter, entertainment and education, cartoons still enlighten and educate the audience on social issues. There are different types of cartoons. Editorial Cartoons are powerful weapons. They are drawn around controversial topics. They promote public discussion.

Op-Ed page(Opposite page to editorial page)

It is another important page in which many newspapers devote their space to serious analytical articles, opinion columns and related illustrations. In some newspapers, reader's editor column is a regular item published on this page.

Columns

A column is a feature printed regularly on a newspaper. It usually appears on the same page in every issue and has the same title over a period of time. The author's name is given in the byline, when the same person writes it regularly. The personal opinion and point of view of the columnist is reflected in the write up. Columns deal with diverse subjects such as sports, economics, politics and culture. Book, film and theatre reviews also come under the category of columns.

Check Your Progress

- What are the ingredients of an editorial page of a newspaper?
- What is masthead?
- What is an Op-ed page?

Let us do

Write a letter to the Editor of a leading English / Malayalam daily projecting your views on any contemporary issue.

Photo editing

Pixel

The term 'pixel' is used in digital photography, one of the technical means to determine the quality of the image. It is the short form of picture element. The quality of the digital image is determined in terms of its resolution.

Photo-sizing or scaling

This is the fitting of photographs to the space allocated to it in the dummy or actual page. Here, pictures could be enlarged or reduced by using an image editing software on computer. If the enlargement or reduction is not done proportionately, it may lead to distorted image - the image will either get abnormal height or be too plump. It is done by an image editing software.

Photo cropping

Photographs may contain irrelevant materials that are not needed. These unwanted portion(s) should be removed. This is photo cropping - the elimination of unwanted portions of a photograph. It is done by an image editing software.

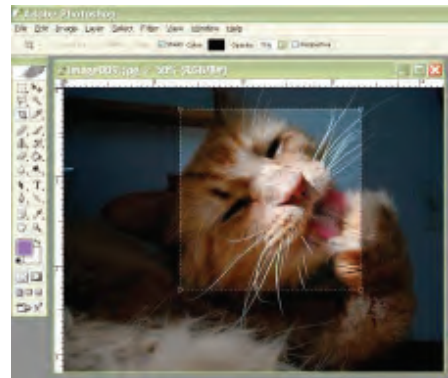


Fig. 9.27 Cropping a Photograph

Caption writing

Picture captions or cutlines are sentences that accompany a photograph explaining those that are in the photograph, where and when it was taken and any other information that the editor wants the readers to know about the photograph. Just like news stories, cutlines should answer the 5Ws and an H of a photograph though in a brief form. It should contain only the basic and objective information without opinion. Editors should ensure that cutlines conform to the picture they are explaining since a badly written cutline can mislead people.



How to write good captions?

- Avoid stating obvious.
- Identify all people in the picture who are seen clearly.
- Be sure to follow a pattern in doing the IDs and tell your reader the pattern ("left to right", etc.).
- Don't start a caption with a person's name .
- Be creative! Use a prepositional phrase like during the cricket match.
- Use more of the words provided by the photographer.
- Use the additional information provided by photographs.
- Use most powerful verb.
- Build the caption from the most striking visual noun.
- For stand-alone feature photos, compose a headline to go with the caption.
- Give the reader a lot of information in the caption. Use two or three sentences, if possible.
- Always include a photo credit. ("Photo by...")

Let us do

Open few file photos in an image editing software and do cropping and scaling.

Check Your Progress

- Text under or above a photograph is
- What is pixel?
- How is cropping done to a photograph?

Let us sum up

The flow of copy from one reporter to the concerned editor is known as copy flow and the editor making changes in the copy is called copy editing. Accuracy, balance and fairness, brevity, clarity, simplicity and readability are the principles of news editing. Selection, correction and re-writing are the three levels in the job of a sub editor. The most important creative duty of a sub editor is writing headlines. The written headlines have to be attractively displayed on the newspaper page. Flush left, centered, hanging indentation, stepped, flush right etc. are some of the typographical arrangements of headlines. Newspaper layout is the frame work of newspaper design. Flag, ear panels, folio, imprint line, caption, column, white space etc. are some of the elements of a newspaper. While planning a newspaper page, different types of layout are experimented. Static and dynamic layout, modular and irregular layout, vertical and horizontal layout are some of them. Editorial writing, photo editing and caption writing are the other focus areas in news editing.

Significant Learning Outcomes

This chapter enables the learner to

- understand the process and stages of newspaper production .
- identify the role played by the various professionals in the news production.
- acquire skills in editing and headlining news stories.
- familiarise with modern approaches in newspaper design.
- acquire skills in news photography and photo-editing.

Let us assess

1. "Copy editing is dotting the i's and crossing the t's". Do you agree? Explain.
2. A habitual newspaper reader may be curious to know how news reports are edited and published. Describe the production process in a daily newspaper.

3. News room is the brain of newspaper organisation. Explain.
4. Describe and compare the organisational structure of a traditional news room and modern news room.
5. 'Headline writing is an art and craft.' Discuss.
6. 'Newspaper design is not decoration, but scientific management of its content'. Do you agree? Explain.
7. Photo cropping is creativity. Substantiate
8. Design the front page of a newspaper with a layout type and describe its elements.
9. What sub editing does to a copy?

Extended activities

1. Visit a newspaper website. Compare the online version layout with the print.
2. Make an electronic dummy for your campus newspaper in modular layout. Use cut and paste approach. The design should include important elements.
3. Prepare a vocabulary sheet of action words used in headline writing.
4. Open a page layout/word-processing programme on your computer and make the following types of headlines.
 - Banner headline
 - One column headline - Flush Left
 - Three column headline - Flush Right
 - Inverted pyramid headline
5. Collect samples of type faces/fonts belonging to different families and make a scrapbook based on it.



GLOSSARY

| | |
|----------------------------------|--|
| Access | : The ability to reach a media or information source. |
| Add | : Additions of any type of news story. |
| Anonymous source | : Sources which are not willing to use their names in the story but willing to share information with the reporter. |
| Audience | : People who receive a message. |
| Banner | : A type of headline that stretches across all the columns in a newspaper page. |
| Bleed (of an image) | : Go beyond the type area to the edge of the page. |
| Blob par | : Paragraph introduced by blob/bullet point. |
| Blurb | : Another name for stand first or similar displayed copy |
| Body type | : The main type face in which story is set. |
| Boil down | : To reduce matter, shorten. |
| Bold | : Thick black type used for emphasis. |
| Box | : Interesting news item that is given in a box. |
| Breaker | : Typographical device, such as crosshead, to break up text on the page. |
| Broadsheet | : Large-format newspaper such as <i>The Times of India</i> . |
| Bulldog | : The first edition of a news paper in a day. |
| Bust (to) (of a headline) | : Be too long for the space available. |
| Byline | : The name of the writer/reporter typically appears immediately underneath the headline of a story in a newspaper or magazine article. (Sometimes after the word 'by') |
| Caption | : Descriptive material accompanying pictures or photographs. |
| Catch line | : One or two words which identify a piece of copy. |
| Centre spread | : Middle opening of tabloid or magazine. |
| Centre (to) | : Set (headline) with equal space on either side. |
| Clean copy | : Copy without errors. |
| Column | : Vertical division of a newspaper page. |
| Content | : The subject matter of a text or message. |

| | |
|--------------------------|--|
| Copy desk | : Place where the news is edited. |
| Copy editors | : Sub- editors |
| Dateline | : Opening line appears in the beginning of a story that says from where the story has been originated. There was a practice of giving date along with the place, hence it is called dateline. |
| Deadline | : Time by which copy must be delivered or submitted for a particular edition; varies from page to page for each edition. |
| Decoding | : The act of translating physical messages into meanings. |
| Destination | : The place/person(s) where the messages are intended to reach. |
| Disseminate | : Diffuse or spread a message in a society. |
| Double spread | : Two facing pages |
| Down table (subs) | : Those other than the chief sub and deputies. |
| Dummy | : a) Photocopied or printed (but not distributed) version of new publication used for practice and discussion; b) Blankversion of established publication, for example, to show weight of paper. |
| Ear panel | : Both sides of the name plate containing advertisements or bits of information. |
| Editorial | : Leading article that contain news paper's opinion. |
| Embargo | : A formal request for not to publish or broadcast a particular information before a specified date. |
| Encoding | : Translating thoughts and ideas into physical messages. |
| Excommunication | : To isolate someone from a community and refuse him or her to communicate with the members of the community. |
| Flag | : Name plate of the newspaper on front page. |
| Flat Plan | : Page-by-page plan of magazine issue. |
| Fold | : Imaginary horizontal line across the centre of the page. |
| Font | : Typeface |
| Frame | : Used to describe the area of world that you see through your camera's view finder. |

| | |
|----------------------------|---|
| Freelance | : A journalist who can produce news stories for any publication he likes. He will not be a full-time and permanent employ of a media firm. |
| Gate keeping | : The reporters and editors are the gate keepers in a media firm. Hence they decide and present the news stories on behalf of readers. |
| Ghost writer | : The author of stories that bear someone else's name. |
| Global Village | : A phrase used to describe how electronic media networks shrunk the world with immediate forms of communication and cultural relationships. |
| Grid | : Basic division and sub division of a page. |
| Gutter | : Space between pages in centre spread. |
| Hanging Indentation | : Style of text and headline composition in which first line is set full measure and all succeeding lines are indented an equal amount to the left. |
| House style | : The editorial style preference of a publisher. |
| Indent | : Set a type at a certain distance from the margin. |
| Indentation | : White space at the beginning or end of a sentence. |
| Interaction | : The reciprocal action, communication or influence between people. |
| Jump head | : Headline used for a story continued from another page. |
| Justification | : Spacing out type so that the lines fit the right hand margin evenly. |
| Justify | : Setting type to align the margin. |
| Kerning | : Adjusting the space between characters. |
| Kill | : A story that is discarded as useless and thrown into the dust bin. To kill a story means to destroy it. |
| Knocking copy | : Story written with negative angle. |
| Leading | : The spacing of lines in a text. |
| Legend | : An explanation that accompanies an illustration. |
| Letter spacing | : The space between the letters of a word. |
| Line Editing | : Editing copy for clarity, logic and flow. |

| | |
|----------------------------|---|
| Line Spacing | : The space between lines of text. (Also called <i>leading</i> .) |
| Lowercase | : Small letters (in contrast to capitals or <i>uppercase</i>). |
| Make up | : Lay out or design- arrangement of headlines, text and graphics. |
| Mass | : Members of a society with a specific set of characteristics. |
| Masthead | : The title of a newspaper or magazine displayed on the editorial page along with the details of the publication. |
| Media | : Vehicles used to convey messages like news, entertainment, advertisements etc. |
| Media Conglomerates | : A multinational media organization that run more than one media. |
| Morgue | : A common name for newspaper library where clipping files and reference books are kept. |
| Nameplate/Flag | : Name of the newspaper given on the top of the front page. |
| News Hole | : Number of column inches available for news after deducting space for advertisements. |
| News Peg | : A specific current event about which an editorial or feature is written. |
| Nonverbal | : Without verbal language. |
| Off the record | : Agreement reached by a reporter and source before an interview that disallows use of certain information revealed. |
| Op-ed | : Feature page or facing page of the editorial page with leading articles. |
| Page proof | : Proof of a made-up page. |
| Paparazzo/i | : Photographer (s) specializing in pursuing celebrities. |
| Par/Para | : Paragraph |
| Pass | : Read-through of a manuscript by a copyeditor. |
| Paste-up | : Page layout pasted into position |
| Pay-off | : Final twist or flourish in the last paragraph of a story |
| PE | : Short for <i>printer's error</i> . |
| Pic/Pix | : Press photographer |
| Point | : A typesetting unit of measure used to indicate font sizes. |
| Pornography | : It is an extreme case of yellow journalism. In pornography nude pictures, video clips and explanations of private life of people are published. |

| | |
|--------------------|---|
| Pull-out | : Section of a newspaper or magazine that can be extracted easily and read separately. |
| Redline | : On screen or hard copy version of a manuscript that indicates which text has been added, deleted, or edited since the previous version. |
| Serif | : Decorative addition to type. |
| Setting | : Copy set in type. |
| Shy | : (Of headline) Too short for the space available. |
| Side-head | : Subsidiary heading. |
| Signposting | : Cross-references to topics previously discussed in a document. |
| Sink | : Distance from the top of a printed page to an element on that page. |
| Sketch | : Light-hearted account of events, especially parliamentary. |
| Skyline | : Headline across the top of a page over the nameplate. It appears very rarely on newspapers. |
| Slip | : Newspaper edition for particular area or event. |
| Snap | : Early summary by news agency of important story to come. |
| Snapper | : Jocular term for press photographer. |
| Snaps | : Press photographs. |
| Specs | : Specifications indicating typeface, point size, spacing, margins, etc. |
| Spike | : Where rejected copy goes |
| Splash | : Tabloid's main front-page story. |
| Splash sub | : Sub responsible for tabloid's front page. |
| Spoiler | : Attempt by newspaper to reduce impact of rival's exclusive by publishing similar story. |
| Stand first | : Introductory matter, particularly used with features |
| Stet | : Ignore deletion (Latin for 'let it stand'). Indicates that text marked for deletion should be restored. |
| Stone sub | : Sub-editor who makes final corrections and cuts on page proofs. |

| | |
|-----------------------|--|
| Story | : Article, especially news report. |
| Strap (line) | : Introductory words above main headline. |
| Stringer/Liner | : Non-staff reporter who is paid on the basis of what he has submitted. They are also known as regional reporters. |
| Style sheet | : Form filled in by a copy editor as a record of editorial decisions applied to a copy. |
| Sub | : Sub-editor - journalist, who checks, corrects, rewrites copy, writes headlines, captions, etc., and checks proof on newspapers; but not on most magazines, subs are also responsible for layout. |
| Sub-head | : Small headline in the body of text. |
| Taster | : Production journalist who checks and selects copy. |
| Think piece | : Feature written to show and provoke thought. |
| Tip | : Information supplied, and usually paid for, whether by freelance or member of the public. |
| TK | : Short for <i>to come</i> . Refers to material not yet in place. |
| Tot | : Triumph over tragedy, feature formula particularly popular in women's magazines. |
| Transmit | : To send information. |
| Trim | : Shorten copy by small amounts. |
| Typo | : American term for typographical error. |
| Underscore | : Underline. |
| Upper case | : Capital letters. |
| Vox pop | : Series of street interviews. (Latin: 'vox populi' - voice of the people) |
| Widow | : a) Line of type consisting of a single word or syllable. b) The last line of a paragraph that appears alone at the top of a page. Sometimes also refers to an orphan. |
| Wob | : White on black - type reversed out |
| X-height | : Height of the lower-case letters of a typeface (excluding ascenders and descenders). |
| X-ref | : Short for cross-reference. |