

**Mekdela Amba University**

**College of Agriculture and Natural Resources**

**Department of Rural Development and Agricultural Extension**

**Course Title: Agricultural Journalism**

## Chapter One

### Basics in Journalism

#### *Introduction*

Journalism as a craft, a profession and even as a trade or business is over two centuries old. It was made possible by the coming together of a number of technologies as well as several social, political and economic developments. The main technologies that facilitated the development of large-scale printing and distribution of print material were the printing press.

#### **What is Journalism?**

Journalism is a form of communication based on asking, and answering, the questions who? What? How? Where? When? Why?

Journalism is anything that contributes in some way in gathering, selection, processing of news and current affairs for the press, radio, television, film, cable, internet,

Journalism is a discipline of collecting, analyzing, verifying, and presenting news regarding current events, trends, issues and people. Writing characterized by a direct presentation of facts or description of events without an attempt at interpretation

Writing designed to appeal to current popular taste or public.

Journalism is a form of writing that tells people about things that really happened, but that they might not have known about already.

People who write journalism are called “journalists.” They might work at newspapers, magazines, and websites or for TV or radio stations. **It** is the practice of investigating and reporting events, issues and trends to the mass audiences of print, broadcast and online media such as newspapers, magazines and books, radio and television stations and networks, and blogs and social and mobile media.

The product generated by such activity is called journalism.

People who gather and package news and information for mass dissemination are journalists.

The field includes writing, editing, design and photography.

With the idea in mind of informing the citizenry, journalists cover individuals, organizations, institutions, governments and businesses as well as cultural aspects of society such as arts and entertainment. News media are the main purveyors of information and opinion about public affairs. The most important characteristic shared by good journalists is curiosity. Good journalists love to read and want to find out as much as they can about the world around them.

### **Journalism is a specific approach to reality**

However, there is no consensus in the journalist community on this, nor is there any universally code of conduct or code of ethics, and where it does exist, is rarely enforced. Opinions vary on whether journalism is a 'calling' public service, an entertainment, a cultural industry motivated by profit, or a tool for propaganda, public relations and advertising. Journalism can be a combination of all these, or each of these separately. Opinions are not so varied about the other professions. As a business and trade, Journalism involves publishing on a regular basis for profit, with news considered as the primary product. Hence, there is the need to attract advertisers and readers, through marketing strategies, which focus on circulation and readership.

Journalism comes in several different forms:

#### I. News

- A. Breaking news: Telling about an event as it happens.
- B. Feature stories: A detailed look at something interesting that's not breaking news.
- C. Enterprise or Investigative stories: Stories that uncover information that few people knew.

#### II. Opinion

- A. Editorials: Unsigned articles that express a publication's opinion.
- B. Columns: Signed articles that express the writer's reporting and his conclusions.

C. Reviews: Such as concert, restaurant or movie reviews.

Online, journalism can come in the forms listed above, as well as:

- Blogs: Online diaries kept by individuals or small groups.
- Discussion boards: Online question and answer pages where anyone can participate.
- Wikis: Articles that any reader can add to or change.

The best journalism is easy to read, and just sounds like a nice, smart person telling you something interesting.

## Reporting

How do you get the facts for your news story? By reporting!

There are three main ways to gather information for a news story or opinion piece:

1. Interviews: Talking with people who know something about the story you are reporting.
2. Observation: Watching and listening where news is taking place.
3. Documents: Reading stories, reports, public records and other printed material.

The people or documents you use when reporting a story are called your “sources.” In your story, you always tell your readers what sources you've used. So you must remember to get the exact spelling of all your sources' names. You want everything in your story to be accurate, including the names of the sources you quote.

Often, a person's name is not enough information to identify them in a news story. Lots of people have the same name, after all. So you will also want to write down your sources' ages, their hometowns, their jobs and any other information about them that is relevant to the story. Whenever you are interviewing someone, observing something happening or reading about something, you will want to write down the answers to the “Five Ws” about that source:

- Who are they?
- What were they doing?
- Where were they doing it?
- When they do it?
- Why did they do it?

Many good reporters got their start by keeping a diary. Buy a notebook, and start jotting down anything interesting you hear, see or read each day. You might be surprised to discover how many good stories you encounter each week!

### Writing

Here are the keys to writing good journalism:

- Get the facts. All the facts you can.
- Tell your readers where you got every bit of information you put in your story.
- Be honest about what you do not know.
- Don't try to write fancy. Keep it clear.

Start your story with the most important thing that happened in your story. This is called your “lead.” It should summarize the whole story in one sentence.

From there, add details that explain or illustrate what's going on. You might need to start with some background or to “set the scene” with details of your observation. Again, write the story like you were telling it to a friend. Start with what's most important, then add background or details as needed.

When you write journalism, your paragraphs will be shorter than you are used to in classroom writing.

Each time you introduce a new source, you will start a new paragraph. Each time you bring up a new point, you will start a new paragraph. Again, be sure that you tell the source for each bit of information you add to the story.

Whenever you quote someone's exact words, you will put them within quotation marks and provide "attribution" at the end of the quote. Here's an example:

"I think Miss Cherng's class is really great," ten-year-old McKinley student Hermione Granger said. Commas go inside the closing quote mark when you are providing attribution.

Sometimes, you can "paraphrase" what a source says. That means that you do not use the source's exact words, but reword it to make it shorter, or easier to understand. You do not use quote marks around a paraphrase, but you still need to write who said it. Here's an example:

Even though the class was hard, students really liked it, McKinley fourth-grader Hermione Granger said.

### ***History of Journalism***

**History of Journalism**, or the gathering and transmitting of news, spans the growth of technology and trade, marked by the advent of specialized techniques for gathering and disseminating information on a regular basis that has caused, the steady increase of "the scope of news available to us and the speed with which it is transmitted."Some relatively recent craze, stimulated by the arrival of satellites, television or even the newspaper, the good news is that the frenzied, obsessive exchange of news is one of the oldest human activities. In early times, messengers were appointed to bring word, carriers to proclaim it and busybodies to spread the word. The need to know helped attract people to crossroads, campfires and market places. It helped motivate journeyers; it helps explain the reception accorded travelers. In most parts of the pre-literate world the first question asked of a traveler was, as it was in Outer Mongolia in 1921, "What's new?" These preliterate peoples were probably better informed about events in their immediate neighborhood than are most modern, urban or suburban Americans. A similar fascination with news was evident in the Greek and later in the Roman Forum, where to the hubbub of spoken news was added information from daily handwritten newssheets, first posted

by Julius Caesar. The bad news is that two of the subject's humans have most wanted to keep up with throughout the ages are –

## **Roles and Responsibility of a Journalist**

### **What does a journalist do?**

The main intention of those working in the journalism profession is to provide their readers and audiences with accurate, reliable information they need to function in society. Moreover, a journalist is to act as interpreter of the world around. The journalist observes the events, transmits facts about the event and act as an interpreter of these events and happenings. A journalist performs the following roles:

- Make people aware of the contemporary world.
- Inform and educate the audience.
- Promote art and culture
- Entertain the mass.
- Help people in decision making.
- Make people sensitive to burning issues.
- Instill good moral values.
- Make people aware of their rights.
- Help people in comparative study of the past and the present and in predicting the future.

There are many different jobs in journalism. For instance, a news journalist might be involved with:

**Researching stories.** Newspaper, magazine and web stories require research before writing. All writers have to conduct research and gather information before they can start writing. Journalists use three tools to gather information for stories: observation, interview and background

research.

**Writing hard news and feature stories.** Hard news stories are short, very timely and focus on telling you what's just happened starting with the most important thing first. Feature stories, on the other hand, are not as timely, yet need a topical *news peg* (raison d'etre or reason for existence). Newspaper and Web features, and magazine articles, are more in-depth and less rigidly structured. They might be interviews, travel reports, how-to articles, profiles, tear jerkers, etc.

**Shooting photographs and video.** Photojournalists in print and on the air use their still and moving images to tell a story with very few words. Multitasking is more and more a part of life in media, which makes photography a useful skill for writers to have.

**Editing stories.** Editors prepare and improve the work of other people. They correct grammar errors and straighten out organizational issues. They write headlines and make sure the publication has a consistent style. At many publications, copy editors are an endangered species and journalists are expected to get it right the first time with no safety net.

**Checking facts.** Newspapers rarely employ people to check facts in articles. Magazines still do check facts, but it's becoming less common.

**Planning issues.** Editors are responsible for all the content in a newspaper, magazine or website. As journalists advance upward in job responsibility, they do less actual writing and more planning and management of other writers, editors and designers.

**Laying out pages.** Editors design and layout pages mixing copy written by reporters with photos shot by photographers and other art. At smaller papers, reporters sometimes lay out pages in addition to writing the copy for them and shooting the photos for them. Magazine editors, on the other hand, usually have an art department to design pages. Whoever designs it, layout is

accomplished using software such as Quark XPress and Adobe InDesign. Ability to use those programs is a valuable skill for a journalist.

### **Types of journalism**

***Advocacy journalism:*** a style of journalism in which a reporter takes sides in controversial issues and develops a point of view. It is the opposite of mainstream journalism, in which reporters are expected to be objective.

***Ambush journalism:*** aggressive tactics which is practiced by journalists who suddenly confront and question people who otherwise do not wish to speak to a journalist.

***Celebrity journalism:*** also known as people journalism, it focuses on the personal lives of celebrities, including movie and stage actors, musical artists, models and photographers, sports figures, and notable people in the entertainment industry, as well as people who seek attention, such as politicians, and people thrust into the attention of the public, such as people who do something newsworthy.

***Checkbook Journalism:*** journalists paying a person or organization for a news story.

***Citizen journalist:*** the rapid rise of Internet technology, in particular blogging, tweeting and social networking, have empowered persons without professional training to function sometimes as journalists feeding information to mass media. These practitioners now are known as a distinct category -- citizen journalists.

***Gonzo journalism:*** a type of journalism popularized by Hunter S. Thompson in the 1970s. It was characterized by a punchy style, rough language, and a disregard for conventional journalistic writing forms and customs. The traditional objectivity of the journalist was given up through immersion in the story.

***Investigative journalism:*** a story that requires a great amount of research digging and hard work to come up with facts that might be hidden, buried, or obscured by people who have a vested interest in keeping those facts from being published; reporters research, investigate and expose unethical, immoral, and illegal behavior by individuals, businesses and government agencies.

***Jazz journalism:*** the journalism fashion of the roaring twenties named for its energetic style and illustrated tabloid layout.

***New Journalism:*** an unconventional writing style popularized in the 1960s by Tom Wolfe, Truman Capote, and Norman Mailer using the techniques of fictional story-telling and characterization when writing nonfiction stories.

***Pack journalism:*** reporters relying on each other for news tips and often dependent on a single source for information.

***Print Journalism:*** the practice of journalism in newspapers, magazines and other hard-copy printed publications.

***Professional journalism:*** a form of news reporting which developed in the United States at the beginning of the 20th century, along with formal schools of journalism which arose at major universities.

***Science journalism:*** reporters convey news information on science topics to the public. Science journalists are reporters who understand and interpret detailed, technical information and jargon and write news stories about them so they will be interesting to readers.

***Sports journalism:*** covers human athletic competition in newspapers, magazines, radio, television, books and the Internet. Some don't consider sports journalism to be true journalism, but the prominence of sports in Western culture has justified the attention of journalists to not just the competitive events in sports, but also to athletes and the business of sports.

**Television journalism:** over-the-air and cable transmission of news stories enhanced by sound and video images.

**Yellow journalism:** inflammatory publication tactics attributed to newspaperman William Randolph Hearst and others in drumming up support for war against Spain in the 1890s. Today, it is aggressive, lurid and irresponsible journalism.

### ***Principles of Journalism***

Over time journalists have developed nine core principles to meet the task. They comprise what might be described as the theory of journalism:

#### ***1. Journalism's first obligation is to the truth***

Democracy depends on citizens having reliable, accurate facts put in a meaningful context.

Journalism does not pursue truth in an absolute or philosophical sense, but it can--and must--pursue it in a practical sense. This "journalistic truth" is a process that begins with the professional discipline of assembling and verifying facts. Then journalists try to convey a fair and reliable account of their meaning, valid for now, subject to further investigation.

Journalists should be as transparent as possible about sources and methods so audiences can make their own assessment of the information. Even in a world of expanding voices, accuracy is the foundation upon which everything else is built--context, interpretation, comment, criticism, analysis and debate. The truth, over time, emerges from this forum. As citizens encounter an ever greater flow of data, they have more need--not less--for identifiable sources dedicated to verifying that information and putting it in context.

#### ***2. Its first loyalty is to citizens***

While news organizations answer too many constituencies, including advertisers and shareholders, the journalists in those organizations must maintain allegiance to citizens and the larger public interest above any other if they are to provide the news without fear or favor. This commitment to citizens first is the basis of a news organization's credibility, the implied covenant that tells the audience the coverage is not slanted for friends or advertisers.

Commitment to citizens also means journalism should present a representative picture of all constituent groups in society. Ignoring certain citizens has the effect of disenfranchising them. The theory underlying the modern news industry has been the belief that credibility builds a broad and loyal audience, and that economic success follows in turn. In that regard, the business people in a news organization also must nurture--not exploit--their allegiance to the audience ahead of other considerations.

### **3. Its essence is a discipline of verification**

Journalists rely on a professional discipline for verifying information. When the concept of objectivity originally evolved, it did not imply that journalists are free of bias. It called, rather, for a consistent method of testing information--a transparent approach to evidence--precisely so that personal and cultural biases would not undermine the accuracy of their work. The method is objective, not the journalist. Seeking out multiple witnesses, disclosing as much as possible about sources, or asking various sides for comment, all signal such standards.

This discipline of verification is what separates journalism from other modes of communication, such as propaganda, fiction or entertainment. But the need for professional method is not always fully recognized or refined. While journalism has developed various techniques for determining facts, for instance, it has done less to develop a system for testing the reliability of journalistic interpretation.

### ***4. Its practitioners must maintain an independence from those they cover***

Independence is an underlying requirement of journalism, a cornerstone of its reliability.

Independence of spirit and mind, rather than neutrality, is the principle journalists must keep in focus. While editorialists and commentators are not neutral, the source of their credibility is still their accuracy, intellectual fairness and ability to inform--not their devotion to a certain group or outcome. In our independence, however, we must avoid any tendency to stray into arrogance, elitism, isolation or nihilism.

***5. It must serve as an independent monitor of power***

Journalism has an unusual capacity to serve as watchdog over those whose power and position most affects citizens. The Founders recognized this to be a rampart against despotism when they ensured an independent press; courts have affirmed it; citizens rely on it. As journalists, we have an obligation to protect this watchdog freedom by not demeaning it in frivolous use or exploiting it for commercial gain.

***6. It must provide a forum for public criticism and compromise***

The news media are the common carriers of public discussion, and this responsibility forms a basis for our special privileges. This discussion serves society best when it is informed by facts rather than prejudice and supposition. It also should strive to fairly represent the varied viewpoints and interests in society, and to place them in context rather than highlight only the conflicting fringes of debate. Accuracy and truthfulness require that as framers of the public discussion we not neglect the points of common ground where problem solving occurs.

***7. It must strive to make the significant interesting and relevant***

Journalism is storytelling with a purpose. It should do more than gather an audience or catalogue the important. For its own survival, it must balance what readers know they want with what they cannot anticipate but need. In short, it must strive to make the significant interesting and relevant.

The effectiveness of a piece of journalism is measured both by how much a work engages its audience and enlightens it. This means journalists must continually ask what information has most value to citizens and in what form. While journalism should reach beyond such topics as government and public safety, a journalism overwhelmed by trivia and false significance ultimately engenders a trivial society.

***8. It must keep the news comprehensive and proportional***

Keeping news in proportion and not leaving important things out are also cornerstones of truthfulness. Journalism is a form of cartography: it creates a map for citizens to navigate society.

Inflating events for sensation, neglecting others, stereotyping or being disproportionately negative all make a less reliable map. The map also should include news of all our communities, not just those with attractive demographics. This is best achieved by newsrooms with a diversity of backgrounds and perspectives. The map is only an analogy; proportion and comprehensiveness are subjective, yet their elusiveness does not lessen their significance.

### ***9. Its practitioners must be allowed to exercise their personal conscience***

Every journalist must have a personal sense of ethics and responsibility--a moral compass. Each of us must be willing, if fairness and accuracy require, to voice differences with our colleagues, whether in the newsroom or the executive suite. News organizations do well to nurture this independence by encouraging individuals to speak their minds. This stimulates the intellectual diversity necessary to understand and accurately cover an increasingly diverse society. It is this diversity of minds and voices, not just numbers that matters.

### **Ethics of journalism**

It includes principles of ethics and of good practice to address the specific challenges faced by professional journalists. The basic codes and canons commonly appear in a statement drafted by professional journalism association 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 reportage to the public.

### **Professional and ethical standards for journalists**

1. As the press is a primary instrument in the creation of public opinion, journalists should regard their calling as a trust and be eager to serve and guard their public interest.
2. In discharge of their duties, journalists should attach due value to fundamental human and social rights and shall hold good faith and fair play in news reports and comments as essential professional obligations.

3. Journalists should observe special restraint in reports and comments dealing with tension, likely to lead, or leading to civil disorder.
4. Journalists should endeavor to ensure that information dissemination is factually accurate.
5. Responsibility shall be assumed for all information and comments published. If responsibility is disclaimed, this will be explicitly stated.
6. Confidence shall always be respected. Professional secrecy should be preserved.
7. Any report found to be inaccurate and any comment on inaccurate reports shall be voluntarily rectified.
8. Journalists shall not exploit their status for non-journalistic purposes.
9. Journalists shall not allow personal interest to influence professional conduct.
10. Journalists shall not accept or demand bribe to give or delay publicity to news or comment
11. Freedom in the honest collection and publication of news and facts and the rights of their comments and criticism and principles which every journalist should defend.
12. Journalist shall be conscious of their obligation to their fellows in the profession and shall not seek to deprive fellow journalists of their livelihood by unfair means.
13. The carrying on of personal controversies in the press in which no public interest is involved shall be regarded as derogatory to the dignity of the profession.
14. It is unprofessional to give currency to rumors or loose talk affecting the private life individuals
15. The press shall refrain from publishing matters likely to encourage vice and crime.

## UNIT TWO

### 2.1. What Is News?

All of you must be reading newspapers. People read a newspaper because it contains news. Have you ever thought about how we get news? There are various sources of news. You can hear it on the radio, view it on a television channel, read it in a newspaper or surf it on internet in a computer.

News is something that you come across every day in your life. What makes news? John Bogart has given this comment that became synonymous with news. A dog bites a man that is not news, because it happens so often. But if a man bites a dog, that is news. This may seem true, sometimes, when a dog bites a man that can also become news. Suppose a dog bites a famous film star, it definitely makes big news.

It is said that the letters in the word “NEWS” is derived from the four directions: North, East, West and South. This shows that news can come from anywhere. News is the report of current event, something that was not known, information of recent events and happenings. It is information about something that has just happened or will happen soon. News is a report about recent happenings in a newspaper, television, radio or internet. News is something that is not known earlier. From all these, we can safely define news as a development that has happened in the past 24 hours which was not known outside and which is of wide interest to the people and that which generates curiosity among listeners.

You have heard a news broadcast on the radio. Twenty people died in a train accident. You don't consider it as news concerning you. Lots of accidents happen in various places every day. But after some time you hear that passengers in the compartment which met with the accident are from your village. Now you become more alert. The news becomes important for you.

Every morning, both from the mass media and electronic media, we are often treated with a variety of news going on around us. What exactly is news? And so important is its presence in the community so many news media are willing to hunt down to the various corners of the world.

News is a form of a report about an incident that occurred or latest information about an event.

News is an interesting fact or something that is important to note that usually delivered on the audience through a medium. However, not all facts can be elevated in to a story by the media. There are several important elements that into consideration that a fact that can be lifted into news. An important element is as follows.

- Important; namely an event or occurrence that may affect or impact on people's lives
- Large; i.e. an event that involves the figures in large numbers
- Near; means, an event close to the reader, both in terms of emotional and geographical terms
- Popularity which is an event that does have a high level of popularity among the masses
- Humane; i.e. an event that has a human interest and capable of providing a touch of feeling for many.etc

Key elements should be explored with the application of other important elements, namely 5W and 1H; what, who, Nowhere, Plus, why, and how.

### *The Goals of a News Article*

Most journalists (the people who write news articles) try to follow certain guidelines in their work. These principles of journalism help make sure that when people open a newspaper, they can believe what they read.

1. A news article tells the truth: the journalist writes facts that are, to the best of his/her knowledge, true. A careful journalist only states things that he/she can prove to be true, and will 'cite' the source of any uncertain information example: "According to Mrs. Brown, principal of North Oaks

High School, most high school freshmen take Spanish as a second language."

In the statement above, even if it is later discovered that more high school freshmen take French instead of Spanish, the journalist has not lied.

He/she has only claimed that Mrs. Brown says more freshmen take Spanish, which is still a true statement.

2. News is factual. Something that is factual can be proved or disproved. For example, “Last Saturday was a rainy day,” is a factual statement, because it can be clearly shown that last Saturday either was or was not rainy.

“Rainy days are depressing,” is not a factual statement, because it is a personal opinion.

3. News articles are objective. They do not reflect the personal opinions of the journalist. Quotes and opinions of witnesses and observers to events may be included in an article, but they must be cited.

4. News articles relate information that affects or is of interest to the public. Some newspapers print articles that are of interest to a smaller audience. When the audience is concentrated in a particular region, such as a particular city or state, the newspaper is known as a ‘local’ paper.

5. The purpose of a news article is to report the facts of a current event or problem. Although many people enjoy reading the news, the purpose of a news article is not entertainment.

6. The language used in news articles is often different from the language that is used in everyday conversation, or in stories or narratives. The style of writing is impersonal, and the vocabulary is often more formal.

## **2.2. News values**

Journalists are the best judges about what news is and what is not. They take this decision based on certain news values. The following are the salient points to judge the newsworthiness.

**Timeliness:** News is something new. So timeliness is a great factor in deciding news. An incident that happened one month back will not make news for today’s newspaper. Also timeliness varies from publication to publication. For a newspaper, events that had happened on the previous day is news. But for a weekly, events of the previous one week can make news. For a 24-hour television news channel, every second is a deadline.

They can break the news anytime. So their timeliness is different from that of a newspaper.

**Impact:** Impact of an event decides its newsworthiness. When the tsunami waves struck several parts of the world, thousands of people were affected. It became major news for the whole world. But if a cyclone kills 20 people in Bangladesh, it may not have any impact on other parts of the

world. When dengue fever affects 100 people in Delhi, it makes news not only in Delhi but in other states also because the impact is wider and people become more alert about the news.

**Proximity:** “Bird flu spreading and hundreds of chicken dying in England”. Does it make news for you? You may read it but do not worry about it. But bird flu spreading in West Bengal will make you alert. This is because it is in your proximity. A plane crash in Peru will not be big news in India, but if an aircraft crashes in India, it will be headline everywhere. So proximity decides the news.

**Controversy:** - People like controversies. Anything that is connected with conflicts, arguments, charges and counter-charges, fights and tension becomes news. All of you might have heard of Kargil. It was a conflict between India and Pakistan. It became great news all over the world.

Many of you may remember the controversy about the Indian and Australian cricket teams. It was news for all the media. When terrorist crashed their plane into the World Trade Centre in New York it was lead news everywhere.

**Prominence:** If a prominent person is involved in any event, it becomes news. If an ordinary person’s car breaks down and he has to wait for ten minutes on the roadside till the vehicle is repaired it makes no news. But if the Prime Minister’s car breaks down and his motorcade has to stop for five minutes it becomes news.

**Currency:** News is about current events. Suppose the Olympic Games are held in Ethiopia. It becomes news because everybody is interested in it.

**Oddity:** Unusual thing makes news    Extraordinary and unexpected events generate public interest.

**Human interest/Emotion:** Stories of human interest make good news items. For e.g. the police rescue a school boy kidnapped by mischief makers after a search of two weeks. The parents meet the boy in an emotionally surcharged atmosphere. The story of this meeting with a photograph makes a good human interest report. Doctors advise a girl in Pakistan to undergo a heart surgery urgently. But her parents cannot afford the expenses.

**Usefulness:** Sometimes news items help the public in various ways. You must have noticed that weather forecasters warn fishermen not to go to the sea for fishing on certain days because of rough weather. Newspapers give the phone numbers of police stations, hospitals, ambulance services etc. to help people. You might have seen in newspapers, requests from relatives to donors of blood for a patient in a critical condition.

Newspapers also raise funds from the public to help victims of disasters and natural calamities, like tsunami and earthquake.

**Consequence:** the far reaching result that the event brings to people.

### **News Types**

News has a very broad sense, many experts who have their own definition to describe the sense of news. Of the many notions of news, then came the kinds of news in the community. The types of news are as follows.

\* ***Straight News***; is straight news, as it is, and is usually written or delivered a short and straightforward.

\* ***Depth News***; is reviewed in depth news. The things that are under the surface of the problem was developed by the creators of news, but still contains facts about the surface of the same problem.

\* ***Investigation News***; is news that raised and developed on the basis of various investigations or studies or from other sources we deem reliable.

\* ***Interpretative News***; news is that developed by the interpretation or opinion-makers and the research conducted conveys news or news.

\* ***Opinion News***: is the news that contains a person's opinions about an event or occurrence that was happening. Normally, this news is the opinion of important leaders, scholars, experts, or authorities.

## *Hard News and Soft News*

News stories are basically divided into two types: hard news and soft news. Hard news generally refers to up-to-the-minute news and events that are reported immediately, while soft news is background information or human-interest stories. Politics, war, economics and crime used to be considered hard news, while arts entertainment and lifestyles were considered soft news. But increasingly, the lines are beginning to blur. Is a story about the private life of a politician "politics" or "entertainment"? Is an article about the importance of investing early for retirement a "business" story or a "lifestyle" story? Judging solely on subject matter, it can be difficult to tell.

One difference between hard and soft news is the tone of presentation. A hard news story takes a factual approach: What happened? Who was involved? Where and when did it happen? Why?

A soft news story tries instead to entertain or advise the reader. You may have come across newspaper or TV stories that promise "news you can use." Examples might be tips on how to stretch properly before exercising, or what to look for when buying a new computer.

Knowing the difference between hard and soft news helps you develop a sense of how news is covered, and what sorts of stories different news media tend to publish or broadcast. This can be important when you want to write articles or influence the media yourself.

As the old joke says, there are two kinds of people: people who divide things into groups of two and people who don't. In all newsrooms, there are two kinds of news: hard news and soft news. This is part of the way almost all professional journalists have come to view the world — by inclination and training. If you are to understand the culture of the people who report the news — either because you want to understand how stories become news or because you'd like to work in journalism — you need to understand this distinction.

Hard news stories are accounts of events that have just happened or are about to happen. For example, crimes, fires, meetings, court testimony, speeches, protest rallies, acts of war, traffic accidents and elections are all typical topics of hard news stories. Hard news stories that have developed overnight or on the same day are often referred to by journalists as "breaking news."

Hard news stories emphasize facts, not opinion or analysis. Hard news is an account of what's happened (or is about to), why it happened, who was affected.

Soft news, on the other hand, doesn't depend nearly as much on the time element. Soft news places less emphasis on the facts — though it would be a terrible mistake to suggest that soft news must not have a factual foundation. Many journalists define soft news as news that entertains as it informs, with more emphasis on human interest, novelty and colorful writing and less of facts and events that have just happened. Soft news has less immediacy than hard news. Writers of soft news often aim for the reader's emotions, not his or her intellect.

### Summary

- Journalists typically distinguish between two kinds of news — “hard news” and “soft news.”
- Hard news stories are accounts of events that have just happened or are about to happen.
- Soft news has less immediacy than hard news — writers of soft news often aim for readers' emotions, not their intellect.

### Hard vs. soft news

#### Hard news

- Informative; critical function of journalism
- Factual approach
- Current and time-sensitive events
- Political, economic, or social issues with political, economic implications (crime coverage, law and order issues)

#### Soft news

- Human interest stories, lifestyles, entertainment, sports, celebrity gossip and society pages.
- less time-sensitive and less serious or less societal impact
- entertain (+ inform)

### **Difference between News and Information**

In the railway station, you might have noticed the board displaying the train timings. That is not news. That is information. But information becomes news when news value is added to it. For example, if a new train time table is issued by the railways replacing the existing one with changes in train timings that becomes news.

Similarly, the different slabs of income tax rates are not news. But when the government decides to increase or lower the rates, it becomes news. You might have seen weather reports in the newspapers. It gives the day's temperature or rainfall. It does not make news. It becomes news when there is a sudden change in weather, or when heavy rains lead to floods or when continuous absence of rain leads to drought.

### **Agricultural news**

Agriculture news is helpful for farmers and other agricultural businesses, including the latest information on crop production, livestock, machinery, and farm policy. Also, read updates on planting, harvest, and key weather and crop pest events. Get updates and reports from Agriculture.com editors, Successful Farming magazine, and farmers and agribusinesses.

### **Main Elements of a News Article**

There are certain elements that are common to almost all articles that you will read in the newspaper or find on the Internet. The following list explains the five major components, or parts, of a news article.

#### **• *Headline (Heading)***

The headline is the title of the news article. The headline should be short, does not include a lot of detail, and should catch the readers' attentions. It is normally not a complete sentence, and tries to summarize the main idea or subject of the article. It is often printed in larger letters than the rest of the article, and the major words are capitalized.

- ***Byline***

This line tells who is writing the article. It may also include the address of the author and the publication or news source for which he or she writes.

- **Location**

This is usually placed at the beginning of the article in bold print. If the city or location is well-known, the name can be written alone, but if the city is less famous, more information is included. For example, the byline of an article written in Atlanta, Georgia would read ‘Atlanta’, while an article from Leary, Georgia would have to include the name of the state.

- ***Lead Paragraph(s)***

The lead paragraph is found at the beginning of the article. The lead briefly answers the questions “who”, “what”, “when”, “why”, “where”, and “how”. The ‘skeleton’ of the story can be found here.

- **Supporting Paragraph(s)**

These are the paragraphs which follow the lead. They develop the ideas introduced by the lead, and give more information in the form of explanations, details, or quotes. In many newspapers, these paragraphs are found on subsequent pages.

## **Sourcing**

In journalism, a **source** is a person, publication, or other record or document that gives timely information. Outside journalism, sources are sometimes known as "news sources". Examples of sources include official records, publications or broadcasts, officials in government or business, organizations or corporations, witnesses of crime, accidents or other events, and people involved with or affected by a news event or issue.

You don’t become an expert by writing a news article. You become an expert by doing research and being right; by raising valid points that no one else is covering in the news. Over time, you earn respect and authority by consistently producing quality work. If one of your sources makes an accusation, it is your job to call the accused and get his side of the story. If someone

references a statistic or percentage in an interview, it is your responsibility to confirm that figure before publishing it.

Journalists earn trust by people by being right. They double and triple check their words to ensure they say what they mean. They do not flippantly post a story just to scoop another publication. And in the rare occasion when a reporter does get something wrong, he or she has the integrity to print an update or a correction.

***Facts change minds, not opinions.***

Citing your facts and sources improves your credibility as a writer and reporter. Your readers don't have to take your word for it because they can read, hear, or see for themselves with the linked information you provide. For all you lawyers out there, think of it as proof without a reasonable doubt. As citizens grow more and more skeptical of government operations and media coverage, it is increasingly important that you "build your case" or write your article from an objective standpoint. Let the reader decide for himself, based on the facts you present, whether or not something is malicious or just business as usual.

The [Wikipedia definition of "citation"](#) sums it up pretty well: "A Citation has several important purposes: to uphold intellectual honesty (or avoiding plagiarism), to attribute prior or unoriginal work and ideas to the correct sources, to allow the reader to determine independently whether the referenced material supports the author's argument in the claimed way, and to help the reader gauge the strength and validity of the material the author has used."

## CHAPTER THREE

### JOURNALISTIC WRITING

Journalistic writing is a style used for news reporting in media such as radio, newspapers as well as the television. It uses vocabulary, sentence structures and has a specific way in which stories present the information in terms of relation, importance, tone, and intended audience.

Journalistic writing refers to a news style of writing in prose, which is used in the reporting of news or in various media for instance newspapers, radio and television. Such kind of writing abides by the guidelines of journalism as well as its ethics. Journalistic writing reporting is an art and craft it is still can be taught, learned and development as a form of communication. Journalistic writing is a style of writing different from "Formal Office", "Academic" or "personal" writing.

In journalistic writing a person puts the main points in the first sentence of the first paragraph -- what will grab readers or listener's attention. This is followed by the rest of the details and written so that the article can easily be edited from the bottom up, if the article needs shortening. Sources are mentioned within the text and sentences and paragraphs can be short.

#### **3.1. Qualities of Journalistic Writing**

On qualities of journalistic writing different scholars have forwarded the following:

1. Journalistic Writing “Journalists cannot march in the parade. They can only stand on the curb and write about what goes past and why.” Roger Mudd, award-winning TV journalist
2. Joseph Pulitzer, a famous publisher in the 1800s, stressed one of the most important qualities of journalistic writing in his memorable command: “Accuracy! Accuracy! Accuracy!” Roger Mudd’s quote on the first slide refers to another important quality of journalistic writing: objectivity. In addition, all journalistic writing should be clear, concise and colorful.
3. Nothing is more embarrassing or unprofessional than writing and publishing a story that has factual inaccuracies. As a reporter, you are responsible for the information printed in your story. Review everything carefully. Your reputation, and that of your publication, is at stake.

4. **Accurate Reporting** verify each fact and quote against your notes. If you're in doubt about anything, check with your sources again. Double-check the spellings of student, faculty, and staff names, as well as grade levels and titles. Refer to official documents listing this information, such as homeroom lists or a school directory. Keep a current phone book and an atlas handy to double-check the names of organizations and places. Double-check dates, using a calendar.

5. **Objective Reporting:** Strict objectivity is required. To be objective you must report the facts without bias or preconceived ideas. You cannot let your own personal opinion cloud or slant your reporting.

6. **Fact:** Something that can be verified, measured or proven. Example: It is 78 degrees. **Opinion:** A personal viewpoint, subject to interpretation. Example: It is hot outside.

7. Your sources will probably provide you with both facts and opinions, and a good story should include both. However, the opinions should be those of your sources and should be attributed to them. Your story should NOT include your opinion. (There is a place for that on the editorial page, which we will discuss at a later date.)

8. **Editorializing:** When you include your own opinion in a story, it is called editorializing. If you report about a pep rally and say that everyone had a great time, you are editorializing. You can't prove that everyone had a great time. Report what you saw and heard, not what you think or feel. Let the readers draw their own conclusions.

9. Present all significant viewpoints of a story. Be careful as you choose which sources to draw from and which opinions and facts to use. Give equal time to pro and con views. Whether or not you intend to, you can tip the balance of a story. Strive for a thorough, fair representation of all sides. You have an obligation to report not only the truth, but the whole truth.

10. **Objective Reporting** Cite the source of all opinions in your story. If you are unsure whether you're editorializing, ask yourself, "Would EVERYONE agree that this is true?" Eliminate the words I, me, my, mine, we, us, our, you, and your from your story unless you are quoting one of your sources. Avoid any words that suggest a judgment or opinion—such as should, good, excellent, cool, poorly, unfortunately, hopefully, and especially—unless you make it clear to the reader that someone else said them.

11. **Objective Reporting:** to help maintain balance in each issue, make a list of sources cited. On an official list of students, faculty and staff, place a check mark next to the name of each person whose opinion you cite in a story. Avoid quoting a person more than once during a school year unless that person is a vital source for your story. Don't quote your friends. Readers will make the connection and decide very quickly that your reporting is not balanced.

12. **Clear, Concise and Colorful Writing:** Journalistic writing must be clear and concise or readers won't take the time to read it. Worse yet, they may not understand it. Journalistic writing must also be colorful, or readers won't enjoy reading it. The best way to be clear is to be simple. That doesn't mean dull; it means care in word choice. Concise writing is economical writing. Get to the main facts quickly. Leave out information that doesn't help move your story forward. Don't waste words. If you can say it in 10 words, why use 20? Use descriptive words only when they have impact. When you do use description, opt for colorful, vivid nouns and verbs to create pictures in the minds of your readers. That's colorful writing.

### **3.2. Organizing or structuring stories**

#### **The Inverted Pyramid Structure**

For decades, the "inverted pyramid" structure has been a mainstay of traditional mass media writing. Following this structure, the "base" of the pyramid—the most fundamental facts—appear at the top of the story, in the lead paragraph. Non-essential information appears in the following paragraphs, or "nut" graphs, in order of importance.

While some media writers are critical of the inverted pyramid structure, it remains one of the most widely used and time tested structures in mass media writing.

#### **What's Essential?**

Essential information generally refers to the oft-cited "Five Ws" of journalism: Who, What, When, Where, and Why. A successful lead paragraph communicates, on a basic level, the essential facts of who did what, when, where, and why.

The “nut” graphs that follow contain additional details, quotes from sources, statistics, background, or other information. These are added to the article in order of importance, so that the least important items are at the bottom.

## Origins

The inverted pyramid structure is the product of an old media technology—the telegraph. When news outlets would telegraph information over the wires, it made sense to use the inverted pyramid because the most vital information in the story was transmitted first. In the event of a lost connection, whoever received the story could still print the essential facts.

The inverted pyramid structure also benefits editors. If an editor needs to cut an article, they can simply cut from the bottom. If their reporter was writing in the reliable inverted pyramid structure, the most essential information would remain at the top.

The inverted pyramid structure simply means placing the most fundamental information in the lead paragraph of the story, and then arranging the remaining details, from most important to least important, in the following nut graphs. Although there are critics of the inverted pyramid style, it remains a widely used approach to mass media news writing.

### **3.3. Writing News**

Ordinarily, news writing begins from the time that a reporter sets out together facts. As the facts are gathered, the slants of news stories are also planned. Conventionally, news writing starts with the introduction. The introduction is technically called the Lead.

- The Lead: The lead is the first paragraph or two of any news report. It does not extend to the third paragraph. The lead usually gives or provides answers to the basic questions of 5 Ws and H. A good lead must:

- Be appropriate for the story.
- Make the reader want to read the rest of the story.
- Should be kept short, brief and telegraphic.
- Be based on the key features of the story.

The 5 Ws refer to WHO, WHAT, WHEN, WHERE, WHY and then the H – How. In most cases, not all the Ws are found in the lead. The who, what, when, where and why are common. The how is normally left for the body of the story. Here is an example of a lead.

Five students were shot dead, yesterday In a clash between two rival cult groups

At university of Lagos main campus, reports “The Campus Times”. Analysis:

Who: Five students

What: Were shot dead

When: Yesterday.

Where: University of Lagos main campus

Why: clash between cult groups.

- Writing news requires the knowledge of its structure. This means the ways news reports are arranged or presented.
- Three main structures are common in writing news stories. They are pyramidal structure from least important item to the most important; inverted pyramid – from the most important to the least important news item and, modified inverted pyramid • Presentation of the most important item followed by the least important and gradually leading to the penultimate important item of the news.
- In writing new, there must be a lead. A lead is the opening paragraph of the news story. It basically summarizes the high points of the event by answering questions energize by the 5Ws – who, what, when, where and why.

### **How to Write a Lead**

The lead, or opening paragraph, is the most important part of a news story. With so many sources of information – newspapers, magazines, TV, radio and the Internet – audiences simply are not willing to read beyond the first paragraph (and even sentence) of a story unless it grabs their interest. A good lead does just that. It gives readers the most important information in a clear, concise and interesting manner. It also establishes the voice and direction of an article.

## **Tips for Writing a Lead**

**The Five W's and H:** Before writing a lead, decide which aspect of the story – who, what, when, where, why, how – is most important. You should emphasize those aspects in your lead. Wait to explain less important aspects until the second or third sentence.

**Conflict:** Good stories have conflict. So do many good leads.

**Specificity:** Though you are essentially summarizing information in most leads, try to be specific as possible. If your lead is too broad, it won't be informative or interesting.

**Brevity:** Readers want to know why the story matters to them and they won't wait long for the answer. Leads are often one sentence, sometimes two. Generally, they are 25 to 30 words and should rarely be more than 40. This is somewhat arbitrary, but it's important – especially for young journalists – to learn how to deliver information concisely. See the OWL's page on concise writing for specific tips. The Paramedic Method is also good for writing concisely.

**Active sentences:** Strong verbs will make your lead lively and interesting. Passive constructions, on the other hand, can sound dull and leave out important information, such as the person or thing that caused the action. Incomplete reporting is often a source of passive leads.

**Audience and context:** Take into account what your reader already knows. Remember that in today's media culture, most readers become aware of breaking news as it happens. If you're writing for a print publication the next day, your lead should do more than merely regurgitate yesterday's news.

**Honesty:** A lead is an implicit promise to your readers. You must be able to deliver what you promise in your lead.

## **What to Avoid**

**Flowery language:** Many beginning writers make the mistake of overusing adverbs and adjectives in their leads. Concentrate instead on using strong verbs and nouns.

Unnecessary words or phrases: Watch out for unintentional redundancy. For example, 2 p.m. Wednesday afternoon, or very unique. You can't afford to waste space in a news story, especially in the lead. Avoid clutter and cut right to the heart of the story.

Formulaic leads: Because a lot of news writing is done on deadline, the temptation to write tired leads is strong. Resist it. Readers want information, but they also want to be entertained. Your lead must sound genuine, not merely mechanical.

It: Most editors frown on leads that begin with the word it because it is not precise and disorients the reader.

### **3.4. Writing for Radio**

The radio newscast must be consumed sequentially; that is, the listener does not hear the second story in the newscast without hearing the first story. The eighth story waits on the first seven, which means in practice that all seven are chosen to be interesting to a significant number of listeners and are presented at a length, which maintains that interest. Radio can connect a nation or a province or a village. It is easily accessible to all Listeners, including those who cannot read, who live in remote areas of the country or have no reliable electricity,

Radio is inexpensive to produce and distribute compared to newspapers and television. Radio is also the easiest form of broadcasting to produce. The necessary equipment is relatively inexpensive. It does not require a large staff. Anyone who can talk can take part in a radio broadcast. It can transmit on a local level, in regional dialects, addressing issues of importance to local listeners.

It is “the mass medium that reaches the widest audience in the world,” according to UNESCO. In many developing nations it has been the most effective method to inform, educate, entertain and unite citizens. Radio is interactive. Using telephone or SMS, it is easy for listeners to react to radio programs and take part in discussions that can be broadcast all over the country or all over the world. Radio is relatively easy to produce and distribute (compared to television or even newspapers), but it requires special skills beyond print journalism:

## **RADIO IS VERY DIFFERENT FROM NEWSPAPERS!**

If a song is playing, you cannot go back to the beginning. If news report is confusing, you cannot rewind and re-read the story. If you are bored by one part of the broadcast, you cannot skip forward to the next segment or song. Therefore, there are special requirements when writing for radio

**SIMPLICITY** – Words and sentences must be clear and simple. If a listener does not understand, he cannot go back to hear it again.

**BREVITY** – In most cases, radio stories are much shorter than their newspaper counterparts. Remember, your audience will have to sit through every word of your story before the next segment begins.

**RELEVANCE** – With your first words, help your listeners understand why this story will be relevant or interesting to them.

**CLARITY** – Ideas must be stated so that they can be immediately understood. Again, listeners cannot re-read the words.

**STRUCTURE** – Radio scripts do not need to include all the important facts in the first paragraph. In fact, radio scripts often begin with the information that is most likely to engage the listener's interest.

**STORYTELLING** – Good radio journalists tell good stories. They create narrative, with a beginning, middle and end.

**HOWEVER, THERE ARE ALSO MANY SIMILARITIES BETWEEN PRINT AND RADIO JOURNALISM.**

The single most important, common attribute for all journalists is **ACCURACY**.

It is essential that all facts be confirmed before reporting.

**OBJECTIVITY** is another key to successful reporting in all forms of media. For many new journalists, this is the greatest challenge. A reporter needs to learn how to set aside his or her own opinions, beliefs and presuppositions.

Every major fact in a story requires **ATTRIBUTION**, no matter what the news medium. In other words, the listener needs to know where the important information is coming from. It could be a government official, an eyewitness, an independent expert or an interested party. Obviously, they may all have different perspectives on a story. As a reporter, it is essential that you point out to the listener who provided the various facts opinions that are used in the story.

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**RESEARCH** skills are also necessary for all journalists. This means the ability to find facts, confirm their accuracy and accurately present those facts in an understandable fashion. Your research tools might include the Internet, interviews (in person and by telephone), and public documents.

Obviously, another skill that all journalists need is the ability to accurately and fairly analyze the information that they have discovered or that has been presented to them.

Finally, it is essential that all journalists have great respect for their audiences.

This means recognizing that, regardless of their education and background, they deserve accurate and useful information.

## CHAPTER FOUR

### 4.1. REPORTING

People starting out in journalism tend to worry a lot about getting a handle on news writing, but experienced reporters will tell you it's more important to be a thorough, solid reporter. After all, sloppy writing can be cleaned up by a good editor, but an editor can't compensate for a poorly-reported story that lacks important information.

So what do we mean by thorough reporting? It means getting all the information relevant to the story you're doing. It means double-checking the information in your story to make sure it's accurate. And it means getting all sides of a story if you're writing about an issue that's controversial or the subject of a dispute.

#### **Getting All the Information You Need**

Editors have a term for information that's missing from a news story. They call it a "hole," and if you give an editor a story that's lacking information, he or she will tell you, "You have a hole in your story."

To ensure that your story is hole-free, you need to put a lot of time into your reporting by doing lots of interviews and gathering plenty of background information. Most reporters will tell you they spend the bulk of their time reporting, and much less time writing. For many it will be something like a 70/30 split - 70 percent of the time spent reporting, 30 percent writing.

So how can you know what information you need to gather? Think back to the five W's and H of lede writing - who, what, where, when why and how. If you have all those in your story, chances are you're being thorough in your reporting.

#### **Read It Over**

When you've finished writing your story, read it through thoroughly and ask yourself, "Are there any questions left unanswered in this story?" If there are, that means you need to do more reporting. Sometimes it also helps to have a friend read your story, and has them ask the same question.

## **If There Is Information Missing, Explain Why**

Sometimes a news story will lack certain information because there's no way for the reporter to get access to that information. For instance, if the mayor holds a closed-door meeting with the deputy mayor and doesn't explain what the meeting is about, then you probably have little chance of finding out much about it. In that case, explain to your readers why that information isn't in your story: "The mayor held a closed-door meeting with the deputy mayor and neither official would speak to reporters afterward."

## **Double-Checking Information**

Another aspect of thorough reporting is double-checking information, everything from the spelling of someone's name to the exact dollar amount of the new state budget. So if you interview John Smith, check how he spells his name at the end of the interview. It could be Jon Smythe. Experienced reporters are habitual and even obsessive about double-checking the information in their stories.

## **Getting Both - Or All Sides - Of the Story**

We've discussed *objectivity and fairness* on this site. To be fair when covering issues of controversy, it's absolutely vital to get both sides, to interview people of opposing viewpoints. But aside from issues of fairness, it's also part of doing thorough reporting.

Let's say you're covering a school board meeting at which board members are hearing public comments about a proposed measure to ban certain books from the district's schools. And let's say there are plenty of people at the meeting representing both sides of the issue -to ban, or not to ban.

If you only get quotes from those who want to ban the books, your story not only wouldn't be fair, it wouldn't be an accurate representation of what happened at the meeting, would it? Thorough reporting means fair reporting. They're one and the same.

## **4.2. Steps for Producing the News Story**

So you want to produce your first news story, but not sure where to begin, or what to do along the way. Creating a news article is actually a series of tasks that involve both reporting and

writing. Here are the things you'll need to accomplish in order to produce a story that's ready for publication.

### 1. **Find Something To Write About**

Journalism isn't fiction writing - you can't create stories from your imagination. You have to find newsworthy topics worth writing about. You can get started by checking out the places where news often happens - your local city hall, police precinct or courthouse. Attend a city council or school board meeting. Want to cover sports? High school football and basketball games can be very exciting and provide great experience for the aspiring sportswriter. Or interview local merchants for their take on the state of the economy.

### 2. **Do Your Interviews**

Now that you've decided what to write about, you need to hit the streets (or the phone, or your e-mail) and start interviewing sources. Do some research about those you plan to interview, prepare some questions and make sure you're equipped with a reporter's notepad, pen and pencil. Remember that the best interviews are more like conversations. Put your source at ease, and you'll get more revealing information.

### 3. **Choose The Best Quotes**

You may fill your notebook with quotes from your interviews, but when you write your story you'll only be able to use a fraction of what you've gathered. Not all quotes are created equal - some are compelling, and others just fall flat. Pick the quotes that grab your attention, and chances are they'll grab your reader's attention as well.

### 4. **Report, Report, Report**

Good clean newswriting is fine, but all the writing skills in the world can't replace thorough, solid reporting. Good reporting means answering all the questions a reader might have, and then some. It also means double-checking the information you get to make sure it's accurate. And don't forget to check the spelling of your source's name. It's Murphy's Law - just when you assume your source's name is spelled John Smith, it'll be Jon Smythe.

### 5. **Be Objective and Fair**

Hard-news stories are not the place to for opinion-spewing. Even if you have strong feelings about the issue you're covering, you need to learn to set those feelings aside and become a dispassionate observer. Remember, a news story isn't about what YOU think - it's about what your sources have to say.

#### 6. **Craft a Great Lede**

So you've done your reporting and are ready to write. But the most interesting story in the world isn't worth much if no one reads it, and if you don't write a knock-their-socks-off lede, chances are no one will give your story a second glance. To craft a great lede, think about what makes your story unique, and what you find interesting about it. Then find a way to convey that interest to your readers.

#### 7. **After The Lede, Structure The Rest of The Story**

Crafting a great lede is important, but you still have to write the rest of the story. Newswriting is based on the idea of conveying as much information as possible, as quickly and efficiently as possible. The inverted pyramid format means you put the most important information at the top of your story, the least important at the bottom.

#### 8. **Attribute The Information You Get From Sources**

It's important in news stories to be absolutely clear about where the information comes from. Attributing the information in your story makes it more credible, and builds trust with your readers. Whenever possible, use on-the-record attribution.

#### 9. **Check Your AP Style**

So you've reported and written a terrific story. But all that hard work will be for nothing if you send your editor a story filled with Associated Press style errors. AP Style is the gold standard for print journalism usage in the U.S., which is why you need to learn it. Get used to checking your AP Stylebook whenever you write a story. Pretty soon, you'll start to memorize some of the most common style points.

## 10. Get Started on a Follow-up Story

So you've finished your article and sent it to your editor, who praises it profusely. Then she says, "OK, we'll need a follow-up story." Developing follow-up stories can be tricky at first, but there are some simple methods that can help you along. For instance, think about the causes and consequences of the story you're covering. Doing so is bound to produce at least a few good follow-up ideas.

### 4.3. Reporters, editors and sub -editors

Reporters: These are people or specialist who see and report events for the public. They gather information and present it in a written or spoken form in news stories, feature articles or documentaries. Reporters may work on the staff of news organizations, but may also work freelance, writing stories for whoever pays them. General reporters cover all sorts of news stories, but some journalists specialize in certain areas such as reporting sport, politics or agriculture.

They are actually news gatherers. They are the basic set of journalist. Without the reporters, all other personnel may have nothing to do in the newsroom. The reporter's main function is to be at the scene of event, whether assigned by the editor or a regular beat. He is the one to first apply the elements, values, determinants and essentials of good news reporting. Modern art of reporting has narrowed down the areas of reporters' specialization.

Special reporters have been assigned to report crimes, court proceedings and assembly procedures, industry, sports, labour, entertainment etc. In each of these fields, there are always a techniques and ways in which the report must follow in order to attract readers. Each of the specialized areas of reporting also has its language, slangs and terms, in order to carry the right message. His job ends when he sends in his report to the editor.

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

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

The editor is usually the person who makes the final decision about what is included in the newspaper, magazine or news bulletins. He or she is responsible for all the content and all the journalists. Editors may have deputies and assistants to help them. The Editor: The editor is the principal gatekeeper in the newsroom. They are many kinds of editors. While some edit for specialized interest like news, picture, women, foreign matters, editorial page/opinion pages, sports, features and layout, others are designated because of the need to facilitate the process itself. For example, sub-Editors or Copy Editors generally, editors edit copies of news stories sent in by reporters.

Editors make corrections in facts, spellings, grammar, names, dates, and claims. They also edit to ensure that the copy fits into the house stylebook or the organization. An editor therefore is a manager as well as a supervisor. In order to perform such skill, an editor must not just be intelligent but must be a motivator, have a good command of English, have a sense of humor, have a nose for news, have the wealth of experience in journalism, and have good professional manner. And all these must be in addition to being a good policy maker, being creative and dynamic, being a good team leader and worker and being responsible ethically and professionally.

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