

**MCM311 (Reporting and Sub editing)**  
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**INTRODUCTION TO NEWS REPORTING**

The students of journalism or mass communication must know the basic terminologies which are being used by the professionals. Before proceeding further let's discuss them first.

**JOURNALISM**

Journalism or News .....is described to be the first draft of history. Journalism is a discipline of gathering, writing and reporting news, it also includes the process of editing and presenting the news on print and electronic media. Material written for publication in a newspaper or magazine or for broadcast. The collecting, writing, editing, and presenting of news or news articles in newspapers and magazines and in radio and television broadcasts. Written material of current interest or wide popular appeal. Collection, preparation, and distribution of news and related commentary and feature materials through media such as pamphlets, newsletters, newspapers, magazines, radio, film, television, and books.

**JOURNALIST**

A journalist is one whose occupation is journalism. A journalist collects and disseminates information about current events, people, trends, and issues. His or her work is acknowledged as journalism. A person who writes for Newspaper or Magazine or prepare news to be broadcast on Radio or Television.

**NEWS MEDIA**

The news media refers to the section of the mass media that focuses on presenting current news to the public. These include print media, broadcast media and increasingly internet based media.

**NEWS**

Any information on current events relayed by print, broadcast or word of mouth to a third party or mass audience is a news.

**NEWS CONTENTS**

Commonly, news contain the information about who, what, when, where, why and how of an event. No special talent is required to recognize conventional news, when they occur.

Political changes, natural and man made disaster, special upheavals unusual crimes notable trails..... all speak themselves. Distinguish journalist has an ability to identify the newsworthy elements of these happening. Always ask yourself how valuable is this news for target audience Get close to the grassroots to get original and first hand material

**CURRENT AFFAIRS**

Current Affairs is explanation and analysis of current events, conflicts and policy matters.

Current Affairs are also called follow up of events of current happenings.

Information alone cannot build your opinion, you need to know more about the latest happenings.

**COLUMN**

A vertical division of a news paper page or text is called column. Regular section of a newspaper or magazine on a particular subject or by a particular person is also called column.

Upright pillar supporting an arch of upper structure. Line of people and deep formation of troop is also called column.

**ARTICLE**

A piece of writing in a newspaper or magazine by a person to give his point of view on a subject in a separate paragraph is called an article.

**EDITORIAL**

A newspaper view on a topical issue. Editorial depicts the policy of newspaper on a particular issue.

**MEDIA TOOLS**

- Print (Newspaper)
- Television

- Radio
- Fax
- Telephone/ Cell Phone
- Web and Internet etc.

### **INTERNET**

- Internet is one of the greatest invention of the 20<sup>th</sup> century
- It is an online addiction
- Remarkable communication
- No scheduled broadcast
- Shaping new world culture
- Net culture (its own language of self-description)
- It provides freedom and access

### **ELECTRONIC MEDIA**

Electronic media is a medium which utilizes electronics or electromechanical energy to disseminate the contents to the audience/viewers/listener.

**INTRODUCTION TO NEWS**

Curiosity and inquisitiveness are the part of human nature. Every one is curious to know about other and the happening around him. To satisfy this trait, gathering and dissemination of news started and the communication tool were invented. The history of news reporting goes along with invention in the society.

**HISTORY OF NEWS**

Invention of Paper, Printing Press, Radio, Television, Loudspeaker and satellite. In its infancy, news gathering was primitive by today's standards. Events that used to take hours or days to become common in towns or in nations are fed instantly to consumers via radio, television, mobile phone, and the Internet.

**ORIGION OF NEWS**

- NEWS..... comes from Greek word “NEOS”
- In English..... “NEWES”
- In French..... “NOVELLAS”
- In German..... “NEUES”
- In Slavic Language (Czech, Solovak and Polish) .....”NOVINY”
- In Arabia.....”ALAKHBAR”
- In Urdu..... “KHABAR”

**CARDINAL DIRECTION**

North.....N  
East.....E  
West.....W  
South.....S

**NEWSPAPERS**

- Newspapers can be termed as publications containing news, information and advertising.
- Usually on low-cast paper.
- In English speaking world earliest newspaper was on cartoon
- First weekly news in 1622
- First true English newspaper was “London Gazette ”.
- In Boston “Boston news letter” (First Newspaper of USA)
- After industrial revolution dramatic development started in 1850 over 2,526 newspapers (daily, weekly, monthly)
- “Were it left to me to decide whether/ we should have a government without newspaper/ or newspaper without government/ I should not hesitate /
- A moment to prefer the latter”. Thomas Jefferson, Farmer President of USA

**DEVELOPMENT OF TV**

- Result of technological development of 19<sup>th</sup> and early 20<sup>th</sup> century.
- Rapid growth – following World War II.
- 1940 emerged form experimental begging’s to become a fixture in Britain and USA.
- In Asia Philippine started in
- 1953 – 1960
- Eighteen Asian Nations including Pakistan entered the TV Age
- PTV started on 26 November 1964

**RADIO**

Radio and recording industry started in 1844. In 1844 the first telegraph line was introduced and nature of our world started to change.

### PHOTOJOURNALISM

- Is a form of journalism which creates images in order to tell a news story.
- Objectivity of the photojournalism is fair and accurate representation
- One feels connected to far away
- A picture is substitute to 1000 words.
- Mid 19<sup>th</sup> Century.....Box camera was invented.
- Portable camera....record negative images
- 1930's made photography to move or inaction movie camera 35 mm
- 1930 to 1950 ( Move film making ....newspapers photography)
- 1970's Development of Art World/ Exhibitions/ Photo galleries / Documentary Production
- Introduction of digital cameras
- Capacity for reporting up to the minutes
- News from all over the world
- In photojournalism it is important what to shoot, how to frame and how to edit.

**WHAT IS NEWS?**

What makes something “news”?  
NEW is NEW, n-e-w-s spell “NEW”.

**SPECIALIZED CATEGORIES OF NEWS**

Spot News : Events happening right now  
Daily News : Scheduled events  
Enterprise : Stories important to the audience  
Feature : Fun or interesting News  
Franchise : Scheduled specialized subject  
Automotive news  
Business news  
Entertainment news  
Alumni news,  
Economist magazine or business

**WHAT MAKES NEWS**

Time : How immediate is the event?  
Geography : How close is the event?  
Quantity : How many people does it affect?  
Degree : How are people affected? (Taxes, Salary)  
Context : Relation to other events  
Interest : i.e. 4<sup>th</sup> murder of week  
Timeliness : Is it a recent development, or is it old news?  
Proximity : Is the story relevant to target / listeners?  
Conflict : Is the issue developing has been resolved or does anybody care?  
Eminence & Prominence: Noteworthy people involved? If so, that makes the story more important.  
Human Interest: May not be an earth-shattering event, does it contain unique, interesting elements?

**NEWS-CYLE**

No doubt news is news, but keeping in view the interest of target audience there are certain classifications.

**CLASSIFICATION OF NEWS**

National News  
International News  
Local News  
Sports News  
District News  
Commercial News  
Weather News  
Business News  
Showbiz News  
Hard News  
Soft News

**NEWS VALUES**

News Values determine how much prominence a news story is given by the media outlets

4 Cs are important for a news

- i) Concise
- ii) Credible
- iii) Clear
- iv) Correct

The importance and value of the news also depends upon the following.

Accuracy, Speed, Interest, Timelines, Proximity, Conflict involve people, Prominence/ Eminence, Note worthy peoples and VVIPs attract media and public, Impact and Consequence, What effect the story have on readers, Budget Announcement, Taxation, Some new policy , Human interest News, Appeal to the emotion.

**NEWS CYCLE**

Acquisition (Gathering)  
Processing  
Dissemination

**ACQUISITION**

The word acquisition means “something acquired” or “gained” In Journalism it means “to get news material”. A reporter acquires news materials by interviewing, examining documents or observing on the sites or covering the events.

**PROCESSING**

Processing is a series of action or steps towards achieving a particular end. A reporter puts the material in a process before it is delivered to the audiences, this is called processing. The gathered information sometimes requires editing before it makes a way to the audience.

**DISSEMINATION**

Circulation, distribution, spreading, displaying the news on screen or transmitting or broadcasting the news bulletins for reporter in the field. A reporter in field reports live for the viewers. In the modern journalism following titles have been given to the news. keeping in view their importance.

**BREAKING NEWS**

There is no scientific formula to define the breaking news. Breaking news is a subjective decision of the editor. To give breaking news one has to break the regular programming in the transmission and inform viewers about the new happenings. Any new happening or development which attracts viewers is called breaking news.

**TICKER**

A data in a printed form on a strip or paper is called ticker. In modern media terminology, ticker is a electric strips which disseminate news information on electronic screen.

**FLASH**

- Bright shine but brief.
- Move or send very quickly.
- An impressive and quick display.
- Sudden or brief burst light.

**FLASH BACK**

Scene of film or writing set in a time earlier than the main story. Sudden vivid memory of a past.

**NEWS UPDATE**

Give the latest information to an earlier happening. Act of updating the version being given earlier.

## ELEMENTS OF NEWS

**ELEMENTS OF NEWS REPORTING**

The major elements of good news reporting are: accuracy, speed, interest, newsworthiness, clarity, conciseness, objectivity, factuality, comprehensiveness, cohesiveness and meaningfulness.

**ACCURACY**

Accuracy also means:

To take care

Free from mistakes

Correct in all details

Accuracy is also called live virtue.

Accuracy is a journalistic proverb. News professional says “In case of doubt, leave it out”. It means that if there is any doubt in facts, do not report, it is better not to report than to report wrong.

Check and double check your facts.

Confirm information, do not rely on the wires.

Do not accept at face value every wire story. If anything sound suspicious to you, call the wire service.

Be careful with names. Go over each story after you have written it.

Always confirm facts with at least two sources on controversial stories, preferably three.

You have to report what we know, not what you think.

Keep your opinion out of the story. When we report on what we think it is “analysis” not news.

The best written, most creative copy is meaningless unless it is accurate.

Inaccuracy is a grave sin or a crime in the profession of news.

Sometimes inaccuracy brings on a legal action.

**SPEED** is an important element of news. Speed is a rate at which something or someone moves to operate. A good and accurate news report must be reported with speed. After accuracy the speed comes. If you delay in reporting, someone else will report.

**INTEREST** is also one of the main element of news. If people have interest in your story they will read and watch.

Interest means holding the attention, share of involvement and attract the people.

**NEWSWORTHINESS** means to have something new for the target readers/viewers.

**CLARITY** means the state or quality of being clear, distinct, understood or perceived.

**CONCISENESS**: Giving information clearly and in few words. Derived from French word “Concis”.

**OBJECTIVITY**: Not influenced by personal feelings or opinion in considering and representing facts.

Reporters are expected to aim for objectivity.

Expected to cover all sides/aspects of an issue.

Generally reporters are expected to remain neutral.

It is difficult to achieve.

**FACUAL** means that news report is based on facts and can not be contradicted.

**COMPREHENSIVENESS:**

Dealing with all aspects of news.

A detailed content.

Covering all events of a news event or a personality.

**COHESIVENESS:**

The act, process, or condition of cohering.

Causing cohesion.

**MEANINGFULNESS** means that the news report has the value for readers/viewers.



**SOURCES OF NEWS****SOURCE**

In journalism, a source is a person, publication, record or a document that provides information.

**WHAT IS SOURCE?**

Source is also called a point from where something is derived or obtained. Point of origin of information is also called a source. A person or document that supplies information is also a source. Causes, creates, or initiates.

**NEWS SOURCES**

A reporter collects information from various sources. Information can be collected through observation or by interviewing a person. Information can be derived from, public documents, statistics, private diaries, letters, books, libraries, newspapers, magazines, internet, wastebaskets or microfilms.

**SOURCE**

We can divide the sources in two categories

Conventional sources

Modern Sources

Conventional Sources

Press Conferences.

President + Prime Minister's Address to the Nation.

Briefing by various ministers

Press releases

Budget

Export policy announcements

Government / opposition reactions

Parliament

Radio monitoring

TV monitoring

Foreign office

Court decisions

Accidents

Religious activities

Terrorist activities/Terrorism

Celebrities

Jobs/ Employment

Industry

Associations

Sports

Books

Airports

Real estate

Immigrations

Sea

Roads

Travel

Universities

Antiquities

Friends

Family issues

Animals and pets

Shopping

Fashion

Farming

Over heard

Diary and Club + entertainment

**SOURCES OF NEWS II****WHAT IS NEWS AGENCIES OR WIRE SERVICE?**

A news agency is an organization of journalists established to supply news items to newspapers, magazines, radio and television broadcasters. News agencies are also known as wire services or news services. News agencies generally prepare hard news stories and feature articles .

**NEWS AGENCIES/ WIRE SERVICE**

Four major news agencies of the world are Associated Press (AP), Reuters, AFP and United Press International (UPI).

These News agencies (transmit news of local, regional, national and international significance).

AP and Reuters news agencies also provide video service to the clients.

Developments of the news agencies have a great impact on the process of foreign news selection and reporting. Colonial news agencies are still strong.

Developing countries are influenced by the world's leading wire services.

They report the event from their own national and global interests.

The main Chinese news agency is New China News Agency. Its Headquarters is in Beijing.

Russian's major news agency is TASS. This news agency is also named as ITAR – TASS.

The official News agency of Iran is called PARAS.

Organization of Islamic Countries news agency is IINA (Islamic International News agency) it was established by the OIC.

Turkish news agency is ANADOLU AJANSI

Indonesian news agency is called ANTARANEWS.

Before is emergence of Pakistan in United India the first news agency was established in 1905.

It was named as Associated Press of India.

During first world war another news agency was formed with the name of Orient Press of India.

First news agency of Pakistan was established with the name of Associated Press of Pakistan (APP)

**SOURCES IN NEWSROOM**

Newsroom itself is also an important source of news. There are number of reference books that are available in the newsroom which can be the important sources of news.

One of the hi-tech source of news is CQ Researcher (Congressional Quarterly researcher). It contains all quarterly information about the function and working of American congress. These types of sources are also available about Pakistan's Parliament.?

World Almanac and world year book are also very valuable sources of news.

Law dictionaries and legal encyclopedia can also be termed as sources of information.

Digests of cases, Freedom of information act and State information act can also be good source of information.

**SOURCES OF NEWS III****SOURCE**

News writing is generally a young person's profession.

If you have the ambition, drive, energy and willingness to pursue a story aggressively you can get it.

Electronic data bases are the newest tools. Writers can use the database in their search for information.

A new breed of reporter getting out valuable information from electronic sources.

Full text data bases. The actual text of records, articles or statements are displayed on the researcher's screen.

Citation data

CD-ROM is a type of computer storage medium which reads optically by a laser beam. The data is accessed using reading machines connected directly to news writers' computers.

To use CD-ROM, you need a CD-ROM player (a reader) compatible with your own computer.

Maps can be manipulated to enrich news stories and features.

CAR : Computer-assisted reporting (CAR) It can involve online research and database journalism.

One can get employed to work from home. (web.addren)

**USING RECORDS**

Records are an important source of information. One can get the information by searching the following records.

- Birth records
- Marriage
- Divorce
- Real estate
- Voter registration
- Auto records
- Traffic accident reports
- Income tax records
- Telephone records.

**ACCESS TO PUBLIC RECORDS**

Make a written request.

The request should identify the documents.

Do not state the reason why you want to inspect the documents.

Libraries not only contain resources for story research, they can also be the source of new ideas, background information, and fact verification.

Glance through magazine articles.

Reference books and materials.

Glance through magazine articles.

Reference books and materials

**HOW TO GENERATE SOURCES**

- Read. Read widely.
- Patronize the Library
- Listen
- Identify records.
- Be friendly
- Subscribe
- Entertain opposites
- Develop expertise.
- To get good ideas, invest your time wisely, continue pursuing knowledge, and probe, search, and investigate with an open mind.

- Personal Sources
- Start your own phone directory
- Meet the heads of every agency in the community-and their secretaries.
- Invite one key official on lunch or diner each week/ monthly.
- Visit the scene.
- Visit religious groups.
- Send letters and cards
- Socialize with people.

### **EVALUATING SOURCES**

Motives. Do they want something in return? try to find out what the source “wants”

Bias

Lack of responsibility

Misunderstanding

Time difference

Class. Status

Knowledgeability

Credibility

Fearlessness

### **THE CONVENTIONAL OR GENERAL SOURCES OF NEWS**

Press Conferences.	Accidents	Travel
President + PM’s Address to the Nation.	Religious activities	Universities
Briefing by various ministers	Terrorism	Antiquities
Press releases	Celebrities	Friends
Budget + Export	Industry	Family issues
Export policy announcements	Associations	Animals and pets
Government / opposition reactions	Sports	Shopping
Parliament	Books	Fashion
Radio monitoring	Airports	Farming
TV monitoring	Real estate	Over heard
Foreign office	Immigrations	Diary
Courts decisions	Jobs and unemployment	Club + entertainment
	Sea	
	Roads	

## REPORTER

### Definition of Reporter

#### REPORTER

Difference between Journalist & Reporter

Journalist is a wider term. A sub-editor, a columnist, an article writer, an anchor or any person who is working as newsman or working on news desk can be called a Journalist. The term reporter applies to a journalist who covers field stories report from the site. Reporter is a specialist form of a journalist. We can say a journalist who is responsible for gathering information and present it on mass media is called a Reporter. Reporter is supposed to be the explainer of complicated issues in simple and communicative manner. The main role of reporter is to present news in digestible format for viewers.

Reporters gather information in variety of ways. Tips, press releases, witness events, Interviews, Public records and other sources. Reporter covers the event which is assigned to him by his organization/Newspaper or TV Channel.

Reporters split their time between working in the newsroom and going in the field to witness events or interview people.

#### QUALITIES OF REPORTER

To be a good reporter one should have special qualities. One of the basic qualities of a reporter is to have an IPTB. IPTB means “it pays to be inquisitive”. He should have the quality to be curious his eyes and ears should always be in search of News. He should have the quality to sniff the news.

In life every one has a story to tell: A reporter should have a quality to compel others to tell the newsworthy story.

A reporter should always take care of accuracy of news.

He should be quick to report. He also has to take care of viewer’s interest in the news item.

Reporter should be cool headed. A cool head means he should be calm, cool and collected. He must have the ability to work in an atmosphere of hurry and excitement. Reporter must be physically fit to move around.

Reporter should have the quality of awareness (alertness). He should be quite vigilant enough. Reporter must possess technical knowledge of the application of equipment. It will help him to establish command over technical staff.

Reporter should be a dedicated worker and have the quality of Resourcefulness. Resourcefulness is a quality of being able to cope with a difficult situation. He has an ability to deal with unusual problems.

Reporter must take care of time management. He should utilize maximum time to achieve his goals.

The quality of decision making on the spot is a great quality. One decision on time can save many upcoming problems.

In-fact decision making is a process of recognizing a problem and provide an opportunity to find a solution.

**REPORTER II****Classification of Reporters****CHIEF REPORTER**

Chief Reporter is a journalist who is supposed to be a senior and experienced Reporter.

The Chief Reporter is in charge of a team of reporters. He has to assign them duties and regulate them as per the policy of newspaper of the television channel.

He also plans the special coverage of the expected news and assign it to reporters.

Chief Reporter has to see that all the activities are covered properly and nothing important is missed by the reporters.

Most of the invitations for press conferences, public meetings, demonstrations, agitations and strikes are addressed to him. He deposes his reporters to cover these events.

The Chief Reporter also receives a lot of information from Government handouts, press releases and other publicity material for publication. He selects and assesses their news worthiness.

He also look after the administrative matters concerning with reporters and reporting.

He also plans new investigative and interpretative reports by deputing reporters.

**THE CORRESPONDANTS**

There are different kinds of correspondents who work for newspaper and TV Channel.

**THE LINER:** The liner is not a full time journalist.

From time to time he may send news stories to the newspaper.

Liners are paid on the basis of lines of the news stories published in the newspaper or broadcast on a TV Network.

**THE STRINGER:** The stringer is not a full time journalist. His whole time profession is quite different.

He is attached to a newspaper through a string. He is generally paid some fixed amount to retain him for the newspaper.

**SPECIAL CORRESPONDENTS:** They are generally very experienced professionals having vast and varied contacts with official sources, with opposition sources and Government sources, with diplomatic sources, with embassy sources, with fellow reporters, with private secretaries of various ministries and companies.

**NEWSCASTER/NEWS PRESENTER**

News presenter is a person who presents a news show on television, radio or on web is called News Presenter.

He can be a working journalist or simply a reader who reads news bulletin prepared by others.

In different countries the news presenter is called by different nomenclature. Some called them "Newscaster", "Newsreader", "News presenter", "News Broadcaster".

To be a Newscaster or Presenter you do not have to look like a movie star, but you should have the ability to perform and your appearance should be acceptable.

Television is a close-up medium, concentrate mainly on your face. For this reason, majority of viewers recognize you by face and key to appearance is to have a unique and memorable look.

**NEWS ANCHOR:**

A person who presents a news show on Radio or on Television is known as an Anchor. Anchors are the one who gets the publicity. Readily rewarded or blamed instantly.

News Anchor should have the good knowledge of:

Politics, Sociology, Government functioning, Skilled in broadcasting technology, Computer operation and public speaking discipline. News Anchor must have the ability to write his own scripts or read what the reporters and desk staff had written. News Anchor must be detail oriented, organized, flexible and multitasking person, at a time he has to speak, listen and to read from teleprompter/Autoque. News Anchor's behavior should be friendly, articulate and easy to watch or listen.

A good professional News Anchor must have the following characteristics:

---

Educated in Journalism  
Skills in communication  
Knows reporting  
Copy editing skills  
Writing ability  
Command on language.

**GENERAL REPORTING I****REPORTING****WHAT IS REPORTING?**

- Reporting means, to report, to tell, to inform.
- Information is the oxygen to think or to form an opinion or to react.
- Two forms of reporting are:
  - General assignment reporting
  - Beats reporting or special reporting.
- Each of these areas have distinct characteristics, but their borders are tricky and over lapping.
- News stories do not fall into a single category. They spill over into both.

**GENERAL ASSIGNMENT REPORTING:**

It ranges from crime to crops, from weather to workers.

The most successful General Reporters are excellent workers.

They always ask themselves how valuable it is for audience. They go as close to the gross roots as possible in an attempt to generate original material.

Reporter is an explainer of complicated issues and the General reporters are supposed to report the facts in simple and communicative manner.

While doing general reporting you must know that true, new and interesting factors make news. Always look for new pitch. Every reporter has a different I.Q and style.

Media wise classification of Reporting:

Print media reporting

Radio reporting

TV reporting

Web reporting

Other forms of reporting are:

Soft news reporting

Analytical reporting

Sensational reporting

**GENERAL REPORTING II****REPORTING**

A GOOD Reporter should take care of Some Basic Rules of Reporting.

Never leave your camera or laptop unattended, because if you lose it, how can you work?

Keep your laptop, cell phone and camera batteries charged.

Try to get sick only on your days off. It means that the profession of Reporting is not a job for fix hours. It is a way of life. If a person is habitual of taking leave on one or other pretext, he can never be a professional reporter.

If you do not understand something, ask for a clarification. "Assumptions" kill more journalist every year than any other natural cause.

Be honest about deadlines and time. If you fail to report on time or speedy than you will not be treated as a good Reporter.

Be skeptical, check facts to make sure they are facts. A single source of information is an invitation to disaster.

Read newspapers and internet and stay tuned, you never know what kind of story you will have to do. Ignorance is not an excuse in News profession.

**DO'S AND DONT'S**

Where give pace ever possible abbreviations should be avoided, avoid roman numbers.

Mr. & Mrs. Dr are permissible but MS, Prof, Asst and Dir are not.

Six thousand and 23 (ok)

6,023 (not good)

Three Million eight hundred (ok)

3,008,00 (Not good)

Eight Billion, 600 thousand (ok)

8,600,000,000 (Not good)

Use figure for 10 to 999, but after that write thousands, millions and billions.

Principles of good writing

Write in words not in figures or digits

Keep sentences short, on the average.

Write the way you talk

Write to express, not to impress.

Prefer simple on the complex

Prefer the familiar words.

Avoid unnecessary words

Put action into your words.

Use terms which your reader can understand

Tie in with your reader's experience

Make full use of variety.

**CHARACTERISTICS AND QUALITIES OF GOOD REPORTING**

Good Reporters see the world as their journalism laboratory, a storehouse of story ideas.

Good Reporters prefer to discover and develop their own story ideas.

Good Reporters are always active to collect the information.

Good Reporters talk about news they live it, breathe it and dream it.

Organizing the news material is important part of your job

Good Reporters are life long reporters they love words, names and lists.

Good reporters always understand that news writing is a transaction between a reporter and a reader.

**LESSON 13****GENERAL REPORTING III****REPORTING WITH STYLE**

A style is a particular way of putting words and marks of punctuation together. A news style, a creative style, or an easy style. A person who writes with style is one who thinks powerfully. For style, a sense of order must exist in various levels. Writing with style also involves "Organization". Appropriate and interesting words make the sentence and writing stylish.

The use of certain terms, certain rules and conventions is also a style.

**RIGHT STYLE:**

Broadcast language needs a style which should be clear, simple and direct.

Make every word count.

Use short words and sentences.

Avoid jargon, clichés.

Drop meaningless words.

Explain initials.

Use spoken style.

Round off figures.

Freelance Reporting

Definition: A professional journalist without long term commitment to any employer is called freelance journalist.

A freelance reporter is a self employed person.

Freelance professionals move from one country to another.

Benefits: Freelancers generally enjoy a greater variety of assignments than in regular employment.

Drawback: Uncertainty of work and income.

**LESSON 14****BEATS REPORTING I****BEAT REPORTING**

A beat is, in wide sense, an area of information about which the journalists are expected to look for stories which will interest viewers.

Beat reporters cover all happenings in their respective filed such as breaking news, news updates, flash.

Beat reporters should have constant contact with the sources.

Beat reporters cover all happening in their respective filed. They must be expert on the subject as well as skilled in news writing, editing and presenting techniques.

Viewers begin to know and trust beat reporter who regularly reports on a subject area.

Beat reporter is expected to report the stories of breaking news nature, immediately.

**VVIP BEAT**

VVIP beat means covering the activities of a person who is very very important. Normally they are President or the Prime Minister or the foreign Head of State or Government who visits other countries. Sometimes reporters accompany the VVIP to report their foreign engagement. VVIP reporters require alertness of mind. They have to take care of security measures as well. VVIP reporter is supposed to be on call duty round the clock as he is required to be on assignments on short notice.

**OPPOSITION PARTIES BEAT**

A reporter who is responsible for covering the opposition parties activities must know the view points of opposition parties on the issues.

**ECONOMIC MINISTRY BEAT**

Economic Ministry means the ministries which deals the finance and economic matters of the country. These ministries are responsible for regulating the fiscal policy and preparation of national budget. They are also responsible for monitoring the rate of inflation. A reporter who is assigned to cover the Economic Ministries such as Finance Ministry, Economic Affairs Ministry, Commerce Ministry, Industry and Production Ministries must be aware of the functioning, hierarchy and the importance of these ministries.

**SENSITIVE MINISTRIES**

Sensitive Ministries are responsible for the internal and external defense of the country. The Defense Ministry, Interior Ministry, Foreign Affairs Ministry and information Ministry are called sensitive ministries. Foreign Ministry is responsible to formulate the foreign policy, the Interior Ministry is responsible for maintaining the law and order and the information ministry is responsible for the image building of the government. The reporter who is supposed to cover the sensitive ministries should be aware of does and do not of his assignment. If he gets some sensitive information, then before using this information he has to take care of the national interest.

**SOCIAL MINISTRIES**

Social ministries are those which are linked with the social and culture life of the people. Education, Health, Local Bodies, Law & Justice, Parliament Affairs, Religious Affairs, Sports, Youth culture and Sports Ministries come under the title of Social Ministries. The reporters who are assigned to cover these Ministries must know their importance and their roll in the government and for people.

**DIPLOMATIC BEAT**

The reporters who are responsible for covering the diplomatic beat must be aware of the functioning of foreign office. They must be aware of the confronting issues between the countries. They know the objectives of foreign policy and also have the knowledge of functioning of various foreign missions and their interest in the regional and bilateral relations/agreements between two countries.

**BEATS REPORTING II****ECONOMIC MINISTRY BEAT**

Economic Ministries are very important organ for the functioning of the Government. Economic Ministry deals with the financial and economic matters of the country. These ministries are responsible for regulating the fiscal policy. In Economic Ministry the major ministries are Finance, Economic Affairs, Commerce, Production and industry. The reporter, responsible for covering the Economic Ministry, must know the economic parameter of his country, terminology used in budget and financial economic matters. He must know the economic experts, who can be contacted on short notice. This will help him in seeking guidelines on technical points. The reporters should know the importance of NFC Awards, monetary regulation and functioning of the banks and the export/import needs of the country.

**COMMERCE MINISTRY BEAT**

Commerce Ministry deals with the trade, export and import policy of the country. He must be aware of the global trade scenario and its effect on the local trade.

**SENSITIVE MINISTRY BEAT**

Sensitive ministries include Defense, Interior, Foreign Affairs and Information ministries. All these ministries are responsible to safeguard the internal and external defense of the country. Reporter must be aware of their functions, sensitivities and importance. He should also know that from where he can get news and from where he has to counter check the facts. These sensitive ministries are the custodian of the secret. If reporter gets some classified secrets, before filing the story based on those facts, he should take care of the national interests.

**DEFENSE MINISTRY**

The Armed Forces of the country (Army, Navy & Air Force) comes under defense ministry. Civil Aviation and the national carrier PIA is also a part of Defense Ministry. Reporter may use these sources to get the news well in time.

**INTERIOR MINISTRY**

Interior Ministry is responsible to maintain the law and order in the country. All intelligence agencies and police services function under its command. Most of the sensitive news story / breaking news/ news update comes from Interior Ministry.

**RELIGIOUS AFFAIRS MINISTRY**

Religious Affairs Ministry is responsible to facilitate Hajj Pilgrims and the other religious rituals. The reporter should take care of sensitivities while reporting the activities of various religious groups.

**INFORMATION MINISTRY**

Information Ministry is called the eyes and ears and the spokesman of the government. This Ministry is responsible for the image building of the Government and to project the achievements of Government. Pakistan Television, Radio Pakistan, Press Information Department and Pakistan Electronic Media Regulatory Authorities (PEMRA) also work under the administrative command of Information Ministry. The reporter has to establish the contacts in these ministries.

**LESSON 16****BEATS REPORTING III****BEAT REPORTING**

There are number of ministries which come under the title social ministries they are: Health ministries, Law & Justice and Parliamentary Affairs ministries, Human rights, Agriculture ministry, Education ministry, Environment ministry, Youth & Woman Affairs ministry, Tourism & Culture ministry.

Social ministries are one of the major beat of reporting. Their policy decisions have direct impact on common man's life.

A Reporter covering the social ministries must know the importance of the ministries. He should know the hyrarical structure of these ministries. He must establish personal contact with all officials from the top to bottom working in various capacities. He must have a special relationship with the focal person for media in every ministry. He should try to establish personal relation with the minister so that he can get first hand information to file an exclusive story or breaking news.

**BEATS REPORTING IV****DIPLOMATIC REPORTING**

Diplomatic Reporting concerns with the foreign policy and the relationship of a country with other countries and the activities of various foreign missions and the contours of the foreign policy.

In diplomatic relations, neither the enemy is eternal nor the friendship is eternal. The only thing which is eternal is the interest of the nation.

A diplomatic reporter should be aware of the world power games and the interest of various countries in various regions.

Information highway has changed the traditional role of diplomatic reporting, media technology, internet, live feeds and instant reporting has a direct influence on the relationship of countries. Media build or distort the perceptions.

In today's world along with the diplomats, the political scientists and journalists are the main players of diplomacy. NGOs also provide useful information to Diplomatic Reporters. The diplomatic reporter must establish contacts with them.

Foreign Missions are also a great source of diplomatic reporting.

Reporters should be aware of international agreements among various countries.

He should also know the international organizations (UNO, OIC, NAM, SAARC, ASEAN, EU, AFU, NATO)

**BEATS REPORTING V****BEAT REPORTING**

Business and Financial Reporting is a very important beat. Only a person who is well versed with the financial and business climate of the country can do this assignment.

He should be aware of current economic climate. The causes and the potential solutions for the problems confronting the business community.

He must know the banking system.

He must be aware of situation of world economy and the future trends.

He must know the role of World Bank and IMF.

Stock Markets Impact on National Economy and the Broker system etc.

Business and financial beat reporter must be aware of Political and Social Fallout on the economy of the country and the effects of strikes and rallies on the economy.

Financial Reporter must study business pages of daily newspapers/yellow pages and weekly business magazines to enhance the knowledge. He should frequently visit the business pages of web and internet.

**BEATS REPORTING VI****BEAT REPORTING****SPORTS REPORTING**

Sports reporting is claimed to be one of the most interesting and thrilling beats.

Most talented and respected journalists have been sports writers.

If any one intends to be a sports reporter he must read books on a range of sports topics, including biographies, histories of Cricket, Hockey, Football, Golf, Athletics, World Olympics, Local sports – Kabaddi and Wrestling etc.

Investigative reporting in sports started in 1990.

In Cricket, it was the investigative reporting which brought many amendments in the laws and rules of Cricket. Issue of “Ball Scratch” and “Dope Test” was brought out due to investigative.

From 1950s to 1960s people saw a rapid growth in sports coverage, both in print and broadcast media. During this period, independent sports agencies and photo agencies were established to cover the sports events.

International Sports Press Association (AIPS) was also established.

Sports shops for various dedicated games were opened.

Now number of the sports channels and sports magazines are in the market. Sports also brought a good amount of advertisements.

**BEATS REPORTING VII****REPORTING BEATS**

Court Beat: Courts are one of the very important sources of news. The decisions of court are often breaking news or they have a larger implication on policy matters of the state. The major courts are:

Supreme Court

High Courts

District Courts

The Reporter covering the court must know the basics of the law of the land. The functioning of court, its procedure proceedings. The importance of Bar Council. The problems faced by lawyer community and the clients. He should also read and understand the constitution.

Election commission beat: Election commission is also one of the important sources of news. Election commission is a constitutional body and is responsible for holding the general elections in the country. Reporter must know about the structure and functioning of election commission.

Chief Election Commissioner is the head of Election Commission. His tenure is fixed in the constitution. A person having a Supreme Court Judge stature can hold this position.

**WAR REPORTING**

War reporting is one of the dangerous form of beat reporting. A common reporter can never be a good war reporter if he does not have the experience of working in pressure and in stress environment. In modern media scene, the war reporting has got importance due to development of technology and live reporting.

Show Biz Beat: Show biz is also one of the popular forms of beat reporting. A show biz reporter has to cover the activities of Film Industry, TV, Stage, Theatre, Models, Cat Walks and Fashion Shows.

A Reporter who is supposed to be the show biz reporter must know all the aspects of these fields. Show biz is the major source of deriving the entertainment news.

**CONFLICT REPORTING I****CONFLICT REPORTING DEFINITION**

Working within range of guns, bomb blasts, mines, violence comes under Conflict Reporting parameters. Conflict reporting is considered to be the most dangerous form of journalism. Army or Law Enforcing Agencies seize control over land or situation while media helps consolidating it.

There are number of situations comes under Conflict Reporting they are;

War, Civil war, Terrorists attack, Disaster, Bomb blast, Suicide attack, riots, abductions, target killing, floods, earth quakes.

While working in conflict zones/disaster areas one should be mentally and physically fit and alert.

From the war zone, reporting is very dangerous and one has to take special care while reporting the events, or analyzing the facts.

Whenever a reporter covers rallies and mob demonstrates he should be aware of that some time mob takes out their frustration on the media. In war zone or in mob rallies attack or violence comes from unexpected directions and reporter should be vigilant to take safety measures.

**HISTORY OF CONFLICT REPORTING**

The history of conflict reporting is not only interesting but thrilling as well. Before modern media, history of the war was returned after the end of conflict. The first known war reporter was “Herodotus” who wrote accounts of Persian war. He did not participated in the event but he recorded the accounts of various Military General and produced them in book form. Among recent war, the Kosovo war received a great deal of coverage as did the Gulf war. With the development of Modern Media and hi-tech equipment now it is comparatively easy to cover war/conflict areas and disasters. Instant and live reporting is possible due to satellite uplink and speedy communication.

**CONFLICT REPORTING II**CONFLICT REPORTING**WAR ZONES**

In various continents of the world there are number of Conflict Zones. The major conflict zones are Afghanistan, Iraq, Lebanon, Palestine, Somalia, Sudan, Algeria, Colombia, Philippine, Bangladesh, Nepal, Russia, Ukraine, Sri Lanka, Chechnya and Pakistan etc.

**HOW TO GET FACT**

While reporting in Conflict Zones, a reporter found three types of facts:

Sweet facts (People helping each other/human interest angles).

Better facts (Casualty/Looting/Robbery/Killing/Bloodshed/Crying)

Official facts (spokesmen briefing)

From these facts a reporter has to file a story. He has to judge what type of facts he has to take to balance the story.

**SECURITY MEASURES**

While working in conflict zone a reporter has to take security measures on priority. The purpose of reporting in Conflict zone is to fetch news but not at the Cost of one's life.

A successful war reporter is one who is "Ghazi". If a reporter ought to be a "Shaheed" than how would he be able to report news.

**WHEN TO ENTER**

It is advisable for war reporter to enter in war region/blast area after first strike. He will get exclusive news stories and would be able to get many other humanitarian aspects to report.

**HIGH PRESSURE ENVIRONMENT**

Only such reporter is able to be a good war reporter who has the experience of working in high pressure environment. The working in war zone is a challenging job. A person who has no experience to work in pressure, he would not be able to perform good in war/disaster zones.

**SOLO REPORTING**

In conflict zone always move as a team. Solo reporting venture in conflict zone is not advisable. If any accident happens to you than there should be someone who can be helpful in providing first aid or to inform the situation and call help/rescue.

**FIXER**

In war zone the reporter is a stranger who has to seek guidance about the routes, geography, and about the behaviour of the people. For this purpose a war reporter has to hire a fixer.

**CONFLICT REPORTING III****CONFLICT REPORTING**

In war zone or in disaster area three types of journalists reports the event.

- Channel journalists
- Freelance reporting journalists
- Embedded journalists

**Channel Representation**

Channel representation means a journalist who is the nominee of a TV Channel, Radio or a Newspaper. He should be on the regular pay roll of those organizations.

**Freelance**

Freelance reporting is done by a person who works at his own. He is not representing any channel or newspaper but various channels or newspaper get his/her services on payment for a particular assignment.

**EMBEDDED REPORTING**

Reporters traveling with the security forces/Law Enforcing Agencies or with army are called EMBEDDED REPORTERS.

The term “embedding” or placing journalists with troops in wartime, was coined by U.S. Defense Department officials in 2002.

**SAFETY OF JOURNALIST**

No set of principles, no training course and no handbook can guarantee safety of a journalist in conflict zone.

In war zone, apart from security measure, a reporter can be targeted if he is in the wrong place at the wrong time it will be his bad luck.

Or

You are perceived wrongly by the military that you are not a journalist. For safety measures the journalists should be careful while filming because camera some time appears as a weapon.

Journalist should know safe and unsafe areas and the behaviour patron of local population.

**TIPS FOR JOURNALIST**

In war and disaster zone journalists must carry First-Aid-Kits with them.

Always wear helmets when you are recovering in the conflict zone area.

Body Armor, also protect the body injury.

Always staying in Touch with your News room.

You must carry required clothing/Dry Food and drinking water with you.

For safety reasons Label prominently all your clothing including helmets that clearly identify you are press.

You should never carry weapons with you.

Take special measures to protect your valuable things from theft.

**STRESS**

Stress is a normal reaction to repeated exposure to trauma, especially violence results sleep disturbances, emotional numbing, or feelings of insecurity, keep in mind that traumatic stress often affects spouses relationships when you come back must consult the Psychologist and seek guidance.

**LESSON 24****INVESTIGATIVE REPORTING I**INVESTIGATIVE REPORTING**DEFINITION**

Investigative Reporting is an act of discovering the truth and to identify lapses on media such as Print, Electronic or Web.

Investigative reporting is an alternate interpretation of the public right to know.

Investigative reporting is to uncover what officialdom does not wish to make public.

Investigative reporting highlights the wrong doings and helps to shape the things positively in future.

Investigative reporting reveals scandals and violations of law and rules.

Investigative reporting exposes unethical, immoral and illegal behavior by individuals, businessmen or Government agencies.

Investigative reporting is complicated, time consuming and expensive. It requires months of research, interviews and long-distance travel.

Investigative reporters deeply investigate a topic of crime, political corruption or some other scandal.

Investigative reporters may take the investigation through his own initiative or have a clue by some one else.

Investigative journalist is a person who does investigation like a police, lawyer, auditor or a regulatory body and derives facts for public consumption to present on media.

Investigative reporter has to do the extensive scrutiny of documents, fact finding and physical efforts to interview a person.

To be a successful investigative reporter, the reporter must have an analytical and incisive mind with strong motivation.

**DIFFERENCE BETWEEN ANALYTICAL & INVESTIGATIVE REPORTING**

Analytical reporting takes data available and reconfigure it in different ways while the investigative reporter has to dig out the data from documents/reports and findings.

Investigative reporting is a watchdog role of the media. He is a person who is supposed to be alert all the time and to sniff the wrong doings.

He has to focus on the accountability of institutions and individuals.

**INVESTIGATIVE REPORTER HAS TO REPORT:**

Who is responsible for wrongdoings?

How was it done?

What are the consequences?

What can be done about it?

**INVESTIGATIVE REPORTER IS REQUIRED TO HAVE THE QUALITIES OF:**

Determination

Patience

Carefulness

and reporting the facts fairly.

**PRE-REQUISITS FOR AN INVESTIGATIVE REPORTER**

Investigative reporter should be proactive rather than reactive.

**INVESTIGATIVE REPORTING II****INVESTIGATIVE REPORTING**

Investigative reporting means digging beneath the surface.

Investigative reporting is a process in which a reporter may have lead or tip for the issue being taken to investigate. He should have the quality to sniff and to start initial investigation.

The reporter has to form an investigative hypothesis to start work.

He has to chase the documents and to analyze the data.

He has to use the crime solving tools and methods to investigate the documents.

For investigative reporting one should have the skill to examine documents.

He has to do the human trial by interviewing the people and to dig-out facts or to verify the facts.

He has also to do the electronic trial by using computers and internet for research and reporting.

He should have skills of onsite inspections and to testify or derive facts.

For Investigative reporting, he has to develop the qualities of a good reader. Read, read and read. He must study a lot on the subject.

**STRATEGY**

An Investigative Reporter must form a strategy. Following acts would be helpful in getting facts: -

Observation: Stroll through an unfamiliar neighborhood. Talk the people you meet there. This exercise will give you many leads/clues.

Personal sources: Keep close contact with family, friends, Bosses and co-workers.

Some time anonymous sources give you valuable information. Never ignore them.

When you analysis the facts/data, it will give further lead.

Studying neglected sources, such as archives, phone records, address books, tax record and license records.

These could be very helpful in taking clues and lead to further proceed on the issue.

Check every fact, as well as the source of information. Accuracy of facts has a prime importance.

Know the law. Check the law in your area related to journalism. If you violate the law you may have to face the consequences.

Work with research librarians. They are trained to track information. If you consult the librarian, you will save the time in getting the required material.

“CAR” (computer assisted reporting). In modern journalism the use of computer/Internet will give you great help.

**SKEPTICISM**

Develop a healthy skepticism. Do not get caught off because some one seems sympathetic. Every person has an agenda. Always report the facts by checking credibility.

Investigative Reporter’s job is to separate facts from fiction. Investigate the truth of every bit of information you get.

Double check and triple check the facts.

Talk to specialists. If you have some technical information, you must consult the specialists of that field to verify the real facts and their impact.

When you are interviewing someone for investigative purposes, always know before an interview which questions are to be answered or which major topics are to be covered.

**INVESTIGATIVE REPORTING III****INVESTIGATIVE REPORTING****UNDER COVER REPORTING**

Investigative Reporting is done by applying various techniques and methods. Under Cover Reporting is one of the important method. Under cover is a deceptive practice, in this method a reporter has to misrepresent himself to get the facts or to verify the information. Remember, the first duty of a reporter assuming another role is to do the job right and not jeopardize any one's life. Under Cover Reporting requires special care. It should be done in a tightening circle. He has to use strong thread throughout the story.

Investigative reporter has to dig out information often from hostile sources. This situation requires special care and security measures.

It is advisable that the reporter must talk "off the record" sources before going under cover. It will facilitate him to reach the real sources/documents. Merely for getting the information – Never encourage people to break the law merely to get the story.

The goal of a good investigative story is to inform, educate and keep the interest of the reader/viewer. When an investigative report published in the print media or aired on electronic media, its on impact individuals and the institutions would be multidimensional.

Investigative Reporting has widen the scope of journalistic freedom. It enhances the capacity of the media to play a watchdog role. By doing investigative reporting an individual do a National Service. It is a professional reference to him. He may get pride of performance award.

Sometime the concerned persons are forced to resign or they are fired. In result of investigative reporting, changes in the law and policies are to be made to avoid such misappropriations in future.

**NEGATIVE IMPACT**

If the investigative report proved to be wrong or fake, then the reporter may lose the job and personal and professional reputation. He may have to pay the fines. Even sometime he might face indictment and conviction as well.

**USEFUL GUIDELINES**

Reporter must know the law.

Know the procedure.

Focus on research.

Follow the lead.

Just keep digging.

Organize the information.

Write the report.

Check facts, Triple Check.

Libel Check, Deformation check.

**PARLIAMENT REPORTING I****PARLIMANTRY REPORTING**

Parliamentary reporting is a specialized job. Only experienced and a person who has the nose for parliament courage can do this job. Parliament reporting is a sensitive assignment. You should be well versed on the following if you are interested to become a parliamentary reporter:

Read the constitution?

Read the parliamentary procedure act?

Know what is adjournment Motion, Privilege motion, Question hour, Point of order.

How these motions can be moved and how they are disposed off?

The procedure of law making?

1<sup>st</sup> reading, 2<sup>nd</sup> reading and 3<sup>rd</sup> reading?

How a bill can shape the law?

How the voting takes place?

What is the role of Speaker, Deputy Speaker of the National Assembly and Chairman, Deputy Chairman of the Senate?

Composition of provincial assemblies?

How the leader of the house and Opposition leader are elected?

What is the role of Press Gallery?

Also read the history of parliaments.

**PARLIAMENT REPORTING II****PARLIAMEN REPORTING**

Parliamentary reporting is a technical and sensitive assignment. A Reporter has to take care of certain points if he would like to be a successful reporter.

**POINTS TO BE REMEMBER**

You are a stranger; you are bound by the rules.

Observe very basic conduct and parliamentary tradition.

Must comply with all standing orders.

Read National Assembly (Powers & Privileges) Act.

Never carry any recording device such as tape recorder, video camera, cell phone, or film equipment into Parliament unless specifically authorized.

Familiarize yourself with proceedings.

Simply sit, listen and take notes.

Never rely on the notes made by any other reporter.

Seek the assistance of the parliamentary secretariat staff on information you need.

Present all issues and leave judgment to the readers.

If you have any doubt about an important News point, have a follow up meeting with MP to clarify the point.

Parliamentary Reporter must familiarize himself with the working of House Committees. The Committees of Parliament are important source of News.

The Reporter must visit the library of the parliament. He will find exclusive material to report.

The Reporter should know that the members can say anything during debate without fear of any legal action due to parliamentary immunity – but that doesn't necessarily mean that whatever they say is correct.

Being a responsible newsman, it is the job of a reporter to pick and choose what to be reported.

## PARLIAMENT REPORTING I

## PARLIAMENTARY TERMINOLOGIES

Parliamentary reporter should know the various terminologies being frequently used during parliament proceeding they are:

پارلیمنٹری اصطلاحات	
Absolute Majority	☆ حاوی اکثریت نصف سے زیادہ تعداد
Accountable	☆ جواب دہ ہونا
Adjournment	☆ اجلاس منسوخ
Adjournment debate	☆ تحریک اجلاس پر بحث
Adjournment Sine die	☆ غیر معینہ مدت کے لیے اجلاس
All Party	☆ تمام پارٹیوں کا مشترکہ
Amendment	☆ ترمیم
Annual Report	☆ سالانہ رپورٹ
Appropriation Bill	☆ مالی وسائل کی تقسیم کا بل
Assent	☆ منظوری، قبول کرنا، اتفاق کرنا
Authority	☆ اختیار
Aye	☆ ہاں
Ayes	☆ ہاں
Backbencher	☆ پیچھے بیٹھنے والے
Ballot	☆ بیلٹ
Ballot paper	☆ ووٹ کی پرچی
Bells	☆ گھنٹیاں
Bicameral	☆ دو ایوانی
Bill	☆ قانون کا خاکہ
Bipartisan	☆ دو فریقی
Budget	☆ بجٹ
Budget paper	☆ بجٹ پیپر
Business of the house	☆ ایوان کا برس
By Election	☆ ضمنی انتخاب

<b>Cabinet</b>	کابینہ	☆
<b>Candidate</b>	امیدوار	☆
<b>Costing vote</b>	فیصلہ کن ووٹ	☆
<b>Chair</b>	سربراہی کرسی	☆
<b>Chamber</b>	چیمبر	☆
<b>Civil Liberty</b>	شہری آزادی	☆
<b>Clause</b>	تعاونی شق	☆
<b>Closure</b>	اختتام	☆
<b>Coalition</b>	سیاسی جماعتوں کا اتحاد	☆
<b>Committee Parliamentary</b>	پارلیمانی پارٹی	☆
<b>Condolence Motlon</b>	تعزیتی تحریک	☆
<b>Confidence</b>	تحریک اعتماد	☆
<b>Conscience Vote (free vote)</b>	نعمیر کا ووٹ	☆
<b>Constituency</b>	حلقہ انتخابات	☆
<b>Conventions</b>	درسم روایات	☆
<b>Crossbench</b>	غیر پبند نشست	☆
<b>Cross the Floor</b>	فلور کراسنگ	☆
<b>Dead lock</b>	تقطیل	☆
<b>Debate</b>	بحث	☆
<b>Defeat</b>	نا منظور	☆
<b>Directive</b>	ہدایات	☆
<b>Discretionary power</b>	صوابدیدی طاقت	☆
<b>Division</b>	تقسیم	☆
<b>Donkey Vote</b>	کسی ایک امیدوار کے بارے میں رائے نہ دینا	☆
<b>Electoral roll</b>	فہرست رائے دہندگان	☆
<b>Expunction</b>	حذف	★
<b>Fillibustering</b>	فیصلہ میں دوسرے حریفوں کے ذریعے تاخیر کرنا	☆

## PARLIAMENT REPORTING II

## PARLIAMENT REPORTING

Terminologies: How to make standard parliamentary news.

There are number of parliamentary terminologies which are required to be known to the parliamentary reporter they are:

پارلیمنٹری اصطلاحات / پارلیمانی لغت	
اپنی پسند کی حلقہ بندی	Gerrymandering ☆
حکومتی مجوزہ مستقبل کی پالیسی	Green Paper ☆
تخلیظ	Immunity ☆
بند کمرے میں	In Camera ☆
عالمی تنظیم	Inter Parliamentary union ☆
مشترکہ کمیٹی	Joint Committee ☆
مشترکہ اجلاس	Joint sitting ☆
مدت معیاد	Life of Parliament ☆
غیر جانبدار	Non Partisan ☆
دن کا ایجنڈا	Order of the day ☆
صدر / گورنر کا جاری کردہ قانون	Ordinance ☆
کسی آئین کے دوران اسپیکر کو مخاطب کرنا	Point of order ☆
ممبران کے دستخط کارجرٹ	Roll of Members ☆
ضابطوں کے بارے میں فیصلہ	Ruling ☆
سارجنٹ آف آرمز	sargeant of Arms ☆
عدالت میں زیر سماعت معاملہ	Sub Judice ☆
پارٹی کانٹریول	Whip ☆
اپوزیشن کی شیڈوکابینہ	shadow cabinet ☆
منصب	Portfolio ☆

If a parliamentary reporter wish to examine the working of parliament and its outcome on weekly, fortnightly, monthly and quarterly basis. He can seek help by applying the following method.

- ایک ہفتے کے دوران، پندرہ دن میں، ایک ماہ کے دوران یا تین ماہ کے دوران
- ☆ پارلیمنٹ نے کتنے گھنٹے کام کیا۔
  - ★ کتنے وقفہ سوالات ہوئے
  - ☆ وقفہ سوالات میں لکھے ہوئے جوابوں کی تعداد
  - ☆ سوالات کی تعداد جن کے جوابات نہیں دیئے گئے
  - ☆ کس پارٹی نے سب سے زیادہ سوالات اٹھائے
- ایک ہفتے کے دوران، پندرہ دن میں، ایک ماہ کے دوران یا تین ماہ کے دوران
- ☆ کس پارٹی نے سب سے زیادہ تجارک استحقاق پیش کیے۔
  - ★ تجارک التواء کی تعداد
  - ★ Legislation قانون سازی

**TELEVISION REPORTING**

**TELEVISION REPORTING**

Television news differ form newspapers in:

- i) Content
- ii) Arrangement
- iii) Style
- iv) Delivery

TV reporting requires specialized skills. To be a good TV reporter you have to disciplined and must have the ability to organize the assignment.

A TV reporter has to be Concise, Credible, Clear, Correct while reporting. He should have story telling ability.

Television requires different degrees of attention

Television viewer sits passively. They do not come to the news. The news comes to them.

Before writing the story try to see the picture.

Avoid mentioning the picture specifically.

Leave no viewers in doubt.

Identification recognized by viewers immediately.

Time your story accurately.

**TV NEWS COVERAGE: REQUIREMENTS & TECHNIQUES**

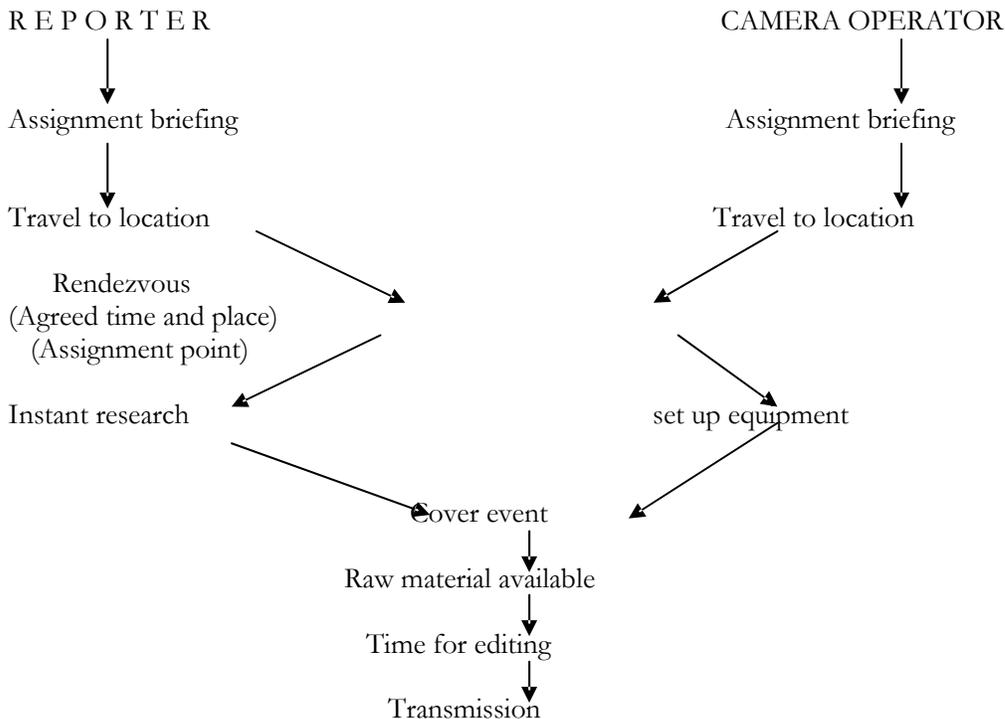
Before going for assignment Check the audio system in advance\ lighting problems you can expect in the field.

Arrive at a news point early. To get best camera position

Search for Plug-in point and set the equipment in advance.

TV team is normally comprises on a Reporter and a camera crew this diagram will show how they have to move and coordinate to do the assignment.

**MANAGING A NEWS STORY**



**WHAT MAKES A GOOD TV REPORTER?**

A positive working relationship between reporter and camera operator produce successful results.

**RESPONSIBILITIES OF TV REPORTER IN THE FIELD:**

Conducts research on the spot  
Decides content and shape  
Supervises camera operation  
Carries out interviews  
Record piece to camera  
Record voice-over

**ON CAMERA REPORTING**

Appearing in front of camera is called “On camera report”.

Appearance of the reporter on camera, from the sight for seconds or a minute or so.

It is a style of reporting which is more communicative, more effective and more credible.

There should be a reason to appear.

A good TV reporter must have the following the capabilities.

- i) Suitability of appearance
- ii) Ability to write and speak
- iii) Fluency in speech
- iv) Correct pronunciation.
- v) Dress
- vi) Body Language

**AS A RESPONSIBLE TV REPORTER YOU MUST TAKE CARE OF SOME BASIC RULES**

Never leave your camera.

Never go any where without your cell phone, keep it charged.

Always give planning and assignment desk advance notice

**SOME BASIC RULES**

If you do not understand something ask for clarification, “ Assumptions” kill more journalists every year than any other natural cause.

Be honest about dead lines.

Be skeptical, do not accept everything on face value, check the facts.

Read newspapers, monitor TV channels and Radio tuned to internet, ignorance is no excuse.

**INTERVIEW I****WHAT IS AN INTERVIEW?**

An interview is a conversation between two or more people the interviewer and the interviewee

Interviews are exchange of information between a reporter and a source.

The interview is an active method of gathering news.

For a journalist, an interview is usually in a form of question and answer session

Interview is one of the most important and easy way to gather information and create content for a story.

It is an efficient and easy way to prepare a news program or news show.

Interview has to create a three-way interaction, a successful interview will include all these three types of people.

The best interview is conversations in which the required information arises as a part of the conversation.

If the reporter asks right questions, a source becomes a window to the news. A story can fail if the reporter asks the wrong questions or not enough questions.

In interview the reporter has a control over the news gathering situation.

Interviewer has to focus on one central theme of interest.

During interview, do not ask close ended questions (that will answer as yes or no).

Remember that it is your right to ask questions but it is also the right of the other person to refuse to answer.

A good interview technique requires practice so do not expect to master immediately. "Practice makes the man perfect"

To be a master of interview reporter has to learn the art of interview. He must develop research habits.

Prepare questions in advance on the subject of interviews.

He must plan a strategy.

The tone of the interviewer should be according to the objective, such as soft tone, harsh tone, aggressive tone, hard tone, submissive tone etc.

Reporter must know the techniques of presenting the interview. He should know what comes first. Which sound bite should be quoted and how to edit the interview.

**TECHNIQUES (FOR QUESTIONING)**

Questions should be clear and to the points.

Ask the question don't make statements

No unnecessary warm up questions

Don't preface question with deferential words.

**INTERVIEW II****CLASSIFICATION OF INTERVIEW**

There are many classification of interview. The main three classifications are, subject wise classification, technique wise classification and format wise classification.

Other classifications are:

- (i) Issue oriented interviews. Issue oriented interviews can further be categorized such as Political issues, Social issues, Civic issues, Interviews.
- (ii) Personality oriented interviews: Personality oriented interviews revolve around personalities for instance. Political personalities, Show biz personalities, intellectuals, scholars, poets and writers etc.
- (iii) Investigative interviews: These interviews are done to get some exclusive and authentic news story on an event, on a personality or on a decision which has a public significant.

**OTHER FORMS OF INTERVIEWS ARE:**

Solo Interview (one man interview)

Group Interview (More then two persons interview)

Telephonic Interview (peeper interview).

**TYPES OF INTERVIEWS**

Set piece interviews (It is spot or an arranged interview)

Door stepping interviews (are done instantly)

Vox Pop interviews (They are random interviews. In these interviews questions are instant to a passer by)

Moving Interviews (Interviewing while walking, moving in the car, train or on the board in aircraft)

Interpreter or interpretive interviews are those which are done with the help of interpreter. Normally, these are conducted when either the interviewer or the interviewee does not know each others language.

**INTERVIEW III****INTERVIEWS****MOVING INTERVIEWS**

Moving interviews are those in which a reporter has to interview the person while he is not static (sitting or standing on a place). He may be walking or traveling. These type of interviews are very tricky and require special technical and interviewing skill for doing a smooth interview. These type of interviews are normally done with the important people who do not have much time and they are to be captured on a short notice or moving between two places.

**EMOTIONAL INTERVIEWS**

Emotional Interviews carry anxiety, anger or happiness. Reporter has to take care of the situation while asking questions. For example, if you are interviewing a mother whose child is missing, or a man who has been robbed or attacked by some one, he might be worried or in anger, or a person who won the race or a winner of the lottery, in all these situations reporter has to take care of the situation while asking the questions.

**CRIMINAL INTERVIEW**

If you happen to record someone who has left the country but is still wanted in that country, you should note that whatever you broadcast may prejudice the trial. Interviewing a person who is wanted by police, itself is a crime/offence.

**NEWS CONFERENCES**

News conferences are normally free for all reporters relatively they should be well organized. After the opening statement, reporters are suppose to ask the questions. While questioning in the press conference do not offend and try to get some more information by asking a relevant question.

**LIVE INTERVIEWS**

Live interviews are difficult. In live interview you have to get the information in seconds. Try to get the news quickly, as basic questions to get required information. In live interview you should be briefed and to the point. While interviewing, try to friendly. Ask one question at one time. You should have objective oriented questions and must be aware of the subject. Plan your questions carefully. Start with easy questions, and then go for the hard ones. You should know exactly why you are conduction the interview. Be focused.

## INTERVIEW IV

**INTERVIEW**

INTERVIEW: Conducting a successful interview requires a combination of skills and arrangements. There are various kinds of interviews. One of the kinds is Funnel Interview. In Funnel Interview a mostly practiced form is Inverted Funnel.

**WHAT IS INVERTED FUNNEL INTERVIEW?**

Inverted Funnel Interview is structured like a “Cone”. In these types of interviews common and key questions are asked such as – How old are you? , - Where did you get your experience?

While asking such questions two factors determine the phase of interview:

How the subject will react?

The length of interview.

Closed ended Interview: In this type of interview to the point questions are asked for example: Do you get on well with your boss? , Who will you vote for this election? ,

Open ended Interview: In these interviews no specific question is asked. For example: Tell me about your relationship with your boss, what do you think about the two candidates in this election?

If you are going to have any sort of arranged interview you have to prepare a checklist:

Do your background research.

Seek appointment and schedule the interview.

Write down questions in advance.

Use shorthand or some other method to take notes quickly.

Ask for explanations.

Observe little things minor details as well.

Be tough but fair.

Keeps it going.

Relax and be confident.

For good professional interview one has to take care of following steps:

- Step one: Prepare a list of questions, making sure you have more than you think you will need. Also prepare priority list.
- Step two: Find a quiet place to talk if the interview is face to face.
- Step three: Turn Off your phone or ask not to be interrupted for the duration of the interview.
- Step four: Set up a small recorder before interview and also take notes.
- Step five: Carefully observe and make notes about the surroundings and the unusual behavior of the person.
- Step six: Start up with small talk to loosen up the subject. Most people are not accustomed in talking to strangers.
- Step seven: Ask direct questions. If the person who is giving the interview goes off on a track, gently remind him or her of the question at hand.
- Step eight: Take diligent notes until the end.
- Step nine: Pay special attention after recording has been turned off. The best information and quotes often come after the interview has formally ended.
- Step ten: Always speak with another person who may have different opinion about the topic.

**PRESS CONFERENCE****PRESS CONFERENCES**

Coverage of press conference is a specialized job.

Press conferences make information available at the definite time and place.

Some press conferences may not be newsworthy. But when you go there you will get a good news.

Some people call a press conference just to get the attention of the media.

Before going to report a Press conference, research the subject and the speaker's profile thoroughly.

Questions from audience may give clues to a better story.

Take extensive notes and mark the important point and the newsworthy sound bites.

Read as many printed material as possible about the person holding the conference about subject.

In the press conference, make good use of your time. Also secure documents.

Tell your name and the name of your Newspaper/TV Channel before asking the questions.

Press conference is called to listen the speaker, not the reporter. Your questions should be brief and to the point, do not make statements ask questions.

While asking the questions, be humble, but firm and ask to the point questions.

**AFTER THE CONFERENCE, Please recall:**

Which questions are best?

What is new and what has been said?

What is the best lead?

How should the story be organized?

What is the most newsworthy response during the press conference?

What are the other key points of the conference?

What the editor or news director looking for? Does he want a specific lead or angle for the story?

**CODE OF ETHICS I****CODE OF ETHICS**

Definition: Moral principles which govern or influence the conduct of a journalist are called code of ethics. Code of ethics provide a framework for self monitoring and self correction in pursuing professional assignments.

**WHILE REPORTING ONE SHOULD TAKE CARE OF:**

Truthfulness

Impartiality

Fairness

Public Interest

Integrity

Objectivity

These Principles are also called the canons of journalism.

Media ethics deals with specific ethical principles and standards of media. Media ethics are also the subdivision of applied ethics.

Reporter should report facts, News and opinion should be separated.

Competing points of view must be balanced and fairly characterized.

Persons who are the subject of adverse news stories are allowed a reasonable opportunity to respond to the adverse information before the story is published or broadcast.

Confidentiality of anonymous sources must be taken care of.

Pictures, sounds, and quotations should not be presented in a misleading context.

Reporters are expected to be as accurate as possible.

Events with a single eyewitness are reported with attribution. Events with two or more independent eyewitnesses may be reported as fact.

Controversial facts are reported with attribution.

Today's world is a cocktail of religious ideologies and philosophies. Every society has ethics such as Islamic, Jews, Christian, Budha, Secular. While reporting the sentiments of all religious sects should be respected.

**CODE OF ETHICS II****CODE OF ETHICS**

Code of Ethics or Adab-e-Mehfil demands that one should not speak when someone else is talking do not talk loudly or do not interrupt when other person is talking. These are not good ethics. People do not adhere ethics when they are desperate to get fame and vanity.

Reporter should avoid the expression of comment and conjecture or an opinion or conclusion based on guess work.

Journalistic ethics demands that one has to rectify promptly any harmful inaccuracies, ensure that correction and apologies receive due prominence.

Journalistic ethics require that the information, photographs and illustrations only be obtained by straightforward means.

A journalist shall protect confidential sources of information.

A journalist shall not accept bribes nor allow others to influence the performance of professional duties.

One has to take care of the privacy of important persons. Avoid to report salacious detail of a public figures if it may be true.

Ethics demand that depiction of violence and sex should not be reported to project yellow journalism.

Sometimes on the name of development of art and culture, people erode ethics.

National interest and ethics demand, that the truth about military secrets or sensitive information should not be revealed if even it is true.

Fact of the matter is ethics in journalism or in media is an utopia, it is difficult to implement in true sense.

But a professional reporter has to maintain the highest professional and ethical standards.

A journalist shall not lend himself/herself to the distortion or suppression of the truth because of advertising or other considerations.

No project material which encourages discrimination, ridicule, prejudice or hatred in any form.

Libel: Any written or printed statement or any sign, picture, not made in public interest.

Reporting the truth is never libel, which makes accuracy and attribution very important.

Private person has privacy rights that must be respected.

Pursuit of the news is not a license for arrogance.

**EDITING I****WHAT IS EDITING?**

Editing is a process of lining up language, images, video and sound for Presentation on the newspaper and electronic media.

A person who edits copy (script) is called proof reader, copy editor or sub editor.

A person who edits sound is called sound editor and a person who edits video is called video or sound editor.

Editor comes from a Latin Phrase “e ditus” which means “to put Forward”

**FOUR BASIC TYPES OF EDITING**

Print media editing (script , photo)

Radio editing (Sound editing)

TV (Video) editing

Web editing

**STAGES /PHASES OF EDITING**

Proofreading/ copy editing/ line editing/ substantive editing

Proofreading

Subediting

Head lines

Lay out/ make up

Proofreading or copy editing is traditionally means reading of a proof (first script)

Proof reading helps to correct the typographical/ grammatical and spelling errors.

Proofreading or Copy editing is an editorial work.

Editor does it to improve the manuscript.

Proofreading is simplest form of editing and the cheapest.

Copy is a version of a manuscript. When a proofreader checks the copy, he marks the error by marking standard correction marks. Copy editing is a basic requirement for the English or Urdu news scripts.

### ☆ پروف ریڈنگ

☆ کمپوز شدہ ہاتھ سے لکھی یا کمپیوٹر کے ذریعے ترتیب دیئے گئے مواد کی ابتدائی اور حتمی صورت کو اصلاح کے ذریعے بہتر کرنے کے عمل کو پروف ریڈنگ کہتے ہیں۔

☆ پروف ریڈر غلطیوں کی نشاندہی "علامات کے ذریعے کرتا ہے۔"

★ متن کے اندر نشان نہیں لگایا جاتا، جس طرح سطر میں غلطی ہو اس کے باہر خالی جگہ پر غلطی کے نشاندہی کر دی جاتی ہے۔ متعلقہ سطر کے باہر کی جانب کا نشان لگا دیا جاتا ہے اور صحیح لفظ بھی لکھا جاتا ہے۔

★ آرٹ پیپر ہونے والی کتابت یا تحریر کی غلطیوں کی نشان دہی پنسل سے کی جاتی ہے تاکہ تصحیح کے بعد اسے بڑے سے مٹا دیا جائے۔

☆ اب کمپیوٹر کا استعمال کیا جاتا ہے اس لیے آرٹ پیپر کا استعمال تقریباً متروک ہو چکا ہے۔

☆ اگر الفاظ زیادہ ہوں تو ان کے گرد گول دائرہ کھینچ کر اوپر کا نشان لگایا جاتا ہے جس کا مطلب ہوتا ہے کہ یہ سارے الفاظ حذف کر دیئے جائیں۔

### تصحیح کے لیے علامات

☆ غلط لفظ (کاٹ دیں)

☆ چھوٹے ہوئے لفظ / الفاظ کے لیے

☆ لفظوں کے درمیان جگہ چھوڑ دیں۔

☆ درمیان میں جگہ نہ چھوڑیں۔

☆ فقرہ جاری رکھیں۔

☆ نیچر ایگراف

☆ مواد بائیں طرف لے جائیں۔

☆ مواد دائیں طرف لے جائیں۔

☆ سطروں کی درمیان جگہ چھوڑیں، الفاظ کو علیحدہ کریں۔

**EDITING II****SUB EDITING**

Copy desk is a nerve centre of the news room. It is an important location in the news room. Chief Editor or the incharge of the desk sits at the center.

The central desk is also called “The Rim”

Desk is a place where who so ever works he learns, how to write a story, how to improve it, how to edit or how to make the headlines from the new story. In brief desk experience sharpens a future report’s skills.

**RESPONSIBILITIES**

Sub editors working on desk is responsible for correcting spelling, grammar, terminology, punctuation, syntax and word usage while preserving the meaning of the original text.

Cross checking references, art, figures, tables and other features.

Writing, rewriting and even researching

To check the copyrighted material

Ensuring Checking for or imposing a consistent format.

A sub editor has to standardized header, footers, headlines, catch line etc.

Sub editor has to read entire text before its printing.

Sub editors are responsible to ensure that text flows, make it sensible, fair accurate and may not provoke any legal problem.

Sub editor’s has to summarize the copy to make it Clear, Correct, Concise, Comprehensible and Consistent

Sub editors suppose to have vast general knowledge. This quality helps them to check the facts and the flow of language.

Diplomacy to deal with writers/ Reporters, making suggestions about the content will annoy them.

Editors are supposed to have a skill is writing style.

Writing with style also involves “Organization”.

Organizing sentences also means constructing them in a simple way.

Organizing the right words in right place in each sentence

Style is not a free trait. He has to Follow certain rules and conventions

Sub Editing is an art, it is not every one’s cup of tea one has to have an extra eye.

His is the decisive authority.

News story written by a hurried reporter is a raw diamond and an editor polishes it.

In fact Editing is tailoring a news story to the required size and shape.

Placed below is a list of some difficult words and their easy alternates.

عام فہم الفاظ	مشکل الفاظ
شروع	آغاز
گھر	قیام گاہ، رہائش گاہ
دیا	مرحمت فرمایا
پوچھا	استفسار کیا
فوراً	فی الفور
پوری طرح	کما حقہ
منع	ممنوع
آخر کار	انجام کار
کئی دن	متعدد ایام
ہاتھ ملانا	مصافحہ
گلے ملنا	معانقتہ
شاگردی	زانوئے تلمذ
لاؤڈ سپیکر	آلہ صوت البرق

## EDITING III

SUB EDITING**IMPORTANCE OF EDITING**

World's famous writer T.S Eliot while writing his best poem "The wasteland" found himself struck. He asked for help of a sub editor. His friend and fellow poet Ezra Pound assisted him and a perfect piece of English literature came out.

The original writer loves his writing but other people can examine the work critically. Every writer and reporter ends up agreeing that the copy he received back after editing is improved, more concise, more focused and more effective than that it was earlier.

Sub editor's role requires a significant degree of ruthlessness. Without this quality sub editor would not be able to correct or improve the copy. In fact sub editors are unknown soldiers almost all the award winning books. Articles, exclusive news stories are subject to sub editing.

Sub editing is a creative activity.

A sub editor should have the following qualities.

- ☆ متوازن اور فہم شخصیت (عقل و شعور، فہم و ادراک)
- ☆ وسعت نظر اور اعلیٰ ذوق
- ☆ قوت فیصلہ اور تحمل
- ☆ وسیع المطالعہ
- ★ حالات حاضرہ اور بین الاقوامی امور پر نظر
- ☆ قوانین اور ضابطہ اخلاق سے واقفیت

Editing of the script may be done in a way that the intent of the copy must remain intact.

Each paragraph address only a single subject/point.

Present facts in orderly way and with economy of words

He must know the art of news editing

Should have good vocabulary

He knows how to make good sentence structure.

Tenses should be accurate.

Make appropriate Paragraphs

Sub editor must have the capability to know and check the motives behind the news items

Sub editor must replace difficult words and place alternate word in the script. Following are some difficult words and their easy alternates.

<b>DIFFICULT WORDS</b>	<b>EASY WORDS</b>
Adjacent to	near
Prior to	before
In consequence of	because
Currently	now
He is man who	He
Fill up	fill
Check out	check
Try out	try
At the back of	true facts

A good sub editor must have the quality of Calmness: (be calm and composed come what may, you should not get excite when a big story breaks).

Decisive: Take quick and current decisions.

Non-partisan: Never take sides

Skeptical : Do not accept anything at face value

Check for taste

Writes headlines and also sub headings if necessary

Ethics for Editor

Facts must not be tampered with. News must be reported with complete objectivity and without distortion.

A sub editor should not mix news and views and must be careful enough to clearly distinguish between the two.

Publication of baseless, graceless and manipulated material should be avoided.

Able to meet needs of the changing times.

Safeguard yourself and your organization from the legal clutches.

Sub editing is a challenging Job. In brief sub editor takes care of following seven “Cs” he would have a great success.

**SEVEN “Cs”**

- Correcting (Grammar, spelling and house style)
- Condensing
- clarifying
- Cutting (or expanding)
- Checking
- Creating
- Consisting

## EDITING IV

## MAKE UP

- ☆ میک اپ
- ☆ اخبارات کے صفحوں کی مجموعی ترتیب یا اخباری صفحوں کی ترتیب و آرائش کو میک اپ کہا جاتا ہے۔
- ☆ اخبارات کے صفحوں کو اس طرح ترتیب دیا جائے کہ وہ خوبصورت اور مناسب معلوم ہوں۔
- ☆ ہر اخبار میک اپ کے حوالے سے اپنی الگ الگ پالیسی رکھتا ہے۔
- ☆ بڑی خبر پہلے دی جاتی ہے اور چھوٹی خبریں بعد میں دی جاتی ہیں۔
- ☆ پہلے صفحے پر سنگل کالمی خبریں زیادہ دی جاتی ہیں۔
- ☆ اشتہارات مواد کے نیچے دیئے جاسکتے ہیں۔ مگر اشتہارات کے نیچے پڑھنے کا مواد بے تاثر ہے۔
- ☆ میک سے مراد صفحہ بندی، کالم بندی اور مواد کی ترتیب و ترتیب ہے۔ یعنی خبروں، فہرے، تصویروں، کارٹونوں اور اشتہارات کو اشاعت کے لیے مناسب ترتیب دینا میک اپ کا حصہ ہے۔ میک اپ کی ضرورت کیوں پیش آتی ہے؟
- ☆ مواد کی زیادتی یا افراط، تاریخ کی مصروفیت، مقابلہ اور مسابقت، کمرشل ویلیو، جگہ کا مسئلہ، ظاہری کشش

Purpose of Designing is to grab the reader's attention and hold to read.

Designing in Publication is a craft and art and design of a publication is a delicate process.

Designing makes the space and the following elements are accommodated with attraction.

Headlines,

Pictures,

Graphics,

Advertisement

Technical limitations of production process

Body text

## CAPTIONS

Captions are like writing intros. They are the catch liner for readers.

Every photograph needs a caption.

Never publish a picture without some identification.

Must identify all the people in an image.

A caption can explain the significance of the picture.

Even the most dull picture can be made relatively interesting by intelligent and a bright caption.

A good photograph should reflect the feelings and responses of the people photographed.

Photograph depicts the decisive movement and the caption should reflect that.

- ☆ ترجمہ لفظی نہیں ہونا چاہیے بلکہ ان معلوماً تکو اور دو میں اس طرح ڈھالنا چاہیے کہ مفہوم صبا اور واضح طور پر سمجھ آ جائے۔
- ☆ انگریزی کے جو الفاظ اردو کا حصہ بن چکے ہیں ان کا ترجمہ کرنے کی ضرورت نہیں مثلاً ایلوشیا، اسکول، یونیورسٹی
- ☆ ان الفاظ کی جو جمع بن چکی ہے اسے اردو میں لکھا جائے، انگریزی نہیں جیسے یونیورسٹیوں، کچوں، پارٹیوں وغیرہ لیکن جو الفاظ اردو کا حصہ نہیں بنے ان کی جمع انگریزی میں بنائی جاسکتی ہے۔
- ☆ فن ترجمہ
- ☆ زبان پر عبور، حالات و واقعات وے واقفیت، جغرافیہ دانہ، اختصار کرنے کی صلاحیت، فنی امور، اصول
- ☆ مفہوم کی ادائیگی، مختصر اور سادہ جملے، اصلاحات، سکوں اور شخصیات کا صحیح نام، لغت کا استعمال

### IMAGE EDITING, WHAT IS IMAGE EDITING

The processes of altering images, whether they are digital photographs, traditional analog photographs, or illustrations.

Images are stored in a computer in the form of a grid of picture elements.

These pixels contain the color and brightness information of an image.

Image editors can change the pixels to enhance the image in many ways.

### IMAGE SIZE ALTERATION

Image editors can resize images in a process often called image scaling, making them large or smaller.

Noise Reduction

Dust and scratches.

### SPECIAL EFFECTS

Special effects can create unusual results.

Contrast and Brightening

### EDITING ON COMPUTER

#### REVOLUTION

Computers have revolutionized the art of editing. Editing on the screen is faster, more comprehensive and more detailed than on the hard copy.

#### COMPLICATION

Computer is a sophisticated machine; its editing operations are complicated. They have to be understood well by sub-editors before they begin to edit.

#### TECHNICAL KNOW HOW

Sub-editors do not have to be computer experts to edit. However sub-editors must know how to use the keyboard.

#### INSTANT / FACILITIES

Computer editing is instant editing although it is near-perfect editing. Facilities such as spell-check, word-count, short keys cut, paste, copy, make sub-editors job easy.

CURSOR

Experience suggests that sharp and tight proof-reading cannot be done on the computer because the eye does not stop at each word and tends to move with the cursor. Take out print-outs, and, pencil in hand, read the script again and again.

A comma at a wrong place can change the entire meaning of a sentence.

Similarly, a wrongly spelt name or wrongly used word can mar beautifully edited copy.

EDITING V**HEADLINES**

A headline is catch line or a marketing sentence of the news item of a newspapers/News channels.

Headline is, in fact, the lead (intro) punchy or dramatic words which attracts the readers / viewers.

Writing headings is an art.

Headline job is to help the reader to decide whether or not to read the story or buy a news paper.

Good Vocabulary of a sub editor can be helpful in writing the attractive headlines.

Effective headlines are those which have the following characteristics.

In present tense

In active voice

With a personal tone

Simple

Precise

positive

As an example of present tense we can see the following.

The President signs the legislation at noon (active).

At noon, the legislation will be signed by the president (passive)

How an economy of words can be done in headline. Two trains get in to each others (accident)

One way of making news is .....

50 were injured ]

when trains ] 8 words

were in collision ]

The other way to make the news headline.

Two trains get in to each others (accident)

50 are injured ]

as trains ] 6 words

collide ]

Another way to make the news with using minimum words.

50 hurt ]

As trains ] 5 words (BEST)

collide ]

In headlines avoid Jargon.

Jargon is terminology which is especially defined in relationship to a specific activity.

Some time phrasing jargon would attract reader to read the news.

For example

"ادھر تم، ادھر ہم"

"صدر بھی موم ہو گئے"

"چاقو لہراتے ہوئے فرار ہو گئے"

Headlines should be designed to attract the reader's attention. In headlines punctuation --- colons, semi-colons, dashes should be avoided.

**ABBREVIATION**

Abbreviation should not be used unless they are standard, conventional and generally understood, such as FIA, FBI, UN, USA.....

How To Start Writing

“Once you know what you want to say, start writing immediately. Forget the words count, forget the rhythm – just keep pounding away your idea”. If you will capture the first thought you can improve that but if you delay in capturing your thoughts you may feel difficulty in phrasing the headline.

**SOME RULES**

Match the lead with the story. Make sure they say the same thing.

Be consistent.

Be accurate.

Start the head with an action word.

Avoid double meanings.

Don't split adjectives and nouns.

Be specific.

Solve layout problems.

Avoid initials.

Avoid meaningless words.

Write conversationally (simple and direct )

Write concisely

Simplify the message

Don't give orders (listen up)

Don't characterize the news as good, bad, interesting or shocking.

Don't start a lead sentence with the name of an unknown or unfamiliar person.

Don't write a first sentence with yesterday.

Don't use technical words

Don't start a story with “Another”, “More” , “Once” and “Again”

Don't lose or fail to reach the viewer... talk to them, not “at” them.

Here are some guidelines for Urdu medium students.

سرخی کیا ہے؟

- ☆ سرخی خبر کے تعارف کا نام ہے۔
- ☆ سرخی خبر کے متن کا نام ہے۔
- ☆ سرخی خبر کے متن کا اشتہار ہے۔
- ☆ سرخی کو خبر کا عنوان بھی کہا جاتا ہے۔
- ☆ سرخی خبر کے خلاصے کا نام ہے۔

سرخی کے لوازمات

- ☆ خبر کی سرخی خبر کی نوعیت اور خبر کے مزاج کو واضح کرتی ہے۔
- ☆ خبر کا مرکزی خیال خاص طور پر ظاہر ہونا چاہیے۔
- ☆ سرخی سنجیدہ، جھگڑت اور سوا کے مطابق ہونی چاہیے۔
- ☆ کون سی سرخی زیادہ اور کون سی کم اہم ہے۔
- ☆ سرخی ..... نفس مضمون کا تعارف کرے
- ☆ خبر کے تزئین و آرائش میں مدد دے۔
- ☆ خبر کی تقابلی اہمیت کو واضح کرتا۔
- ☆ قاری کے لیے کشش رکھے۔

سرخیوں کی قسمیں

- ☆ ایک ہی
- ☆ دو کالمی
- ☆ تین کالمی
- ☆ چار کالمی
- ☆ بیانیہ سرخی
- ☆ قولی سرخی
- ☆ انوکھی سرخی
- ☆ سرخیاں بنانے کے اصول
- ☆ اخلاقی اصول (ضابطہ اخلاق کی پابندی)
- ☆ فنی اصول (الفاظ کا انتخاب، ان کی تعداد کا تعین اور جملے کی فوقیت)
- ☆ سرخی بنانے والے ایڈیٹر کے اوصاف

★ تجربہ، زبان پر عبور، جدت آفرین (ندرت)، خبر کی تہہ تک پہنچنے کی صلاحیت، اخلاقی اصول، فنی اصول

## EDITING VI

**TV EDITING****WHAT EDITING CAN DO?**

With the help of editing, you can omit moments that are ir-relevant or distracting or contain errors. You can shorten the length of shot or action or the duration of video film, artistically, the potentials of editing are far reading.

Editors cut routine and boring parts of the action out of the scene to speed up the pacing.

Editing helps in connecting various shots into a sequences and various sequences into complete move or a package.

A film. Video editor is a person who edits and assembles footage into a coherent video. He plays a dynamic and creative role.

Video or Film editor works with the layer of images, the story, the music, the rhythm, the pace and the performance.

**FOUR TYPES OF EDITING ARE WIDELY DONE**

- Continuity cutting/ editing
- Rational cutting/ editing
- Dynamic cutting/ editing
- Thematic cutting/editing

**CONTINUITY EDITING**

Continuity editing is an editing which shortens “real time to screen time”

The viewers’ imagination replaced the missing shots and created an illusion of continuity. We call this “continuity editing.”

**RATIONAL EDITING**

In rational editing you can edit not only to control time but you are creating relationships between subjects that do not exist in real life.

Cutting back and forth among different actions, creates a relation to show that all the events are happening at the same time.

**DYNAMIC CUTTING**

| In dynamic editing sophisticated inter-cutting creates dramatic emphasis, convey moods or abstract ideas that are not expressed in direct form.

**THEMATIC EDITING (Montage)**

By applying thematic editing one can creates a rapid, impressionistic sequence of disconnected images to communicate feelings and ideas.

Video editing helps to control the length of the shot

A rhythm to what you are seeing?

**EXERCISE**

Watch again and again your favorite movie and concentrate on the editing and shot selection.

Ask your self why the producer or director used this shot?

**VIDEO EDITING**

In mechanical term video editing is a moment you chose to change from one shot to another. It is also called an editing point.

cut, mix etc

The order of shots (sequence).

what editing can do:

Editing decisions have a direct influence on how your audience responds to the programme, their interpretation and their emotional reactions also count.

By doing an artistic editing you can influence audience response and the impact in a dramatic manner.

**IMPORTANCE OF EDITING**

Even editing can shift the centre of interest, redirect the attention to another aspect of the subject or the scene.

Editing can create interrelationship that may or may not have existed.

Editing can change the entire significance of an action showing instant tension, humor or horror.

**TRIANGLE APPROACH: (News editing)**

If you are doing news editing and you have to meet the deadline, the best way is to apply a triangle approach take

- i) Three best video shots
- ii) Three best sound bites
- iii) Three best (critical) Piece of information

Organize them and you story is complete.

**EDITING VII****EDITING**

Audio editing / web editing and functioning of newsroom

**AUDIO EDITING**

Audio Editing is a process of selecting the sound bites and some effects from a recording and preparing it for broadcasting or disseminating the message to the target audience.

**RADIO EDITING**

Audio Editing was developed in the middle part of 20<sup>th</sup> century with an advent of magnetic tape recording. Gradually with the development of technology and digital age the techniques and software of editing brought revolution. Now new technologies are applied on audio/video editing and on web and on online editing.

**WEB EDITING**

Web is a different medium compared with print and radio or television.

User's behavior, apply in the print medium but do not apply online.

People do not stay log in one place on the web.

People look for headlines and captions. They looked at photos afterward.

Always get high-bandwidth connection, which brought photos on screen quickly.

Must tell users what is at the other end of the link.

Use short summaries and paragraphs

Break a long list of items into bullet points

Use colour to separate text on web this will attract the Client.

**PRINT MEDIA NEWSROOM**

Following are the main professionals who work in print media news room:

- Managing editor
- News Editor
- Copy editor
- Metropolitan editor
- City editor
- National and foreign news editor
- Photo editor
- Graphic editor
- Sports editor
- Financial editor
- District editor

**ELECTRONIC NEWSROOM**

The main professional are:

- News Director
- Controller News
- Executive Producer
- Assignment Editor
- Broadcast Producers
- Associate Producer
- Reporters and Photographers
- Anchors
- Following sections are also important in newsroom.
- Graphic sections
- I.T Section

- Monitoring
- Reference section
- Video library