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## UNIT 15 PRODUCTION OF NEWS WEBSITE

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### Structure

- 15.0 Introduction
- 15.1 Learning Outcomes
- 15.2 Basics of News Website Management
  - 15.2.1 Website Operations
  - 15.2.2 Characteristics of News Website
- 15.3 Types and Methods of Website Creation
  - 15.3.1 Through HTML
  - 15.3.2 Through Content Management Systems
  - 15.3.3 Alternative Methods
- 15.4 Creating News Website - HTML Method
- 15.5 Creating News Website - CMS Method
- 15.6 Alternative Methods of News Website Creation
  - 15.6.1 Using Word Processing Applications
  - 15.6.2 Using Open Source Website Builder
  - 15.6.3 Using Commercial Software
- 15.7 Let Us Sum Up
- 15.8 Keywords
- 15.9 Further Reading
- 15.10 Check Your Progress - Answers

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### 15.0 INTRODUCTION

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Newer technologies adopted brought with them changes into the news packaging and delivery systems. We have witnessed dramatic audio-video based news delivery in the last century – the major one being ‘LIVE’ broadcasts. Also the Information and Communication Technologies (ICT) have made a significant impact bringing about fundamental changes in the news delivery, especially to the online news consumption. Presently, news website have become common to all existing newspapers, radio stations, television news channels, news agencies and even many online only news websites and portals as well. The quantum of operations of various news websites, however, differ from one another and depends on the type of news organization.

In this Unit, we shall be learning about how to design a news website. ICT tools do provide multiple options for any individual or a news organization to design and develop a news website. We shall study three methods which are discussed in detail in this unit - 1] using coding method i.e. with the help of HTML coding. This is the basic fundamental approach and by practicing this method, you can be familiar with the basic news website operations. Since any

online news website requires a plethora of facilities, all of them may not be possible to be created only through HTML. 2] using content management system (CMS) i.e. with the help of open source CMS. This is an advanced method and it encompasses most features and facilities at industry standards. In this, the major task is to customise the CMS according to one's requirement. 3] Other than coding and CMS, there are few other alternative methods to create news websites. By the end of this Unit, you will have a better understanding and sufficient basic knowledge about news website production.

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## 15.1 LEARNING OUTCOMES

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After going through this Unit, you will be able to:

- describe the basic news website operations and its management;
- discuss different methods and techniques of news website production;
- apply HTML coding to create a basic news website. As well as using open source Content Management System (CMS) create a news website. Also create a news website by using other alternative methods.

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## 15.2 BASICS OF NEWS WEBSITE MANAGEMENT

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You must have got a broad idea as you went through Units in the Course on Reporting and Writing wherein details about the fundamentals of news and its production process were given. News organizations receive news stories from multiple sources - mainly through their own correspondents and stringers but also through national and international news agencies, and from news syndicates. And basic news collection is more or less common in any newsroom setup — whether it is newspaper, radio or TV. Online news websites also follow the same methods to collect its raw material — that is news stories. However, the presentation and packaging of news stories differs in each medium. Newspaper is print and photograph oriented, radio is audio format, and television is audio-visual mode. And the online news-websites encompass all the different media elements — text, picture, sound, video and animation. Hence it is a multimedia based news packaging and presentation platform. In this Unit, we shall focus more on packaging and presentation of news stories in a news website.

### 15.2.1 Website Operations

Basically, the website is similar to a folder in a computer which contains numerous files. This computer is called a web-server, which is connected into a network, that is known as World Wide Web. In order to access the folder and its files, there is an address attached to each folder which is referred to as the Uniform Resource Locator (URL). For example, the URL for IGNOU is <http://www.ignou.ac.in>. Each folder in the web-server computer is password protected and can be accessed for adding or deleting files only with the password. Normally only the 'Admin' is allowed to control and manage these folders, however same

folder can be accessed and viewed by everyone. Generally, the folder on the web-server contains a file called index, and by default whenever some user visits this URL to access this folder, the Home page opens automatically. It is that page which displays all relevant information and links to the remaining pages and files. Admins of various folders/websites, use File Transfer Protocol (FTP) methods to upload and download the files and folders for the website administration.

### 15.2.2 Characteristics of a News Website

All news websites have adopted the general convention of style used for newspapers in their packaging and presentation of news stories. Hence, you might have noticed that newspapers always use a white background and black text and coloured text only in specific contexts. The same approach is being highly recommended for news websites — text of news stories in black with a white background.

Similar to newspaper columns, web pages of news websites also have multiple grids /columns. In the Home page as well as in the main section pages, news stories are placed in a multiple grid format. And in the individual news story pages — it is recommended to have three grids, left side grid consists of basic links of news website, while news stories go into the middle grid and relevant links/stories and other links are placed in the last grid. Inverted pyramid style which is the unwritten convention for writing a news stories, is the same applicable to news websites also. Lengthy stories may be broken into multiple stories or if that is not possible, the same story may be packaged into multiple pages. As online users generally tend to scroll less, it is a practice to convert news stories into two basic components — the primary component usually contains the headline and intro, while the secondary component contains the remaining content of the news story.

Navigation within the website should be maintained with a consistent style. Appropriate keywords or tags need to be attached with the news stories to assist in categorisation of news stories and to facilitate searching for the news story within the website and through search engines in order to fetch most relevant results. The white spaces should be utilized judiciously and consistently throughout the news website. Suitable space for advertisement may be specified and followed consistently throughout in all the webpages.

In addition to the above mentioned aesthetic characteristics, there are a few technical features that are being recommended for a news website: 1] make sure that the news website can be loaded into user's laptop or mobile quickly; 2] relevant keywords, tags and metadata should be used that will make the news website more search engine friendly; 3] integration of social media tools for sharing as well as receiving comments would facilitate higher outreach and most importantly more page views; 4] news website should be mobile ready and friendly with the various types of handsets; 5] depending upon financial resources — content management system and Apps are highly recommended for a news website.

**Note :** 1) Use the space provided below for your Answers.  
2) Compare your answers with those given at the end of this Unit.

1. How to register a domain name for a website?

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.....  
.....

2. Lists four similarities and dissimilarities between a newspaper and a news website?

.....  
.....  
.....

3. How to make a cross-browser based news website?

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### **15.3 TYPES AND METHODS OF WEBSITE CREATION**

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There are many ways in which a webpage (a standalone webpage) or a website (website is a collection of multiple interlinked webpages) can be created. As you are aware, Information and Communication Technology (ICT) tools have been demassified extensively by various interests groups-particularly Creative Commons and Open Source movements. Firstly, there are many commercial softwares available in the market dedicated specifically for a website design; secondly, there are other commercial softwares that are meant for some other utilities which can be used to add additional features in the website. In addition to these commercial softwares, there are many open source packages available to carry out similar works. Thirdly, creating a webpage or website through a coding process. Coding and programming for website design is a complicated process and it requires different set of coding and programming. However, in this Unit, we shall restrict ourselves to introduce only HTML coding for the purpose of creating a functional news website.

#### **15.3.1 Through HTML**

Hyper Text Markup Language (HTML) was first written by Tim Berners-Lee in 1991. HTML is meant for marking up the media elements — text, photograph, animation, and audio-video materials into a structural unit. In simple terms, HTML specifies the characteristics of elements’ position and display over the digital system. With the help of Hyper Text Transfer Protocol, media elements are transferred from one computer to many through World Wide Web network.

There are many versions of HTML that existed over a fairly long period of time. Let us have a brief glance of its evolution:

Over a period of time, developments in HTML were its standardization and universal applications but developments of browsers were introduced later. There are significant differences between early HTML and those used currently-HTML 5. The table 1 gives a broad outline of the changes that took place in HTML. Through HTML, individual webpages are created. Once many webpages are ready, they are interlinked resulting in a website. Usually landing page of a website is named as index.html — once user types a particular URL, browser displays the ‘Home’ page.

**Table 1**

Type of Content	HTML	HTML 4.01	HTML5
Heading	Yes	Yes	Yes
Paragraph	Yes	Yes	Yes
Address	Yes	Yes	Yes
Anchor	Yes	Yes	Yes
List	Yes	Yes	Yes
Image	Yes	Yes	Yes
Table	No	Yes	Yes
Style	No	Yes	Yes
Script	No	Yes	Yes
Audio	No	No	Yes
Video	No	No	Yes
Canvas	No	No	Yes

### 15.3.2 Through Content Management Systems

If a news website generates fewer news stories in a day, then it would be easier for it to create and maintain the website through HTML mode. Otherwise, if news website handles a large number of news stories, for example a national or state level newspaper that manages the online news portal, then website management becomes an enormous exercise. And a small web team might not be able to handle its operations e.g., producing around 500 webpages in a day is a mammoth job. In this context, a technical solution is required. Content Management System (CMS) is the solution to handle large volumes of online news operations. There are many commercial CMSs available to handle it and an equally large number of open source CMSs are used extensively by various news organizations across the country. Some of the popular CMSs are - Wordpress, Drupal, Joomla!, TYPO3, Squarespace, Magnolia and so on.

The main advantages of using CMS for a news website are:

- a) content and website design are separated, so it is easy to change site design easily;
- b) large number of open source CMSs are updated frequently as these packages are supported by a community of developers. They contribute substantially and regularly to the improvements of CMS by way of plugins and widgets;
- c) CMS is developed by a company or a group of developers, and the CMS always meets compliance of latest technical standards of web and internet; and
- d) CMS provides seamless workflow by which works are assigned to many persons that facilitates better coordination and collaboration among many different individuals.

### 15.3.3 Alternative Methods

Using word processing applications, such as Microsoft Word (proprietary software) or Open Office word processor (Free and Open Source software), a webpage/website can be created. This is a non-technical approach of creating a news website. Whatever materials are typed/inserted in the word processor would be converted into a .html file. Multiple files can be interlinked using hyperlink options, thus creating a complete website.

Though it is may be easy to create a website without knowing any technicality of HTML coding or CMS techniques, however it will have its own inherent disadvantages. Usually a word processor software is meant for pages and its print outcomes. Hence, the page orientations of these software are meant for page sizes e.g. A4 or legal. But webpages have different dimensions. This incompatibility may create imbalance in the website design.

#### Check Your Progress: 2

- Note :**
- 1) Use the space provided below for your Answers.
  - 2) Compare your answers with those given at the end of this Unit.

1. Name three methods of website production.

.....  
.....  
.....

2. Trace briefly the history of HTML coding.

.....  
.....  
.....

3. List differences between proprietary and open source software.

.....  
.....  
.....

## 15.4 CREATING NEWS WEBSITE - HTML METHOD

In this segment, you will learn the basic HTML markups to create a news website. HTML is a combination of 'tags' within which required display content needs to be nested. In the first stage, let's learn about the basic tags-

**<!DOCTYPE html>** - as mentioned earlier in 15.3.1, the current version is HTML5. This tag is not a HTML tag, but it informs the respective web browsers that this HTML document is written in HTML 5.

**<html>** - it is a root element in a webpage.

**<head>** - it contains metadata information about the webpage

**<title>** - title of the document is specified here

**<body>** - display content is nested within this tag

**<h1>** - for headlines

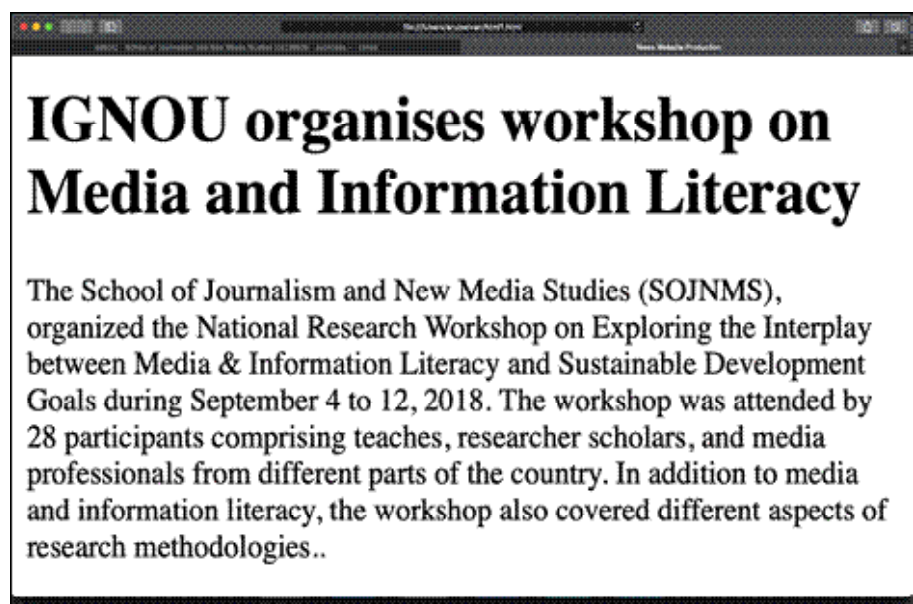
**<p>** - for paragraphs

Let us start building a basic webpage for a story:

### Creating a basic webpage:

Follow these instructions in Notepad.

1. **Open** software applications => **Notepad**.
2. In the new document, type the following HTML tags.
3. After typing all HTML tags along with the required content, this document needs to be saved as a webpage.
4. In the Notepad, click Save As option under File menu. Dialogue box will appear, in that type required onlinejour.html and filetype should be selected as All Files.
5. Location of the above file should be in a new folder.



6. Now open the folder, you can see onlinejour.html. Open this file in a browser, and you can see only the headline and a paragraph.

```
<!DOCTYPE html>

<html>

<head>

<title>News Website Production</title>

</head>

<body>

<h1>IGNOU organizes workshop on Media and Information Literacy</h1>

<p>The School of Journalism and New Media Studies (SOJNMS), organized the National Research Workshop on Exploring the Interplay between Media & Information Literacy and Sustainable Development Goals during September 4–12, 2018. The workshop was attended by 28 participants comprising teachers, researcher scholars, and media professionals from different parts of the country. In addition to media and information literacy, the workshop also covered different aspects of research methodologies..</p>

</body>

</html>
```

#### Adding full story and colours:

We will continue to work on onlinejour.html. It is a basic webpage, now we will add full story and we will insert colours to the text.

1. Open onlinejour.html in Notepad and continue editing.
2. The remaining content of the story is added with the help of <p> tag.
3. These are basic text formatting tags - <b>Bold</b>, <i>Italics</i>, <u>underline</u>
4. Colours to the text are added by inserting this attribute to the respective HTML tag **style="color:green;"**, in this file this attribute has been added to the headline (within <h1>) and to the resource persons (within <b>).
5. After adding all tags for colours, open onlinejour.html file in a browser and check it.

```
<!DOCTYPE html>

<html>

<head>

<title>News Website Production</title>

</head>

<body>
```



**IGNOU organizes workshop on Media and Information Literacy**

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**Prof. Nageshwar Rao, Vice Chancellor, IGNOU,** in his inaugural address stressed the role of different media especially social media in the present context as mobile has enabled media's reach to everyone with simple tap or a touch. He argued that despite information deluge consumer of information is smart enough to separate wheat from the chaff.

**Prof. Jagtar Singh, Punjabi University, Patiala** was the Guest of Honour who emphasized the role of MIL role in empowering the citizens to make informed decisions. MIL is essential to enables people to derive full benefits of the fundamental human rights and freedoms as well as enable sound social discourse.

**Director, SOJNMS Prof. Shambhu Nath Singh** in his welcome address said that the workshop is extremely useful as it would delve upon the various facets of media including content, dissemination and consumption.

**Dr. K. S. Arul Selvan of SOJNMS, Workshop Coordinator** in his introductory remarks defined Media and Information Literacy (MIL) as an ability to access, analyze, and create media to realise the rights to freedom of information and expression.

**Prof J. S. Yadav, former Director, IIMC,** stressed the need for a holistic approach for doing research in Sustainable Development Goals.

### **Adding images:**

Before adding images to a webpage, the following points need to be kept in mind.

1] Image should be in a compressed mode, that would enable faster downloading and taking less time to display in the user's screen.

2] Image file should be available in the same folder where html file is stored.

1. HTML tag to insert a image - ``

2. To resize image, you can specify its width and height - ``

3. Due to any technical difficulty, if the image is not displayed in the user's computer then a brief information about the image can be conveyed through 'alt' tag - ``
4. Whenever we insert image, it creates a line break. In order to avoid white space, image should be wrapped around text. To place image wrap around text, use this tag 'align' and it has attribute of 'left' and 'right' - ``
5. Images are generally placed inside the news story, in order to give a space between image and text, use 'hspace' tag with numeric attribute - ``
6. If image has been sourced from the web, then use URL of image location for source - ``

### Adding Links

In the above step we have created a webpage with text and an image. Similarly, if we repeat for five more different stories, we will end with six independent webpages. The main characteristics of online medium is interactivity and with the help of hypertext - interlinking webpages that makes website and interlinking many websites create a network called World Wide Web.

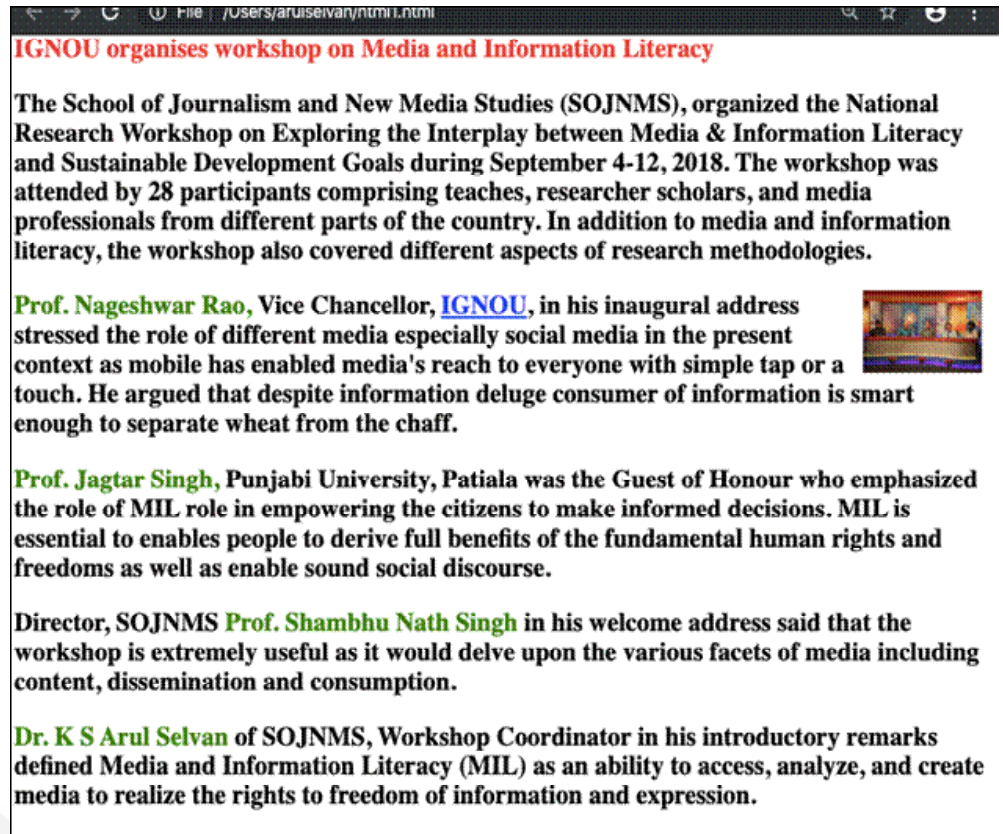
1. To create a link within your folder/website - `<a href="university.html">IGNOU</a>`
2. To create a link with outside your website, use full URL including http:// - `<a href="http://www.ignou.ac.in">IGNOU</a>`
3. To create a link using a image - `<a href="university.html">IGNOU</a>`

Once hyperlink is created with text of image, it turns into blue color with underline and when mouse pointer is moved over it turned into hand symbol.

### Adding Table

Now we have created a raw webpage and this needs to be complete in all respects. Particularly, it should carry the name of the website, details about the website, other news sections and services the website offers. To incorporate all these details at the same time, the news stories also should be visible along with these details. For this, we need to divide the page into number of columns and rows, by inserting table into the page. Each cell will hold all these details including news stories.

1. There are three important HTML tags for creating a table - `<table>`, `<tr>` for row and `<td>` for column.
2. Using our onlinejour.html file, on the top of news story we will insert a website name, a logo and a brief about the website. Since, there are three



```
<table width="100%" border="1" style="border-collapse: separate; border-spacing: 2px;">
<tr>
<td width="20%" align="center"></td>
<td width="60%" align="center"><h1 style="color:blue;">IGNOU Media Lab Journal</h1></td>
<td width="20%" align="center"><h4>It is a practice lab journal of MA JMC Learners of IGNOU</h4></td>
</tr>
</table>
```

3. In the same file, just below the website title, we shall insert a table that contains details about the lab journal website:

```
<table width="100%" border="1" bgcolor="yellow" style="border-collapse: separate; border-spacing: 2px;">
<tr>
<td width="20%" align="center"><a href="index.html">Home</a></td>
<td width="20%" align="center"><a href="aboutus.html">About Us</a></td>
<td width="20%" align="center"><a href="editorial.html">Editorial Team</a></td>
```


```
td>
```

```
<td width="20%" align="center"><a href="http://ignou.ac.in/ignou/aboutignou/school/sojnms/introduction">SOJNMS</a></td>
```

```
<td width="20%" align="center"><a href="contact.html">Contact Us</a></td>
```

```
</tr></table>
```

 <b>ignou</b> THE PEOPLE'S UNIVERSITY	<b>IGNOU Media Lab Journal</b>	It is a practice lab journal of MA JMC Learners of IGNOU
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 <b>ignou</b> THE PEOPLE'S UNIVERSITY	<b>IGNOU Media Lab Journal</b>	It is a practice lab journal of MA JMC Learners of IGNOU		
Home	About Us	Editorial Team	SOJNMS	Contact Us

3. Now we shall divide the news story segment into three columns - first one contains links to major news categories, second column contains news stories and third column contains other news stories of category in which page story belongs.

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

```
<title>News Website Production</title>
```

```
</head>
```

```
<body>
```

```
<table width="100%" border="1" style="border-collapse: separate; border-spacing: 2px;">
```

```
<tr>
```

```
<td width="20%" align="center"></td>
```

```
<td width="60%" align="center"><h1 style="color:blue">IGNOU Media Lab Journal</h1></td>
```

```
<td width="20%" align="center"><h3>It is a practice lab journal of MA JMC Learners of IGNOU</h3></td>
```

```
</tr>
```

```
</table>
```

```
<table width="100%" border="1" bgcolor="yellow" style="border-collapse: separate; border-spacing: 2px;">
```

```
<tr>
```

```
<td width="20%" align="center"><a href="index.html">Home</a></td>
```



```
<td width="20%" align="center"><a href="aboutus.html">About Us</a></td>
```

```
<td width="20%" align="center"><a href="editorial.html">Editorial Team</a></td>
```

```
<td width="20%" align="center"><a href="http://ignou.ac.in/ignou/aboutignou/school/sojnms/introduction">SOJNMS</a></td>
```

```
<td width="20%" align="center"><a href="contact.html">Contact Us</a></td>
```

```
</tr>
```

```
</table>
```

```
<table width="100%" border="1" style="border-collapse: separate; border-spacing: 5px;">
```

```
<tr>
```

```
<td valign="top">
```

```
<table width="100%" border="1" bgcolor="grey" style="border-collapse: separate; border-spacing: 2px;">
```

```
<tr>
```

```
<td align="center"><a href="politics.html">Political News</a></td></tr>
```

```
<tr><td align="center"><a href="city.html">City News</a></td></tr>
```

```
<tr><td align="center"><a href="devnews.html">Development News</a></td></tr>
```

```
<tr><td align="center"><a href="health.html">Health News</a></td></tr>
```

```
</table>
```

```
</td>
```

```
<td width="60%" valign="top" style="padding:5px">
```

```
<h1 style="color:red;">IGNOU organises workshop on Media and Information Literacy</h1>
```

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```
</td>
```

```
<td width="20%" valign="top">
```

```
<table width="100%" border="1" bgcolor="yellow" style="border-collapse: separate; border-spacing: 2px;">
```

```
<tr>
```

```

<td align="center" bgcolor="green"><b>Other Stories in this Section</b></td></tr>
<tr><td align="center"><a href="news1.html">First News</a></td></tr>
<tr><td align="center"><a href="news2.html">Second News</a></td></tr>
<tr><td align="center"><a href="news3.html">Third News</a></td></tr>
<tr><td align="center"><a href="news4.html">Fourth News</a></td></tr>
</table>
</td>
</tr>
</table>
</body>
</html>

```

### Creating a Complete News Website

Now we have created a webpage for a single story. In this similar manner, individual pages will be produced using new and different stories. Based on number of stories, that many number of webpages will be created.

Once webpages for all news stories are created (keeping it remember that all html files and its associated images have to be kept in a single folder), we need to have two more pages that will combine all stories into categories and all categories into home page.

### HTML code for Home page:

```

<!DOCTYPE html>
<html>
<head>
    <title>News Website Production</title>
</head>
<body>
<table width="100%" border="1" style="border-collapse: separate; border-spacing: 2px;">
<tr>
<td width="20%" align="center"></td>
<td width="60%" align="center"><h1 style="color:blue;">IGNOU Media Lab Journal</h1></td>
<td width="20%" align="center"><h4>It is a practice lab journal of MA JMC

```

&lt;/tr&gt;

&lt;/table&gt;

&lt;table width="100%" border="1" bgcolor="yellow" style="border-collapse: separate; border-spacing: 2px;"&gt;

&lt;tr&gt;

&lt;td width="20%" align="center"&gt;&lt;a href="index.html"&gt;Home&lt;/a&gt;&lt;/td&gt;

&lt;td width="20%" align="center"&gt;&lt;a href="aboutus.html"&gt;About Us&lt;/a&gt;&lt;/td&gt;

&lt;td width="20%" align="center"&gt;&lt;a href="editorial.html"&gt;Editorial Team&lt;/a&gt;&lt;/td&gt;

&lt;td width="20%" align="center"&gt;&lt;a href="http://ignou.ac.in/ignou/aboutignou/school/sojnms/introduction"&gt;SOJNMS&lt;/a&gt;&lt;/td&gt;

&lt;td width="20%" align="center"&gt;&lt;a href="contact.html"&gt;Contact Us&lt;/a&gt;&lt;/td&gt;

&lt;/tr&gt;

&lt;/table&gt;

&lt;table width="100%" border="1" style="border-collapse: separate; border-spacing: 5px;"&gt;

&lt;tr&gt;

&lt;td width="35%" valign="top" style="padding:5px"&gt;

&lt;table&gt;

&lt;tr&gt;

&lt;td bgcolor="red" align="center"&gt;&lt;b&gt; Political News&lt;/b&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;tr&gt;

&lt;td&gt;&lt;h2&gt;Story one&lt;/h2&gt;News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...&lt;a href="morepn1.html"&gt;Read More&lt;/a&gt;&lt;/td&gt;

&lt;/tr&gt;

&lt;tr&gt;

&lt;td&gt;&lt;h2&gt;Story two&lt;/h2&gt;News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...&lt;a href="morepn2.html"&gt;Read More&lt;/a&gt;&lt;/td&gt;

&lt;/tr&gt;

&lt;tr&gt;

&lt;td bgcolor="red" align="center"&gt; &lt;b&gt;Health News&lt;/b&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;



```
<td><h2>Story one</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="morehn1.html">Read More</a></td>
```

```
</tr>
```

```
<tr>
```

```
<td><h2>Story two</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="morehn2.html">Read More</a></td>
```

```
</tr>
```

```
</table>
```

```
</td>
```

```
<td width="35%" valign="top" style="padding:5px">
```

```
<table>
```

```
<tr>
```

```
<td bgcolor="red" align="center"> <b>City News</b></td></tr><tr>
```

```
<td><h2>Story one</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="morecn1.html">Read More</a></td>
```

```
</tr>
```

```
<tr>
```

```
<td><h2>Story two</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="morecn2.html">Read More</a></td>
```

```
</tr>
```

```
<tr>
```

```
<td bgcolor="red" align="center"> <b>Weather News</b></td></tr><tr>
```

```
<td><h2>Story one</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="morewn1.html">Read More</a></td>
```

```
</tr>
```

```
<tr>
```

```
<td><h2>Story two</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="morewn2.html">Read More</a></td>
```

goes here...News story text goes here...<a href="morewn2.html">Read More</a></td>

</tr>

</table>

</td>

<td width="30%" valign="top">

<table>

<tr>

<td bgcolor="red" align="center"> <b>Sports News</b></td></tr><tr>

<td><h2>Story one</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="moresn1.html">Read More</a></td>

</tr>


<tr>

<td><h2>Story two</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="moresn2.html">Read More</a></td>

</tr>

<tr>

<tr>

 <p><b>ignou</b> THE PEOPLE'S UNIVERSITY</p>	<h2>IGNOU Media Lab Journal</h2>	<p>It is a practice lab journal of MA JMC Learners of IGNOU</p>		
Home	About Us	Editorial Team	SOJNMS	Contact Us
Political News	City News	Sports News		
<p><b>Story one</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p> <p><b>Story two</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p>	<p><b>Story one</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p> <p><b>Story two</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p>	<p><b>Story one</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p> <p><b>Story two</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p>		
Health News	Weather News	Technology News		
<p><b>Story one</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p> <p><b>Story two</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p>	<p><b>Story one</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p> <p><b>Story two</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p>	<p><b>Story one</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p> <p><b>Story two</b></p> <p>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="#">Read More</a></p>		
<p>This lab journal is meant for internal circulation only. Views and opinions expressed here do not necessarily reflect SOJNMS and/or IGNOU.</p>				

```

<td bgcolor="red" align="center"> <b>Technology News</b></td></tr><tr>
<td><h2>Story one</h2><h2>News story text goes here...News story text goes
here...News story text goes here...News story text goes here...News story text
goes here...News story text goes here...<a href="moren1.html">Read More</
a></td>
</tr>
<tr>
<td><h2>Story two</h2><h2>News story text goes here...News story text goes
here...News story text goes here...News story text goes here...News story text
goes here...News story text goes here...<a href="moren2.html">Read More</
a></td>
</tr>
</table>
</td>
</tr>
</table>
<p align="center">This lab journal is meant for internal circulation only. Views
and opinions expressed here do not necessarily reflect SOJNMS and/or
IGNOU.</p>
</body>
</html>

```

**Check Your Progress 3**

**Note :** 1) Use the space provided below for your Answers.  
2) Compare your answers with those given at the end of this Unit.

1. List seven primary HTML tags.

.....

.....

.....

2. How to create a link by using an image?

.....

.....

.....

3. What is the role <table> tag in a website design?

.....

.....

.....

.....

## 15.5 CREATING NEWS WEBSITE - CMS METHOD

Content Management System based news website operation is an industry standard. Unlike HTML based website creation, where webpages are created manually but in CMS pages are created automatically with the help of databases. For a news organization which handles large number of news stories on daily basis, and publishes stories throughout the day means it needs a CMS based news website. To run and manage a CMS based website, the minimum requirement is a web server and then a package of CMS. Due to open source movements, a good number of packages are available free of cost to experiment the creating a website.

Creating CMS based website is quiet technical, besides HTML one needs to be have a basic understanding of other high level programming languages such as PHP, SQL in order to customise the CMS for specific requirements. However, for learning purposes, the learners of this course can try localhost (intranet) option. In the localhost option, you can convert your computing devices (personal computer/laptop) into a web server with the help of an open source package called XAMPP. XAMPP is acronym for X-Platform independent, A-Apache server, M-MariaDB (database), PHP and Perl (both are server side scripting languages). XAMPP packages are available in this URL - <https://www.apachefriends.org/index.html>. A detailed descriptions of how to install XAMPP is available in this link (as on 2019) - <https://www.wikihow.com/Install-XAMPP-for-Windows>.

Once XAMPP is installed (take enough precautions, and consult professional help before installing XAMPP), your system effectively converted into a web server. You can check your web server by typing this link in your browser - <http://localhost>. It will show you the details of XAMPP.

Since web server is available, now you need to choose a CMS to create a website. As on 2019, an open source package called Wordpress is a popular CMS, interested learners may try to test wordpress based news website on their own - suitable precautions may be taken. Wordpress CMS is available for free of cost under open source license in this link - <https://wordpress.org/download/>. A detailed instructions for installation of wordpress is available in this link - <https://www.wikihow.com/Install-Wordpress-on-XAMPP>

Popular news website in India - [www.indianexpress.com](http://www.indianexpress.com), is using wordpress CMS for its website. This organization is extensively customized wordpress CMS for their news operations. Screenshot (taken in 2019) of their site is given on previous page.

**Check Your Progress: 4**

- Note :** 1) Use the space provided below for your Answers.  
2) Compare your answers with those given at the end of this Unit.

1. Expand the abbreviation XAMPP.

.....  
.....  
.....

2. Lists four benefits for running a news website based on a CMS.

.....  
.....  
.....

---

## 15.6 ALTERNATIVE METHODS OF NEWS WEBSITE CREATION

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### 15.6.1 Using Word Processing Applications

With the help of regular word processors, a document can be converted into a webpage. Here there is no technicality involved, once the word document is ready and same may be saved as a webpage. Use **File -> Save As -> Webpage**. In this way, your document will be saved as an html file. In order to make it as a website, include all necessary hypertext in every webpage. It will make all webpages interlinked and your website will be complete.

All major word processors (Commercial Software: Microsoft Word, Apple Pages. Open Source Software: OpenOffice and Libreoffice) are supporting this html file format options.

### 15.6.2 Using Open Source Website Builder

There are good number of open source free HTML editors available. Unlike normal text based software like Notepad, which we used in this Unit to create HTML codes, these advanced HTML editors are professional in nature. It supports html coding generation like syntax highlighting, auto-completion and provides comprehensive Integrated Development Environment (IDE).

One of the HTML open source advanced editor is Bluefish (which is available for download in Windows or Mac operation system in this link - <http://bluefish.openoffice.nl/index.html>), which provides a seamless environment to create HTML coding for your website.

```
Bluefish /Users/arulselvan/Desktop/unit5/onlinejour.html 1/4
1  <!DOCTYPE html>
2  <html>
3  <head>
4    <title>News Website Production </title>
5  </head>
6  <body>
7    <table width="100%" border="1" style="border-collapse: separate; border-
8      spacing: 2px;">
9      <tr>
10         <td width="20%" align="center"></td>
12         <td width="60%" align="center"><h1
13         style="color: "blue";>IGNOU Media Lab Journal </h1> </td>
14         <td width="20%" align="center"><h4>It is a practice lab
15         journal of MA JMC Learners of IGNOU </h4></td>
16       </tr>
17     </table>
18     <table width="100%" border="1" bgcolor="yellow" style="border-collapse:
19       separate; border-spacing: 2px;">
20       <tr>
21         <td width="20%" align="center"><a href="index.html">Home </a></td>
22         <td width="20%" align="center"><a href="aboutus.html">About Us </a></td>
23         <td width="20%" align="center"><a href="editorial.html">Editorial Team </
24         a></td>
25         <td width="20%" align="center"><a href="http://ignou.ac.in/ignou/
26         aboutignou/school/sojnms/introduction">SOJNMS </a></td>
27         <td width="20%" align="center"><a href="contact.html">Contact Us </a></td>
28       </tr>
29     </table>
30     <table width="100%" border="1" style="border-collapse: separate; border-
31       spacing: 5px;">
32       <tr>
33         <td width="35%" valign="top" style="padding: 5px">
34         <table>
35         <tr>
36         <td bgcolor="red" align="center"><b> Political News </b></td></tr><tr><tr>
37         <td><h2>Story one </h2><h2>News story text goes here...News story text goes
```

### 15.6.3 Using Commercial Software

Like Bluefish open source software, equally a good number of commercial HTML editors are available. One of the popular commercial software for HTML editor is Adobe Dreamweaver. Like Bluefish it gives syntax checking, code completion and IDE. Besides these features, it has a unique live preview option that enables visualisation of webpage and more creative. There are three view pane options - Code view, Design view and Split Code view. In code view, it shows only HTML codes and appropriate editing is carried out here with relevant HTML codes, in design view - it is like a word, all contents are included using menu based tools. In split code view, web page can be designed using either HTML code or menu based tools or both. Along with these features, Dreamweaver provide Mobile design and compatibility features. From Dreamweaver, using its FTP options you can directly control your web server folder - including uploading and downloading website files.

**Check Your Progress: 5**

**Note :** 1) Use the space provided below for your Answers.  
2) Compare your answers with those given at the end of this Unit.

1. What are the benefits of using an advanced HTML editor?

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.....  
.....

2. Compare and contrast between a normal text editor (Notepad) and an advanced HTML editor.

.....  
.....  
.....

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**5.7 LET US SUM UP**

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In this Unit, we have learnt the basics of website creation, characteristics of a news website and different methods of creating a news website. We have learnt that a web server is required to run a website along with a domain name. Once we get domain name and its is attached with the your web server folder, it gives a Universal Resource Locator (URL) - that is the web address of your news website. News websites closely follow major characteristics of offline newspapers - predominantly white background and black text, not much cluttering of the whitespace with colours and distractive elements and news stories should be presented in a scannable way along with suing multiple media elements.

We have learnt four different methods through which we can create a news website. 1] using HTML coding; 2] by CMS method; 3] with help of word processors; 4] through advanced HTML editors (Open source and Commercial software). All these methods vary in terms of technicality and difficulties.

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**5.8 KEYWORDS**

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**WEBSITE** : According to Merriam Webster dictionary the term website is defined as, “a group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization.”

**HTML** : Hyper Text Markup Language is a computer coding through which individual webpages are created by including various media elements such as text, graphics, sound, video, and hyperlinks.

**Content Management System** : Content management system (CMS) is a server side scripting mechanism in which two components (website content and

website design) of a website is combined independently and displayed it as a single component on the user's devices.

**HTML EDITOR** : is a tool for creating and editing code in hypertext markup language.

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## 5.9 FURTHER READING

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1. Getting started with HTML. (2019). Retrieved 13 October 2019, from <http://bit.ly/ojunit15a1>
2. HTML Tutorial. (2019). Retrieved 13 October 2019, from <https://www.w3schools.com/html/default.asp>
3. How to Install XAMPP for Windows. (2019). Retrieved 13 October 2019, from <https://www.wikihow.com/Install-XAMPP-for-Windows>
4. How to Install Wordpress on XAMPP. (2019). Retrieved 13 October 2019, from <https://www.wikihow.com/Install-Wordpress-on-XAMPP>
5. II, S. E., & Franklin, B. (2018). *The Routledge Handbook of Developments in Digital Journalism Studies*. London, England: Routledge.
6. Powell, Thomas. (2017). *HTML & CSS: The Complete Reference* (5th ed.). McGraw Hill Education.
7. Xavier, C. (2017). *World Wide Web Design with HTML* (1st ed.). McGraw Hill Education.

---

## 5.10 CHECK YOUR PROGRESS - ANSWERS

---

### Check Your Progress 1

1. Technically website is a folder which is stored in a web server that is connected to internet. In order to reach this particular folder, domain names are assigned. There are diverse level of domain names, popular ones are - .com, .in, .co.in, .ac.in, .edu, .net, .org. To get a domain name, one should a use approved domain registry. Upon registration, DNS details should be mapped with the web server hosting entity. Once mapping is done, the website will be visible to everyone across the browser.
2. Printed newspapers are mobile, versatile, convenient to read and easy to carry. Online newspaper is digital presentation of news stories using various technological tools, it reaches nook and corner of the world, it uses hypertext to interlink and expand a news stories to backgrounders at ease and no limit of space crunch.
3. Use a simple design, avoid a heavy media contents, always use percentages while specifying width of a table, use unicode fonts, insert only compressed standardized photo formats. More specifically cross-check your website in a multiple browsers before uploading.

### Check Your Progress 2

1. a) using HTML coding; b) using content management system; and c) with the help of software.



2. Hypertext Markup Language was introduced in 1991. It is meant to specify arrangements of media content to the browsers. Over a period of time, various versions were introduced to enhance the utilities of HTML. The current version of HTML is 5, which was introduced in 2014.
3. Primarily proprietary is a commercial one, and users need to pay to use this software. These software are controlled by multinational agencies which are meant for profit. Not every user can afford to buy and use the proprietary software. On the other hand, open source software is free and mostly developed by an individual or a group of individuals (communities). These software are frequently updated to fix the bug or to enhance its utilities and most importantly open source software are easily customisable.

### Check Your Progress 3

1. `<html><head><title></title></head><body></body></html>`
2. `<a href="aboutus.html"></a>`
3. With the help of HTML tags it is not possible to divide the display area of a website. `<table>` tags are used in order to divide the display area and place an appropriate content.

### Check Your Progress 4

1. X-Platform independent, A-Apache server, M-MariaDB (database), PHP and Perl (both are server side scripting languages)
2. Content Management System automates a news website by delinking templates of design and news story contents. In this way, there is a consistence across the website. If any changes is required in design, editing design template is sufficient and the same is applied across the broad. CMS creates a unique way of URL for each story, which is compatible with search engines. Adding news stories is just like a writing an email. Content plays a crucial role, technicality is being fixed separately. Many open source CMSs are available and it is easy to customize as per one's requirements.

### Check Your Progress 5

1. Website design is a comprehensive exercise. Advanced web design requires multiple coding and scripting support. In an HTML editor, it is easy to switch between codings and scripting. Since each line in the HTML editor is numbered, it enables to identify the errors. Major HTML editors support FTP operations, by which it is easy to manage your websites.
2. Unlike normal text based software like Notepad, which we used in this Unit to create HTML codes, these advanced HTML editors are professional in nature. It supports html coding generation like syntax highlighting, auto-completion and provides comprehensive Integrated Development Environment (IDE).