

Block

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EDITING

UNIT 9

Lead and Headline Writing

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BLOCK 3 EDITING

This Block is a mixed one dealing with journalistic aspects of specialized writing such as lead and headline writing and principles of editing which have been covered exhaustively along with the technical supportive component of photojournalism.

UNIT 9: Lead And Headline Writing: This Unit has two parts- lead and headline. It begins with definition of a Lead, the 5 Ws and 1 H approach as well as touching upon the subject-verb-object approach. Various kinds of leads- summary, descriptive, question, punch/caption, quotation, contrast, staccato, you and blind identification leads are explained. The second half of the Unit deals with headline – definition, its functions, the headline writing process, various kinds of headlines, the props used, feature vs. news headlines, tips for writing them, Do's and Don'ts of headline writing. The Unit ends with a brief mention of internet headlines and its difference from the print media headlines.

UNIT 10: Principles of Editing: Beginning with significance and objectives of editing, this Unit goes on to describe the principles of editing. It dwells briefly on understanding the news value and news -worthiness, editorial policy: judgement, style sheet, editorial values: truth, objectivity, fairness, balance, independence, as well as editorial challenges: competition, bias and different forms of pressures. The Unit then goes on to cover the detailed process of editing, levels of editing, proof reading and ends by touching upon style sheets and standardization along with fact checking.

UNIT 11: Photojournalism: The highly technical aspect of photojournalism is covered in this Unit which starts with tracing the historic path of this field. The author then briefly debates on the need to study this and describes the camera as a critical 'tool' for the study. The Unit covers areas such as visual research, composition and aesthetic value, visual grammar through shots and angles. It also covers the expanding area of news photography to enhance news value of stories, spot news, portrait, sports, features and even a simple photo story. Critical aspects such as post production and editing is explained. The Unit ends by touching upon the ethics aspect of photojournalism.

UNIT 9 HEADLINE AND LEAD WRITING

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9.0 INTRODUCTION

A headline is a heading consisting of words and phrases falling above the story in a newspaper, magazine, newsletter, or website. In radio or TV, a headline is spoken just before the news story is broadcast. A headline's role is to generate audience engagement by catching their attention. To draw the attention of the audience, editors also use pictorial illustrations or a quote from the story.

A lead is the first paragraph of the story. After the headline, it is the most informative and impactful part of the entire story. Its role is to lead the audience into the story's main body.

The headline may have an element of surprise or awe aimed at generating reader's interest and the lead satiates that interest as well as enhances the level of user-satisfaction.

Structured like an inverted pyramid, it is used as a metaphor to convey the prioritization of information organized in the descending order of importance. This can also be seen as a triangle upside down with the top most part communicating the most important as well as interesting part of the story and the lowermost layer representing the least significant information in terms of news elements. A failure to write the lead containing the most important information of the story reduces its impact and is known as *burying the lead*.

Leads and headlines are required to be responsible in terms of factual information and witty without compromising on the nature or significance of the story. Most headlines are written by a copy editor and not the reporter filing the story. Having gone through the story, the copy editor comes up with words and phrases which match best with the story and summarizes it in a witty way to draw the attention of his potential readers.

Writing leads and headlines is a craft that comes with experience and hard work. A headline can be subjective in its approach to the story but the lead and the main body remain objective without doubt.

9.1 LEARNING OUTCOMES

After reading the Unit, you will be able to:

- understand the process of writing leads and headlines;
- describe their key elements; and
- explain the factors shaping their structure and length.

9.2 LEADS

Next only to headlines, leads play a significant part in convincing people to read the news story. Not that creativity is not a consideration at all but the foundation of writing a good lead continues to be its objectivity and the factual content. To avoid information overload, a good lead is better written within 30-40 words.

9.2.1 Definition of a Lead

A lead is defined as the opening paragraph of a news story which is crisp and has the role of grabbing the reader's attention. It is an outline of what will follow in the subsequent paragraphs in detail.

9.2.2 The 5Ws and 1H Approach:

All lead writers follow the 5Ws (WHAT, WHEN, WHO, WHERE, WHY) and 1-H (HOW) approach. Having already read the headline, one wants to know more about the story. This quest for knowing more decides the content of the lead. The *four- Ws* (who, what, where, when) -and -one- H (how) technique is employed to convey the factual details of the story.

The *why*, however, helps in getting to the core of the issue and its reason for happening.

- WHO: This involves giving answers to questions such as 'Who all are involved?'
- WHAT: 'What is the story all about?' type questions govern this component of the lead.
- WHEN: Information about the date and time of the happening of the story or the scheduled date and time of the event constitutes this part of the lead.
- WHERE: The place of the event is also to be included.
- WHY: Facts about the reason for the occurrence of certain things or events are also mentioned in the lead so that the quality of the story is enriched.
- HOW: Giving answers to questions such as 'How the series of events unfolded?' constitutes this part of the lead.

9.2.3 Subject-Verb-Object Approach

For the reader's clarity, lead writers usually follow a subject-verb-object sentence structure that makes the idea of the lead straightforward. Consequently, using active rather than passive voice is the most favoured way of writing a lead sentence.

Examples:

- *"Three people were killed on Tuesday...."* Alternatively, *"Three people died...."* would also be acceptable.
- *Two people were arrested.* An alternative approach begins with the police: *The police arrested two people.*

Adjectives and adverbs tend to dilute the impact of the story by reducing clarity and adding subjectivity to it. Hence their use is minimized to the extent possible.

Activity 1: Pickup today’s newspaper and identify seven Leads. Also enlist the approaches adopted for writing the same.

Check Your Progress 1

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

1. Define Lead. What are the approaches to writing a Lead?

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2. What is 5W & 1H Lead?

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3. Explain the Subject-Verb-Object approach of writing a Lead.

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9.3 KINDS OF LEADS-I

Depending upon the content structure, leads may be classified as Summary Lead, Descriptive Lead, Question Lead and Caption Lead.

9.3.1 Summary Lead

Its objective is to convey main idea of the story to the reader. It covers most of the 5-Ws and 1-H and may also give an idea of what is likely to happen in future. A professional reporter would ensure that the main points of the story are covered in the lead. Failure to do so results in a situation known as buried lead or delayed lead which is thought to be the proof of the reporter’s inability to determine the significance of the story.

It needs to be emphasized that the lead is the opening paragraph in hard news stories but not necessarily in feature stories wherein the lead is kept generally in the middle of the main body of the story. The idea is to add an element of surprise to it.

Example:

- *Two children were killed today when a car jumped the road divider near Nehru Park in Central Delhi and ran them down. Ten others in the group were injured with two in critical condition.*

9.3.2 Descriptive Lead

As the name suggests, this type of lead is more descriptive and explanatory. It is used to explain a person, or a scene or an event in detail in response to *where* and *who* questions. A well-written descriptive lead is a picture-in-words description giving the audience a feeling of being on the spot where the news happened.

Examples:

- *Before going into a trance, Mrs Pamela Chowdhary slowly murmured five, four, three, two, one, and gave birth to a ten-pound baby girl.*
- *The government offensive launched to clear roving ISIS guerrillas has started giving results.*

Moreover, to get insights for describing the event lucidly, it is better to contact various eyewitnesses.

9.3.3 Question Lead

It is said that newspaper readers look for answers in a story. Hence leads posing questions are generally avoided. However, a proactive question can be used to generate interest and the answer to which is found in one or more of the following paragraphs making the body of the story.

Examples:

- *What happened in the city of Delhi in the afternoon of 1st November 1984? Who all were involved and how did they harm the community?*
- *Mr Chowksi had fled the country without a valid passport.*

9.3.4 Punch/Caption Lead

In this type of lead, strong verbs and direct sentences are used with the objective of creating maximum impact. Such an impact is achieved by jolting the readers with action words written in a simple way.

Examples:

- *The Chancellor is dead.*
- *The RBI suffers monetary crisis.*

The caption lead comes handy when the copy writer is armed with an unexpected piece of information that has to be conveyed in a hard-hitting manner.

Example:

- *Neither trees nor birds. All gone.*

The above lead about the ill-effects of deforestation will be highly impactful. Punch leads are used sparingly so that their impact in terms of shock to the readers is retained.

9.4 KINDS OF LEADS II

Leads can also be categorized based upon the subject or context of the content. Quotation Lead, Contrast Lead, Staccato Lead and You Lead.

9.4.1 Quotation Lead

Quotes provide colour and credibility to the story by recording the facts as they come from the news maker. But quotes are generally paraphrased to drop the words which may decrease the story's impact. The other objective of paraphrasing is to save the newspaper space and so also the reader's time. However, no paraphrasing is allowed at the cost of intent and the meaning of the quote that is generally intended to add an element of interest such as surprise, humour, contrast or compassion to the story.

Example:

- *In 1998, the Indian PM Atal Behari Vajpayee said to his fellow parliamentarians: Governments will come and go but the country must remain intact.*

9.4.2 Contrast Lead

This type of lead is based on drawing comparisons between two situations. Such comparisons between what was happening then and what is happening now, between old age and youth or even between what is happening elsewhere and what is happening here—the location of news event.

Example:

- *Two years ago, two school friends pooled in their pocket money to start a website to provide doctors' service online. Today that website has 2 million unique visitors and 100,000 regular clients.*

9.4.3 Staccato Lead

Staccato lead is used when the time element is at the prime focus and the most important information is in the last line. To communicate the progression in time, a series of phrases with recurring punctuation marks are used. Its structure is similar to that of a descriptive lead.

Example:

- *Almost thirty years ago, back in 1989, after years of uninterrupted happiness in her country home, the light went out of Mrs Divya's life - she lost her eyesight completely. This year in May her prayers were answered suddenly - now she could see.*

9.4.4 You Lead

You Lead addresses the reader directly. It may be written as a question being asked to the reader or a statement that connects with the reader directly. Implications of the news event may also be used to develop You Lead.

Example:

- *If you are an empathetic leader, you will easily identify the signs of whether your subordinate wants to quit or is just bored.*

9.4.5 Blind Identification Lead

In this type of lead, the identification of the newsmaker is dropped or delayed because what has happened to him is of importance even though he is not a well

known person in his community. However, his name is used in the main body of the story. This is done to ensure that the relevance and the news value of the story are not lost.

Examples:

- *A 90-year-old man* instead of his name.
- *An army commando's son was attacked on Mall Road this morning. The victim Kailash, 15, has been admitted to AIIMS Trauma Centre where his condition is said to be critical.*

Activity 2: Pick up today's newspaper and identify one story each with

a) You Lead.....

b) Blind Lead.....

c) Staccato Lead.....

d) Contrast Lead.....

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 the Unit.

1. What are the different kinds of Leads?

2. What is the difference between Question Lead and Caption Lead?

3. Distinguish between Summary Lead and Descriptive lead.

4. Descriptive Lead is similar to 5Ws & 1H approach of writing a Lead. Explain

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9.5 HEADLINE AND ITS FUNCTIONS

Headline is the title of a news story. It is placed on the top of every news story to serve as the heading for the content written below. Apart from providing the crux of the news content, it helps the reader decide whether the news story is of interest to him or not. It is written in bold and bigger type face than the body of news story.

9.5.1 What is a Headline?

A headline is defined as the heading of a news story or article. It is generally placed on the top of the story, printed in large type and gives the news succinctly in an attention-grabbing manner. The high-visibility characteristic of headlines lets them influence the look and appeal of the newspaper as well as its identification from a distance.

The presentation of a news story is dependent not only on writing its headline but also on its font, font size and the position on the page.

9.5.2 Functions of a Headline

1. *To attract the audience attention:* Generating reader's interest is one of the most important functions of a good headline. A headline on a topic of interest to the reader should be able to lead him to read the news story or the article. This is possible when the reader finds something new or something that he has been looking for. However, a headline should not be misleading the reader. It happens when the reader does not get what he was expecting from the story in the later paragraphs.
2. *To figure out your readers:* A headline must able to persuade the potential readers who are attracted to it if the story is in public interest and the headline is presented in an interesting manner.
3. *To convey a message which is complete:* A headline must not be ambiguous and incomplete. It has to be informative and complete. However, an ambiguous headline may work if a graphic or a picture supports it. Most people read headlines rather than the entire news story or article. Hence a headline must ensure that a fine balance between the crispiness and informative-ness is maintained.
4. *To facilitate the reader in reading the whole story:* Humour and surprise are used to generate curiosity in the headline. This is generally achieved through a question or a colourful quote being used as the headline in itself.

Examples:

- *Top 5 tips of the magazine publishing trade.*
- *Who stole his heart?*
- *Bye-bye Advani Ji.*

9.6 HEADLINE WRITING PROCESS

Writing a headline involves both the literary and technical aspects. Font size, positioning of text, font style, width of the text and presentation are some of the technical considerations. Selection of words, sentence structure and the headline type are some of the literary aspects.

9.6.1 Display and Point Size

Headlines have to be designed to fit into the allotted space. Thus in a three-column (3-col) story, the headline must occupy three columns of type. In larger publications, generally one of the editors is assigned the job of determining the headline size, while others decide the headline content.

A shorthand communication as 2-36-2 (two- thirty six-two) means that the story has two columns requiring a 36 point (pt) head arranged in two lines. Such a headline is also known as a double-decker head in the newsroom or the production department.

Shorthand for headlines is written in the following sequence: number of columns, the type size and the number of lines. The height of type size is measured in points while its width is measured in picas. The type sizes are standard. A type size, which is equal to or smaller than about 12 pt., is best used for *body text* and is rarely used for headlines. Larger than this point is used for headlines that follow a font size in the range of 14-84. Such headlines are also known as *display type*.

9.6.2 Width, Weight, and Style

Width of a headline is decided based on the newspaper columns allotted to the news story. When a headline is bigger than the column space provided, double-decker headline is used i.e., it is split in two lines instead of one. Setting the distance between letters, known as *Kerning* the text, also helps reduce space between the words, allowing the headline to fit into the given width.

The bolder the font the greater is the weight of the headline. Weight of a headline suggests the priority given to the news story by the editor. Weight is also related to the font style chosen for writing the headline, e.g., a story written in *Light / Semi Light* style has lesser weight than that written in *Condensed* or *Bold*.

Similarly, the font style also helps to decide the weight of a news story. The headlines in *sans serif* font styles are soft news or feature news stories. The headlines in *serif* fonts have more weight. Newspapers using *sans serif* fonts only, opt for a font family providing them a variety of font styles and weights.

9.6.3 Deciding News Angle

Generally, News Angle means perspective based on some element or point of the story. For example, a story can be written from the perspective of the people or

the government or some institution or a group of people. Essentially it is the spin you impart to the story. You can give it a new angle by changing the context. Say you saw two people kissing under a lamppost in your campus. They could be unmarried lovers or husband-wife in a married hostel. Your angle could be *love-and-studies go hand-in-hand* or just *love in the name of studies*.

9.6.4 Writing the Headline

The best way to write an attention grabbing headline is to understand the story fully. Thus, having got a good idea of the story, the sub-editor is able to reflect it correctly in the headline. Under headline pressures, most sub-editors/copy editors only read the opening lines of the story to come up with a headline. At times, a fact or a figure buried in the body text can also be used as a selling point in the headline.

After writing the headline, one should always get a third-person to check it for its language and impact. Headlines using redundant words are best-dropped. Similarly, ambiguity has no place in headlines. Moreover, headlines contradicting the story are not to be used at all.

Activity 3: Explain news angle with examples from stories published on the front page of today’s newspaper of your choice.

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 the Unit.

1. What is a Headline?

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2. What is the significance of a Headline?

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3. What process must be followed while writing a Headline?

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9.7 KINDS OF HEADLINES

Headlines can be classified into various categories based on their structure, context, presentation and positioning.

9.7.1 Label Headline

This type of headline does not have a verb. It is a label and is similar to a book title. In short, a headline without a verb is called a label headline.

Examples:

- *This year's Padma awards.*
- *A season of Holi festivities.*

A label headline is a rarity and is used in newspapers to show neutrality in its approach to the story. A label is neutral in its approach and is easily searchable in a database.

Example:

- *PM's stand shows vengeance* can be label-headed as *The PM's stand.*

9.7.2 Descriptive Headline

A descriptive headline is the one which describes the gist of a news story. It majorly focuses on 4Ws and 1H (*who, what, when, where, how*) while the *why* part of the story is often not part of the headline. Descriptive headlines are also called as *How to* headline when they are used for explaining the step-wise process of doing something.

Examples:

- *How to form an Investing habit.*
- *Chennai team develops device to test anti-biotic resistance in just 6 hours.*

9.7.3 Comment Headline

A comment headline is the one that interprets the news partly. It adds extra meaning to the headline by looking for something that is going on behind the scenes or by analyzing the implications of the news immediately or in the long run. Comment does add colour to the headline and thus enhances its impact. The trend of using comment in headline is growing these days.

Example:

- *Desperate Pakistan wants to sabotage the Indian bid in the FATF.*

9.7.4 Quotation Headline

A quotation headline is the one that uses quotes in order that its impact is not reduced or lost after it is paraphrased. A quote is not a story in itself and hence is used to emphasize a news angle or news point. That is why quotes are used sparsely in headlines.

Examples:

- *I didnot kill her and I do not want to be hanged.*
- *I am in full command and will get a second term: PM*

9.7.5 Question Headline

A question headline is the one that evokes curiosity and highlights speculative points or provokes the reader. It is also good for pro-and-con stories. Many professionals do not favour it because it leaves the reader guessing whereas the job of a headline is to make sure that its meaning is grasped clearly.

Examples:

- *Is Shatrughan Sinha on his way out?*
- *Who is number 2 in Rahul's kitchen cabinet?*

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 the Unit.

1. What are the various kinds of Headlines?

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2. Distinguish between Comment and Quotation Headlines.

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3. What is a Question Headline? How is it different from Descriptive Headline?

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4. What do you understand by Label Headlines?

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9.8 HEADLINE PROPS

Headline props are referred to as supporting headlines that provide the much needed extra words and space to make the headline more meaningful. These headline props come in different formats serving different purposes. It is well-known that a news report structured in an inverted pyramid style lifts the most important news point to the top of the story known as lead or intro. That is why most headlines are built on the news point contained in the lead. However, several news reports-especially developing and analytical stories- are built on more than one news point. In such cases, headline writers take the most important point in the main headline and use a headline prop to draw attention to the remaining important points.

In this sense, headline props are supporting headlines. Headline props can be categorized as follows:

9.8.1 Shoulder or Kicker

A shoulder or kicker is a supporting headline placed on top of the main headline and is smaller in size by definition. Earlier, it was used to highlight the subject of the story but these days it is also used to highlight the news points not contained in the main headline.

Examples:

- *Shoulder: India makes contact to meet negotiator today; Main headline: Iraq captors give 24 more hours.* In a newspaper, it is printed as follows:

India makes contact to meet negotiator today

Iraq captors give 24 more hours

9.8.2 Strapline

In terms of its positioning, a strapline may be defined as the reverse of kicker or shoulder as it is placed beneath the main headline. Other attributes of strapline are almost the same as that of a kicker or a shoulder. A strapline works as an extra hook to draw the reader into a story. This is done by providing additional information that makes it easy for the readers who are in a hurry to scan the day's headlines. Usually, a strapline is used in a single column format just below the main headline and its point size is kept less than that of the main headline. This difference in point size helps the reader to tell the main points of the news story from its subsidiary points. Like shoulders of the page, straplines are set in reverse and against colour backgrounds to add to the appeal of the page.

Examples:

- *Main headline: Sensex gains 40 points; Strapline: Revival of monsoons has done the magic.*

Straplines may also be used to link the related news reports, published the same day or on subsequent days. This is done through the use of a keyword to indicate that the reports are related. Thus when a former Miss India, Nafisa Joseph, committed suicide, her first name 'Nafisa' was used to link all the reports on the subject. To separate the link word from the rest of the strapline, the former (link word) is capitalized.

Example:

- Main headline: *She packed her bags, was ready to leave*; Strapline: *NAFISA: Was to marry next week, Mom blames fiancé for her suicide.*

In a newspaper, it may appear as follows:

She packed her bags, was ready to leave

NAFISA: Was to marry next week, Mom blames fiancé for her suicide

- Main headline: ‘She touched us with her elegance’; Strapline: NAFISA: An MTV colleague recounts...

9.8.3 Crosshead

A crosshead’s role is to help sustain the reader’s interest in a long story by breaking its monotony. A crosshead is written in a point size generally two points more than the body type.

Positioned in between the running text and done so after three to five paragraphs, its objective is to capture the most important news point contained in the paragraphs over which it is placed.

A crosshead, though it cannot be called a headline prop in the strict sense of the term, breaks the visual monotony of the text when the story is quite long. It does so by giving the readers an idea of what is to be expected in the paragraphs following it (crosshead). Notably, few newspapers are found using crossheads in news reports these days.

9.8.4 Sidehead

Positioned at the start of a paragraph, a sidehead is set in bold though its point size generally matches with that of the body text. It introduces a new point in the running story and can also be used as a headline for a news item in segments such as *city briefs* or *crime briefs*.

Like crosshead, a sidehead is not a headline prop in the strict sense of the term. It functions as a headline prop nonetheless.

9.8.5 Navigation

Limited to one or two words, a navigation head guides readers to the stories of their interest. It is placed in the middle of a running story to highlight its subject by breaking the greyness of body text. It releases space for the main and can be visual too.

9.9 FEATURE HEADLINES

Feature headlines are used for feature stories or soft news stories. They are different from the headlines used for hard news stories. Instead of relying on facts of the news content solely, these also add a surprise or colour factor for the reader.

9.9.1 Difference from News Headlines

A feature story, unlike hard news, has a more personalized and subjective approach to the subject. Consequently, more adjectives and verbs are allowed in feature

headlines which can be witty and have in them an element of surprise. All this lends flexibility in the use of font and colour in headlines that may not be in the same font or colour as that of the body text.

Here a more stylized approach is followed which is in sync with the mood of the story.

Examples:

Here is a headline of a Hindustan Times story on Prakash Karat (General Secretary, CPI-M) and his wife Brinda Karat (Member, CPI-M Politbureau).

Profile: CPI(M)'s *First Couple*

Comrades at work and home

Another headline to a story published in the New Indian Express. It plays on words and uses a strapline to convey the intended meaning.

MEN too must **PAUSE**

What happens to men between the ages of 40 and 55?

9.9.2 Tips to Write Feature Headlines

A feature headline is written in a style that is conversational, engaging, informative and full of anticipation. Neither too long nor in an inappropriate font, a feature headline should be crafted in such a way that it gives the feel of the beginning of a conversation between two friends. While the language could be reasonably emotive, its wording should be simple with superlatives avoided to the extent possible. Usually the brand names are kept out of the content so that it does not look like sponsored piece. However, it is advisable to highlight the interesting part of the story.

9.10 HEADLINE WRITING: DO'S AND DO NOTS

Writing headline is a process and writing a good headline involves both art and science. News headline represents the face of a news story. It helps the reader filter and decide whether the news story is worth reading. Some of the important Do's and Dont's that need to be kept in mind while writing news headlines are listed here.

9.10.1 Headline Writing: Do's and Do nots

1. Keep it short and simple.
2. Remember your target audience/ reader.
3. Keep the placement, positioning and currency of the news story in mind.
4. Avoid Jargons.
5. Be specific.
6. Use numerals for numbers instead of words.
7. Avoid using auxiliary verbs (is, are) and articles (a, an, the).
8. Past events are reported in the present tense.

9. Use popular acronyms, if any.
10. Write multiple headlines and choose one.

9.11 INTERNET HEADLINES

Headlines for news stories posted online differ from offline news headlines. Internet headlines need to consider the search keywords and serve the purpose of marketing news content. Font style variation is also limited for online news stories as the website/ online platforms use a single template. A consistent template allows users ease of access while optimizing the search for content.

9.11.1 Characteristics of Internet Headlines

The dual functionality of the headline:

It should take care of not only the gratification-need of the reader but also the research-engine requirements. For this to happen, the headline must be structured appropriately and worded correctly. Acting as a gateway to a good online story, the headline must be click-able and search-able. The web engine separates good headlines from the bad ones by ranking them in terms of SERP (Search Engine Returns Pages) that are defined as pages displayed by search engines in response to a query by a searcher. The main component of the SERP is the listing of results that are returned by the search engine in response to a keyword query though the pages may also contain other results such as advertisements.

Good web headlines contain the correct keywords that are appropriately positioned. In terms of SEO (Search Engine Optimization) marketing, this attribute is known as frontloading of the headlines.

Headlines should be short and crisp:

A web friendly headline should not exceed 6-10 words that do not exceed 70 characters beyond which it (headline) is digitally cropped by Google into a truncated headline.

Limited variation in Point Size

Here only two-point sizes are employed. The headlines featuring on the landing page are in large point size, while those on the home page and category page are in reduced point size(s). This helps in generating more traffic through the placement of more than one story on a single frame of computer screen. This also helps in enabling a number of tabs and categories.

Web headlines operate on newness, not news values

The web news headlines are written in response to the demands of the online user. Hence the editor goes by the data analytics reflecting a particular geography or demography or both. Traditional news values and editorial judgement based on them take a backseat in the age of personalization and hyper-interactivity facilitated by digital convergence of communication.

9.11.2 Difference from Print Headlines

The objective of writing a good story is to get the right audience to read it. It is easy to get the timely attention of the target audience if it is segmented appropriately and the story is well understood. The print and web headlines are different from each other in the following ways:

- A web headline is placed across the web whereas a newspaper headline is placed right above the news story. The web headline is found irrespective of where the news story or the article is located. The surfer clicks on the headline to read the story that is hyperlinked to the headline that may or may not be located above the story on the same web page. But for this to happen, the web headline has to be exciting enough to the viewer.
- In a newspaper, a variety of fonts and font sizes are applied to headlines to display the relative importance of a news story. Though the attributes of width, weight, font of the print headline are customized for use in web headlines, their popularity is governed by the SEO (Search Engine Optimization) and SMO (Social Media Optimization) ratings of news stories. Rigorous SEO and SMO are done on the story to maximize its reach.
- Usually in specific font size, the print headlines can not be changed at will while the web headlines can be altered as per the requirements of the landing page.
- The positioning of web headlines is dynamic, unlike that in print. The most important print news story goes on the top of the page whereas the display of the web headlines is decided as per the time of the happening.

9.12 LET US SUM UP

The headlines and leads are ‘advertorial’ in nature and are gateways to the news stories and articles. By advertorial here it is meant that headlines and leads are the kind of editorial content that is tasked with the job of advertising the story to its audience. News stories follow an inverted pyramid approach according to which the most important information is given in the first paragraph and the less important bits of information are given in the succeeding paragraphs.

The first paragraph is also known as the lead of the story. It tries to answer most of the 5 Ws (*what, when, who, where, why*) and 1 H (*how*) of the story. As the most important paragraph, it draws the readers to the main body text of the story. Depending on the nature of the story and the treatment given to it, the lead can be of various types such as *Summary, Descriptive, Question, Punch, Quotation, Contrast, Staccato, Blind Identification* and *You* lead.

A headline is a title or heading placed before the beginning of the story. It gives a peep into the story with an element of surprise. Headlines are of various types such as *Label, Descriptive, Quotation*, and *Question* headline. The headline acts as a gateway to the story and its main function is to attract as many readers as possible.

Along with this is the newly developed platform of the web which has the grammar, treatment and sentence structure of its headlines a bit different from the print ones. The web headlines are short and crisp; have to meet the SEO and SMO requirements to maximize the reach of the story.

9.13 KEYWORDS/HEADLINE WORDS

- *Abandon*: drop, give up, skip, quit, yield
- *Abatement*: cut, decline, drop, ebb, fall, slump
- *Abbreviate*: chop, cut, lop, shorten, slash, squash

Editing

- *Abscond*: flee, leave, run
- *Accelerate*: bustle, dash, drive, hasten, hustle, push, press, race, rush, scramble, speed
- *Accommodate*: fit in, house, hold, put-up, take in
- *Achieve*: gain, get, grab
- *Acquisition*: benefit, bequest, find, gain, legacy, win
- *Administer*: control, direct, manage, run
- *Agreement*: accord, bargain, bond, deal, pact, treaty
- *Bankruptcy*: crash, collapse, failure
- *Beginning*: birth, Dawn, debut, onset, opening, start
- *Business*: company, fir, trader
- *Ceremony*: display, fete, pageant, parade, party, review, spectacle
- *Calculate*: assess, estimate, rate, value
- *Challenge*: contest, layer, defy, doubt, dispute, flout
- *Coalition*: alliance, band, group, league, syndicate
- *Complain*: accuse, growl, grumble, object, protest
- *Communicate*: pass on, reveal, tell
- *Confront*: face
- *Contradict*: deny, dispute, disown, dissent, reject, refute, slap
- *Damage*: harm, hit, hurt, ruin, spoil, wreck
- *Deflation*: cut, squeeze
- *Denomination*: name, religion, school
- *Designate*: appoint, name, select
- *Destruction*: damage, havoc, ruin, waste, wreck
- *Disagree*: argue, differ, fall out
- *Dissolve*: end
- *Discrimination*: bias, favouritism, injustice, leaning, prejudice
- *Employment*: job, work
- *Essential*: key, main, must, necessary, needed
- *Estimate*: conjecture, fixed price, guess, judge, value
- *Exaggerate*: amplify, blow up, enlarge, increase, magnify, overstate, swell
- *Explosion*: blast, shock, spasm
- *Expedite*: ease, hasten, held, hurry, press, rush, speed, urge

- *Fabricate*: falsehood, lie, tale, untruth
- *Fashionable*: in vogue, modish, stylish
- *Foundation*: basis, base, beginning, clarity
- *Govern*: command, control, direct, manage, rule, run
- *Grievance*: grouse, grudge, hardship, injury, injustice, wrong
- *Guarantee*: blend, pledge, secure, support, endorse, insecure
- *Harmonise*: accord, agree, conciliate, heal, pacify, patch, settle, smooth
- *Hazardous*: bold, perilous, risky, unsafe
- *Illegitimate*: illegal, illicit, unlawful, wrong
- *Illustrate*: explain, picture, show, reveal
- *Improve*: amend, better, bolster, ease, enhance, amend, remodel, refresh
- *Inaccurate*: false, untrue, wrong
- *Income*: cash, money, pay, salary, wages
- *Inauguration*: debut, opening, start
- *Inquire*: ask, examine, look into, question, search, sift
- *Intercept*: balk, hold up, impede, obstruct, stop
- *Interrogate*: examine, fathom, grill, probe, pump, question, quiz, vet
- *Jeopardize*: endanger, hazard, imperil, risk
- *Judgement*: the decision, decree, finding, result, ruling, verdict
- *Justify*: bear out, clear, confirm, defend, endorse, excuse, explain
- *Kidnap*: abduct, capture, seizure, snatch
- *Kingdom*: empire, land, realm, state
- *Legalize*: allow, enact, ordain, permit, warrant
- *Legacy*: bequest, gift, present
- *Locality*: area, district, region, zone
- *Magistrates*: court, bench, JPs, justice
- *Management*: board, company, directors, firm, owners
- *Manufacture*: make, produce
- *Massacre*: carnage, genocide, killing, murder, slaughter, destroy, slay
- *Maximum*: biggest, ceiling, highest, top, most
- *Meeting*: caucus, forum, talk(s)
- *Nationalization*: conversion, take-over
- *Nationalize*: acquire, grab, take over

Editing

- *Negotiate*: bargain, confer, discuss, haggle, meet, talk
- *Nomination*: place, seat, ticket, vote
- *Object to*: abuse, attack, censure, denounce, dispute, fight, knock, rap, rebuke slate
- *Objection*: attack, outcry, protest
- *Observe*: check, eye, inspect, note, spy, watch
- *Obstinate*: firm, hard, solid, stubborn, tough
- *Occupation*: job, role, tenure, work
- *Operate*: act, control, run, work
- *Operation*: action, act, deed, surgery, work
- *Opportunity*: chance
- *Opposition*: critics, enemies, foes, opponents, rebels, rivals
- *Pacify*: allay, calm, cool, heal, settle
- *Performance*: action, display, exploit, show
- *Give Permission*: agree, allow, approve, OK, pass, permit, say yes to
- *Postpone*: block, delay, hold up
- *Procedure*: action, conduct, habit, practise, process
- *Programme*: campaign, drive, effort, move, plan
- *Prohibit*: ban, bar, check, curb, kill, prevent, stop, veto, forbid
- *Promising*: bright, hopeful
- *Prosecute*: arraign, charge, cite, sue, summons
- *Pursue*: follow, hurry, search, track, seek, hunt
- *Pursuit*: chase, hunt, quest, search
- *Question*: ask, challenge, doubt, probe, query, quiz
- *Quotation*: price, quote, tender
- *Ratification*: approval, consent, signing
- *Reception*: party, welcome
- *Recession*: slump
- *Reduction*: cut, fall
- *Regulation*: code, rule
- *Renounce*: drop, forgo, give up, lay aside, quit, recant
- *Registration*: abdicate, departure
- *Resign*: give up, lie down, leave, quit
- *Revenue*: cash income, money, tax (es)

- *Sanction*: approve, OK, pass
- *Statement*: advice, news, notice, report, view
- *Supplication*: entreaty, plea, prayer, request
- *Terminate*: end, stop
- *Transaction*: affair, deal, process, trade
- *Transformation*: change, shake up
- *Treasure*: riches, spoils, wealth
- *Undermine*: belittle, burrow, damage, hurt, impair, sap, weaken
- *Undertaking*: deal, mission, plan, plot
- *Vacillate*: dodge, evade, hedge, wobble, wiggle
- *Vindication*: acquittal, clearance, defence
- *Vulnerable*: suspect, tender, weak
- *Warranty*: bond, pledge, promise
- *Withhold*: bar, ban, deny, keep back
- *Wreckage*: damage, debris, rubble, ruins, waste

9.14 FURTHER READINGS

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9.15 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress 1

1. A lead is defined as the opening paragraph of a news story which is crisp and has the role of grabbing the reader's attention. It is an outline of what will follow in the subsequent paragraphs in detail. The 5Ws and 1H approach and Subject-Verb-Object Approach

2. All lead writers follow the 5Ws (WHAT, WHEN, WHO, WHERE, WHY) and 1-H (HOW) approach.
3. For the reader's clarity, lead writers usually follow a subject-verb-object sentence structure that makes the idea of the lead straightforward. Consequently, using active rather than passive voice is the most favoured way of writing a lead sentence.

Check Your Progress 2

1. Depending upon the content structure, leads may be classified as Summary Lead, Descriptive Lead, Question Lead and Caption Lead. Leads can also be categorized based upon the subject or context of the content. Quotation Lead, Contrast Lead, Staccato Lead and You Lead.
2. A proactive question can be used to generate interest answer to which is found in one or more of the following paragraphs making the body of the story. The caption lead comes handy when the copy writer is armed with an unexpected piece of information that has to be conveyed in a hard-hitting manner.
3. Summary lead's objective is to convey main idea of the story to the reader. Descriptive type of lead is more descriptive and explanatory
4. Descriptive lead used to explain a person, or a scene or an event in detail in response to *where* and *who* questions.

Check Your Progress 3

1. A headline is defined as the heading of a news story or article. It is generally placed on the top of the story, printed in large type and gives the news succinctly in an attention-grabbing manner.
2. Headline is the title of a news story. It is placed on the top of every news story to serve as the heading for the content written below. Apart from providing the crux of the news content, it helps the reader decide whether the news story is of interest to him or not. It is written in bold and bigger type face than the body of news story.
3. The best way to write an attention grabbing headline is to understand the story fully. Thus, having got a good idea of the story, the sub-editor is able to reflect it correctly in the headline.

Check Your Progress 4

1. Headlines can be classified into various categories based on their structure, context, presentation and positioning.
2. A comment headline is the one that interprets the news partly. A quotation headline is the one that uses quotes in order that its impact is not reduced or lost after it is paraphrased.
3. A question headline is the one that evokes curiosity, highlights speculative points or provokes the reader. A descriptive headline is the one which describes the gist of a news story.
4. Label type of headline does not have a verb. It is a label and is similar to a book title.

UNIT 10 PRINCIPLES OF EDITING

Structure

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- 10.2 Significance and Objectives of Editing
- 10.3 Principles of Editing
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 - 10.6.4 Fact Checking
- 10.7 Let Us Sum Up
- 10.8 Keywords
- 10.9 Unit End Exercises
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- 10.11 Check Your Progress: Possible Answers

10.0 INTRODUCTION

You may be aware that in any news organization, news comes from varied sources and in raw form. They may be written by reporters, sent by institutions/ organizations as press releases, press agencies, or even common citizens may directly write to a newspaper organization. Many of these sources may not be professional as there is little chance of them knowing the system or pattern of news editing. This often results in mistakes of various kinds - sentence structure, grammar, variations in type and size of fonts and even readability. Hence, the raw draft requires editing before it goes for final publishing and layout.

Editing is, thus, the back bone for any news organization. Editing plays an important role in creating news story. The news are collected by reporters from different locations, diverse sources and in multiple ways. These are then written in a hurried manner by them and sent to the news organizations for publishing. This is similar to making a building structure, the reporter creates a theme or basic structure while rest of the work like plastering, painting, decorating is done by the editor. In a print media organization, the person working as editor or in-charge for editorial desk is responsible for complete processing which includes adding, deleting, proof reading, writing headline and so on of the raw draft of news to be sent to press for publishing. An editor always works within time constraint and under work pressure as he is the last sole accountable person to send the news paper to the press for it to be available on time next morning to the reader. The person who carries out all this work is known as editor or editorial desk in-charge in a print media organization.

This Unit will explain to you and take you through a newsroom in a print media organization, elaborate upon the role and responsibility of an editor and the editorial desk. Along with this, you will also understand the principles of editing and learn how a news item is created, how to judge its newsworthiness, accuracy, format, layout and design so as to make it readable, presentable and fit for publishing.

Further, it will elucidate on how a raw copy is edited and made printable incorporating newsworthiness, how the entire print organization works for printing a news item in the news paper/magazines. Overall, it will help you to understand the editing process in a print organization.

10.1 LEARNING OUTCOMES

After studying the Unit you will be able to:

- explain the concept and significance of editing;
- state the objectives and principles of editing;
- understand the process involved in editing;
- identify various levels and multiple elements involved in editing.

10.2 SIGNIFICANCE AND OBJECTIVES OF EDITING

Editors are the face of any news paper. They lead the newspaper by example. They are the motivational force for any newspaper and inspire the entire editorial staff working under them. In the current scenario, they not only decide what is to be published in the news paper but also decide the area where it is to be published. In addition, they are also responsible for managing the day-to- day organizational policies. Because of this, the editor is now referred to as managing editor.

The objectives of this Unit is to know:

- more about the editor’s role;
- about the work of editorial staff;
- about characteristics of good editing;
- about the principles of good editing; and
- the tips for better editing in order to make good news.

10.3 PRINCIPLES OF EDITING

Every idea or theory is based on certain principles to run the system and process in order to sustain for a long period of time. Editing is the process prior to publishing and printing of a newspaper or magazine. News editing is based on principles that is required to provide it shape as per the firm’s ethics and systems. Principles of editing news stories are as follows:

Accuracy: Editing is a time bound and data based activity requiring accuracy. A single mistake can damage the reputation and goodwill of the news paper. The advice often given to editor/ sub-editor in the news paper industry is: *“If there is any doubt, keep it out”*. For e.g. “we received this information from a highly placed source.” Such words should not be used in print and electronic media unless the source is well identified. It takes just a fraction of a second to destroy the whole purpose of a story. Therefore, it is better to check and cross-check to ensure that the facts and figures are perfect and authentic as it will also help the organization develop and retain its credibility.

Brevity: Brevity is a great need from a newspaper reader which is appreciated by a cross section of professionals in the newspaper industry. A good editor is one who can convey his message in a very concise manner. He/she always preserves the sanctity of time and space. Brevity and reliability are the key words in order to sustain in the competitive publishing line.

Clarity: Clarity is another key factor for success in print media. The vision pursued by a news organization translates onto paper. Clarity in content of messages helps to maintain the credibility of a newspaper. This is important as it assists the newspaper stand out compared to its peer group.

Readability: Yet another principle of print media is that, while writing, the length of a sentence should not exceed more than eighteen words, which is the accepted standard norm. It is assumed that if a sentence exceeds the word limit of 18, it

becomes difficult to grasp easily. The second assumption is that if the word limit crosses 25 then it becomes difficult to read and understand. However, there are many editors who do exceed the standard word limit set for fine editing but due to their art of writing, the flow can still make it attractive for readers. Hence, it ultimately depends upon the writers and how they excel in storytelling. But it is suggested that all newly recruited editors follow the word limit norm and keep the story short and compact.

Human Interest: Human interest is a basic ingredient of all our needs in life including gaining knowledge or pursuit of any career. Editing is an art of writing to maintain justice with human interest. A person cannot become a good editor if he/she cannot understand the readers' perception. Hence, it is expected of a good editor to write stories keeping in mind the hopes, aspirations, desires and above all, the interests of the readers.

Sharp Observation: Observation plays a pivotal role in the successful life of any human being. Sharp observation skills is a basic characteristic needed for an editor as he/she is the person who creates, recreates, and writes stories for a news paper with a sense of responsibility after sharp observation of the society. He/she should be able to mould the story keeping pace with dynamism of the situation, newsworthiness highlighting the truth of the society.

10.3.1 Understanding News Value and Newsworthiness

News value is like the vein for any print media organization. In other words, news value is the factor which attracts an editor to pick up a news item. News value is the reason to determine the story prominence compared to others. An editor or a journalist can easily identify the value of human interest, attraction and information while picking up news for a story.

The factor determined by journalists to publish after filtering out the negative portion of information is called newsworthiness. News value is the central to consider newsworthiness. A perfect news value has four factors to engage the attention of readers:

- a. *Timely* *Unexpected*
- b. *Impact* *Close to home*
- c. *Conflict* *Human interest*
- d. *Current* *Prominent*

a) **Timely:** In news value, time is an important factor to identify its worthiness. What is 'new' in 'news' is always a matter to consider its value. The source of the information is not relevant but time factor is an important component i.e when it is coming. For e.g., "*The new species of massive dinosaur discovered in Africa.*" Clearly, here dinosaur is not a new thing, but the discovery is. Therefore, in news value the analysis or information is not important, but the highlight "what's new" creates it worthiness.

b) **Impact:** The way a news story makes its impact on masses or its readers is always an important consideration for news value. For e.g. as Delhi faced severe air pollution problem, the state government declared a two day closure for schools after Diwali festival. This is because it feared the situation was going to worsen and create an impact on a majority of the people. Here two things can be considered: *first*, the proximity of public and reach by different

news media and *second*, the impact leading to action to save human lives that is creating newsworthiness.

- c) **Conflict:** Conflict is an integral part of news as without conflict not a single story can be written. When an editor or journalist writes any story, they express the facts as they receive from different sources. For e.g. in recent times, the Congress party has raised questions about the defence Rafale deal of the NDA government while the ruling Bhartiya Janta Party (BJP)'s argument is that the Hon'ble Supreme Court has cleared all the allegations regarding it. So, a deal has created a conflict between two political parties. And such situations often arise whenever a reporter covers a story for a news paper.
- d) **Current:** In the newspaper industry, the word 'current' stands for momentum. This applies to 'seasonal' news as well as trending news items. For e.g., when the Indian government presents the budget in the Parliament, it attracts the attention of a majority of the citizens and they are curious about different products and their prices as it impacts their day- to- day life.

Mari Holmboe Ruge has identified *three* levels for news values:

1. Impact
2. Audience Identification
3. Pragmatics of Media Coverage

The famous television reporter John Sergeant has stated about news values "*journalist rely on instinct rather than logic*" while the legendary news paper editor Harold Evans has said "*human sieves of the torrent of news.*"

10.3.2 Editorial Policy, Judgement and Style-Sheet

Editorial Policy: Editorial policy is the set of guidelines by which a news paper organization functions. It includes the mission and vision of the news paper. It reflects its outlook towards the community and citizens of particular country. All editorial decisions are taken under its purview.

In editorial room, the editor –in- chief is responsible for taking all decisions and implementing them with the support of other members of the editorial board based on correct information and sufficient research. Usually, the editorial board meets once in a week to take decisions about the content and subject for publication. The editorial policy of a news paper helps create value for it and helps to shape its image. Hence, it is often said that an editorial is the mirror of a news paper.

Judgement: One of the biggest challenges for any news paper editor is taking the right decision at the right time. This is referred to as judgement. He/she editor requires leadership qualities to grasp the mood of the readers and to understand their complex nature without any bias. This is judgement. Editors may be busy with publishing news paper and magazines in their routine day-to-day work, and occasionally, they may not be able to explain a situation thereby resulting in editorial mistakes. On such occasions where an editor is required to apologize for such a editorial blunder, it is due to the failure of editorial policy. While publishing an article in any news paper, it is always better to take a story of public interest. This is because a complex subject can create problems. There is an old saying that goes as follows: "*Devil is in the details*" to avoid taking any kind of wrong decision.

Style-Sheet: In print media, organization style sheet has an important role to play for the editors, authors and proof readers etc. to maintain uniformity and consistency within a single manuscript across the news paper. This is called as style sheet. Traditionally, a copy editor for any news organization creates a style-sheet as he/ she edits and passes the same style-sheet onto other professionals working on it to check.

A style sheet is usually a word document file defining the layout, design and presentation. The style sheet specifies the parameter, page size, font and its margin. It is very important for any news paper to maintain a uniform and a consistent style for the whole document.

10.3.3 Editorial Values: Truth, Objectivity, Fairness, Balance and Independence

An editor needs to have certain ethical principles to pursue his/her profession. These are referred to as '*editorial values*'. Every editor has to observe a set '*code of conduct*' while writing for a news paper. Most print media organizations have their own guidelines to maintain and implement editorial values for their editorial team.

However, there are certain general parameters that need to be kept in consideration while writing for news papers such as the following:

1. **Truth:** Truth is a factor at the heart of any newspaper. As an editorial value, truth ranks high. It is indicative of truth in sentences while conveying information and based on its subject, nature and trustworthiness. If any newspaper strives with honesty and is devoid any kind of speculation, then the value of its news is very high.
2. **Objectivity:** As an editorial value, objectivity means that the issue or event is presented in an unbiased and neutral manner by the newspaper. Objectivity can be incorporated by being fair, factual, balanced and impartial.
3. **Fairness:** Credibility of any prominent newspaper is based on fairness, honesty and straight forward approach with their readers indicating that it respects their values. Fairness is also the value which keeps the newspaper worth in high esteem among competitors.
4. **Balance:** Maintaining balance while writing for newspaper is another editorial value set. Neutrality and impartiality are core values for print media writing as it is important to be open-minded and balanced while examining the facts.
5. **Independence:** Yet another important aspect relates to reflecting independence by remaining unaffected under various kinds of external influences by vested interest. By continuing with its independence the newspaper can maintain its editorial integrity and credibility for longer period of time. Independency of a newspaper from outside influences whether it is personal, political or commercial leads to retention of readers who tend to remain loyal.

10.3.4 Editorial Challenges: Competition, Bias, Slant, Different Pressures

In the era of paid news journalism, majority of newspapers deeply compromise on their independence in order to sustain themselves in a highly competitive market as they face huge challenges from their peer groups. They have to tread

carefully. If perceived as mouthpiece of government they start losing credibility among readers. Merely covering citizen concerns, issues of social responsibility does not fetch revenue. So, there is a struggle to retain values within the newspaper industry these days often leading to authenticity being traded off. Some reasons are as follows:

Competition: Today print media is facing overwhelming challenge from the electronic the media as well as the digital media. Even small news papers are facing operational survival challenge to run due to contemporary digital media. In fact, the social media is posing a huge threat to the print media resulting in many newspapers being on the verge of closing down. In the current scenario, running a newspaper is not only a difficult task but generating revenue is also a big challenge for survival.

Another consideration in this respect is the kind of engagements between readers and viewers. Majority of the consumers of print media and electronic media are facing difficulty to get time to read newspaper or watch television. In this situation social media plays a very pivotal role in filling up the gap between the two.

Despite all this, the beauty of print media is the information it imparts. They publish matter which is important, pertinent and also covers the topic extensively and helps the reader to know the facts deeply. Hence, print media is still surviving even in times of competition.

Bias: The former chairman of Press Council of India Markanday Katju once stated that today's media is situational. The term "*media bias*" implies to a situation when majority of newspapers spread controversies pervasively to sell their stories. The degree of media bias today has spread even more. It is now easily possible to understand which newspaper is promoting which party ideology.

In such a scenario, media credibility and mission carried out by newspapers is getting distorted. The piousness of newspapers and values they were carrying since long are now questionable. Even during the emergency, some of the Indian media did not favor the government. An often quoted example of that is of veteran journalist and owner of Indian Express Ramnath Goenka. Ironically, today media is selling the stories either which is pro government or able to create sensation in the society. Such a mentality and situation is dangerous for our democratic setup.

Slant: Slant is a also a kind of bias or non objective writing for the newspaper. When an editor does not maintain the objectivity of story written by him and gives his/her personal touch and unconventional support to an article it called slant.

Different Pressures: A newspaper editor is a professional who works within a set of guidelines provided by the Press Council of India. He/she tries their best to preserve the ethical values of the new paper. But at times, they may come under different kind of pressures from within or outside the organization. As a journalist's job is not permanent, his position tends to be unstable. He/she is always working under the mercy of the employer which can be a government agency or a private organization. Therefore, while he/she may want to follow the code of ethics, yet if he/she does not obey the owner's orders, he/she is likely to be fired. This may not give them courage to write articles as per their wish or try to uphold ethical values.

Apart from that, politicians often pressurise the public service editors and journalists to report matters according to their desire. If the report is not favorable to the

government in power they may enforce public service discipline against them to harass them. It is not only government owned organization based editors and reporters who feel this kind of pressure but even the private media organization employees also feel the same. This is also because their salaries and perks are dependent upon commercial advertising and sales. Advertising companies may also bring pressure on editors and owners of newspaper organizations. A big advertiser may threaten to stop advertising anytime unless they publish news reports in their favour.

Check Your Progress 1

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

1. Editing process is carried the publishing news content by a news organization.
2. What do you understand by this statement “if there is any doubt, keep it out”

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

3. What is the standard length of a sentence in a news story?

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

4. Name any two principles of news editing?

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.....
.....

5. Define newsworthiness.

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.....
.....

6. Give four news values in which a news story is being judged for publication?

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

7. To maintain consistency and uniformity, news organizations strictly follow:

.....

8. How objectivity is being maintained in the news operations?

.....

10.4 PROCESS OF EDITING

Editing is a process of selecting, preparing, writing, proof reading and publishing in the print media to disseminate the information to their target readers. The editing process goes through many channels from writing to correction, correction to consideration, consideration to modification and modification to production. The editing process starts with the reporter or author’s original writing and ends with the editor’s idea, creation and publication.

In the print media industry, there are various editorial departments working together to publish a newspaper. The editorial position is headed by chief editor followed by editor and then sub–editor and editorial assistant. In big media organizations, the editorial work from bottom to top position is finally reported to the chief-editor while in small level newspaper the role is often overlapping.

10.4.1 News Selection, Treatment and Placement

Selection of news is based on time and space available in the newspaper. Every minute information is pouring into the news room from diverse sources. These can be from correspondents, press releases, phone calls, citizen journalists and so on. But due to limited page size and space crunch every information cannot be published as news item. So, the editor must be selective and look for newsworthiness, sift and filter out each and every information, also taking into consideration the public interest before allotting space for the news in the news paper.

The person who is responsible for deciding news agenda or the issues to be covered is called “gatekeeper” or “editor.” His ideology, vision, style and notion will get reflected in the news paper. Most individuals, organizations or companies are aware about the stories that would cater to the interest of a newspaper and attract the editor’s attention. So, they send such stories to that particular newspaper. Yet there are some issues of news value which can get selected as news stories in majority of newspapers as they have the following features:

1. Newsworthiness.
2. Human interest.
3. Timeliness’ and technology.
4. Ethical standards and news values.

But, due to the influence of the paid news phenomenon and having generated public interest at times bad news also gets a major share of space in newspapers. These create sensation but do not have news values - such as crime, cricket, corruption and cinema? We know them as the “four C” of today’s news materials.

In what direction in terms of concern and placement of news will the story lead primarily depends upon newspapers, newspaper’s ideology and editor’s wish. For example on “Demonetisation issue” the ‘Times of India’ newspaper views will be entirely different from ‘Hindustan Times’ or ‘The Indian Express’. Hence, the newspaper story selection, treatment and placement are totally based on agenda of the newspapers unless any big news is not influencing the interest of majority of the common man.

Apart from that some common factors are involved for selecting news, treatment and placement which are as under:-

Threshold

Threshold is the scale or size of a story matter for selection. The more the people of society are affected, the more impact would it involve. For example, the more causality involved and more gruesome the murder, the maximum chance that it would get highlighted in front page news.

Frequency

An unexpected accident that occurs suddenly will be most newsworthy. For example, two plane crashes near Charkhi-Dadri, near Delhi-NCR. If news fits in with news editor’s schedule he will pick it immediately since the truth will unfold gradually until the main reason of the accident has been not reported. It will get wider space for longer period of time to create public interest.

Unexpectedness

Editors generally pick up the news that is not common and which happen unexpectedly. As the New York Tribune and Sun Editor, Charles A. Dana famously stated that, “If a dog bites a man, that is not news. But if a man bites a dog, that is news.”

Negativity

In today’s world, especially after globalization and liberalization, bad news has become more prominent than good news. Stories about corruption, robbery, murder, rape rate are getting more space than positive news. Editors are more likely to select these bad news stories rather than good news due to the value and sensation it is likely to create.

10.4.2 Fact Checking

A fact checking is a very important ingredient of good editing especially in news field and information world. A single error can damage not only the reputation of a newspaper but also the credential of an editor. In newspapers, many factual errors are prevented as the editor works as “Gatekeeper.” To ensure this the following can be kept in mind:

- A good editor verifies the news credibility at least from two sources. Whether it is original sources or websites.
- Editor can either ask the writer for his source of material or enquire from somebody to know the truth of story.

- Sometimes a good news editor neither asks anybody for their sources of information nor does he verify the news from any other sources. He assumes the fact from his own experiences and guts.
- A senior editor's understanding will always be very mature and he will be able to handle any kind of situation. He will look over the entire piece of information received from different sources and will always keep eyes open to catch the mistakes.

10.4.3 Handling of News Copy

Handling of news copy is an art in itself. How to write interestingly and informatively without distorting the facts and keeping intact the reader's attention is a very creative practice. Sometimes a good news editor writes a news story without having much material, but, his flair of writing skill may lead a simple news to be placed in very prominent manner as the news lead in the page.

The hook

For any news story the first paragraph is the most important part of the entire news story. It is very important to capture the reader's attention and retain it to read till end of the story.

What do people really want to read about in news? Knowing the pulse is very critical for any good news editor. For this an editor must know the human interest angle to be able to develop the story. And he must also remember the current situation and demand of the public to figure out newsworthiness with simple subject.

The 5 W's and an 'H'

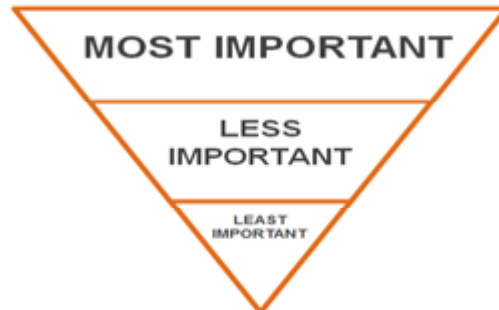
The thumb rule in journalism is that a reader should be able to distinguish from the first paragraph the entire idea of the story. And it is achieved from 5 W's (who, what, where, when and why) and one 'H' (How) to know the details of a news. For example "A major accident occurred in Noida-Agra express way." Here the whole question arises from five 'W' and lastly end with single 'H' like Who: An Agra businessman. What: Driving TATA safari. Where: Near Mathura. When: yesterday. Why: protecting a boy. How: crossing from main highway.



(Courtesy: <https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=UK>)

Invert the pyramid

Whenever an editor writes a news story, he should always keep in mind the most significant information that is to be kept first and the other aspects later. And also sometimes the least important information can be ignored in order to seek peoples' attention. The general rule is that the most prominent news can be covered in the first two paragraphs and the rest of information can be provided later or can be totally left out.



(Courtesy: <https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved>)

Keep it simple

The best way of writing in newspaper is to write simple without any jargons. If you are using phrases and jargons then it may require explaining the sentences in detail to make your readers understand. Every news story is not measured by the same formula everywhere. A good news editor can make changes according to the subject and situation to make it easily readable by their target audience. If you follow the general formula of writing then no matter what you are writing, it will always be appreciated by majority of your readers.

10.4.4 Planning and Visualization of news

Writing a news story involves a series of tasks both reporting and writing. Here are few things to be remembered while writing for newspapers:

- (a) Find something interesting to write about;
- (b) File the report and quote its sources;
- (c) Be objective and fair;
- (d) Draft a lead that will draw attention of your readers;
- (e) Formulate the lead; develop the structure for the rest of the story;
- (f) Conduct interviews;
- (g) Choose the best quotes to use in your story;
- (h) Follow up the story to reach upto the conclusion.

Apart from above plan a good news editor can visualize more ideas to structure his story.

There are multiple ways to establish a good news story. But creative story writers go through step by step with newser. Newser is the theme on which the whole story is based on. First and foremost step is to think about the headlines and then cover the story with multiples examples like in hard news the title can be

“Demonetisation rattled down stock market in few seconds” while the same story with soft news, title can be visualized as “The impact of demonetisation on common man.” The soft news story covered the narrative of future prospects.

Secondly, a story with photo stream creates more impact on readers mind. Hence, displaying headlines with aligned photo is more eyes catching. While visualizing a story a particular kind of colour, time combination, the human angle and impact can be also planned and visualized for perfect news writing.

10.4.5 Rewriting News Stories

The situation of rewriting the stories arises when the message conveyed is not clear or is ambiguous. If an editor does not find clear lead and structure then he may be forced to rewrite the story. In this situation a good editor rearranges the facts, identifies the main news points, goes into its depth and after retrieving all valuable data starts rewriting the news in a new way. For rewriting the story afresh an editor goes through with the following process:-

- organizing facts in chronological order;
- building paragraphs with specific points;
- using quotes, if any, to validate points;
- concluding the story with factual analysis.

For example:-

A sample of rewriting story received from local reporter:-

Original story:- *Ghaziabad, Dec. 20: Two wheeler thefts have been rising very much during the past one month. The Ghaziabad Police conducted vehicle checks drive in many places in the town on Sunday.*

Rewritten story:- “As per the order of the Superintendent of Police Sanjay Singh, a police team conducted a surprise vehicle check drive in Ghaziabad. The police team checked two wheelers and verified the driving license, registration certificate etc. The surprise check was conducted at Buddha chowk, Vasundhra, Abhay Khand, Indirapuram, and near Vaishali metro station.

10.4.6 Headlines and Intro/Lead Writing

Headline: - Writing great news headlines is an art. You can dampen out the most interesting story, if it does not have an attractive and interesting headline. Whether you are writing for newspaper, e-paper or a blog, a great headline will always grab special attention from the readers.

The traits of a great headline are, that it should be catchy, convincing and sufficient to convey the exact message. Simultaneously, it should also fit in the space given on the page. A perfect headline can run from something small size 18 point to bigger size upto 72 point. For example, if a headline size is determined by three parameters: the width, the number of columns and sub titles then the headline will run in two to three lines. (Known as a “single deck” or a “double deck”) and obviously the size, font, style can differ according to the newspaper.

Here are some headline-writing tips to follow:-

Make Your Headline Appropriate to the Story

Be Accurate.

Keep It Short.

Fill the Space.

Do not Repeat the Lead.

Be Direct.

Use Active Voice.

Write in Present Tense.

Avoid Breaks.

Know Where to Capitalize.

Intro:- Introduction writing is the most important part of any new story. A good intro should be direct, simple and attractive. It must contain the most significant part of the story but not as a whole. It should be exciting and attention-grabbing, and able to create interest among the readers and make them read the whole story till the end.

The golden rule for intro-writing is known as **KISS - Keep It Short and Simple**.

The perfect intro should be based on the following parameters:-

1. Newsworthiness.
2. 20 to 30 words maximum.
3. Attractive to the reader.
4. Appropriate in style.

While writing the introduction always keep the following points in mind:-

- List the key points.
- Put the key points in order of importance.
- Choose the main key points as your news angle for the intro.

Lead: - Lead is an indispensable part of introduction. In other words, the introduction to a news story is called the 'lead' and is generally in the first paragraph of the story. The lead not only tells what the story is about, it also invites the readers to read more. Lead consists of answering the classic 5 'W's and an 'H' questions of news copy.

10.4.7 Following Stylebook and Style Sheet

Generally, every newspaper organization has its own style book. Stylebook is a manual or a kind of guideline that provides the usage of words, punctuation and typography to prepare a news story for publication. While style sheet is the form that defines the layout and design of a document when writing for a newspaper. A style sheet consists of page size, font, margin and word format to develop the story. Style sheet are useful for any print media organization because you can use the same style sheet for any documents which is going to be published.

A stylebook helps to solve the problem of staff who have just started working in a newspaper organization. Following the stylebook newcomers can know the design and production style of the newspaper and avoid any kind of inconsistencies in the paper. A stylebook will also provide guidelines to the staff to focus on more important issues, like writing better headlines, selecting news, cropping photos and creating better ideas for illustrations and graphics.

10.4.8 Use of Synonyms and Abbreviations

Synonyms:-

News: story, Bulletin

Editor: copyreader, reviser, rewriter.

Copy: print, type

Intro: lead, Preface, foreword

Newsworthy: relevant, Meaningful

Headline: heading, title

Bias: favoritism, unfairness

Slant: leaning, declination

Abbreviations:-

AP: Associate Press style

KISS: Keep it short and simple

PV: Passive Voice.

SP: Spelling error.

SF: Sentence Fragment

RO: Run-on sentence

10.4.9 Importance of Grammar and Language

Grammar is important because it provides information that helps the reader in understanding. It is the structure that conveys exact meaning from the writer to the reader. It removes grammatical errors from your writing; conveys the accurate message to your readers with clear communication.

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 the Unit.

1. Name two primary factors that determine the selection of news story?

.....

2. In a newspaper, who works as ‘Gatekeeper’?

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

3. In order to maintain credibility, news and its details are verified at least from sources.

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

4. As per inverted pyramid style, how is information placed in a news story?

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

5. Golden rule for writing an intro is through KISS format. Explain KISS.

.....
.....

10.5 LEVELS OF EDITING

10.5.1 Structural Editing

Structural editing is also known as substantive or developmental editing. This is the most difficult and time consuming process of editing. It is a very expensive editing but gives clarity in editing before the work begins. The manuscript of structural editing is very long and requires many drafts of rewriting before it goes for publication.

Types of structural editing and its process. It includes *two* types:-

- **Fictional Editing:** - Requires story formulation to generate conflict, create general strength and weakness of story and meet the interest of readers' expectations.
- **Non-fictional Editing:-** Requires particular structure, logic and flow of arguments of ideas to plan the story and meticulously design the style and fonts.

10.5.2 Copy Editing

Copy editing is a process to check, review and correct the written material to make it more effective, readable, and accurate in terms of spelling, grammar, punctuation and formatting. A copy editor is also responsible to check the factual data and errors before sending any news material for publishing.

10.5.3 Rewriting

Rewriting actually means to write again and to verify the facts, figures and formats. During writing a copy for print media or newspaper, the person responsible for making significant changes in original news material is called copy editor. But in journalism “rewrite man” means the person who works for other stories and rewrites

in new ways the gathered information to avoid any grammatical errors. To simply put it, rewriting is a process of writing a news or story.

10.5.4 Proofing

Proofing or proof reading is a process to check the textual errors against original manuscript of newspaper before it is sent to press for publication. Proofing means reading each and every word of manuscript carefully that may include punctuation mark, grammar, spelling errors, sentence structure etc to make it publishable. Almost everyone agrees that the best way of proofing is not to proof your original document, but ask someone else to do it for you. In a newspaper, generally this work is done by sub-editors or proof readers.

10.5.5 CRCs

CRC stands for cycle redundancy check. It is a error-detecting code generally used in digitally enabled technology of printing and editing system. This system is capable of checking storage device and accidental changes in raw data. CRC's can be used for error correction once data is fed for publication. The CRC was invented by W. Wesley Peterson in 1961. It is basically used in Wi-Fi and Ethernet enabled system to catch the transmitted digital data. Nowadays majority of publications and researchers use this system to rectify any mistake before sending their final draft for printing.

10.6 EDITING AND PROOF READING

10.6.1 Editing and Proof Reading Symbols (from the perspective of the past)

Proofreaders' Marks	
OPERATIONAL SIGNS	TYPOGRAPHICAL SIGNS
→ Delete	<i>ital</i> Set in italic type
○ Close up; delete space	<i>rom</i> Set in roman type
⊖ Delete and close up (use only when deleting letters within a word)	bf Set in boldface type
<i>stet</i> Let it stand	<i>lc</i> Set in lowercase
# Insert space	Caps Set in capital letters
<i>eq #</i> Make space between words equal; make space between lines equal	<i>sc</i> Set in small capitals
<i>hr #</i> Insert hair space	<i>wf</i> Wrong font; set in correct type
<i>ls</i> Letterspace	X Check type image; remove blemish
# Begin new paragraph	∨ Insert here or make superscript
□ Indent type one em from left or right	∧ Insert here or make subscript
] Move right	FUNCTUATION MARKS
[Move left	∩ Insert comma
] [Center	∪ ∪ Insert apostrophe or single quotation mark
∩ Move up	∪ ∪ Insert quotation marks
∪ Move down	○ Insert period
<i>f2</i> Flush left	<i>set</i> ? Insert question mark
<i>f2</i> Flush right	∣ Insert semicolon
≡ Straighten type; align horizontally	∣ or ∣ Insert colon
∥ Align vertically	— Insert hyphen
<i>ta</i> Transpose	<i>M</i> Insert em dash
<i>sp</i> Spell out	<i>N</i> Insert en dash
	< > or () Insert parentheses

(Courtesy: <https://nhwn.wordpress.com/tag/proof-reading>)

10.6.2 Identifying the Elements

- **Grammar:** - In news editing, grammar is a major problem creating area for a copy writer. India is the only country where a language majority of people use a different than their mother tongue other. We have 22 national languages where English is taught either as a medium of education or as a professional language. We may be experts in speaking English but when it comes to writing we still lack on many fronts. While writing a sentence in English it requires the subject and verb to agree with each other to make a proper and correct sentence. For example:

1. Example:

Incorrect: The efforts of the dog to reach out upto the cat was in vain.

Correct: The efforts of the dog to reach out upto the cat were in vain.

2. Example:

Incorrect: I love painting and I am getting enough time for it as well but the exhibition deadline is stressing me out.

The above sentence has three separate clauses:

- I love painting.
- I get enough time for it as well.
- the exhibition deadline is stressing me out.

Correct: I love painting, and I am getting enough time for it as well, but the exhibition deadline is stressing me out.

- **Word usage:** - In English language use of a word may vary from person to person and place to place. But in usage it must be similar everywhere for making a good sentence. For example:-

Incorrect: - I have just reached in Delhi but have not reach at home.

Correct: - I have reached Delhi but have not reached home yet.

Punctuation:- Punctuation also plays an important role in adding the sentences in capital letter, question mark and full stop. For Example:-

Incorrect: -Ajay and sanjay are going to Bhopal in January

Correct: - Ajay and Sanjay are going to Bhopal in January.

Incorrect: - Advit Brother Aarav dog name is Tommy

Correct:- Advit's brother, Aarav's dog name is Tommy.

- **Compound words and spellings:-**

Compound words are formed when two or more words are put together to form a new word with a new meaning. They can be used as different parts in news editing.

1. Newspaper.
2. Newsworthy

3. Editor-in-Chief.
4. Copy Editor
5. Proof Reader
6. Editorship
7. Citizen Journalism.
8. Blackout.
9. Cover Story
10. Headline
11. By Line
12. Sub Editor
13. Stand First
14. Leading Article
15. Stylebook
16. Stylesheet
17. Rewrite
18. Print Media
19. Editorial Policy
20. Human

- **Plurals and word division**

The most familiar way to form plurals in English is just to add -s to a noun:

One reporter- two reporters;

One desk- two desks;

So does that mean any noun that ends in -s is automatically plural?

While making new sentence the structure would be different like singular used for a field of study, plural for a person's moral standards. For example "Ethics"

Ethics is a field that requires critical thinking skills.

Strong ethics are required for a journalist to be trustworthy.

Italicization and capitalization

Generally, we use *italics* characters or bold it to distinguish certain words from others within the text. Italics, words mostly used by researcher are to give special reference to their article. These rules do not apply to newspaper writing and editing. Still, some special cases are coming very rarely where italic words can be used in newspaper editing.

In writing the titles of newspapers, do not italicize but sometimes whenever we are giving special reference to a particular word and want to emphasize the city then we can use italic word as "*Zila Ghaziabad*".

Apart from that we use italic words to giving references in articles; we can use italic words as source of information as well.

- Television and Radio Programs: *Dateline, Seinfeld, Fresh Air, Car Talk*
- Famous Speeches: Lincoln's *Gettysburg Address*, Washington's *Second Inaugural Address* (when that is the actual title of the speech)
- Pamphlets: *New Developments in AIDS Research*

When an exclamation mark is part of a title, make sure that that mark is italicized along with the title:

- My favorite book is *Where Have All the Flowers Gone?* (Courtesy: http://plato.algonquincollege.com/applications/guideToGrammarUS/?page_id=611)

Capitalization: Capital words are used in particular style of a writer or editor. The rules for capitalizing is not only applicable to articles, but also reference books, newspapers, etc. Generally we use three type of style to capitalize words; such as Associated Press Stylebook (AP), Chicago Manual Style, and MLA style.

Style guide differences:-

- In the AP Stylebook, all words with three letters or less are lowercased. However, if any of those words are verbs (is, are, was, be), they are to be capitalized.
- In the Chicago Manual of Style, all prepositions are lowercased, even the lengthier ones (between, among, throughout).
- In MLA style, words with three letters or less are always lowercased.

For example, MLA style is commonly used in the liberal arts or humanities. AP style is popularly used in journalism; Chicago is often used in business.

Style guide similarities:

- In all three styles, always capitalize the first and last word of any title.
 - **How** to Land Your Dream **Home**.
- Sometime all three styles, capitalize nouns, pronouns, verbs, adjectives, and adverbs.
 - The Importance of **Learning** Fast (verb)
 - She **Quietly** Waits (adverb)

10.6.3 Style Sheets and Standardization

A style sheet is a setup of style rules that describe the various styles to be applied in newspapers. A Style Sheet is a text file that is written in different papers in different ways.

There are three types of Style Sheets:

- **Embedded:** the style rules are included within the HTML - in the head.

- **Inline:** the style rules appear throughout the HTML of the Web page - i.e. in the body.
- **Linked:** The style rules are stored in a separate file external to all the Web pages.

NEWPOST YORK

YORK, MA - THURSDAY AUGUST 30, 1978 - SEVEN PAGES

<p style="text-align: center;"><i>When darkness overspreads my eyes</i></p> <p style="text-align: center;">by JOHANN WOLFGANG VON GOETHE</p> <p>When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream; and, as I lie close to the earth, a thousand unknown plants are noticed by me: when I</p>	<p style="text-align: center;"><i>GIVE PEOPLE COURAGE</i></p> <p style="text-align: center;">The crowd seemed to grow</p> <p>The sunset faded to twilight before anything further happened. The crowd far away on the left, towards Woking, seemed to grow, and I heard now a faint murmur from it. The little knot of people towards Chobham dispersed. There was scarcely an intimation of movement from the pit.</p> 	<p style="text-align: center;"><i>MAY THE FORCE BE WITH YOU</i></p> <p style="text-align: center;"><i>Let go your conscious self and act on instinct</i></p> <p>Partially, but it also obeys your commands. Hey, Luke! May the Force be with you. I have traced the Rebel spies to her. Now she is my only link to finding their secret base.</p> 
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A sample of style sheet :- (Courtesy: <https://www.google.com/url?sa=i&source=images>).

10.6.4 Fact Checking

Before sending any article for publication fact checking is an essential role of the editor. Fact checking preferably should be done before copy editing stage. In the digital era fact checking work has become quite simple in comparison to earlier times. Now a days majority of the information can be fetched from internet or web before starting .

Here are some essential facts to be checked:-

- names
- position
- dates
- addresses
- phone numbers
- URLs
- email addresses
- monetary figures
- directions
- geographic locations
- instructions and steps

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 the Unit.

1. In news editing, which element is a major problem creating area for copy editor?

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

2. Define compound words.

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

3. Fill in the blanks: Most commonly, a]. is used in the liberal arts or humanities b] is popularly used in journalism and c]..... is often used in business.

10.7 LET US SUM UP

Now, you are in a position to explain what is editing. You have enriched your knowledge with a background about editing, news value, editorial policy and editorial process etc. Hope the examples given provides you sufficient material to understand editorial work and complete knowledge about principles of editing. In real sense an editor is the “gate keeper” who decides what should be published or what should be not published in newspaper. He is the final authority related to any copy received by him or his organization.

Space and time is another important factor to publish any news in a newspaper and it depends upon situation and story. Newsworthiness is the ingredient by which an editor gives space in his newspaper. Simultaneously an editor also checks the news value, accuracy, facts and objectivity before publishing any news item.

We have also discussed the elements which make a story important. These elements are: prominence, proximity, timeliness and human interest. We also discussed about headlines, intro and lead. Further it is also explained how a lead is a window of a newspaper. We elaborated on how a headline can become eye-grabbing thing for any story. Here are some tips to be followed for writing a good headline:-

Make Your Headline Appropriate to the Story.

Be Accurate.

Keep It Short.

Fill the Space.

Do not Repeat the Lead.

Be Direct.

Use Active Voice.

Write in Present Tense.

Avoid Breaks.

Know Where to Capitalize.

Besides this, we have also discussed about style copy, copy editing, proofing, rewriting and structural editing which will enable you to complete the package of principles of editing.

10.8 KEYWORDS

AP style	: Editing conventions recommended by <i>The Associated Press</i> (usually called the <i>AP Stylebook</i>)—the primary style and usage guide for most newspapers and magazines.
Art	: Illustration(s) (maps, graphs, photographs, drawings) in a text.
Back matter	: Material at the end of a manuscript or book: appendixes,
Bibliography	: List of sources cited or consulted.
Caps	: Short for <i>CAPITAL LETTERS</i> .
Caption	: It refers to all text that accompanies a piece of art.
Chicago style	: Editing conventions recommended by <i>The Chicago Manual of Style</i> —the style guide used by some social science publications and most historical journals.
Copy	: Manuscript that is to be typeset.
Copy edit	: To prepare a document for presentation in a printed form.
Copy editor	: A person who edits a manuscript in newspaper.
Figure	: An illustration printed as part of the running text.
FN	: Short for <i>footnote</i> .
Font	: Characters in a given style and size of a typeface.
Head	: Title that indicates the start of a section of a document or article.
Headline style	: Capitalization style for heads or titles of the article.
Ital	: Short for <i>italics</i> .
Layout	: A draft indicating the arrangement of pictures and copy on a page also called <i>dummy</i> .
Lead	: first paragraph of a newspaper story.

- Manuscript** : The original text of a reporter or editor.
- MLA style** : Editing conventions recommended by the Modern Language Association. - the primary style guide used for academic writing in languages and literature.
- Proof** : A trial sheet of printed material made to be corrected.
- Proof reading** : A form of editing in which errors are corrected.
- Style sheet** : Form filled by a copy editor as a record of editorial decisions applied to a manuscript.

10.9 UNIT END EXERCISES

Exercise:

Before you proceed, engage yourself in an exercise. This exercise will help you to understand the role of editing and editorial staff in a newspaper, how an item gets a space in newspaper and how an editor determines the value of an article. Simultaneously, you should explain how money power of the advertising world is taking up a lot of space in the newspapers.

Pick up a copy of a newspaper which you subscribe to:

1. Consider only the first two pages of it.
2. Measure the space given to the news coverage.
3. Measure the space given to various types of advertising; and
4. Use the space given below for your exercise:

10.10 FURTHER READINGS

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10.11 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress 1

1. Before
2. Editing is a time bound and data based activity requiring accuracy. A single mistake can damage the reputation and goodwill of a news paper. The often given advice to editor/sub editor in the news paper industry is: *“If there is any doubt, keep it out”*.
3. Eighteen words
4. Accuracy and Readability
5. The factor determined by journalists to publish after filtering out the negative portion of information is called newsworthiness.
6. Timely, Impact, Conflict, and Current
7. Stylesheet
8. Editorial staff are strictly advised to follow a] truth, b] objectivity, c] fairness, d] balance, and e] independence in order to maintain the objectivity in news operations.

Check Your Progress 2

1. Newsworthiness and Timeliness
2. Editor works as ‘Gatekeeper’
3. Two
4. Most important component occupies top position, less important information is placed in the middle and the least important content are placed at the bottom.
5. KISS - Keep It Short and Simple

Check Your Progress 3

1. In news editing, grammar is a major problem creating area for a copy writer.
2. Compound words are formed when two or more words are put together to form a new word with a new meaning. They can be used as different parts in news editing.
3. Most commonly, a] MLA style is used in the liberal arts or humanities b] AP style is popularly used in journalism and c] Chicago Manual of Style is often used in business.

UNIT 11 PHOTOJOURNALISM

Structure

- 11.0 Introduction
- 11.1 Learning Outcomes
- 11.2 Photojournalism
 - 11.2.1 History of Photojournalism
 - 11.2.2 Why Study Photojournalism
 - 11.2.3 The Camera as a Tool
- 11.3 A Picture is Worth a Thousand Words
 - 11.3.1 Visual Research
 - 11.3.2 Composition and aesthetic value
 - 11.3.3 Visual Grammar: Shots and Angles
- 11.4 News Photography
 - 11.4.1 News Value and Photography
 - 11.4.2 Spot News, Portrait, Sports
 - 11.4.3 Features and Photo Story
- 11.5 Post Production and Editing
- 11.6 Photojournalism and Ethics
- 11.7 Let Us Sum Up
- 11.8 Keywords
- 11.9 Further Readings
- 11.10 Check Your Progress: Possible Answers

11.0 INTRODUCTION

Photojournalism is the process of telling stories using photos as the medium. It uses a camera to capture visual representations of a story. Photojournalism follows a set framework of rules and principles for composition. The stories told using photos are supposedly true and thus should be communicated in a fair and unbiased way. In photojournalism, the news photos often evoke intense emotions among viewers, like shots of disaster survivors or scenes of a terrorist attack. In print media the content is largely text and only certain stories are supported by photos. In photojournalism, photographs are used to tell incidents, events and other important news. It uses the body language and facial expressions of the subjects i.e. the people involved in the incident to tell their story. As the term suggests, photojournalism is the fusion of photography and journalism. It is used extensively in newspapers, news magazines, film magazines and advertising magazines.

Every newspaper and magazine takes the services of photojournalists to cater to its audience. News photography is used in print and electronic media to convey the stories and to reach out to maximum audience.

11.1 LEARNING OUTCOMES

After reading the Unit, you will be able to

- understand the concept of Photojournalism;
 - understand the visual grammar used in photojournalism;
 - know the different types of news photography; and
 - understand composition and its use in photojournalism.
-

11.2 PHOTO JOURNALISM

Photojournalism is an effective way of telling stories and disseminating information to a diverse group of people. Photojournalism gives visual support to the news story. A good news photo tells a story all on its own and requires little to no writing to back it up. Social media tools like Instagram, Facebook, Snap chat, WhatsApp etc have made it really convenient for people to share photos and videos. These tools are even being used by the news organizations to disseminate news. Youtube provides space to people and organizations so that they can start their own channels where viewers can come and see the videos on a variety of subjects. Photographs paint real pictures of news, events and varied human emotions.

In big newspapers and magazines, photographers work with a journalist assigned to a particular news beat. This means that the photographer takes photos related to the new story and the reporter collects the facts for the story and writes it. The main objective of photojournalism is to tell a story better than the text or write-up that usually accompanies the photos. Therefore, it should capture images that have a specific meaning or relevance to the story being told. For example, a story about a father reunited with his daughter after being apart for 30 years will be more effective if it is accompanied by a photo showing them rushing into each other's arms.

Photojournalism covers latest national and international news developments which are of public interest. A good photojournalist will focus on latest news which is being discussed by the common man for example the current cricket tournament series or the announcement of elections etc. which will be of more interest to the reader.

A good photojournalist should be objective and honest. He should present the images as they are with no manipulation. In fact a photojournalist knows that real emotions of people are captured when they are relaxed and busy with their daily chores. These candid and perfect moments are captured by the lens and become timeless classics. A good photograph should try to answer maximum number of Ws and H. For example, a photo that shows a family of four begging for food and money tells a clearer story than a single person begging for food.

Photojournalists follow certain principles to produce photos that catch the attention of different audiences. Photos taken with the right focus, exposure, angle and color are understood better by larger audience as compared to photos in which the subject is not in focus and which lack proper camera angle. Photojournalism can be done for -

- a) *General News Stories*, which pertains to any event that is planned ahead of time. Examples are press conferences, product launch ceremonies, exhibitions and political rallies.
- b) *Spot or Breaking News*, refers to any event or incident that has just happened. It is a breaking news story where the photojournalist rushes to the place of the incident and takes shots which convey the essence of the story. A house or building on fire, car accident, plane crash or a bridge collapse are some of the examples.
- c) *Sports Photography* is seen as the most difficult type of photojournalism. The camera lens has to follow the movement of the player, ball or the vehicle as the case may be. Special attention has to be given to the aperture and shutter speed settings. Generally experienced photojournalists are given sports assignments like basketball game, a football championship match or an IPL match.
- e) *Portrait Photojournalism*: a portrait shows people from the society in their usual environment, like a race car driver beside his car, a doctor inside the operating theatre or the defence minister in her office. The portrait captures the emotional state of the person. Portrait is often given in an exclusive interview or any special report where that person happens to be a central figure or an important functionary.

Good photos convey the key points of a story faster than its accompanying text. The photos should focus on the faces of the people and not on their backs. A good photo will show the person doing some action or group of people involved in some activity. Any unusual photograph showing a new phenomenon, emotion or extraordinary act may qualify as a good photograph. The subject has to be in focus and the audience should be able to find the key area to focus on in the frame. For example after a heavy snowfall the focus of one picture can be on the sufferings of the people living in that area and other picture can be on the extent of snowfall i.e. the amount of snowfall.

The photographer through right composition and proper visualization has to convey the right message, one that should be able to tell the audience where to look in the photo. Any two pictures will have two different angles for a story. This sort of work needs careful planning and execution. Always take note of the angle of the shots and position of the camera before taking the pictures. Experienced photographers often take multiple shots from different perspectives. This process is quite easy with digital cameras. Digital Single-lens Reflex Camera (DSLR) manufactured by Nikon, Cannon, Sony, Fuji etc. support memory cards as high as 128 GB or so. They can also at the same time see the output and take many shots without worrying about the storage space.

11.2.1 History of Photojournalism

The history of photojournalism can be traced back to the experiments done by Joseph Nicephore. In 1826 Joseph Nicephore slotted a pewter (a alloy of tin, copper with antimony) plate into his camera obscura and exposed that plate to the surroundings. He washed this exposed plate with lavender oil after eight hours and found that an image had formed on the plate. This image was not very clear but the scene was more or less visible. Joseph Nicephore claimed it to be the first photograph, built without a negative. Carol Szathmari a Romanian painter and photographer was among the first who did photojournalism with the help of

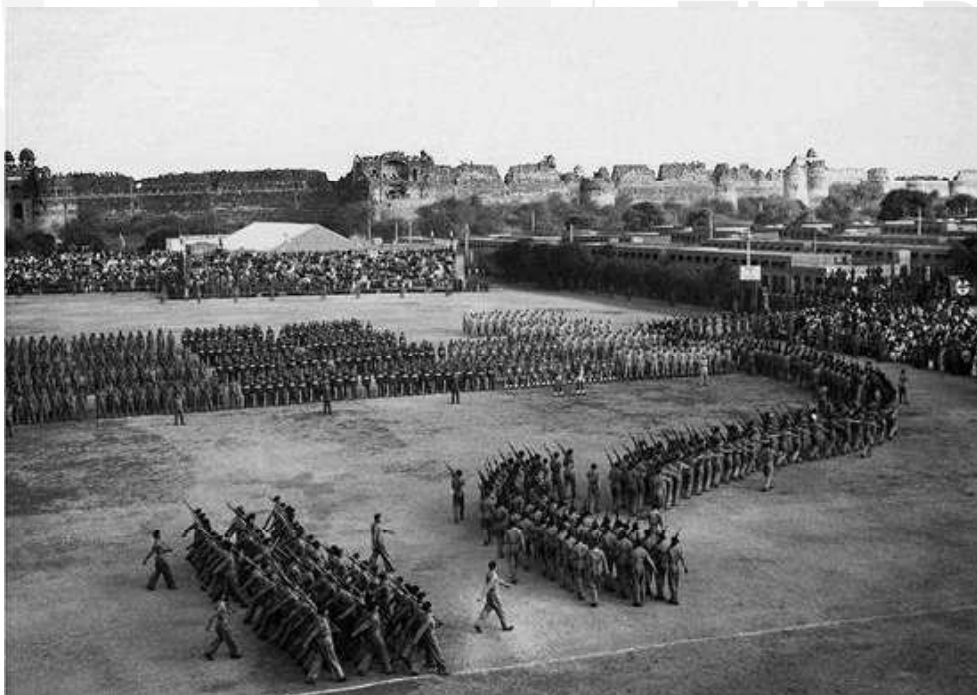
his engraving and painting technique. This engraving technique was also used in the American Civil war.

The first 35mm Leica camera came in 1925 and this marked the beginning of the Golden Age of Photojournalism. First commercial flash bulbs came in 1927. The early 35 mm camera was small and light. They were more portable and the printing methods used in these cameras were less cumbersome. Prominent photographers in the golden age which spanned from 1930s to 1960s included Walker Evan, Dorothea and Gordon Parks.

Homai Vyarawalla is recognized as the first woman photojournalist of India. She was born in Gujarat and it was her husband Manekshaw Vyarawalla who introduced her to the world of photography.



Homai Vyarawalla



India Celebrates its first Republic Day on 26th Jan 1950.

Tamabarahalli Subramanya Satyanarayana Iyer, popularly known as T S Satyan is known as the father of Indian Photojournalism. He was born in Mysore in 1923. In 2005 T S Satyan published his memoir “Alive and Kicking” in which has mentioned his experiences and various assignments he did in his life as a photojournalist. T S Satyan passed away in 2009.

It seems the market for visual storytelling is going to stay and rather going to expand further. The media and industry report by Indian Brand Equity Foundation (IBEF) predicts that the market share of television will increase by 7.5 percent in 2023 and for print it will increase by 1.4 percent. Photojournalism will rather increase with the help of social media in India. Cheaper data plans encourage people to download pictures and consume news in the form of visuals. Many news organizations have started giving news in the form of photo story, slide shows and multimedia presentation. When Life magazine made the announcement in 1972 that it was ceasing its weekly publication, many people said that this was the end of photojournalism. Photojournalism not only survived but it took a new avatar. Photojournalism is just as impactful on a webpage as it is when viewed on the page of a magazine.

11.2.2 Why Study Photojournalism

Photojournalism is the right field for a creative person who has an eye for detail and loves to travel. One who likes meeting people and is prepared to work for long hours in difficult situations can do well in photojournalism. There are lots of job opportunities for a photojournalist. Websites, news portals, news magazines, TV channels and newspapers are looking for dedicated and efficient camera persons. Apart from joining a company, a good photojournalist can become a freelancer. A degree from a reputed college or a university can be an added advantage for the student. Qualified photographers can join:

- Print and Advertising Industry –magazines, adverts and photo libraries;
- Fashion Industry – creative photography of models and clothing for magazines and catalogues;
- Event Company- social functions, family, wedding and celebrations photography;
- And Corporate (industrial/commercial) – company promotional material

11.2.3 The Camera as a Tool

A camera is a device for recording visual images which may be in the form of pictures or videos. The camera is only a tool. The cameraperson has to master photographic technique. The most important thing is to think of the best way to show the visual regarding the story to the audience. For this, the photojournalist should be able to mentally visualize the shots he wants to show and then plan accordingly. This is achieved by taking the shots from a right perspective. The photojournalist will think about the right angle, content of the frame and the content he wants the audience to focus on.

It is always a wise thing to know as much as possible about the subjects to be photographed and think of all possible different perspectives which could be shown to the reader in order to convey the point. These days' professional photographers use Digital Single-Lens Reflex Camera (DSLR). In DSLR instead of hitting the film, the light which enters hits the sensor. DSLR comes with a zoom lens which have a variable focal length in the range of 35 mm-70 mm.

A good photograph can be powerful and can be an agent for change. Different journalists and photographers approach news stories differently. Some of them highlight the government's failure in a story, whereas some of them shoot to

support a public cause. They capture different aspects of life of a common man to highlight their plight and suffering in order to draw the attention of authorities towards these issues. By publishing the pictures of pending projects and unfinished tasks they remind different agencies and also the public to meet their responsibility. For example by publishing pictures of garbage and piles of waste material the photojournalist reminds the citizens of their duty towards maintaining a clean neighbourhood which is free of dirt and diseases.

Good camerawork focuses on the relevant parts of the story i.e. visual parts which are important for storytelling and leaves the rest. The relevant visual parts are photographed in a manner which develops an emotional connect with the audience. Such a photograph with the emotional appeal is liked by the audience and they remember it for long. While doing his camerawork the photojournalist needs to be sensitive towards the feelings of other human beings. Right specifications of focal length, exposure and ISO can bring good results even with an old camera. The specifications depend on whether the photography is outdoor or indoor. The time of the day also affects the quality of the picture. Source of light and the temperature of artificial lights also affect the final picture. A keen study of these parameters will enable a photojournalist to plan his camera work appropriately.

Let us discuss a few technical terms used frequently in photojournalism. A good understanding of these terms is necessary to bring the desired results. The exposure or exposure value is the amount of light received by the camera. If more light goes inside the camera the image becomes overexposed and if the amount of light is less it is underexposed. Inappropriate levels of exposure is seen as noise and affects the message. Many newsrooms reject these images as they are not fit for publication. Three values are considered important when looking at the amount of light entering a camera. a) Shutter Speed, b) Aperture and c) Sensitivity. Shutter speed refers to the time the sensor is exposed to the light and is measured in fraction of seconds. A shutter speed of 1/30 exposes the sensor to light for 1/30th of a second. For most cameras successive shutter speed roughly halves the exposure time (i.e. 1/30s, 1/60s, 1/120s.) Faster shutter speed is required to capture fast motion like a cycling race or 100 meter sprint. Shutter speed of 1/250s freezes the frame. Higher shutter speed also reduces the amount of light entering the camera. Doubling the shutter speed reduces the amount of light entering the camera by half.

Shutter speed is the duration, i.e. how long light will take to go through the sensor, while the aperture or the iris is the adjustable opening in a camera lens that determines how much light reaches the sensor in a unit time. Aperture settings are given in f-stops and are written as f/1.2, f/2.8, f/4. F-stop is designated in fractions of focal length. Higher values of aperture represent smaller aperture opening which means higher values of aperture allows less amount of light to enter the camera. Lenses with large aperture which allow more light to enter through are called fast lenses. The third key factor which determines the exposure of a picture is the sensor's sensitivity. The sensitivity of a sensor is denoted by ISO. ISO measures the sensitivity of the image sensor. 100 ISO is accepted as a 'normal' or 'standard' ISO and will give fine shots with little noise. The photojournalist has to check the ISO settings when covering different assignments with different light conditions.

A camera lens is an assembly or combination of optical lenses to make images either on film or any optical storage medium. Different types of lenses have

different focal length which helps them to be used in different situations. The focal length of a lens is the distance between the lens of a camera and its image sensor when the subject that the camera is pointing is in focus. The focal length is usually stated in millimetres. The focal length of few lenses and their uses are given below:

Focal length	Type of leng	Usage
8-24 mm	Fish Eye	Landscapes and panoramic shots
24-35 mm	Wide Angle	Forest, Moving vechile, running
55-200 mm	Zoom	Portrait, Wedding, News
200-400 mm	Telephoto	Wild life, Sports

Check Your Progress 1

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

1. A good news photograph should answer maximum number of
.....
2. Name four types of news where photojournalism is more relevant
.....
.....
.....
3. Expand the abbreviation - DSLR
.....
.....
.....
4. What marked the start of golden age of photojournalism
.....
.....
.....
5. Who is considered as the father of Indian photojournalism
.....
.....
.....
6. Mention three values that defines the amount of light enters a camera
.....
.....
.....

11.3 A PICTURE IS WORTH A THOUSAND WORDS

Photography is a medium which conveys thoughts and feelings without saying a word. In fact a photograph can speak louder than words and the message will be clear and with little noise. Photography as a medium of communication is easy to comprehend for the larger audience as the encoding is quite easy. The encoding in news photography has to be easy so that maximum number of people can understand the message and the photograph serves the desired purpose. The beauty lies in the universal appeal of the photograph. People across cultures and boundaries can understand a photograph and relate to its content.

Photographs in the form of selfies, cellphone snaps, unplanned photos and any time random shots has flooded the social media and internet with visuals in the present visual culture. Anybody can become a photographer and with the help of a good camera and software can do wonders. This massive production of images in the digital form is affecting photojournalism and the importance it used to carry.

Photographs are representations of time and events, light and shadows, and contrasts of vibrant colors. A good photograph speaks to our own emotions and to the thoughts and emotions of others. Photos allow us to express our feelings in a unique way.

The photo could be a portrait that shows an important day of a person's life and catches him or her in a certain mood. The background of a portrait could be mountain, desert or a scenic beauty of any kind. A painter or a sculptor also displays a part of the world as seen and interpreted by him. He uses his perception and creates a static reality of time and events. A photograph on the other hand does all this and also captures the same world where we all live. It depicts different point of reality through a much larger canvas. A photograph transfers the viewer to the place and time shown in the photograph.

11.3.1 Visual Research

Visual research examines the everyday visual culture, which includes the visual signs and markers that we encounter in daily life or in different social situations. It focuses on images. Pictures represent data which is analyzed using different research methodologies. Pictures are also a means of data representation. Visual research also studies representation of human bodies in different social conditions which represent reality. Visual communication is often interpreted differently by different people, i.e. the same message may mean different things to different people. For example an image of dog may mean a companion, a pet, a guard or a help. Each person's perspective comes from his education, background and culture. Different meanings of the dog could be because of different angle and position in the picture. It could also be because of different size, colour and looks of the dog.

11.3.2 Composition and Aesthetic Value

Composition can be defined as the arrangement of objects within the frame of an image. A photo with good composition and proper values of exposure, contrast and ISO looks pleasing. Good composition directs the eyes of the viewer. A picture with good compositions is easy to comprehend. The photojournalist can

plan a good composition after seeing the subject matter of the story. Good composition is achieved through contrast of size and colour, contrast of shape, through patterns, rhythm, distribution of subject/s and props in different planes i.e. the foreground, middle ground and the background. This is achieved by using a wide angle lens which provides good depth of field. Contrast of light can also highlight key components in the frame and hide components which are not required for the story. Bright light can direct the attention of viewer and help him to understand the crux of the visual image. A good photograph with right composition will hold together and will not divide the attention of the viewer.

Composition can be learned by practice and the rules are just guiding principles. These rules can always be bypassed and are not sacrosanct.

The human brain can perform seeing and composition simultaneously. This extremely important skill becomes better with practice. After acquiring these skills a competent photojournalist can easily evaluate his photographs as a whole.

Rule of thirds is one of the most popular rules of composition.. Four lines (2 horizontal and 2 vertical) will divide the frame into 9 parts. Thus the four points of intersections are the key points for placement in the frame. According to this rule the key subject, action or prop in the frame should be placed at the intersections of the imaginary lines that divide the frame into thirds. Placing the subject in the centre of a frame is seen as bad composition. This rule is often useful when it is 2 shot i.e. where two people are talking or fighting. Proper placement of subjects at points can create a high angle shot, a low angle shot and an eye level shot also.

A skilful, creative person with knowledge of visual aesthetics can utilize the full potential of a camera. Simply pointing and shooting the camera, i.e. using automatic controls is not photojournalism or even photography. It is the art of the person behind the camera that produces award winning pictures.

Press photographers are always short of time and rarely have time to plan good composition. In case of breaking news it is quite difficult to plan a shot like this. In case of a portrait, feature or a photo story they have the time and can take photos with high aesthetic values and composition.

3. Visual Grammar: Shots and Angles

The photograph of a subject whether stationary or moving can be taken from different points of view. These different points of view are captured by

- a) changing the angle and the position of the camera or
- b) by changing the position of the subject .

The location in both these cases can be the same. Each image will be a different one and will convey a different story. So for a certain event or a news story a cameraman can take multiple shots and experiment with different values of exposure and focal length.

In case of the photography as the camera person changes his position the background changes, lighting changes and so does the composition. The cameraperson can move close to the subject or move his lens close by using zoom lens. Keep in mind that moving the camera close physically is different from moving the zoom lens closer. These two shots will create different perspectives. Often the photojournalist uses a tripod to make the camera stationary especially

if the event is of a long duration.

A good photojournalist always prefers to take multiple takes from different angles and positions. Either he uses zoom lens or moves physically closer to the subject or the place of action.

The art of proper visualization helps the photojournalist in the long run. Visualization means to form a mental image of the frame and all that the photojournalist plans to capture in that frame.

Shot size describes the size of the area visible within the frame and is the distance between the camera and subject. If the camera moves closer to the subject the distance decreases and the shot size becomes bigger and vice versa.

Let us look at the different types of shots used in photography.

1. **Extreme close-up (ECU)** shot shows only a part of a character's face. It fills the screen with the details of a subject or a prop. It is used to highlight some important element of a story.



2. **Close-up (CU)** shot shows a character's face and shoulders. It shows subtle facial expressions clearly. It is used to show the emotions of the suffering of a person say after a tragedy. ECU and CU are generally single shot i.e. one person occupies the frame.



3. **Medium (MS)** shot shows a character's upper-body, arms, and head. MS is used in portraits or educational programs. MS also shows the background where the story happened. This background adds credibility to the photograph.



5. **Wide shot (full shot FS)** shows an entire character from head to toe. This shot is used in sports like cricket, basket ball, hockey etc. The full shot shows the relationship of the subject with the background.



6. **Extreme wide shot (long shot)** shows a broad view of the surroundings around the character and conveys scale, distance, and geographic location. This is generally used when the photojournalist wants to capture natural calamities, say floods, hurricanes etc. The extent of damage to property in a city. Aerial shots taken from a helicopter are extremely wide shots. Wide angle lens with focal length of 15-10mm may be used.

The position and angle from which a shot is taken decides its appeal. Position is the height (level) of the camera relative to the ground. The camera can be hand held or can be mounted on a tripod. The angle is the degree relative to the horizontal axis at which the camera is kept to take a shot. By changing the level of the camera and keeping the distance between the camera and subject same different shots can be taken. Again by changing the angle and keeping the position and the distance same different shots can be taken.

When the camera is kept at a height of say 5-6 ft (average human height) it is called the eye-level position. Taking it higher than this level makes it high-position and bringing it lower than 5 ft makes it low-position. When the camera faces downwards towards the subject from a high-position it makes a high-angle shot. For eg. if the camera is at a height of 10 ft and the person to be shot is of 5 ft height then the angle which is formed is called a high angle shot. When the camera faces upwards towards the subject from low-position it makes a low angle shot.

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 the Unit.

1. Explain the qualities of a photograph?
.....
.....
.....
2. Define the term 'composition'?
.....
.....
.....
3. is one of the most popular rules of composition.
4. If the camera moves to the subject the distance and the shot size becomes and
5. Name two factors that decides the appeal of a shot?
.....
.....
.....
.....

11.4 NEWS PHOTOGRAPHY

A news photographer should try to capture the essence of a whole story in a single image. This photographer should take pictures as the event unfolds. This will add credibility to the story. In certain situations the photographer has to wait for the right moment to capture a photo for a news story. He should have

patience, perseverance, the ability to predict events and should be a quick thinker. These qualities will help him in situations where the final outcome of an event is not known. It can be court decision, cricket match or a public rally. A good photojournalist covering spot news should always make a contingency plan also to get the shots for his story. The camera person not only has to protect himself, but also has to take care of the equipment and above all he should take plenty of shots for his newspaper or magazine.

11.4.1 News value and Photography

Photography for newspaper includes photographs on a variety of subjects. News photographs are published with hard news as well as with soft news stories. The photojournalist should have a nose for news and he should highlight 'key' component in his photography. Children, traffic, celebrities, politicians, members of society etc. all these are common subjects for news photography. Large organizations hire experienced photojournalists otherwise in small newspapers one person does both still and video camerawork. Photojournalists also specialize in their work, some of them are good at sports whereas others prefer spot news or breaking news. Depending on the assignment they need to carry a variety of lenses, flash light, additional battery backup, tripod, filters, memory card etc. in their camera bag. News can happen any time of the day. There can be a fire accident at night or a crime which is committed at night. The weather might be sunny and clear or it might be cloudy and dark.

A photojournalist has to chase news and show it through his pictures. Digitalization has not only made the camera better but it has also made the dissemination of videos and photos much faster.

An experienced new photographer would arrive early at an event and would stay late to take some interesting and unusual shots. It is always wise to keep some storage free in the camera to capture expected events which qualify to be shot.

11.4.2 Spot News, Portrait, Sports

Spot News: Photojournalism for Spot news refers to photos which are taken for a time-sensitive news event. The news is governed by the basic values of timeliness, proximity, conflict, prominence and human interest. Typical spot news can be on accidents, fires, political meetings, rallies, elections etc. These events attract large crowds also and a photojournalist would do well if he plans this in advance. In some cases the camera person has to follow the subject also so he can rarely use a tripod. The camera work is all hand held. He should try to take still shots as the camera can also shake in a huge crowd. Special attention is to be given to aperture and ISO in case of breaking news at night. Additional lights and battery backup is a must.

The photojournalist should remember that there are no re-takes in spot news. Failure of equipment at the time of new coverage can make you lose your job. In case of accident, tragedy or big news always look at human loss first, i.e. grab those pictures and after that take pictures of loss of property etc.

Portrait Photography: A portrait attempts to show the nature and emotional state of a person in his world. A portrait shows a person in his place of work, in a social setting and may highlight his status, authority and contribution etc. A portrait may reveal more about a person's character and show it from new perspective. A good portrait will avoid busy background. Busy background will

distract the audience and he/she will not be able to focus on the subject and his environment. Props in a portrait are extremely important as they help in story telling and help in making the picture complete. Many photojournalists while taking shots for a portrait focus on the face and take close up shots. Photographers also often choose to take portraits against a white or a black background. For group portraits soft light is preferred. Portraits also become interesting when special attention is given to the dress, body language and expressions of the subject. The main challenge for the photojournalist is to make the subject feel comfortable and develop a rapport with him/her. The best method is to start a conversation and gradually the subject starts moving in a comfortable zone. This moment of confidence gives best shots to the photojournalist. In portrait the main light should fall on the side of the face of the subject. It is also good to know your subject before planning a portrait. This will help the cameraperson in capturing his personality and attitude in a much better way. A portrait can be a medium shot or a full shot.

Sports photography: Sports photography is about timing. It is about being in the right place at the right time. A photojournalist covering sports has to be an athlete first. He should have good knowledge of all sports and the various rules of all major sports. This knowledge will help him in predicting the game and by this he can plan his camera work in a better way. For example in a 20-20 IPL match the photojournalist should know that after 15 overs the batsman will really go after the ball and there will be more boundaries. So the photojournalist can focus more on the batsman and the movement of the cricket ball. Sports photography is difficult because the movement of a ball, person or a vehicle is to be recorded. This is done by ensuring proper shutter speed, aperture and the use of right lens. Telephoto lens (300mm-400mm) is used in case of cricket or soccer. The faster the lens the faster the shutter speed one can use. Higher shutter speeds are required to freeze the action with long lenses. The position and the angle is of important here as it varies from game to game. In boxing, the camera is to be at eye level whereas in basket ball high angle shot is preferred.

11.4.3 Features and Photo Story

A photo feature is about capturing everyday activity or shooting a slice of everyday life. Features are timeless and unlike news pictures do not get stale. For example pictures of former President APJ Abdul Kalam talking to school students is a timeless feature. Photo features evoke a reaction from the audience as they convey emotions to the viewers. Candid shots of celebrities, sports persons, politicians can qualify for features. A person with a creative bent of mind can plan and execute good features. He should have keen eye for details and should observe the surroundings to identify subjects for features. Every big hard story may have some side stories, these side stories may offer some good features. Animals, children, artists, actors, elderly people are great subjects for a feature.

A photo story is based on a theme. The individual pictures in the photo story are on one subject or on one issue. Different pictures support one central idea. There can be photo story on the life of former Prime Minister Atal Bihari Vajpayee. These pictures can be about his political career, family, education etc. The style of lighting is generally the same and background can be different in different pictures of a photo story. Photo story on political leaders and their achievements often come in news magazines.

11.5 POST PRODUCTION AND EDITING

Editing: Post production is done for effective communication. Editing is done by selecting, cropping, and enlarging certain photographs for a bigger impact. A photo editor may not be a photojournalist. The photo editor may crop the image, check the white balance, check noise, remove noise, and improve sharpness. Resizing and scaling of the images is also done in editing. It is always good to work with 'raw' images during editing. The image formed through the camera sensor is the 'raw' image. Adjustments like conversion into grayscale, and normal toning and minimal colour adjustments are acceptable as long as they restore the authentic nature of the photograph.

11.6 PHOTOJOURNALISM AND ETHICS

Photojournalism provides important information to its audience. This information has to be correct as it is important for decision making. A photojournalist has to show whether the message in the picture is for the larger interest of the society. The photojournalist should also respect the privacy of a person or a family which is involved in the story. Breach of privacy and selling of pictures of a private event is unethical. In a private party or a function it is always good to seek permission before taking pictures. Manipulation is to be avoided. Re-enacting of events or staging of events is seen as manipulation. Adding or deleting of images, substantial background or props is also counted as manipulation. One has to be careful when taking pictures of a major tragedy like earthquake or an explosion. Mutilated parts of human body are not to be shot and published. Human body and its parts should not be published unless there is requirement as in case of health story. If the publication is for public good then it may be photographed and published. The content of a photograph must not be altered in Photoshop or by any other means. The faces or identities of the subjects must not be altered by image editing tools like Photoshop. Lot of media organizations say that the removal of "red eye" from photographs is not acceptable. Photo editor should not manipulate images or add in any way that misleads the viewers.

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 the Unit.

1. What do you understand by photojournalism?

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2. Discuss the different types of shot used in photojournalism?

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3. If you are asked to cover a cricket match in your town, what preparations will you do to get perfect pictures?

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4. What are the primary ethical issues that a photojournalist should adhere to?

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11.7 LET US SUM UP

Photography is a creative process of recording pictures by means of capturing light through a camera on a light-sensitive medium, such as a sensor or film. Light patterns reflected from objects are recorded onto a sensitive medium or storage chip. In newspapers and magazines a photojournalist does with photos what a reporter does with words. A good sense of aesthetics and composition are useful tools for a photojournalist. Besides using the camera he should be computer savvy and be willing to experiment with new technology. Photographers must be well organized, practical, and friendly in nature. Finally they must have excellent communication skills and should work in an ethical framework.

11.8 KEYWORDS

Shutter speed refers to the time the sensor is exposed to the light and is measured in fraction of seconds.

F-stop is designated in fractions of focal length. Higher values of aperture represent smaller aperture opening which means higher values of aperture allows less amount of light to enter the camera.

Close-up (CU) shot shows a character's face and shoulders. It shows subtle facial expressions clearly. It is used to show the emotions of the suffering of a person say after a tragedy.

11.9 FURTHER READINGS

1. Blaney, A., & Shah, C. (2018). The Aesthetics of Contemporary Indian Photography in an "Incredible India". *Photography and Culture*, 11(1), 3-18.
2. Hoy, F. P. (1986). *Photojournalism: the visual approach*. Prentice Hall.
3. Kobre, K. (2008). *Photojournalism: the professionals' approach*. Rutledge.
4. Lester, P. M. (2015). *Photojournalism: An ethical approach*. Rutledge.
5. Pinney, C. (2008). *The coming of photography in India*. British Library.

11.10 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress 1

1. A good news photograph should answer maximum number of **Ws and H**
2. General news stories, spot news, sports news, and Portrait photojournalism
3. Digital Single Lens Reflex Camera
4. Introduction of 35 mm Leica Camera
5. T S Satyan
6. Shutter Speed, Aperture and Sensitivity

Check Your Progress 2

1. Photographs are representations of time and events, light and shadows, and contrasts of vibrant colors.
2. Composition can be defined as the arrangement of objects within an image's frame.
3. Rule of thirds
4. If the camera moves **closer** to the subject the distance **decreases** and the shot size becomes **bigger** and **vice versa**.
5. Position and Angle

Check Your Progress 3

1. Photojournalism is an effective way of telling stories and disseminating information to a diverse group of people. Photojournalism gives visual support to the news story.
2. Extreme Close-Up, Close-Up, Medium Shot, Wide Shot, and Extreme Wide Shot
3. Sports photography is difficult because the movement of a ball, person or a vehicle is to be recorded. This is done by ensuring proper shutter speed, aperture and the use of right lens. Telephoto lens (300mm-400mm) is used in case of cricket or soccer. The faster the lens the faster the shutter speed one can use. Higher shutter speeds are required to freeze the action with long lenses.
4. A photojournalist has to show whether the message in the picture is for the larger interest of the society. The photojournalist should also respect the privacy of a person or a family which is involved in the story.



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