
UNIT 13 PRODUCTION OF NEWS WEBSITE

Structure

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13.0 INTRODUCTION

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

In this Unit, we shall be learning about how to design a news website. ICT tools provide multiple options for any individual or a news organisation to design and develop a news website. We shall study three methods discussed in detail in this Unit - 1] using coding method, i.e. with the help of HTML coding. This is the

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

13.1 LEARNING OUTCOMES

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

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

13.2 BASICS OF NEWS WEBSITE MANAGEMENT

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

13.2.1 Website Operations

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

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

13.2.2 Characteristics of a News Website

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

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

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

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

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 this Unit.

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

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.....

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

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

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13.3 TYPES AND METHODS OF WEBSITE CREATION

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

13.3.1 Through HTML

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

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

Over time, developments in HTML were its standardisation and universal applications, but browsers were introduced later. There are significant differences between early HTML and those used currently-HTML

Table 1 gives a broad outline of the changes that took place in HTML. Through HTML, individual web pages are created. Once many web pages are ready, they are interlinked, resulting in a website. Usually, the landing page of a website is named index.html — once the user types a particular URL, the browser displays the 'Home' page.

Table 1

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

13.3.2 Through Content Management Systems

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

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

- content and the website design are separated, so it is easy to change site design easily;
- Many open-source CMSs are updated frequently as a community of developers supports these packages. They contribute substantially and regularly to the improvements of CMS by way of plug-ins and widgets;
- CMS is developed by a company or a group of developers, and the CMS always meets compliance with the latest technical standards of web and internet; and
- CMS provides a seamless workflow by assigning works to many persons that facilitate better coordination and collaboration among many different individuals.

13.3.3 Alternative Methods

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

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

Check Your Progress: 2

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

1. Name three methods of website production.

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

2. Trace the history of HTML coding briefly.

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

3. List differences between proprietary and open-source software.

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

13.4 CREATING NEWS WEBSITE – HTML METHOD

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

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

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

<head> - it contains metadata information about the webpage

<title> - title of the document is specified here

<body> - display content is nested within this tag

 - for headlines

<p> - for paragraphs

Let us start building a basic webpage for a story:

Creating a basic webpage:

Follow these instructions in Notepad.

- Open software applications => Notepad.
- In the new document, type the following HTML tags.
- After typing all HTML tags and the required content, this document needs to be saved as a webpage.
- In the Notepad, click Save As option under the File menu. A dialogue box will appear, in that type required onlinejour.html and filetype should be selected as All Files.
- The location of the above file should be in a new folder.
- Now open the folder, you can see onlinejour.html. Open this file in a browser, and you can see only the headline and a paragraph.

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

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

```
</head>
```

```
<body>
```

```
<h1>IGNOU organises workshop on Media and Information Literacy</h1>
```

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

```
</body>
```

```
</html>
```

Adding full story and colours:

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

- 1) Open onlinejour.html in Notepad and continue editing.
- 2) The remaining content of the story is added with the help of the <p> tag.
- 3) These are basic text formatting tags - Bold, <i>Italics</i>, <u>underline</u>

- 4) Colours to the text are added by inserting this attribute to the respective HTML tag style= "color:green;", in this file, this attribute has been added to the headline (within <h1>) and the resource persons (within).
- 5) After adding all tags for colours, open onlinejour.html file in a browser and check it.

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

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

```
</head> <body>
```

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

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

```
<p><b style="color:green">Prof. Nageshwar Rao, Vice Chancellor, IGNOU, </b>in his inaugural address stressed the role of different media especially social media in the present context as mobile has enabled media's reach to everyone with simple tap or a touch. He argued that despite information deluge consumer of information is smart enough to separate wheat from the chaff.</p>
```

```
<p><b style="color:green">Prof. Jagtar Singh, </b>Punjabi University, Patiala was the Guest of Honour who emphasized the role of MIL role in empowering the citizens to make informed decisions. MIL is essential to enables people to derive full benefits of the fundamental human rights and freedoms as well as enable sound social discourse.</p>
```

```
<p><b style="color:green">Director, SOJNMS Prof. Shambhu Nath Singh </b>in his welcome address said that the workshop is extremely useful as it would delve upon the various facets of media including content, dissemination and consumption.</p>
```

```
<p><b style="color:green">Dr. K. S. Arul Selvan of SOJNMS, Workshop Coordinator </b>in his introductory remarks defined Media and Information Literacy (MIL) as an ability to access, analyse, and create media to realise the rights to freedom of information and expression.</p>
```

```
<p><b style="color:green">Prof J. S. Yadav, </b>former Director, IIMC, stressed the need for a holistic approach for doing research in Sustainable Development Goals. </p>
```

</body>

</html>

Adding images:

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

The image should be in a compressed mode, which would enable faster downloading and taking less time to display on the user's screen.

The image file should be available in the same folder where the HTML file is stored.

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

Adding Links

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

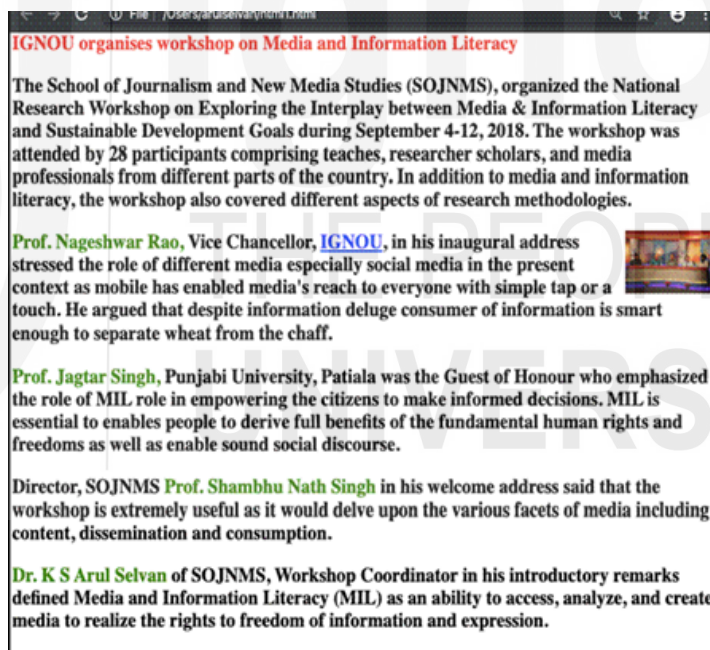
1. To create a link within your folder/website - `IGNOU`
2. To create a link with outside your website, use full URL including http:// - `IGNOU`
3. To create a link using a image - `IGNOU

Once the hyperlink is created with the text of the image, it turns into blue colour with an underline, and when the mouse pointer is moved over, it turns into a hand symbol.

Adding Table

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

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



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

```
<tr>
```

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

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

```
<td width="20%" align="center"><h4>It is a practice lab journal of MA JMC Learners of IGNOU</h4></td>
```

</tr>

</table>

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

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

```
<tr>
```

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


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

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

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

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

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

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

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

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

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

```
</head>
```

```
<body>
```

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

```

<tr>
<td width="20%" align="center"></td>
<td width="60%" align="center"><h1 style="color:blue">IGNOU Media Lab Journal</h1></td>
<td width="20%" align="center"><h3>It is a practice lab journal of MA JMC Learners of IGNOU</h3></td>
</tr>
</table>

```

```

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

```



```

<td width="20%" align="center"><a href="aboutus.html">About Us</a></td>
<td width="20%" align="center"><a href="editorial.html">Editorial Team</a></td>
<td width="20%" align="center"><a href="http://ignou.ac.in/ignou/aboutignou/school/sojnms/introduction">SOJNMS</a></td>
<td width="20%" align="center"><a href="contact.html">Contact Us</a></td>
</tr>

```

```
</table>
```

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

```
<tr>
```

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

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

```
<tr>
```

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

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

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

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

```
</table>
```

```
</td>
```

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

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

```
<p>The School of Journalism and New Media Studies (SOJNMS), organised the National Research Workshop on Exploring the Interplay between Media & Information Literacy and Sustainable Development Goals during September 4-12, 2018. The workshop was attended by 28 participants comprising teaches, researcher scholars, and media professionals from different parts of the country. In addition to media and information literacy, the workshop also covered different aspects of research methodologies.</p>
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<p>Director, SOJNMS <b style="color:green;">Prof. Shambhu Nath Singh </
```

b>in his welcome address said that the workshop is extremely useful as it would delve upon the various facets of media including content, dissemination and consumption.</p>

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<p><b style="color:green">Prof J. S. Yadav, former Director, IIMC, stressed the need for a holistic approach for doing research in Sustainable Development Goals. </p>

</td>

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

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

<tr>

<td align="center" bgcolor="green">Other Stories in this Section</td></tr>

<tr><td align="center">First News</td></tr>

<tr><td align="center">Second News</td></tr>

<tr><td align="center">Third News</td></tr>

<tr><td align="center">Fourth News</td></tr>

</table>

</td>

</tr>

</table>

</body>

</html>

Creating a Complete News Website

Now we have created a webpage for a single story. Similarly, individual pages will be produced using new and different stories. Based on several stories, that many numbers of webpages will be created.

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

HTML code for Home page:

Content Production:
Online Media

```
<!DOCTYPE html>

<html>

<head>

<title>News Website Production</title>

</head>

<body>

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

<tr>

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

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

<td width="20%" align="center"><h4>It is a practice lab journal of MA JMC Learners of IGNOU</h4></td>

</tr>

</table>

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

<tr>

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

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

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

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

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

</tr>

</table>

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


spacing: 5px;”>

<tr>

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

<table>

<tr>

<td bgcolor=’red’ align=’center’> Political News</td></tr><tr>

<td><h2>Story one</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...Read More</ a></td>

</tr>

<tr>

<td><h2>Story two</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...Read More</ a></td>

</tr>

<tr>

<td bgcolor=’red’ align=’center’> Health News</td></tr><tr>

<td><h2>Story one</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...Read More</ a></td>

</tr>

<tr>

<td><h2>Story two</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...Read More</ a></td>

</tr>

</table>

</td>

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

<table>

<tr>

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

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

```
</tr>
```

```
<tr>
```

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

```
</tr>
```

```
<tr>
```

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

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

```
</tr>
```

```
<tr>
```

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

```
</tr>
```

```
</table>
```

```
</td>
```

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

```
<table>
```

```
<tr>
```

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

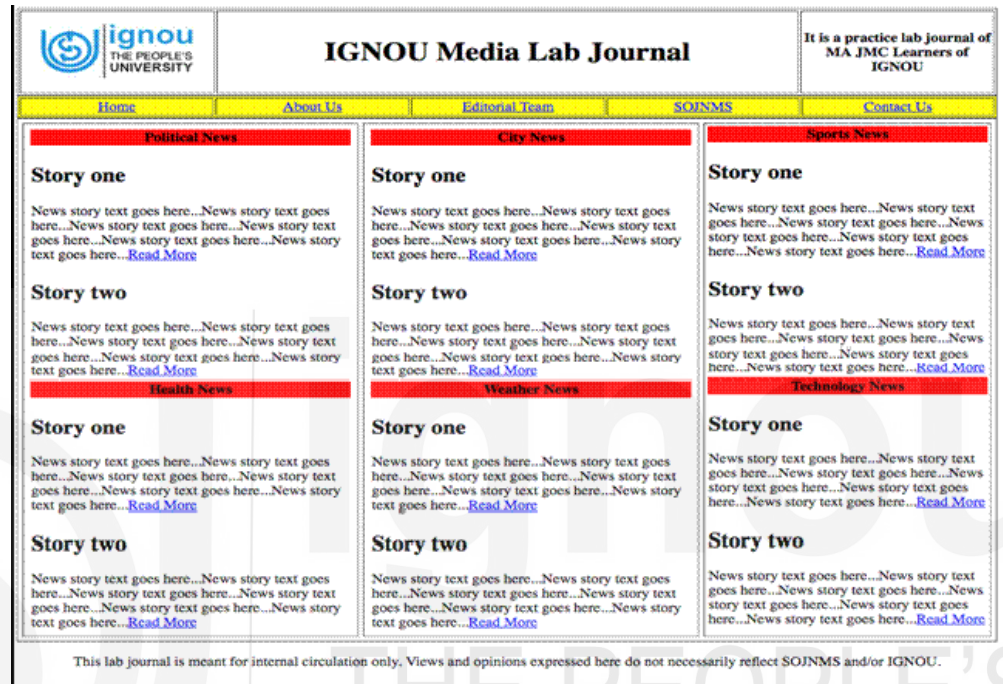
```
<td><h2>Story one</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...<a href="moresn1.html">Read More</ a></td>
```

```
</tr>
```

<tr>

<td><h2>Story two</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...Read More</ a></td>

</tr>



<tr>

<td bgcolor="red" align="center"> Technology News</td></tr><tr><td><h2>Story one</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...Read More</ a></td>

</tr>

<tr>

<td><h2>Story two</h2>News story text goes here...News story text goes here...News story text goes here...News story text goes here...News story text goes here...Read More</ a></td>

</tr>

</table>

</td>

</tr>

</table>

<p align="center">This lab journal is meant for internal circulation only. Views and opinions expressed here do not necessarily reflect SOJNMS and/or IGNOU.</p>

</body>

</html>

Check Your Progress: 3

Note: 1) Use the space provided below for your Answers.

2) Compare your answers with those given at the end of this Unit.

1. List seven primary HTML tags.

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

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

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13.5 CREATING NEWS WEBSITE - CMS METHOD

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

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

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

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

A popular news website in India - www.indianexpress.com, is using WordPress CMS for its website. This organisation is extensively customised WordPress CMS for their news operations. A screenshot (taken in 2019) of their site is given on the previous page.

Check Your Progress: 4

Note: 1) Use the space provided below for your Answers.

2) Compare your answers with those given at the end of this Unit.

1. Expand the abbreviation XAMPP.

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

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13.6 ALTERNATIVE METHODS OF NEWS WEBSITE CREATION

Content Production:
Online Media

13.6.1 Using Word Processing Applications

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

All major word processors (Commercial Software: Microsoft Word, Apple Pages. Open Source Software: OpenOffice and LibreOffice) support this HTML file format option.

13.6.2 Using Open Source Website Builder

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

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

13.6.3 Using Commercial Software

Like Bluefish open-source software, equally a good number of commercial HTML editors are available. One of the popular commercial software for HTML editors is Adobe Dreamweaver. Like Bluefish, it gives syntax checking, code completion and IDE. Besides these features, it has a unique live preview option that enables visualisation of the webpage and is more creative. There are three view pane options - Code view, Design view and Split Code view. Code view shows only HTML codes, and appropriate editing is carried out here with relevant HTML codes; in design view, it is like a word; all contents are included using menu-based tools. In split code view, the web page can

```

1  <!DOCTYPE html>
2  <html>
3  <head>
4    <title>News Website Production </title>
5  </head>
6  <body>
7    <table width="100%" border="1" style="border-collapse: separate; border-
8      spacing: 2px;">
9      <tr>
10         <td width="20%" align="center"></td>
12         <td width="60%" align="center"><h1
13           style="color: 'blue';>IGNOU Media Lab Journal</h1> </td>
14         <td width="20%" align="center"><h4>It is a practice lab
15           journal of MA JMC Learners of IGNOU</h4></td>
16       </tr>
17     </table>
18     <table width="100%" border="1" bgcolor="yellow" style="border-collapse:
19       separate; border-spacing: 2px;">
20       <tr>
21         <td width="20%" align="center"><a href="index.html">Home </a></td>
22         <td width="20%" align="center"><a href="aboutus.html">About Us </a></td>
23         <td width="20%" align="center"><a href="editorial.html">Editorial Team </
24         a></td>
25         <td width="20%" align="center"><a href="http://ignou.ac.in/ignou/
26         aboutignou/school/sojnms/introduction">SOJNMS </a></td>
27         <td width="20%" align="center"><a href="contact.html">Contact Us </a></td>
28       </tr>
29     </table>
30     <table width="100%" border="1" style="border-collapse: separate; border-
31       spacing: 5px;">
32       <tr>
33         <td width="35%" valign="top" style="padding: 5px">
34         <table>
35         <tr>
36         <td bgcolor="red" align="center"><b> Political News </b></td></tr><tr>
37         <td><h2>Story one </h2>News story text goes here...News story text goes
38

```

be designed using either HTML code or menu-based tools or both. Along with these features, Dreamweaver provides Mobile design and compatibility features. From Dreamweaver, using its FTP options, you can directly control your web server folder - including uploading and downloading website files.

Check Your Progress: 5

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

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

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

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13.7 LET US SUM UP

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

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

13.8 KEYWORDS

Content Management System: A content management system (CMS) is a server-side scripting mechanism. Two components (website content and website design) of a website are combined independently and displayed as a single component on the user's devices.

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

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

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

13.9 FURTHER READINGS

1. Getting started with HTML. (2019). Retrieved 13 October 2019, from, <http://bit.ly/ojunit15a1>

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

13.10 CHECK YOUR PROGRESS ANSWERS

Check Your Progress: 1

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

Check Your Progress: 2

1. Using HTML coding; b) using a content management system, and c) with the help of software
2. Hypertext Markup Language was introduced in 1991. It is meant to specify arrangements of media content to the browsers. Over some time, various versions were introduced to enhance the utilities of HTML. The current version of HTML is 5, which was introduced in 2014.
3. Primarily proprietary is a commercial one, and users need to pay to use this software. This software is controlled by multinational agencies which are meant for profit. Not every user can afford to buy and use the proprietary software. On the other hand, open-source software is free and

mostly developed by an individual or a group of individuals (communities). This software is frequently updated to fix the bug or enhance its utilities, and most importantly, open-source software is easily customisable.

Check Your Progress: 3

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

Check Your Progress: 4

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

Check Your Progress: 5

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



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