



SUBJECT: MEDIA WRITING-1	
COURSE CODE: MSM-504	AUTHOR: DR. PARDEEP KUMAR
LESSON NO.: 1	VETTER: PROF. MANOJ DAYAL
INTRODUCTION TO WRITING	

## STRUCTURE

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## 1.0 LEARNING OBJECTIVES

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After reading this lesson you will be able to:

- Identify the fundamentals of writing.
- Appreciate the qualities of a good writer.
- Understand how to develop lucidity and clarity in writing.
- Know how to become a creative writer.
- Understand the importance of directness in writing.
- Develop authorial voice.



- Clarify the importance of authenticity and credibility in writing.

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## 1.1 INTRODUCTION

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Writing is an art and craft and mastery in this art and craft can be achieved only by constant practice. Just as it is necessary to be a good listener in order to be a good speaker, in order to become a good writer it is necessary to have a hunger to read. Writing is a beautiful medium of expression of emotions. It can be made even more interesting and beautiful by using appropriate words. There are many forms of writing. When someone expresses his feelings through an article, one shares his experiences through poetry or stories or essays. All these forms of writing are unique in themselves and are able to leave an indelible impression on the reader's inner being. But for mastering the field of writing, it is very important to keep in mind the important points. In the chapter presented, we will throw light on all the points that are an important part of successful writing.

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## 1.2 FUNDAMENTALS OF WRITING

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There are some basic principles of writing. These principles are the basis of writing and according to them, the expected success in this field can be achieved by writing work. This is not possible overnight, but only through continuous practice can writing skills be mastered.

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### 1.2.1 ESSENTIALS OF GOOD WRITING

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**1. Use of simple language:** No matter what form of writing, simple language should be used in it. The easier it is to say, the more difficult it is to do. Serious messages can also be conveyed lightly using simple language. With the use of simple language, the compositions will reach more and more people and the purpose of writing will be fulfilled. This will not only reach the readers but also increase the chances of getting instant feedback.

**2. Use of easy words:** Many writers have a habit of intentionally using difficult vocabulary in their writing. They believe that the higher the difficult words, the higher the level of writing. But this is not the case. It is clear that for those who can understand difficult vocabulary, it is not at all difficult to understand easy vocabulary. On the other hand, for those who understand easy vocabulary, the challenge is to understand difficult words. Therefore successful writing is one in which the message is transmitted through easy words.



**3. Use of short sentences:** The use of short sentences increases the beauty of writing. Long sentences make writing boring and boring. 15-20 words are used correctly in a motto. Using long sentences distracts the reader's attention and reduces the ability to receive messages. Therefore, short and simple sentences should be used as much as possible.

**4. Use fewer words:** Use as few words as possible in writing. Try not to repeat the words in the writing. For this reason, the maximum number of words in professional writing is determined. In fact it is an art to say a big thing in a few words. This art can be mastered by constant practice.

**5. Avoid excessive use of adjectives:** Adjectives should be used sparingly in sentences. The redundancy of adverbs and adjectives sometimes makes the sentence redundant. The structure of sentences should be tried with nouns and verbs as well. The excessive use of adjectives makes the sentence weak. It is not that the adjective should not be used at all, rather it should be avoided.

**6. Reduce the use of specific terminology:** Each region has its own specific and technical terminology. The specialized terminology of these fields is used extensively in the writing of science, medicine and engineering fields. But this terminology can be understood only by people belonging to specific class. This terminology is beyond the comprehension of the common man. Therefore, the writer should generally avoid using specific terminology.

**7. Compatibility:** It is very important to have compatibility in writing. One sentence should be interconnected with another sentence and one paragraph should be interconnected with another paragraph. This brings fluency to the writing and increases its readability. Should not suddenly add a new subject mentioning a particular subject. This disrupts the continuity of writing and distracts the reader.

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## 1.2.2 CHARACTERISTICS OF GOOD WRITING

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There is an illusion about writing that this skill can be developed only after years of long experience. Yes, it is definitely a skill in writing skills along with experience but with less experience you can write well provided you learn and grasp certain tips. It is important to include the following points in a good writing:



1. Good writing is one in which the writer is able to say clearly what he is trying to say. It is not that even after reading, the question arises in the mind of the reader that what the author was trying to say?
2. Good writing work is neither too long nor too short. The writing should be such that the readers get the answers to all the questions and also do not feel boredom.
3. The point you are discussing in your writing. To keep that point firmly in place, keep as many facts, arguments, examples and figures in its favor.
4. It is not right to show haste to do good writing work. Before writing on any topic, please review the available literature about the related subject. Read more books, articles, foreword, feature related to the subject and refer to it in writing.
5. Important points should be shown prominently in the article. Its purpose is to make the reader aware of the important points of the subject. Increase the font size of the dots or change the font style slightly. Even if the reader has less time, he can easily look at the important points.
6. Good sentence structure and error-free grammar are the hallmarks of any good article. This enhances the image of the writer in the mind of the reader and also increases the credibility. Good content also seems meaningless in case of excessive grammatical mistakes.
7. Successful writing is that which is done from the heart. Writing should not be done only to earn money or to fulfil any other vested interest. If you write the matter of the heart with true feeling then it also touches the mind of the reader.

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### 1.2.3 IMPORTANCE OF 7 C'S IN DEVELOPING WRITING SKILLS

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**1. Credibility :** Regardless of which form you communicate, it is very important to have credibility in it. Credibility is the quality that strengthens the relationship between speaker and listener or writer and reader. Expected results in communication can be achieved only by reliability. The communicator who loses his credibility does not believe his words and his communication is also not effective. As far as writing is concerned, credibility can be established only through factual and unbiased writing. When the writer puts forward his point of view with an unbiased outlook, not only do people believe in him, but this communication also brings positive results.



**2. Completeness :** Communication should be complete in itself. Incomplete communication brings incomplete results and also raises many questions. Completion of communication is very important for the recipient to believe. If you are writing an article on a subject, then it should be such that after reading this there will be no doubt in the mind of the reader and he or she can get answers to all the questions. The author should make a list of possible questions that arise in the mind of the reader before starting the writing work. Now, in order to answer all these questions in an article, a writer should complete the writing work. It is therefore necessary that the writer is well acquainted with the needs, interests and level of knowledge for the class for which he is writing.

**3. Conciseness :** Briefness is an essential quality of effective communication. The importance of brevity in communication increases even more, especially in today's full-blown lifestyle. But it is also important to keep in mind that communication should be brief as well as complete. For brevity, there should be no tampering with the message's original spirit. Whether it is written communication or oral communication, the quality of brevity makes both effective. Briefness in communication saves not only time but also money. The author should briefly present the important points in his article. Instead of heavy words, short and common words should be used. Due to brevity, not only does writing become interesting, but the reader can read the entire material easily. This makes the message easily accessible to the recipient and the author succeeds in his or her purpose.

**4. Clarity:** It is very important to have clarity in communication. A good article is one which should clear all doubts of the reader. A writer should seriously study all aspects related to that subject before writing on a subject. If there is clarity of the subject in the writer's mind, then that clarity will also be reflected in his article. For clarity in writing, it is very important to have accuracy. In the absence of clarity, the original message of the article never reaches the reader and gets confused. The writer should transmit his message through suitable examples, directly and simply. Therefore, literal and ideological clarity become very important in a good article.

**5. Correctness :** The ideas, figures and facts that you use in writing should stand the test of truth. Integrity brings credibility and communication becomes effective. It is the responsibility of the author to thoroughly investigate the facts used in his article. The article should include only the data from authentic sources. Only after verifying the data from trusted sources, include them in the article. If wrong figures are presented in the article, it not



only raises questions about the credibility of the author but also the real purpose of writing is not fulfilled. After reading the article, a perception and image is formed in the mind of the readers. If the figures in writing are not correct, then this will lead to wrong assumptions, which can prove fatal to society.

**6. Courtesy:** The beauty of communication increases with chivalry. It is very important to have a sense of decency towards the people with whom we want to establish communication. It is very important to understand the feelings, needs, psychology and social and cultural environment of the class for which we are writing. Research work is also expected from a good writer to fulfill this objective. If the writer does the writing work in view of all these standards then he will definitely get acceptance. The writer should never use such terminology that hurts the sentiments of the reader. The writing should be such that communicates positiveness in the society and is full of etiquette.

**7. Concreteness:** It is very important to have bulk in a good article. In writing, definite words related to a particular subject should be used. This brings concordance as well as conciseness to the article. In a good article, it is also important to include the facts along with the thoughts. This increases the trust of the writer and gives the reader to read good material as well. In the absence of physicality, the article looks very vague from the literal and ideological side and its credibility is questioned. Constant rigorous practice is required to bring about fluidity in writing. It is very important for the writer to be proficient not only at the level of language but also at the level of understanding of the subject. Broadly, the relationship between the writer and the reader is sweet and its credibility also increases.

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## 1.2.4 QUALITIES OF A GOOD WRITER

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Writing is an art and with continuous hard work it is possible to develop this art. A good writer is one who specializes in finding the pulse of his readers. To be a good writer one must have the following qualities:

**1. Creativity** - To be a successful writer, it is very important to have the quality of creativity. Creativity is very important especially for offbeat writing. Creativity is not related to magical powers, but with constant hard work this quality can be developed. Creativity actually means presenting existing things in a new way. For this quality, it is very important for the writer to have better imaginations and the art of presentation. The quality of creativity is not born, but any writer can develop this skill with strong will. To be creative it is important to keep a



close watch on the events around you. Also continue to compile such material which may be referred in your writing work in future.

**2. Observation:** A good writer is also a keen observer. Good writers show interest in people's daily activities and keep a close watch on their functioning. Study every event of common life closely. He has a special interest in knowing in depth about the customs, festivals and other social events. Good writers always see and feel people's communication skills, behavioral skills and ways of living very closely. To develop writing skills it is equally important to monitor not only human life but also natural phenomena. Many such poems, stories and novels have been written in Hindi and English literature, where the beauty of nature is beautifully depicted. Therefore, to be a good writer, the quality of sharp observation is very important.

**3. Continuous practice:** To become a good writer, continuous practice is very important. Whatever writing work we start must be completed. This not only increases the confidence of the writer but also motivates him to do good writing in future. Always start writing with subjects in which you have a special interest. This will gradually develop your writing skills and technical nuances will also be known. Send your creations for publication in newspapers and magazines. This also improves the writing and boosts confidence by publishing the works.

**4. Strong Vocabulary:** It is very important for an author to have adequate vocabulary. Repeated use of the same word in writing makes it monotonous. Therefore, a writer should avoid using the same word again and again. The use of new and attractive words not only enhances the beauty of the article, but readers also read it with interest. Therefore, a writer should be constantly collecting good words. A diary should always be in the writer's pocket. Wherever a new word is found, note it in your diary and use it in future writing work.

**5. Know your readers:** Before you start writing, be sure to know the class of readers for which you are writing. It is very important to know the mental, social, cultural background of the people for whom you are writing. Therefore, to be a successful writer, you must research your readers' likes, dislikes, interests, attitudes.

**6. Passion for reading:** Just as it is necessary to become a good listener in order to be a good speaker, similarly to become a good writer, the passion of studies is very important. The more you read, the more you will be able to understand the nuances of writing. Continuous study



provides information on different styles of writing, format and presentation. Every writer has his own unique style and this is his identity. Continuous study makes us familiar with writers of different genres. This is an important step towards developing writing skills.

**7. Open to changes-** Time is variable and the writing style is bound to change over time. Therefore, a writer should always be ready to change his writing style in the changing environment. The author must consult his readers from time to time. If readers demand a change in writing style then it should be taken seriously. Due to this quality, some writers remain the first choice of people in all times.

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## 1.2.5 CREATIVE WRITING

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Creativity is the amazing art of presenting your ideas in an attractive and new way. The writer ponders critically and creates something different and original on a subject. All types of writing have a specific purpose that is targeted at an audience. The work of creative writing is done systematically. Creative writing is organized coherently with a clear beginning, middle, and end.

To start creative writing, it is very important to have an understanding of the following points:

1. The process of creative writing is born when the writer wants to embody his heart's emotion, image, special experience and memorable moments through writing.
2. Through creative writing, a writer shares his imagination, discovery or exploration through hidden creativity in his inner being. The author gets creative satisfaction through this writing.
3. The author expresses his feelings through various forms of creative writing such as poetry, songs, story, short stories, essays, sketches, plays, memoirs, novels and historical fiction.
4. At the beginning of creative writing, it is difficult to decide which form of writing work you have done which is the target audience. If the nature and meaning of writing is of global influence, then its acceptance will also be of global level and people of all classes will like it. This is the reason that many creations are liked all over the world, people of all castes, religions, regions and age groups like it.
5. Every writer has his own style of writing. This writing style reflects the writer's viewpoint. If people like this approach then they are also affected by it.





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## DIFFERENT STAGES OF CREATIVE WRITING

1. Take a long breath in the open air and think deeply about the subject on which you are writing.
2. Consider how many different ways you can transmit your message through writing.
3. In this contemplation process the writer will get the basis on which he will start his writing work.
4. Reflect on the idea that came to your mind before starting the writing work. Also, have a look on whether the current topic is similar to any subject that you have done writing so far.
5. Also select the characters or characters through which you want to tell your story. Deciding the role of these characters is also an important aspect of writing. Also, think about the problem that you are trying to solve through your writing.
6. After finalizing all the preparations, prepare the first draft of your writing.
7. Do a little more work on the first format of writing and try to improve it.
8. Evaluate whether your story is moving in the right direction with full speed.
9. Finalize your writing assignment, evaluating all the elements of writing
10. After the writing process is complete, read it from the eyes of a reader and also give feedback.
11. Perform the rewrite based on the suggestions found in the feedback. In this way the process of creative writing is completed.

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### 1.2.6 LUCIDITY AND CLARITY

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Readability, clarity and intelligibility are important elements of creative writing. No matter what kind of writing work is there, but it is important that the reader understands what you are trying to say. In the absence of message clarity, the real purpose of writing is not fulfilled. Therefore, a good writer should communicate the message to his readers in a simple and effective manner.



Lucidity means in writing, when a writer is not trying to stuff things which are usually not present in the writing. Explicit or comprehensible is always beautiful and pleasing. If we talk about the various gifts of nature such as mountains, rivers, streams, forests, then they are a true example of intelligibility and perhaps only then we find them incredibly beautiful. Because there is no adulteration in them. Therefore, when a new idea, word, idiom or phrase or phrase comes naturally in the mind of the writer, then there is a high level of writing work. This writing touches the heart of the readers. Therefore, those who aspire to be good writers should pay full attention to this amazing ability of writing. Every writer wants to write with a lot of clarity, but very few authors know what important points need to be kept in mind to bring clarity in writing.

To bring lucidity or clarity in writing, it is very important to pay attention to the following points:-

1. The writer should be completely clear about what he wants to say. The subject on which you are trying to write, first make it clear in your mind. Therefore, it is also important that you are deeply interested in the subject on which you are writing. Writing can be made creative only with a keen interest in the subject. Clarity is directly related to readers' feedback. If after reading the article, all aspects of the related topic become clear in the mind of the reader, then your writing is successful.
2. Even if you want to write on a particular aspect of a subject, it is very important for you to fully understand that subject. For example, if you also want to write about one of the features of the Indian Constitution, then you will have to study other aspects of it.
3. For clarity in writing, it is necessary that we must study the subject on which we are trying to write. If you do not do this, then you will remain confused and confuse the reader.
4. For clarity or comprehension, it is necessary to hold on to the language of the writer. If you have a grasp on the language, even the most serious subject can be presented in a simple way. It is very important to have effective language style and syntax to reach the reader to complex subjects like medicine, science and engineering.
5. Do not try to write in detail about the subject that you do not know. Get a grip on the subject first and start writing work. The more you are familiar with the topic, the more effective writing work will be.



6. It is also necessary to give a tangible definition of that subject along with detailed writing on any subject. The deeper the understanding of the topic, the more sophisticated and specific the definition will be. Unless the reader feels that the subject he already knows, you have presented it in a creative and unique way, then he will not be interested in your writing.

7. It is also very important that before starting the writing work, it is necessary for the writer to go through the process of thinking and contemplation. Every writer should set aside time in his routine when he thinks only of writing by making distance from mobile, computer, television, printed material and people. In this process, not only the original ideas are created in the mind of the writer, but in many cases, the format and approach of writing is also decided. During this time, the author often sits in a dark closed room, and sometimes he goes for a walk on the seashore. Many times, one keeps looking at the unique gifts of nature. In this process, the writer does yoga many times, sometimes he meditates. During this process of practice it seems as if the writer is wandering in dreams. In fact, this process is the basis of fundamental thinking.

8. Idea is very important in writing. In fact, we all become of the same kind of lifestyle at times. The same kind of interest, eating and drinking, meeting the same people, reading the same literature, listening to music and watching cinema. This brings uniformity in thoughts as well and newness disappears. It also has an impact on writing and it starts to look dull to the reader. Therefore, a good writer should change his lifestyle for some time to do original and offbeat writing work. Do this at least once a week. Watch TV shows you don't watch often. Read literature you haven't read before. Talk to a friend on the phone that has spent a long time talking. If you do all this, then you will definitely create new ideas in your mind which you can use in your writing work.

9. After getting the idea of the topic and its presentation for writing, it also becomes necessary to do some research work. It is necessary to read the literature already available in the subject on which you are writing. Perhaps by doing this, you can avoid making the mistakes that a writer has made earlier.

Eminent writer **George Orwell** has highlighted some important points to bring clarity in writing. A dutiful writer must ask himself the following questions after writing each sentence or line:

1. What am I saying?



2. Through which word can I express what I am saying?
3. Through which idiom or image can the message be transmitted more clearly?
4. Is the idiom or image you are using new?
5. Could I have written it more succinctly?
6. Have I said anything that is too ugly or clumsy?

Apart from the above points, the following suggestions will also help in bringing clarity in writing and make it much better. While writing, successful writing can be done keeping these points in mind.

1. Never use any metaphor, simile or any particular figure about which you are not sure.
2. Where the purpose is accomplished by using a small word, do not use the big word at all.
3. If the removal of a word does not have any special effect on the original spirit or meaning of the article, then that word should be removed.
4. Never use the passive where you can use the active.
5. Do not use any foreign phrase, scientific or specific vocabulary if you are able to use the words used in common colloquial.
6. Put one word after another. Find the right word, put it down.
7. Complete the writing work that you have started.
8. Read your written article once and ask your friends to read it too. Improve the article immediately if necessary by following the suggestions.
9. Try to complete an important point in a sentence.
10. After writing about the main point in the primary sentence, strengthen it by reasoning in support of this point in the subsequent sentences. This will also bring clarity to your message.
11. Keep sentences short, use appropriate examples if needed. It would be nice if this example is taken from the target area of interest.



We can make every word, sentence and paragraph readable and interesting by taking care of the above mentioned things and ideas in writing work. A writer must include all these characteristics in his writing work.

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### 1.2.7 AUTHENTICITY AND CREDIBILITY

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Although there may be differences regarding this, the reality is that the quality of writing is not innate and writing skills can be developed through continuous practice. Everyone can master the writing skills by following the basic fundamentals of writing such as clarity, conciseness, coherence, planning, preparation and revision. Apart from this, the nuances of writing can also be understood through examples of good and bad writing.

After highlighting various styles of writing, we will again discuss authenticity and reliability. As far as authenticity and reliability are concerned, both these qualities are of special importance not only in the field of writing but also in all areas of life. It is respected when writing includes the qualities of authenticity and credibility. In the absence of authenticity and credibility, writing work is not recognized in social life. In the absence of both these qualities, the writing remains only a piece of paper, which has no meaning. In the absence of authenticity and credibility, the writer is not able to impress his readers.

It is now necessary to understand what authenticity and reliability are and how these qualities can be incorporated in writing. In fact, authenticity and reliability remain completely independent. The writing which is authentic will be reliable and the writing which has credibility will also be authentic. Authentic writing means writing that does not require a witness to prove the ideas and objects, but this writing itself is proof of its authenticity. The basis of authenticity is truth, when a writer does the writing work, he does it with full confidence and in his knowledge it is absolutely correct. There are many times that the information given by the author proves to be wrong but it does not affect its authenticity as it reaches a conclusion based on the available resources. As soon as new results come up in the scientific field research work, the old ones become obsolete but the authenticity of both remains.

In autobiography we find both authenticity and credibility together. The autobiography places together the good and bad experiences and events of his life. Now the authenticity and reliability of that writing depends on the personality and character of that person. For example, Father of the Nation Mahatma Gandhi wrote all about his life in my



book *Experiment with Truth* and this book proved to be a true account of his life and work. This book is considered completely authentic and reliable.

Authentic writing not only increases the respect of the writer in the society but also inspires the writing of others. Two important aspects of authentic writing are compilation of data and their logical presentation. For example, in today's era, the trend of fake news is increasing. The haste in compilation of data, tampering of facts and biased submission have raised questions on the credibility of the news. At the same time, those journalists are making their mark, whose authenticity and credibility are reflected in the news. These journalists not only correct the compilation of facts but also present them while remaining impartial.

Now let's talk about reliability in writing. In a rapidly changing world, the thing that is lacking the most is reliability. Trust is actually produced by trust. There are many styles of writing such as story writing, poetry, novels, essays etc. In fiction, story and novel writing, often writers weave a web of fantasy around an idea. Credibility begins to decrease when imagination is incorporated. But contemporary poems, historical books and essays are completely reliable. In fact, credibility is considered to be the essence and soul of writing. A reliable article is one that is based on research, which has been evaluated and in which every fact has been presented after examination of the subtlest element.

Based on the above arguments, we can say that authenticity and reliability are essential features of writing. In the absence of both these qualities, writing is fruitless and ineffective.

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## 1.2.8 DIRECTNESS IN WRITING

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The art of writing differs slightly from the art of speaking and has its own limitations. For ordinary writing, it is necessary to have extraordinary talent. While speaking you can use various metaphors to keep your point firmly in place. Also through its repetition you can catch the attention of the audience. Long phrases can be used while speaking and then the speaker also has ample time to get an instant feedback and explain its meaning in easy language. But in writing you do not have the facility of eye contact and in case the reader does not understand the meaning, it can be followed immediately. Therefore, there is a challenge in the mode of writing that a writer has to express his words in a very clear and direct sense.



The list of suggestions given below is not complete in itself, nor do these suggestions apply in every situation, yet keeping in mind the following points, you can develop the virtue of directness in writing:

1. Make an outline of your ideas before writing. Decide how to express these ideas and who is the likely target class? While doing the writing work, keep this outline in mind and do the writing work accordingly. Think about the subject on which you are writing very clearly and then present it to the reader in clear and straight words. If the subject becomes clear in your mind, then surely you will be able to clear it in the mind of the reader as well. After a thorough thinking on the outline of the article, analyze it again and finalize it based on the result.
2. In the beginning, briefly tell the reader what topic you are going to talk about in the article. After that, write about the subject in detail and throw light on all the important points. Review all the important points again at the end of the article. This will make it easier to convey the message to the reader.
3. Keep in mind that during writing, talk about all the points by keeping the main subject in the center. The more the reader goes away from the main topic, the more difficulties will be encountered in remembering the important points. This will not serve the purpose of writing.
4. One should try to make the article interesting. Including interesting information related to the main topic increases the interest of the reader and makes him excited to read the article.
5. To make the article interesting, it is necessary to have the property of brevity, but where necessary, explain the subject in detail. Do not assume that the reader already has complete knowledge about the subject and does not need to explain it in detail. If you are writing for the general public, then walk by imagining the normal level of intelligence.
6. Avoid using technical and specific terminology. Because it can only be useful to those who understand it while it confuses the rest.
7. In the article only words used among the common people should be used. Use of complex words should be avoided to impress the readers.
8. Use active voice instead of the passive voice. This makes the sentence simple and direct.

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## 1.2.9 AUTHORIAL VOICE

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In any type of writing work, the author's own voice, his way of presentation, his special style of moving the story or story gives him special recognition. This style becomes the identity of that writer and also makes him wonderful. Not only writing but in every field there are people who have their own way of working and this special way gives them a special identity apart from the crowd. No other element in writing is as important as developing your own official style. This writing style becomes your identity and you are counted in a different category of writer.

### **Different aspects of authorial voice**

1. The specialty of someone's official voice is exactly what makes them so. If a writer does not have something that many other people also use, then you cannot have your own style. Of course we copy any other writer that we like, but there is nothing wrong with that. But in this whole process, the writer's ultimate goal is to achieve a distinction that other writers do not have. Although to some extent this seems unlikely but there is a purpose for strategies that are used very rarely.
2. As far as specificity in writing is concerned, it can be included under the multi-level scheme. It occurs at the word level, sentence structure level and narrative level.
3. Any word you are using in writing should be unique in itself. But a writer must have strong arguments to use the term.
4. However, developing the authorial voice often becomes a matter of breaking the rules. But to develop a new style of our own it has to be done many times. However, if we talk about breaking the rules, then first we should also know what the rules are? This can be possible only with knowledge and experience and both these qualities develop only by reading and writing. The more you read, the better you will be able to write and the more you write, the more you will get introduced to writing styles. In addition, another way to develop your official voice is confidence. Not only believe in yourself but also believe in what you are saying. Also another important aspect is that you should write not for anyone else but for yourself.
5. While writing to develop this amazing quality, also forget for once who is your target group, who is your publisher and what is the market pressure. Only this way you will be able to develop a style of your own. If this style was truly amazing, then every class would like it





and the writer would also get a new identity. But for this it is very important to develop the quality of writing without any external pressure.

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### 1.3 CHECK YOUR PROGRESS

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**Note:** 1) Use the space below for your answers.

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

**FILL IN THE BLANKS-**

1. The use of ..... increases the beauty of writing.
2. Good sentence structure and error-free grammar are the .....of any good article.
3. Credibility is the quality that .....the relationship between speaker and listener or writer and reader.
4. A good writer is also a keen.....
5. Two important aspects of authentic writing are.....and their logical presentation.

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### 1.4 SUMMARY

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After discussing it in detail in the presented chapter, it can be said that writing is a skill that can be developed with continuous practice. Communication can be made effective by incorporating the qualities of conciseness, completeness, veracity and reliability. Passion of studies is very important to make an identity in the field of writing. Also, writing can be made interesting by the ability of creativity, strong vocabulary and sharp observation. To make a place in the heart of readers, it is also important that your writing be authentic and reliable. In the absence of authenticity and credibility, the writer is not able to impress the reader. The writer should always keep in mind who his reader is. If writing is done keeping in mind the various techniques of writing, then the writer can not only succeed in doing amazing writing work but also gets a new identity.

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### 1.5 KEYWORDS

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**Credibility :** Credibility is the quality that strengthens the relationship between speaker and listener or writer and reader.



**Authorial Voice :** In any type of writing work, the author's own voice, his way of presentation, his special style of moving the story or story gives him special recognition.

**Directness :** The art of writing differs slightly from the art of speaking and has its own limitations.

**Authenticity :** The quality of being authentic.

**Creative Writing :** Creativity is the amazing art of presenting your ideas in an attractive and new way.

**Lucidity :** The quality of being easily understood, completely intelligible, or comprehensible.

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## 1.6 SELF-ASSESSMENT TEST

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1. What are the steps that the writer should keep in mind while writing ?
2. What types of skills need to be enhanced by the writers ?
3. What do you mean by directness in writing ?
4. Why Authenticity and Credibility are given so much importance in writing ?

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## 1.7 ANSWERS TO CHECK YOUR PROGRESS

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1. Short sentences.
2. Hallmarks.
3. Strengthens.
4. Observer.
5. Compilation of data

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## 1.8 REFERENCE/SUGGESTED READINGS

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1. <https://www.inc.com/kaleigh-moore/the-6-most-important-qualities-of-an-effective-writer.html>
2. <http://assets.vmou.ac.in/CCE02.pdf>
3. <https://writerswrite.co.za/ten-principles-of-effective-writing/>
4. <http://egyankosh.ac.in/bitstream/123456789/21942/1/Unit-2.pdf>



5. <https://writingcooperative.com/six-qualities-you-need-to-be-a-successful-author-79bd32ac01ae>
6. <https://www.google.com/search?q=%22What%3F+I+don%27t+believe+you!+You%27re+not+real!&oq=%22What%3F+I+don%27t+believe+you!+You%27re+not+real!&aqs=chrome..69i57.2774j0j7&sourceid=chrome&ie=UTF-8>
7. <https://collegedunia.com/courses/bachelor-of-arts-ba-hons-journalism-and-mass-communication>



<b>SUBJECT: MEDIA WRITING-1</b>	
<b>COURSE CODE: MSM-504</b>	<b>AUTHOR: SH MAHESH KUMAR</b>
<b>LESSON NO.: 2</b>	<b>VETTER: PROF. N. K. SINGH</b>
<b>REPORTING AN INTRODUCTION</b>	
<b>CONVERTED INTO SLM: DR. SUNAINA</b>	

## STRUCTURE

### 2.0 Learning Objectives

#### 2.1 Introduction

#### 2.2 Reporting: An Overview

##### 2.2.1 Reporting Process

##### 2.2.2 News Values

##### 2.2.3 Reporting Practices

##### 2.2.4 Points To Remember

#### 2.3 Check Your Progress

#### 2.4 Summary

#### 2.5 Keywords

#### 2.6 Self-Assessment Test

#### 2.7 Answers to Check Your Progress

#### 2.8 Reference/Suggested Readings

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## 2.0 LEARNING OBJECTIVES

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After reading this lesson you will be able to-

- Get an overview of Reporting.
- Know about Reporting Practices.
- Know about the Reporting Process.
- Learn about the News Values.
- Know about Points to Remember.



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## 2.1 INTRODUCTION

---

Newspaper reporters gather and analyse facts about current events through interviews, investigations, or observations and write news stories describing the events, background, meaning, and effects. They are given assignments such as disasters, crime, and human interest. They take notes (or sometimes use a tape recorder) while covering a story. They check reference materials such as books, news files, and public records including criminal and civil court files for additional relevant facts. Basic tasks of reporters involve viewing events objectively, reporting them accurately, and explaining their significance.

Depending on the nature of job, reporting could be classified into three groups: Event reporting, Interpretative reporting, and Investigative reporting. On the basis of subjects covered reporting can be classified as follows: Political reporting, Economic reporting, Social reporting, Parliamentary reporting, Business reporting, Development reporting, Crime reporting, Legal reporting, and Science and Technology reporting. In this lesson, we shall discuss the broader aspects of reporting.

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## 2.2 REPORTING: AN OVERVIEW

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Reporting involves researching and presenting information newspapers and other mass media. Reporters gather their information in a variety of ways, including tips, press releases, and witnessing an event. They perform research through interviews, public records, and other sources.

Most reporters are assigned an area to focus on, called a beat or patch. They are encouraged to cultivate sources so they will not miss news.

Reporters usually have a college degree. The degree is sometimes in journalism, but that is not required. When hiring reporters, editors give much weight to the reporter's previous work (such as newspaper clippings), even when written for a student newspaper or as part of an internship.

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### 2.2.1 REPORTING PROCESS

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While writing a news story, remember one thing - news revolves around life. Any local, state, or national event that has a direct impact on the community will make for good news. As



reporters, it is our job to seek relevant information. Also reporters look for the odd, the interesting and the unusual. This way they capture the news in its essence.

Try not to let your personal feelings be reflected in the news story. As the reporter, you distill the facts--and only the facts. At times, it may be necessary to include the opinions of other people and officials, but reporting anything other than the information you're given can get you in trouble.

Once you have established an angle to the event or subject you are covering, you are ready to write your lead. The lead sentence should be short, concise, yet interesting enough to catch the reader's attention. Starting a lead with a question, a startling fact, or a famous quote are all good examples of lead sentences. Leads can be colourful, disturbing, or thought provoking. Keeping it short with just enough information to interest the reader is your goal. Once you have achieved this, cover the 5 W's (who, what where, when and why) within the first few paragraphs. Write with the average person in mind. Speak in language that's neutral.

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### 2.2.2 NEWS VALUES

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News values determine how much prominence a news story is given by a newspaper. In practice editors on the basis of their experience and intuition make such decisions informally. These include frequency, negativity, unexpectedness, unambiguity, personalization, meaningfulness, references to elite persons, continuity. Analysis shows that several factors are consistently adopted in many news organizations.

In 1965, Galtung and Ruge enumerated these factors. The following list is based on their analysis, which remains popular today.

1. **Frequency:** Events which occur suddenly and fit well with the news organization's schedule are more likely to be reported than those which occur gradually or at inconvenient times of day or night. Long-term trends are not likely to receive much coverage.
2. **Negativity:** Bad news is more exciting than good news. Bad news receives more attention because it shocks us and creates discussion.
3. **Unexpectedness:** If an event is out of the ordinary it will have a greater effect than something, which is an everyday or routine occurrence. As Charles A. Dana famously put it: "if a dog bites a man, that's not news. But if a man bites a dog, that's news!"



4. **Unambiguity:** Events whose implications are clear make for better copy than those which are open to more than one interpretation, or where any understanding of the implications depends on first understanding the complex background in which the events take place.
5. **Personalization:** Events, which can be portrayed, as the actions of individuals will be more attractive than one in which there is no such "human interest."
6. **Meaningfulness:** This relates to the sense of identification the audience has with the topic. "Cultural proximity" is a factor here -- stories concerned with people, who speak the same language, look the same, and share the preoccupations as the audience receives more coverage than those concerned with people who speak different languages, look different and have different preoccupations.
7. **Reference to Elite Persons:** Stories concerned with the rich, powerful, famous and infamous get more coverage.
8. **Continuity:** A story, which is already in the news, gathers a kind of inertia. This is partly because the media organizations are already in place to report the story, and partly because previous reportage may have made the story more accessible to the public (making it less ambiguous).

The other major news values are proximity, relevance, immediacy, and drama.

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### 2.2.3 REPORTING PRACTICES

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The three traditional methods for gathering information for a news story are through interviews, observation and document searches.

Interviewing means finding out what is happening? Find people who know and talk to them. The best sources are folks who were or are directly involved in the incident or subject that you're covering. If you are unsure of your ability to take accurate notes, record the interview. Start by getting the source's name, and its spelling, as well as his or her official title, if it is relevant to the story. Ask questions that cannot be answered with a 'yes' or a 'no.' Instead, ask people to describe the incident or situation. Listen as they respond and imagine what additional information a reader would want. Then ask follow-up questions to get that information.



Don't get intimidated and feel afraid that you are asking "dumb" questions. If your source says something you do not understand, ask them to explain it in simpler terms. If something a source says does not make sense to you, say why and ask for an explanation. If you don't understand something, your readers likely will not as well. Always be polite and respectful when interviewing someone, but respect your readers as well. Don't allow a source to intimidate you into not asking tough, appropriate questions.

Observation involves getting relevant information first hand. Your five senses can provide the details. What do you see? Hear? Smell? Feel? Drop those details into your story to provide your reader a better perspective about what you are reporting.

Looking through documents is another way of finding relevant information. Reporters can find thousands of stories in public documents. Government databases on crime, school test scores, population statistics, accident reports, environmental safety and more can keep a motivated writer busy for years. Documents also provide a great way to fact-check statements made by an interview subject.

Journalists often use computer-assisted reporting to find trends in large datasets, including budgets and crime reports.

No matter which method you use - and you should try to use them all on each story - you want to find information that illustrates and explains the issue or incident you are reporting. The trick is to use as many methods of collecting information. First observe. The next step is to interview. Then, if necessary, go back and do more interviews. Look for documents to find more information.

Check, check and double-check all your facts. Try not to make mistakes when transcribing an interview, copying data from official records or describing something you've seen. Everyone makes a mistake at some point, but that does not excuse carelessness.

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## 2.2.4 POINTS TO REMEMBER

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Here are few points that reporters should remember while working:

1. **It's About People:** News stories are all about how people are affected. In your sports story, you might spend some time focusing on one or more individuals, or on how the team morale is doing, or how the supporters are feeling.





2. **Have An Angle:** Most stories can be presented using a particular angle or "slant". This is a standard technique and isn't necessarily bad - it can help make the purpose of the story clear and give it focus. Examples of angles you could use for your sports story:
  1. "Team Tackles National Competition"
  2. "Big Ask for First-Year Coach"
  3. "Local Team in Need of Funds"
3. **Keep It Objective:** You are completely impartial. If there is more than one side to the story, cover them all. Don't use "I" and "me" unless you are quoting someone.
4. **Quote People:** For example: "We're really excited about this competition," says coach Greg Chappell, "It's the highest target we've ever set ourselves". Such quotes add credibility to the news stories.
5. **Don't Get Flowery:** Keep your sentences and paragraphs short. Don't use lots of heavily descriptive language. When you've finished, read the entire story. And try to remove any words, which aren't completely necessary.
6. **Objectivity:** News organizations are often expected to practice objectivity: Reporters try to cover all sides of an issue without bias, as compared to commentators or analysts, who provide opinion or personal point-of-view.

In the United Kingdom, limits are set by the government agency Ofcom, the Office of Communications. Both newspapers and broadcast news programmes in the United States are generally expected to remain neutral and avoid bias except for clearly indicated editorial articles or segments. In India, we do not have any such rules.

Objectivity is expected from newspapers and journalists. But it is difficult to achieve, and individual journalists may fall foul of their own personal bias, or succumb to commercial or political pressure.

Many believe that there is no such thing as objective reporting, that there will always be some form of implicit bias, whether political, personal, or otherwise. Such bias could be intentional or subconscious. This is about our inability to report on it in a value-free fashion. And many journalists accept the idea that pure "objectivity" is impossible, but still seek to minimize bias in their work. Other journalistic standards, such as balance, and neutrality, may be used to describe a more practical kind of "objectivity".



**7. Newsworthiness:** To be considered newsworthy, an event usually must have broad interest in one or more news values:

- Effect (how many people were, are or will be affected?)
- Timeliness (did the event occur very recently?)
- Revelation (is there significant new information, previously unknown?)
- Proximity (was the event nearby geographically?)

---

## 2.3 CHECK YOUR PROGRESS

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**Note:** 1) Use the space below for your answers.

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

### FILL IN THE BLANKS

1. Depending on the nature of job, reporting could be classified into three groups: Event reporting, .....and.....
2. Reporters are assigned an area to focus on is called a .....
3. The lead sentence should be .....and .....
4. .... said "if a dog bites a man, that's not news. But if a man bites a dog, that's news!"
5. Reporters try to cover all sides of an issue without .....
6. Every news write in .....structure.
7. The first paragraph of the news should carry.....

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## 2.4 SUMMARY

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- Reporting involves researching and presenting information newspapers and other massmedia. Reporters gather their information in a variety of ways, including tips, press releases, and witnessing an event. They perform research through interviews, public records, and other sources.
- Depending on the nature of job, reporting could be classified into three groups: Event reporting, Interpretative reporting, and Investigative reporting. On the basis of subjects covered reporting can be classified as follows: Political reporting, Economic reporting, Social reporting, Parliamentary reporting, Business reporting, Development reporting, Crime reporting, Legal reporting, and Science and Technology reporting.



- Interviewing is a method of gathering information. It means finding out what is happening? Find people who know and talk to them. The best sources are folks who were or are directly involved in the incident or subject that you're covering. If you don't understand something, your readers likely will not as well. Always be polite and respectful when interviewing someone, but respect your readers as well. Don't allow a source to intimidate you into not asking tough, appropriate questions.
- Observation is another method of gathering information. It involves getting relevant information first hand. Your five senses can provide the details. What do you see? Hear? Smell? Feel? Drop those details into your story to provide your reader a better perspective about what you are reporting.
- Looking through documents is another way of finding relevant information. Reporters can find thousands of stories in public documents. Government databases on crime, school test scores, population statistics, accident reports, environmental safety and more can keep a motivated writer busy for years. Documents also provide a great way to fact-check statements made by an interview subject.
- News values determine how much prominence a news story is given by a newspaper. In practice editors on the basis of their experience and intuition make such decisions informally. These include frequency, negativity, unexpectedness, unambiguity, personalization, meaningfulness, references to elite persons, continuity. Analysis shows that several factors are consistently adopted in many news organizations. The other major news values are proximity, relevance, immediacy, and drama.
- To be considered newsworthy, an event usually must have broad interest in one or more news values: Effect (how many people were, are or will be affected?), Timeliness (did the event occur very recently?), Revelation (is there significant new information, previously unknown?), and Proximity (was the event nearby geographically?). In recent years increasing weight has also been given to the following news values: Entertainment (does it make for a fun story?), Oddity (was the event highly unusual?), and Celebrity (was anyone famous involved?).

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## 2.5 KEYWORDS

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**Reporting:** Reporters gather and analyse facts about current events through interviews, investigations, or observations and write news stories describing the events, background, meaning, and effects. They are given assignments such as disasters, crime, and



human interest. They take notes (or sometimes use a tape recorder) while covering a story. They check reference materials such as books, news files, and public records including criminal and civil court files for additional relevant facts. Basic tasks of reporters involve viewing events objectively, reporting them accurately, and explaining their significance.

**Types of Reporting:** Depending on the nature of job, reporting could be classified into three groups: Event reporting, Interpretative reporting, and Investigative reporting. On the basis of subjects covered reporting can be classified as follows: Political reporting, Economic reporting, Social reporting, Parliamentary reporting, Business reporting, Development reporting, Crime reporting, Legal reporting, and Science and Technology reporting.

**Interviewing:** Interviewing means finding out what is happening? Find people who know and talk to them. The best sources are folks who were or are directly involved in the incident or subject that you're covering.

**Observation:** Observation involves getting relevant information first hand. Your five senses can provide the details. What do you see? Hear? Smell? Feel? Drop those details into your story to provide your reader a better perspective about what you are reporting.

**News Values:** News values determine how much prominence a news story is given by a newspaper. In practice editors on the basis of their experience and intuition make such decisions informally. These include frequency, negativity, unexpectedness, unambiguity, personalization, meaningfulness, references to elite persons, continuity. Analysis shows that several factors are consistently adopted in many news organizations. The other major news values are proximity, relevance, immediacy, and drama.

**Negativity:** Bad news is more exciting than good news. Bad news receives more attention because it shocks us and creates discussion.

**Unexpectedness:** If an event is out of the ordinary it will have a greater effect than something, which is an everyday or routine occurrence. As Charles A. Dana famously put it: "if a dog bites a man, that's not news. But if a man bites a dog, that's news!"

**Unambiguity:** Events whose implications are clear make for better copy than those which are open to more than one interpretation, or where any understanding of the implications depends on first understanding the complex background in which the events take place.



**The Inverted Pyramid:** This refers to the structure of news stories which places the most important facts at the beginning and works "down" from there. Ideally, the first paragraph should contain enough information to give the reader a good overview of the entire story. The rest of the article explains and expands on the beginning.

**Newsworthiness:** To be considered newsworthy, an event usually must have broad interest in one or more news values: Effect (how many people were, are or will be affected?), Timeliness (did the event occur very recently?), Revelation (is there significant new information, previously unknown?), and Proximity (was the event nearby geographically?). In recent years increasing weight has also been given to the following news values: Entertainment (does it make for a fun story?), Oddity (was the event highly unusual?), and Celebrity (was anyone famous involved?).

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## 2.6 SELF-ASSESSMENT TEST

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1. What is reporting? Discuss with suitable examples.
2. Discuss some major reporting practices.
3. Discuss the reporting process? Discuss with suitable examples.
4. Write a short note on the news values.
5. Which points you will keep in mind while reporting?

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## 2.7 ANSWERS TO CHECK YOUR PROGRESS

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1. Interpretative reporting and Investigative reporting.
2. beat
3. short, interesting
4. Charles A. Dana
5. bias
6. Inverted Pyramid
7. 5W's

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## 2.8 REFERENCE/SUGGESTED READINGS

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1. Reporting by Charnley
2. Active Reporter by James Lewis
3. Professional Journalist by John Hohenberg
4. Professional Journalism by Patanjali Sethi
5. Professional Journalism by M.V. Kamath



6. News Writing by George Hough



<b>SUBJECT: MEDIA WRITING-1</b>	
<b>COURSE CODE: MSM-504</b>	<b>AUTHOR: PROF. M.R. DUA</b>
<b>LESSON NO.: 3</b>	<b>VETTER: PROF. MANOJ DAYAL</b>
<b>NEWS WRITING</b>	
<b>CONVERTED INTO SLM: DR. SUNAINA</b>	

## STRUCTURE

### 3.0 Learning Objectives

#### 3.1 Introduction

#### 3.2 News Defined

##### 3.2.1 Characteristics of News

##### 3.2.2 News Story Writing

##### 3.2.3 Structure of News Story

#### 3.3 News Analysis

##### 3.3.1 Structure of News Analysis

#### 3.4 Backgrounder

##### 3.4.1 How to write a Backgrounder

##### 3.4.2 Difference Between News Analysis and Backgrounder

#### 3.5 Check your Progress

#### 3.6 Summary

#### 3.7 Keywords

#### 3.8 Self-Assessment Test

#### 3.9 Answers to Check Your Progress

#### 3.10 Reference/Suggested Readings

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## 3.0 LEARNING OBJECTIVES

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After reading this lesson you will be able to-



- **Know about some major Definitions of News.**
- **Understand the Characteristics of News.**
- **To Know How News is written?**
- **To learn about Structure of a News Story.**
- **Learn about News Analysis.**
- **Learn about Structure of News analysis.**
- **Know about Backgrounder.**
- **Know about Structure of a Backgrounder, and**
- **Know the Difference Between News Analysis and Backgrounder.**

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## 3.1 INTRODUCTION

---

Human beings are curious by nature. They are always looking for new things, fresh information about anything and everything that interests them. Most media of mass communication have by and large been instrumental in satisfying the curiosities of human beings. Newspapers, magazines, books, radio, television and several other mass media have been endeavouring to gather information and disseminate that information to the people looking for such information.

Media form an important part of our lives. Media inform us, they entertain us, they educate us, and they persuade us. However, the most important need that these mass media fulfil is of providing news-latest news from the place one is located, news of the region, news of the nation, country and of course of the world. Thus the news is the most important input that anyone is looking for from a mass medium. But, what is meant by news? What constitutes news? We shall discuss about this and related things in this lesson.

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## 3.2 NEWS DEFINED

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Generally speaking, News is anything that is new. News is a report of an event that has just taken place. News is a detailed account that provides information or description. It could also include depiction, delineation, statement, and narration of a development, event, or occurrence. The event is usually recent, fresh or not known earlier.

According to George Hough of the University of Georgia, U.S.A., News is both a product and point of view. As a product, news is gathered, processed, packaged. Newspapers,





news services, news magazines, radio, television and cable station and networks then present news to their respective audiences.

News is something that at a particular moment happens to attract and hold the interest of the reader, or listener. A news story is a fair, accurate, concise, balanced account of a current event that is of interest to a majority of people. The trouble with news is that it does not remain newsworthy for long.

Several newspapers, editors, news reporters, eminent journalists and many media educators have attempted to define news, but these definitions have not always met the test of the time. Some of these are:

- News is anything out of the ordinary.
- News is anything published in a newspaper, which interest a large number of people.
- News is what newspaper people make.
- Good news is not news.
- News is anything a big shot said.
- News and truth is not the same thing.
- The function of news is to signal an event.
- News is any recent, up to date information of an event received from North, East, West and South (news)

The legendary American newspaper baron, **Joseph Pulitzer**, had his own definition of news. He once said that:

“News should be Original, Distinctive, Romantic, Thrilling, Unique, Curious, Quaint, Humorous, Odd, and Apt-to-be talked about.”

A former managing editor of the New York Times, **Turner Catledge** described news as:

“Anything you can find out today that you didn’t now before.”

In modern times, newsmen and media personalities are likely to define news in terms of what people, readers, listeners, viewers want to know.



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### 3.2.1 CHARACTERISTICS OF NEWS

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Despite the several efforts to define the “newsworthiness” news still remains undefined. Perhaps, it is not amenable to a precise, pithy, definition or an easy explanation. But news has certain ingredients. Usually, the following are considered reliable ingredients or characteristics of news:

- Timelines
- Proximity
- Prominence
- Consequence
- Human interest
- Unusual events like mysteries
- Conflict
- Tragedies

The following are different categories of news: novelty, personal impact, money, crime, sex, magnitude, religion, disaster, humour, the underdog, science, entertainment, weather, food, minorities and fashion.

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### 3.2.2 WRITING NEWS STORIES

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It is necessary to know that the purpose of news writing is to impart information. It has been stated that today’s news is tomorrow’s history. Therefore, it is imperative that news writing is done with a view to providing information that is correct, objective, fair, balanced, accurate, precise, and to the point. However, news writing is a skilled craft. Good reporters learn the craft and take it to the level of an art.

It can be acquired by dint of hard work, dedication, understanding, sustained and prolonged practice over a period of time. For being successful, one has to have a nose for news, besides being equipped with qualities of head and heart. In order to do effective news writing, one should be particularly skilled and discriminative at keenly observing, hearing and seeing things, events, and people, keeping notes and making mental record finding information sources. It also involves asking relevant questions; checking, counter-checking, crosschecking, and double-checking information. It requires the capability of fairly and impartially analysing and interpreting information so collected.



For news writing, one has to inculcate a strict discipline of writing in the required style, with a view to conveying maximum information using minimum words.

Ordinarily, a complete news item, when written professionally, should answer the following six questions:

WHO -- is or are involved?

WHEN -- did the event take place?

WHERE -- did the event take place?

WHY -- did it take place?

WHAT -- did actually take place? And

HOW -- did it take place?

These questions are known, as the five W's and one H. These questions are the heart and soul of a well and properly written news item. Again, a news item will have a wide impact if it.

- Interests people directly;
- Makes interesting reading;
- Is a clear statement of facts of an event?
- Concerns what people are interested about; and
- Is an event that affects reader's life?

**Example of a News Story:** Here is an example of the introduction of a fairly well written newsstory:

"A 25 years old woman, Mrs.SarlaChoudhary from Jaipur died of an accident at gun shot by a Delhi Policeman in a crowded Connaught Place shop this evening. Her husband, Rajesh and mother-in law Mrs. Rani Chowdhary were with her when the accident took place. She was selecting kitchenware for her newly wedded daughter who lives in Delhi. The policeman, Ram Narain, has been arrested and is in custody. Mrs.SarlaChowdhary's body has been sent for post-mortem in RLM hospital".

**Here's another example of a good news item:**



"KANPUR, March 17- In a bizarre incident a two-and-a-half-year-old girl was brutally murdered today allegedly by three children while playing under a tree in a village here, Police said. The boys, aged between three and four, allegedly stoned the toddler, then brought a kitchen knife from the house to stab her and disposed the body in a nearby drain in Hathipur village on Sunday evening, SSP M.A. Ganapathy said.

The children during interrogation narrated the incident in an innocent manner, he said. But though the act of beating and stoning seems to be unintentional, criminal intent could not be ruled out as they tried to dispose of the body, Mr. Ganapathy said. No case has been registered against the three as under section 82 of the Indian Penal Code, crime committed by a child under seven years of age is not considered a crime, he said, but added that police was investigating the incident. The children belonging to poor families said they were fond of watching action movies and had learnt to stab from films.

The Inspector-General of Police Mr. L.P. Mishra, said the police had arrested them after registering a case of murder. The children did not hesitate to confess their act before the police. They also told police that they had seen such things happening in movies. He said this was probably the only incident of its kind in the country.

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### 3.2.3 STRUCTURE OF A NEWS STORY

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The technique and style of writing a news item is generally called the "**inverted pyramid**". Although over the years several innovations and changes in news writing styles and techniques have taken place, most news stories still follow the inverted pyramid design, style and techniques. The inverted pyramid structure of news means that the news will begin with the most important information. This is known as the "lead". Lead is also called "intro" or introduction as it introduces the news story.

**Lead could be of several types:**

1. **Name Lead:** When the person(s) mentioned in the news is/are important.
2. **Quotation Lead:** When what one says is crucial for the news item.
3. **Short Lead:** Conveys the most important part of the news in three/four words- 'Nehru is dead'.



4. **Negative Lead:** No possibility exists of any survivors in the train accident that occurred yesterday.
5. **Suspended Interest Lead:** When there is no particular focus in the story yet it deserves to be told. It is also known as a "Featurised lead".
6. **Question Lead:** The first sentence raises important questions, e.g. who is responsible for the mess on Delhi roads?
7. **Direct Quotation Lead:** When the first paragraph begins with a quotation from a speech or statement made by a V.I.P.
8. **Contrast Lead:** A lead, which compares the two different situations to bring out the focus. For example: What marks the easy-going attitude of the government servants is hard to comprehend when one looks at pending cases in courts.

**Then, there are other leads such as:**

1. Descriptive lead
2. Parody lead
3. Chronological lead, and
4. Staccato lead (stop and start lead)

After the lead, the subsequent parts would be developed in logical order to support the lead. That is, the second most important fact comes next, then the third, and fourth and so on. Normally, the story is written in short paragraphs. Each sentence of not more than two-dozen words, and each paragraph of not more than two or three sentences. Though the inverted pyramid structure is applicable to hard news, but is not applicable to soft news, featurised news and sometimes even for sports news.

**First paragraph:** Most Important point

**Second Para:** The second important point

**Third Para:** The next important point

**Fourth Para:** The next important point

**Fifth Para:** The next important point



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### Examples of Lead or Introduction

As stated earlier, the news story is structured in such a manner that the "lead" contains the focal point of the event. This is known as the "Summary lead", also the five W's and one H.

#### For Example:

The Hisar police yesterday discovered the body of a Delhi student, Ramesh, 21, on the city main market Red Square."

#### Here's another example:

A Chandigarh trader, Ram Chand, 33 was killed on Monday morning when the Delhi-bound Punjab Roadways bus overturned on the outskirts of Karnal.

The lead normally should answer all or as many of the six (five W's and one H) questions. The lead could emphasize one of the W's. If the person killed is a minister, the lead could highlight "who"; if the accident took place in a busy market place, "where" could be stressed; if the mishap occurred due to the carelessness of the driver 'why' and 'how' could be underlined; if the number of deaths or loss of properties is very high, "what" could be the lead and if time is crucial, "when" would be the lead of the story automatically.

In addition, in the news stories pertaining to ordinary happenings, the reporter will have to decide which of the "W's" is to be highlighted.

#### For example:

A devastating fire occurred on Monday night at the Rajpath slum in Delhi burning down 120 thatched huts. (jhuggies). No loss of life was reported.

#### Yet another lead of an ordinary event:

Hisar, Jan. 5, - Two eight-year-old boys, Anil and Sunil, were kidnapped on Saturday from the Local DAV School playground where they were playing yesterday afternoon.

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## 3.3 NEWS ANALYSIS

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News Analysis is that type of writing in which the writer explains the significance and importance of a particular development or event. News stories are written on the basis of



facts gathered from the spot or collected from several other sources. You would have seen that most news events are forgotten after they appear in newspapers.

But there are certain news events, which are of great importance in several ways. Besides, there are many issues on which if a particular development takes place, several avenues open up for further reporting.

For example Prime Minister Vajpayee's bus journey to Lahore is said to be an important break-through in normalizing relations between India and Pakistan. As is well known, there are numerous bilateral issues between India and Pakistan, which are waiting for solution. So, this visit of India's Prime Minister is believed to be of great importance. A write-up or news analysis of this event will explain to the reader the entire plethora of problems that could be tackled or the whole gamut of the pending matters between the two countries which could be sorted out by the goodwill that will flow from the Prime Minister's bus journey.

Again, issues relating women's empowerment with the passage of Women's Reservation Bill, or American President's visit to India, the 1998 nuclear test at Pokharn can be taken up for in-depth analysis.

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### 3.3.1 STRUCTURE OF NEWS ANALYSIS

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A news analysis is generally done as follows:

1. General introduction relating the news development, when and how it happened; why and due to what reasons it took place; putting it in proper prospective.
2. Explaining the significance with historical perspective, quoting facts and figures, giving names; quotes, data and events, which led to the present development.
3. Then, forecasting the possible future developments, the reasons of these developments, persons behind these developments, and the ultimate solution or the final shape of things to come as a result of the new turn of events.

The writer generally does this write-up keeping in view the policy of the newspaper or magazine. However, often, these types of write-ups are done in an objective manner.



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## 3.4 BACKGROUNDER

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As the newspapers strive to provide all kinds of information on all possible subjects of current interest. There are some issues, which remain in the news and are current for years.

A backgrounder is meant to provide information on a subject in a chronological order. This enables the reader to put an issue in a proper perspective and to adequately comprehend the subject in the light of current development. Generally, a backgrounder traces the subject from the date when it first attracted the news media's attention. For example,

If the President's rule is imposed in a particular state due to bad law and order problems, the backgrounder will give the complete details when & how state came under President's rule. In the international perspective, if there is a coup in any country due to civil strife or some other reason, the backgrounder will explain the history of that nation, when earlier such exigencies took place. It will also explain the reasons for the current and the previous such emergencies and their results. Details about the life of the person who is responsible for the present situation will also be given. In case of earthquakes, floods or famines also, the backgrounders provide in a chronological order the earlier such happenings with lists of human lives lost, financial losses, properties other related losses.

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### 3.4.1 HOW TO WRITE A BACKGROUNDER?

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For writing a backgrounder of a particular problem, one will have to first explain the current development on it and then trace the earlier such events. This would be done in a logical and historical chronological order giving date, month and year of each related happening. Also, other details such as losses of human lives, properties, etc. will have to be given. In addition, how did the situation return to normal will also need to be given? These could be explained by giving charts, pictures or by other such visual materials.

The backgrounder is written in a simple language without indulging into fine points of prose. The purpose is to inform the reader about the historical and chronological information about the fresh developments of the happenings

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### 3.4.2 DIFFERENCES BETWEEN NEWS STORY AND BACKGROUNDER

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While the write-up on news analysis explains the significance, the cause and effect of an issue, the backgrounder goes to the history and chronology of the event. A news analysis writer could express his/her opinion, criticize, applaud or condemn the development; a backgrounder does not do so. The backgrounder is an unbiased, straightforward, simple, historical explanation of the issue or subject. While a backgrounder has to contain extensive facts and figures statistics, tables, and graphs and pictures the news analysis need not to do that in such a comprehensive manner. In news analysis only such facts and figures as are necessary to explain the significance of the event or issue or the development.

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### 3.5 CHECK YOUR PROGRESS

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**Note: 1) Use the space below for your answers.**

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

#### FILL IN THE BLANKS

1. Media inform, ....., educate, and ..... us.
2. News attract and hold the.....of the reader.
3. News is anything out of the .....
4. Good news is..... News.
5. News is “Anything you can find out today that you didn’t now before.” described by .....
6. A complete news should answers the .....
7. A news item will have a wide impact if it .....
8. The technique and style of writing a news is called the .....
9. A backgrounder is meant to provide information on a subject in a .....
10. News and truth is .....the same thing.

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### 3.6 SUMMARY

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- News is anything that is new. News is a report of an event that has just taken place. News is a detailed account that provides information or description. The event is usually recent, fresh or not known earlier.



- Legendary American editor, Joseph Pulitzer, once said that news should be: Original, Distinctive, Romantic, Thrilling, Unique, Curious, Quaint, Humorous, Odd, and Apt-to-be talked about.
- News has certain ingredients. The major characteristics of news are: Timelines, Proximity, Prominence, Consequence, Human interest, unusual events like mysteries, Conflict, Tragedies, etc.
- News writing is done with a view to providing information that is correct, objective, fair, balanced, accurate, precise, and to the point. It is a skilled craft. It can be acquired by dint of hard work, dedication, understanding, sustained and prolonged practice over a period of time. It also involves asking relevant questions; checking, counter-checking, crosschecking, and double-checking information. It requires the capability of fairly and impartially analyzing and interpreting information so collected.
- Generally a news story answers the following six questions: **WHO** is or are involved? **WHEN** did the event take place? **WHERE** did the event take place? **WHY** did it take place? **WHAT** did actually take place? And **HOW** did it take place? These questions are known, as the five **W**'s and one **H**.
- The structure of writing a news story is the "inverted pyramid structure". The inverted pyramid structure of news means that the news will begin with the most important information. The structure is as follows: **First paragraph:** Most Important point; **Second Para:** The second important point; **Third Para:** The next important point; **Fourth Para:** The next important point; **Fifth Para:** The next important point.

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### 3.7 KEY WORDS

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**News:** News is a report of an event that has just taken place. News is a detailed account that provides information or description. A news story is a fair, accurate, concise, balanced account of a current event that is of interest to a majority of people.

**Ingredients of News:** The characteristics of news are: Timelines, Proximity, Prominence, Consequence, Human interest, Unusual events like mysteries, Conflict, and Tragedies.

**Writing News Stories:** News provides information that is correct, objective, fair, balanced, accurate, precise, and to the point. The art and craft of news writing can be



acquired by dint of hard work, dedication, and sustained and prolonged practice over a period of time. It also involves asking relevant questions; checking, counter-checking, crosschecking, and double-checking information. It requires the capability of fairly and impartially analyzing and interpreting information so collected. News stories should: Interest people directly; Make interesting reading; Concern what people are interested about.

**Structure of a News Story:** Most news stories follow the inverted pyramid structure. The inverted pyramid structure of news means that the news will begin with the most important information. This is known as the "lead" or "intro". The subsequent parts would be developed in logical order to support the lead. That is, the second most important fact comes next, then the third, and fourth and so on. Normally, the story is written in short paragraphs.

**Name Lead:** When the person(s) mentioned in the news is/are important.

**Question Lead:** When what one says is crucial for the news item.

**Short Lead:** Conveys the most important part of the news in three/four words- 'Nehru is dead'.

**Negative Lead:** No possibility exists of any survivors in the train accident that occurred yesterday.

**Suspended Interest Lead:** When there is no particular focus in the story yet it deserves to be told. It is also known as a "Featurised lead".

**Question Lead:** The first sentence raises important questions, e.g. who is responsible for the mess of Delhi roads?

**Direct Quotation Lead:** when the first paragraph begins with a quotation from a speech or statement made by a V.I.P.

**Contrast Lead:** A lead, which compares the two different situations to bring out the focus. For example: What marks the easy-going attitude of the government servants is hard to comprehend when one looks at pending cases in courts.



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### 3.8 SELF-ASSESSMENT TEST

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1. Define news in your own words. Discuss the concept of news giving suitable examples.
2. The concept of news has changed over the last few decades. Do you agree? Discuss in detail.
3. Discuss how news is written. Discuss the various news structures.
4. What is a news analysis? Discuss in detail citing examples.
5. What is a backgrounder? Discuss in detail citing examples.
6. What are the differences between a news story and a news analysis? Discuss in detail citing examples.
7. What are the differences between a news analysis and a backgrounder? Discuss in detail citing examples.

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### 3.9 ANSWERS TO CHECK YOUR PROGRESS

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1. Entertain, persuade
2. Interest
3. Ordinary
4. Not
5. Turner Cateledge
6. 5W's & 1H
7. Interests people directly.
8. Inverted Pyramid
9. Chronological order.
10. Not

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### 3.10 REFERENCES/ SUGGESTED READINGS

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1. **Reporting** by Charnley
2. **Active Reporter** by James Lewis
3. **Professional Journalist** by John Hohenberg
4. **Professional Journalism** by M.V. Kamath
5. **News Writing** by George Hough





<b>SUBJECT: MEDIA WRITING-1</b>	
<b>COURSE CODE: MSM-504</b>	<b>AUTHOR: DR. M. R. PATRA</b>
<b>LESSON NO.: 4</b>	<b>VETTER: PROF. MANOJ DAYAL</b>
<b>FEATURE WRITING</b>	
<b>CONVERTED INTO SLM: DR. SUNAINA</b>	

## STRUCTURE

### 4.0 Learning Objectives

#### 4.1 Introduction

#### 4.2 Features an Introduction

##### 4.2.1 Features and News Stories Distinguished

##### 4.2.2 Features Writing

##### 4.2.3 Structure of a Feature

##### 4.2.4 Types of Features

##### 4.2.5 Finding Subjects for Features

##### 4.2.6 Photo Features

#### 4.3 Check Your Progress

#### 4.4 Summary

#### 4.5 Keywords

#### 4.6 Self-Assessment Test

#### 4.7 Answers to Check Your Progress

#### 4.8 Reference/Suggested Readings

---

## 4.0 LEARNING OBJECTIVES

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After reading this lesson you will be able to-

- Know what is a feature?
- Differentiates between features and news stories.
- Understand how to write a feature?
- Understand the structure of a feature.



- Understand the various kinds of features.
- Know about photo features.

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## 4.1 INTRODUCTION

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Most newspapers and periodicals in India until 1947 were pre-occupied with political reporting and opinion writing. It is only in the mid-fifties that newspapers showed interest in subjects other than politics and economics. With the expansion of educational infrastructure, social activism and cultural revival; the newspapers and periodicals started showing interest in areas of peripheral concern to the readers. Thus were born writings on educational, informative and entertainment subjects.

These writings took the shape of leisure and light reading materials. These were packed with information, education, enlightenment and entertainment. These writings make newspapers and magazines interesting. In addition, one of the important write-ups is the feature. Features tell the readers as to what is happening beyond the news. These help create public opinion and prove to be a good leisure and informative readings material.

Features are among the most liked and most read write-ups in both newspapers and magazines. Features, at a basic level, inform us. But they do so in a highly entertaining and often informal manner. Unlike news stories, editorials, and articles, features are not serious and sober in tone. Features try to touch our hearts through informal structures and extremely readable styles. In this lesson we shall discuss about the various aspects of features.

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## 4.2 FEATURES AN INTRODUCTION

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A feature is a write-up on a subject, which is of concern and interest to a common reader. It is not a news story, though it may be based on a news item. A feature is done interestingly. A feature is meant for light reading. Features aim at informing, entertaining, educating, enlightening and also guiding, instructing. Features cover subjects of popular interest.

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### 4.2.1 FEATURES VS. NEWS STORIES

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Sometimes, a feature is similar to a news story. But generally, a feature gives the reader facts in an interesting form adapted to rapid reading. The facts are amplified by observation, study and interviews. While the news story gives the facts, a feature dramatizes and supplements



them by providing detailed information that will appeal to the reader's imagination. It differs from a news item, as it is longer, has more details, and follows a more informal pattern.

A feature is full of emotions, imaginations, etc. It fascinates, attracts, charms, educates, and entertains. A news story only informs. Features are full of variety, and impart knowledge. It illuminates and interprets.

A feature is different from a news story in a number of ways; a news item is a report of an event, an occurrence or a current topical development. Often, a feature is born out of a news story. It contains more facts, elaborate background, interpretations, explanations elucidations of point not include in the news item. News story involves routine writing while a feature is special kind of write-up.

A news item generally incorporates all those points, which can be gathered on the spot, in a short span of time before the deadline of publication, whereas features are written at leisure, after adequate observation and inquiry. A news item is fresh only for a short period, but the feature remains fresh for quite some time, its "life" is much longer.

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## 4.2.2 FEATURE WRITING

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How is a feature written? The technique of writing a feature is different from that of a news story. A news story has two main components the lead and the body. A feature also has a third component, the conclusion or end. The lead should consist of an introduction to the subject. The body should elaborate on it and the conclusion should sum it up. The feature writer has far greater flexibility than a news reporter. We will further dwell on these parts of the feature in the following paragraphs.

**THE LEAD:** The lead or the first paragraphs of the feature is very crucial. Therefore, the featurewriter has great latitude in selecting and his lead choice is indeed limitless. The lead may be any one of the following types or a combination of two or more of them. The main objectives of the lead paragraphs are to attract the reader's attention, hold it and make him read the feature.

**THE BODY:** Feature writing is not very different from any other descriptive or narrative writing. The body of a feature article is developed logically and smoothly. A feature should conform to the basic principles of good writing, that include unity, coherence and readability





Although the feature writer may have a greater space at its disposal than a reporter he/she should present his/her material with brevity and elegance avoiding superfluous words as well as clichés and maintaining a high standard of writing.

By exercising literary ingenuity the feature writer can make even a simple and ordinary incident into a vital happening. Generally, while the news reporter only informs; the feature writer informs, entertains and educates.

**THE CONCLUSION:** A news report does not need a conclusion, but a feature often does, though not always. The conclusion may be a summing up of the contents of a feature, or a climax as in a short story or a cutback or a flashback to the lead.

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### 4.2.3 STRUCTURE OF A FEATURE

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We can represent the structure of a feature as follows:

1. **Intro**
2. **Elaboration**
3. **Elucidation**
4. **Interpretation**
5. **Narration:** Facts with Examples Experiences.
6. **Happy ending:** Drawing Lessons.
7. **Further possibilities**
8. **Conclusion**

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### 4.2.4 TYPES OF FEATURES

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There are several types of features. However, popularly features can be categorized as:

- News Features
- Background Features
- Historical Features
- Anticipation Features
- Personality Features
- Sports Features
- Science Features



- Travel Features
- Human-interest Features

This list is not an all-inclusive one. In fact, there is hardly a subject on which a feature cannot be written. A boy trying to cross a busy street, a cat waiting to catch an elusive rat, a nurse at work in hospital, a vegetable vendor in the street, people in unusual professions, personal accounts of travel, reminiscence of the past, etc. In fact, any subject can be turned into a feature.

A feature has no specific length. It can be as short as four paragraphs or as long as 40 paragraphs. Here we discuss some different types of features in detail.

### **HUMAN INTEREST FEATURES**

The human touch is perhaps the most vital quality in a feature. Foreexample:

“An exciting new life will begin on Tuesday for three-year-old Indira from Andhra Pradesh when she flies to Beirut with her French foster-mother Miss Eliance Magnan, a musician. Her unknown mother had left Indira in the care of a children’s home in Hyderabad without a stitch on her body or a name to go by. But, unlike other unfortunate foundlings, she will escape a life of wait and drudgery. Fate has been kind to her”.

### **PERSONALITY FEATURES**

The stories of eminent men and women are worth telling. Human interest in eminent personalities, whether living or dead, is always great. Features can be written on their lives and work, their achievements and their unique contributions. Personalities who would make excellent feature subjects include Everest hero Tenzing Norgay, Scientist Har Gobind Khurana or Dancer Sonal Mansingh, film actors Ashok Kumar, Devanand, Meena Kumari, etc.

### **FEATURES ON UNUSUAL PEOPLE**

The world is full of ordinary persons whose extraordinary life and work can make good features. An example was of a feature on a German couple, Heribit and Maik Frank, whose chance encounter with a craftsman in Mysore led them to quit their plum jobs and create a ‘Little India’ in their home town of Munchening, Germany.



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## TRAVEL FEATURES

Travel fascinates most people even though they may be prevented by lack of money or time from visiting as many places as they may want to. Travel features satisfy a basic human desire to know more about the world we live in.

“After a three-hour drive along winding mountain roads, with deep valleys on one side and huge menacing boulders jutting out of the rocks on the other, we arrived at snow-covered Nathu Lal to be greeted by a thin fleeting cloud of mist. The cloud passed by swiftly to reveal three Chinese climbing down the slope on the other side of the barbed wire-fence put up by our troops to demarcate the boundary.”

## INTERPRETATIVE FEATURES

These are intended to inform and instruct the reader about the background and significance of political, economic, social and religious issues. For example Bahai's faith, Brahma Kumaris Vishwavidyalaya, Sai Baba Temple, Ajmer Sharif etc.

## SCIENCE FEATURES

Features to popularize science by explaining a scientific development in simple language for the lay reader fall into this group.

## PRACTICAL GUIDANCE (HOW TO?) FEATURES

These are designed to tell the reader how to make, repair or collect things, Sort of 'do-it-yourself' articles.

## MISCELLANEOUS FEATURE SUBJECTS

The list of subjects that lend themselves to feature treatment is endless, ranging from mundane activities like cooking and gardening to unusual trades and professions, from fashion and good grooming to bird watching and mountaineering, from pen friends to life at Antarctica and living with snakes or rearing a lion cub at home.

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### 4.2.5 SUBJECTS FOR FEATURES

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As stated earlier, subjects for features are countless. If you are a person with intimate perception, rich imagination, unlimited curiosity and intense desire to write on all kinds of topics, there is no dearth of subject or writing in any language. Read your daily newspaper carefully. Better, scan two or three different papers.

Most news items from distant parts of the country lend themselves easily for feature stories. In a country like India, almost every conceivable thing can be spun into a readable feature. The success stories of the National Literacy Mission's work, the unknown lad who bagged the role of "Little Buddha", India's exploding population that presents a groom scenario; are all good subjects for features.

All newspapers and magazines need good features. Good features add to the personality of the magazine/newspaper. Well-written features on the subjects' dear to the common readers sell magazines and newspapers. A good feature is remembered, preserved and referred to again and again.

The feature appearing on the last page of the International Herald Tribune or on the third page of The Statesman, New Delhi, are avidly read and re-read. The Sunday magazines of daily newspapers in most languages publish features regularly.

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## 4.2.6 PHOTO FEATURES

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Generally, words make features. And photographs make photo features. Well composed, conspicuous, adequately planned and consciously taken pictures tell the story fully and completely. As the saying goes: a picture is worth a thousand words. Five, six or more pictures with thoughtfully written captions present a story quickly, interestingly, charmingly, which get imprinted in the minds of the readers.

Good photo features are hard to come by now days. But India Today has reputation of using excellent photo features; colour pictures enliven the subject, which etches into one's memory. Life magazine from the U.S. is one such publication, which is known for its photo features. The number of magazines in all-important Indian language newspapers, which publish photo features, is also fast increasing.

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## 4.3 CHECK YOUR PROGRESS

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**Note: 1) Use the space below for your answers.**

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

1. How do you write a feature writing?

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2. What are the types of feature?

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3. Define Photo Feature with example.

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## **4.4 SUMMARY**

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- Features are a different kind of write-ups. Unlike news stories, editorials, and articles, features are not serious and sober in tone. Features try to touch our hearts through informal structures and extremely readable styles.
- A feature is meant for light reading. Features aim at informing, entertaining, educating, enlightening and also guiding, instructing. Features cover subjects of popular interest.
- Generally, a feature gives the reader facts in an interesting form adapted to rapid reading. The facts are amplified by observation, study and interviews. While the news story gives the facts, a feature dramatizes and supplements them by providing detailed information that will appeal to the reader's imagination. It differs from a news item, as it is longer, has more details, follows a more informal pattern.



- A feature is full of emotions, imaginations, etc. It fascinates, attracts, charms, educates, and entertains. A news story only informs. Features are full of variety, and impart knowledge. It illuminates and interprets.
- Sometimes, a feature is similar to a news story. But generally, a feature gives the reader facts in an interesting form adapted to rapid reading. The facts are amplified by observation, study and interviews. While the news story gives the facts, a feature dramatizes and supplements them by providing detailed information that will appeal to the reader's imagination. It differs from a news item, as it is longer, has more details, and follows a more informal pattern.
- The structure of a feature is as follows: Intro, Elaboration, Elucidation, Interpretation, Narration (Facts with Examples Experiences), Happy ending (Drawing Lessons), and Further possibilities, Conclusion.
- There are several types of features. These are: News Features, Background Features, Historical Features, Anticipation Features, Personality Features, Sports Features, Science Features, Travel Features, Human-interest Features, etc.
- Well composed, conspicuous, adequately planned and consciously taken pictures tell the story fully and completely. As the saying goes: a picture is worth a thousand words. Five, six or more pictures with thoughtfully written captions present a story quickly, interestingly, charmingly, which get imprinted in the minds of the readers.

---

## 4.5 KEY WORDS

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**Features:** Features are light reading pieces. Features inform us. But they do so in a highly entertaining and often informal manner. Unlike news stories, editorials, and articles, features are not serious and sober in tone. Features try to touch our hearts through informal structures and extremely readable styles.

**Personality Features:** The stories of eminent men and women are worth telling. Human interest in eminent personalities, whether living or dead, is always great. Features can be written on their lives and work, their achievements and their unique contributions.

**Features on Unusual People:** The world is full of ordinary persons whose extraordinary life and work can make good features.



**Travel Features:** Travel fascinates most people even though they may be prevented by lack of money or time from visiting as many places as they may want to. Travel features satisfy a basic human desire to know more about the world we live in.

**Interpretative Features:** These are intended to inform and instruct the reader about the background and significance of political, economic, social and religious issues.

**Science Features:** Features to popularize science by explaining a scientific development in simple language for the lay reader fall into this group.

**Practical Guidance (How to?) Features:** These are designed to tell the reader how to make, repair or collect things, Sort of 'do-it-yourself' articles.

**Photo Features:** Well composed, conspicuous, adequately planned and consciously taken pictures tell the story fully and completely. As the saying goes: a picture is worth a thousand words. Five, six or more pictures with thoughtfully written captions present a story quickly, interestingly, charmingly, which get imprinted in the minds of the readers.

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## 4.6 SELF-ASSESSMENT TEST

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1. What is a feature? Discuss.
2. Write in detail about the various types of features.
3. What are the various types of features? Discuss in detail.
4. Discuss in detail about personality features and human-interest features.
5. Discuss in detail about science features and how-to-do features.
6. Discuss in detail about travel features or travelogues.

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## 4.7 ANSWERS TO CHECK YOUR PROGRESS

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Ans 1. A feature is a creative, sometimes subjective article, designed primarily to entertain an informed readership about an event, situation, or an aspect of society or life. Features come in many different types and are widely used in magazines, newspapers and online. When you write a feature you should.



1. Cover the essential elements of who, what, when, where, how and why.
2. Put the most important things in the first paragraph.
3. Plan out what you are going to say beforehand.
4. Look at your chosen theme carefully. Consider the questions suggested and attempt to answer some of them.

Ans 2. Types of Features are...

1. News Features
2. Background Features
3. Historical Features
4. Anticipation Features
5. Personality Features
6. Sports Features
7. Science Features
8. Travel Features
9. Human-interest Features

Ans 3. Photo Features consists of a series or collection of photo which is interwoven to convey a story without any need for captions to convey through words. Photo features appear in newspapers, magazines and web contents. For Example, suppose a celebrity passes away tomorrow, reporters will access their huge photo database to pull up photos from as far back as the person's childhood to show with the memorials. Not only does the silent screen stars, celebrities, come to life, but in a photo feature, we will find the celebrities of today in the latest roles, with their families, receiving awards or out on the town.

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## 4.8 REFERENCES/ SUGGESTED READINGS

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<b>SUBJECT: MEDIA WRITING-1</b>	
<b>COURSE CODE: MSM-504</b>	<b>AUTHOR: PROF. MANOJ DAYAL</b>
<b>LESSON NO.: 5</b>	<b>VETTER: DR. P. K. JENA</b>
<b>ARTICLES AND EDITORIALS</b>	
<b>CONVERTED INTO SLM: DR. SUNAINA</b>	

## STRUCTURE

### 5.0 Learning Objectives

#### 5.1 Introduction

#### 5.2 Article an Introduction

##### 5.2.1 Article Writing

##### 5.2.2 Types of Articles

##### 5.2.3 Editorial Writing

#### 5.3 Check your Progress

#### 5.4 Summary

#### 5.5 Keywords

#### 5.6 Self-Assessment Test

#### 5.7 Answers to Check Your Progress

#### 5.8 Reference/Suggested Readings

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## 5.0 LEARNING OBJECTIVES

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After reading this lesson you will be able to-

- Know what is anArticle?
- Understand how to write an Article.
- Explore Types of Articles.
- Know Editorial and Editorial writing.

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## 5.1 INTRODUCTION

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Any newspaper is a collection of news stories, features, editorial(s) and articles. A news story provides hard news. It provides information in a straightforward manner. A feature appeals to the emotions. It covers all kinds of topics and provides the information in an interesting and easy-to-read manner. A feature tries to entertain while informing. Editorials provide the newspaper's point of view. Articles, on the other hand, provide the point of view of individual writers.

Like editorials, articles also analyse and interpret. Articles provide arguments and counter-arguments. An article goes to the root cause of an event or happening and provides background information. Then it describes the present situation and finally peeps into the future also. In this lesson, we shall discuss about both articles and editorials.

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## 5.2 ARTICLE AN INTRODUCTION

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An article is a glorified and dignified form of an essay written in a journalistic manner with topicality (or current ness), innovation and social relevance. It is written on serious burning and timely issues like foreign policy, international issues, constitutional reforms, women's Bill, industrial policy, economic policy, land reforms, imposition of article 356, review of articles 85, etc.

An Article comes from the mind whereas a feature is the product of author's heart. Reversibly, an article appeals to the mind whereas a feature appeals to the reader's heart. The subject expert writes an article, i.e., here the author is authority, whereas generalist may write a feature. An article is a serious form of write-up whereas a feature is an interesting, entertaining, enlightening and light form of write-up. Feature is a special form of presentation full of high communicability and creativity written on a given subject, which is of concern and interest to common readers.

An article is generally published on the editorial page of a newspaper, whereas feature is mostly published in Saturday and Sunday magazines of a newspaper. As far as weeklies and fortnightlies are concerned, a good example for article is "Economic & Political weekly", "Yojana", "Kurukshetra", etc; whereas features are generally found in "Readers' Digest", "Sarita" etc.



There is no hard and fast format for article writing. It has three important parts, i.e., intro, body and conclusion that may be sometimes presented in a pyramid form or may be in a cylindrical form or may be of any other type.

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## 5.2.1 ARTICLE WRITING

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In order to write an article the following steps should be taken:-

1. Selection of the topic
2. Collection of the material
3. Gate keeping
4. Evaluation
5. Presentation

- 1. Selection of The Topic:**For writing an article, the first and foremost step is to select a topic. The topic should be current, socially relevant, and innovative and issue based. It may come out from the lead stories of the front page.
- 2. Collection of The Material:** After selection of the topic, relevant material should be collected from various conventional sources and non-conventional sources. One may plan to interview some important and relevant personality, one plan to talk to the important sources or consult various books from the library.
- 3. Gate Keeping:**This involves three processes. First there is selection of the relevant and the related material of the subject. Then there is rejection of some other portion of the collected material. Some of the materials are outright rejected as these are felt to be of no use.
- 4. Evaluation:**After the selection of the related, relevant and useful material, it is evaluated as to how much importance should be given to which parts, which aspects and which issues in accordance with the journalistic requirement of the subject or theme of the article. What should be the actual length of the article and to which column or page or section or newspaper or journal it should be sent, is also decided in the evaluation process.
- 5. Presentation:**While writing an article, you should pay attention to some of the elementary points of presentation. First of all, you should understand the importance of words in a write-up. Words in a write-up or article are like bricks in a house. So the selection organization and presentation of words are extremely important. For that you need “Word Power”. You should know lots of “synonyms” and “antonyms”. Know the proper use of



the word and syntax. Secondly, you should keep an eye on (a) clarity (b) conciseness (c) continuity (d) correctness (e) commonness (t) credibility (g) completeness.

**(a) Clarity:** There should be conceptual and linguistic clarity in the article you are going to write. For bringing about clarity in your article, first of all you should yourself understand the subject or the theme through and through. If you don't understand something, you can't simplify it. Moreover, the language should also be plain and simple and should be easily understandable to common readers.

**(b) Conciseness:** Before writing an article, you should keep in mind that verbosity is not the basis of a good article. "Small is beautiful". So use short words, short sentences, short paragraphs and the whole article should be short, brief and concise. Very long and lengthy articles are not considered to be readable or communicable and are going to be against professional desirability today.

A decade back, articles were written in 1500 words or 2000 words or 2500 words. But now the size is preferably reduced to less than 1000 words coupled with photographs, cartoons or some other elegant looking visual dimensions or graphical presentations. William Shakespeare has thus aptly remarked: "Brevity is the soul of the wit."

Now a very pertinent question arises as to what should be the size of an article? Can it be written in 100 words, 200 words or 300 words? The answer to this question is that there should not be "head-cut instead of hair-cut." It should not kill the identity of the story. It should not do away with the gist or the essence of the story.

Moreover, it should care for other aspects also like credibility, commonness and completeness. Thus, your article should not be too long or lengthy that it becomes dull and dismal and it should not be too short or small, that the personality or identity of the story is lost.

**(c) Continuity:** Continuity is none-the-less significant in article writing. It means flow. It indicates maintaining a link between first sentence and second sentence, between second sentence and third sentence, between one paragraph and another paragraph. That is to say that your whole write up should be so properly interwoven that the ideas should not appear to be scattered or fractured or divided.

Even if there is a break in paragraph, there is continuity assuming the fact that only the direction of the idea is changing. Maintaining continuity is not a child's play.



It is a Herculean task. It does not come through preach alone. A lot of practice is required.

Constant and continuous practice leads to more and more perfection in maintaining continuity of your article. It goes on improving through trial and error method and gets a professional touch after a prolonged effort. So do not use very long and peculiarly unpopular or old-fashioned words, which fail to arrest your readers throughout your write-up. Thus “don’t throw your readers to the dictionary, otherwise your readers will throw you out of your job.”

But this does not mean you should avoid consulting dictionary. Being a professional, you should always look up the dictionary and enrich your words power as I have already mentioned in the very beginning of this lesson. Again maintaining continuity and thereby not throwing your readers to the dictionary does not mean you should avoid using new or technical words. You must use new or semi-technical or technical words if there is no substitute of its appropriateness. But new or semi-technical or technical words should not be clubbed in plenty in one or two paragraph.

On the contrary, you should scatter new or semi-technical or technical words throughout your article. Moreover, you should again keep in mind of not throwing your readers to the dictionary, while using new words. You use the new or uncommon words in such a way that your readers should directly comprehend the meaning of that word through your usage there. In other words, you should donate new or technical words to your readers along with your new and innovative ideas. Many a time, several readers learn many new words directly from newspapers or magazines.

**(d) Correctness:** Correctness is equally important while writing an article. If your article carries some wrong information or is full of factual errors, then, your love labour will be lost even if your interpretation is minute and analysis is meticulous. Factuality is the elementary aspect of our journalism, despite the fact that it has emerged as the biggest Casualty today. I will just give you an example as to how a mistake of a comma can make remarkable difference, e.g.,

The king says the trader is foolish.

This means that according to the king, the trader is foolish. Now let us play a little with commas.

Just put one comma after the king and one comma after the trader and see the remarkable difference. Now the sentence says:



The king, says the trader, is foolish.

Now by inserting just two commas, the meaning of the sentence is totally reversed.

That means now it is according to the trader that the king is foolish.

- (e) **Commonness:** Commonness is the core of any communication. That is to say that communication will not take place without commonness. In fact the word communication has been derived from the Latin word “**communis**” which means commonness of understanding. Thus communication will take place only when the frame of reference of both the source and the receiver is common. So while writing an article, you must try to read the pulse of your readers. You must try to know the psychology of your readers. Before writing your article, you must raise these questions,

For whom are you writing?

What is your target audience?

What are the interest, inclination, attitude, aptitude, mind-set and mentality of your audience?

In fact, knowledge of the audience is more important than the knowledge of the subject. You may be subject expert. But due to lack of knowledge of your audience, you may fail to communicate. Thus, know your audience, know the level of the audience and then write accordingly. Supposing, you all know Hindi and English. But if I write this lesson excellently in French language, then will it be useful for you? 'No' is the definite answer, because French is not common between you and me. What to speak of article writing; audience research has become an integral part of media planning even when you are launching a newspaper or a magazine. Media spend lot of money these days on such matters. So, while writing article, you should spend at least much time (if much money is not available) on these inevitable matters.

- (f) **Credibility:** Credibility is inevitable in an article. You can't think for commendable piece of write-up without credibility. But the question is to how to make your article credible? If you write thousands of excellent articles, then your next article itself carries high level of credibility. That means your name has been established and it is the name, which sells, it is the name, which provides credibility or believability to the piece of write-up.

This is called source credibility, which comes from long, constant and commendable contributions. Many a film viewer presumes that this particular film



must be worth-viewing if that particular hero is there or if that particular heroin is there or if that particular character is there. Similarly many a time, even the readers presume that this particular article must be excellent if the writer is his favorite one. Thus, this type of credibility relates to the image of the source, which you can't develop overnight. So right now forget about this aspect of credibility for you, as you are a cub journalist.

There is another angle of source-credibility also. Sources raise the credibility of your article. That is to say that if you mention the reliable and right source in your article, it will definitely raise the credibility of your writing work. For example if you write in your article that according to the Vice Chancellor of GJUS&T University, "the university is going to be modernized in no time and several new and job-oriented courses of international importance will be started soon."

Then these words of GJUS&T VC will raise the credibility of your article. On the other hand, if you write that somebody in the GJUS&T campus was of the opinion that GJUS&T will be taken over by the State Government. This statement does not have any credibility as somebody in the Campus stated it. Similarly, interview raises the credibility of your article. If you incorporate an extensive and intensive interview of relevantly high personality in your article, then its credibility becomes much higher.

On the other hand, picture also adds to the credibility of your article. If you are writing an article on a famous tourist spot and add related, relevant and appealing picture, then it tremendously enhances the visual dimensions of your article leading to increase in the credibility level of your article.

Moreover, if you are referring to a bribe case in your article and there is a photograph of the incidence also then its credibility becomes multiple. Similarly examples raise the credibility of an article. Data, chart, diagram, visual illustration, etc. raise the credibility of your article. Moreover, quotations and references raise the credibility. Credibility is also dependent on clarity, conciseness, continuity, correctness, etc.

- (g) **Completeness:** An incomplete message does not ring bell, even if it is a 30- page write-up. A complete message appeals to the mind and heart even if it is a 60 second ad. It is the completeness of the message, which leads to reception of it; the way source intended it to be received. It is only on the basis of completeness that crystal





clear conclusion of some interpretation or thought comes out. So completeness in an article is indispensable.

Completeness means covering almost all the probable aspects of the issues undertaken for analysis. So while writing an article don't consider a few variables. Then there will be polarizations in your article. For example, if you are analyzing the performance of a university in your article, then don't only take students' version. But also take teachers' viewpoint, non-teaching staff's way of thinking, parents and guardians outlook and administrators point of view.

And then make any conclusion. Good or bad is always a relative term. So also compare the performance of that university with several other equally old universities of equal nature and status. If you conclude the performance of a university as very bad or good or very good or excellent on the basis of above parameters, then only completeness will be reflected in your article. Other than above elementary points, there are some golden rules, which must be kept in mind while writing an article. Those rules are following:

1. **If doubt, cut it out If doubt, find it out If doubt, stick to the hand-out:** Any time you find anything doubtful in your article, then cut it out. But if something is so inevitable and indispensable, without which your article becomes senseless or meaningless or directionless, then you must find it out. In case of some legal controversies, always stick to the hand-out.
2. **Don't present your ignorance:** Some of the authors have got into the undesirable habit of always using I like, I think, I mean, I know, etc. This style should be avoided in an article as far as it is possible. Don't write I think. Since it is your article, so it is well known to everyday that it is your thought. Sometimes, if you get some first-hand information directly, then 'I' may be used, but miserly. For example, if you are an eyewitness of a train accident in which you were also traveling, then you may use 'I' miserly in narrating to that accident. Even in this type of article, you may sometimes write "this author was amazed..... or "this author was bewildered..... etc.
3. **Be a voracious reader:** You must read a lot while writing. Even if you don't write, read voraciously. Writing comes automatically. You must select good and bad article writers. Collect several pieces of good articles and read them regularly and voraciously. This will help you a lot in article writing sooner or later.



4. **Think originally:** Many article writers have a tendency to think originally in their mother tongue and then they translate it into English or Hindi. This leads to a fractured or scattered or broken kind of a write up. So try to think originally in the language in which you want to write. Moreover, if conceptually also you are an original thinker, then your article will be more arresting, more sequence-wise and finally crystal clear, absolutely concise, flow-orientated, credible and logically concluded.
5. **Check, crosscheck and double check:** While you are using some inevitable points and issues in your article, you are not very sure about the accuracy, factuality and authenticity of that editorial matter. Then you must check, cross, crosscheck and multi-check it.
6. **Give uncompromising attention to legal safety:** While writing an article, you must be extremely careful about the subject matter and the treatment you give to it. Otherwise, it may lead to some legal controversy. If the article violates the Official Secrets Act or infringes the Copyright Act or leads to any kind of slander or libel, then the punishment to writer, editor and even publisher may turn out to be extremely painful and economically distressing. So look before you leap as and when you come across any legal issues.

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## 5.2.2 TYPES OF ARTICLES

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Article is broadly classified into three types:

1. General
2. Special, and
3. Research-oriented

1. **General Articles:** A general article is usually published on either Sunday Magazine or op-ed page or editorial page (except central article) or any other page. It is written on current burning topic of general interest. The writers also belong to a group of general intellectuals. The general articles again may be of different kinds like informative, educative, analytical, and satirical, etc.
2. **Special Articles:** Special articles are published on special place and are written on special topics by special writers. Generally this type of article is published on the central place (i.e., just opposite to the first editorial) of the editorial page. It is written



on specific topics of national and international importance by nationally or internationally important personality. Though the status of the writer depends on nature of the newspaper - local, regional or national. But even if the newspaper is local. The writer is not a general one, but special one. The special article broadly speaking may be educative or analytical.

3. **Research-oriented Articles:** As far as research article is concerned, it is written after a prolonged research by team. This article is not written like orthodox research paper having intro, objectives, methodology, hypothesis, data collection, data analysis, etc. But objective, methodology, data analysis and inferences are directly or indirectly reflected in a research article. This type of article may be analytical or inferential or both.

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### 5.2.3 EDITORIAL WRITING

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An editorial of a newspaper is the comment of the newspaper on current or burning topics. A newspaper should be known for its news. But it is generally known for its views. Foreign correspondents especially are aware of how often they quote the major newspapers of the country they are assigned to.

While news is sacred and opinion free and possibly profane, it is the opinion, evidently, that counts. News frequently is transient, but views have the aura of a certain permanency about them. Today's news may be tomorrow's garbage, but today's view can remain fresh for a long time to come. Though only a few read editorials, the latter form and nurture public opinion, especially opinion of the elite that alone frequently counts.

M. V. Kamath is of the opinion that a good editorial can incite action, inspire deeds subvert legislation, stir revolution. There are editorials and editorials. Long ones and short one, pompous ones and perceptive ones, thoughtful ones sand-titillating ones, editorials that are hard-hitting as well as caressing, inspiring as well as denigrating, editorials, in fact, that reflect as wide a range of human emotions as are known to man.

Many of us think the editor alone writes that editorial. It is a one-man show. But this is no true. T.J.S. George in his book "Editing: A Handbook for Journalists" has stated, "Today, editor is one who does not edit."



Thus, there are batteries of “editorial writers” also called “leader writers” who write anonymously, but obviously under the guidance and direction of the editor to whom, of course, all opinion is attributed.

The editorial writers consist of Chief Editor (or Editor-in-Chief or Editor), Resident Editor, Executive Editor, Associate Editor, Deputy Editor and Assistant Editor. Thus, it is a combination of specialization of several subjects and issues. The Chief - Editor (or Editor-in-Chief or Editor) assigns different topics and issues to these editorial writers and gives them certain instructions specialty the deadline and word limitation.

Geoffrey Parsons, former chief editorial adviser of the New York Herald Tribune oncesaid:

“The richer the writer’s background, the larger his ability to stimulate thought about anything. A good editorial writer addresses the largest classes ever reached a teacher, philosopher or critic. He cannot know too much, if he is to hold their attention.

An editorial is an instant comment on the most burning and current topic. A good newspaper editorializes the most important events (that generally comes from the first or second lead stories) within three days.

An editorial is generally published on the extreme left side of the central middle page of the newspaper called “editorial page”. The setting of editorial matter may be different from double column to three columns in different newspapers, though it is generally in D/C setting. Sometimes, an editorial is also front-paged in exceptionally extreme cases.

The purpose of editorial writing is to express newspaper’s viewpoint and persuade the readers positively. A well-known editor Arthur Brisbane believed that the purpose of editorial writer is four-fold: he could teach, attack, defend and praise.

He explained this further. Teaching is the most important and the most difficult. Attacking is the easiest and most unpleasant though sometimes necessary. The defending of good causes, of the weak against the strong of the new idea against the ridicule is important and usually neglected by editorial writers. While writing an editorial, the fundamental principles of writing and golden rules are strictly adhered to.

The format and structure of an editorial is “cylindrical.” Sometimes, it may be “homogeneously cylindrical” and sometimes it may be “heterogeneously cylindrical.”



Moreover, you should also follow certain codes while writing an editorial. According to the code of ethics explained by the U.S. National Conference of Editorial Writers, “Editorial writer, like the scientist, must pursue truth no matter where it leads if he is to be faithful to his craft and to his society.” The basic points of this code are:

1. The editorial writer should present facts honestly and fully.
2. He should draw objective conclusions from stated facts basing them upon the weight of evidence and upon the considered concept of the greatest good.
3. He should never be motivated by personal interest.
4. He should realize that he is not infallible and should give voice to those who disagree with him in a public letters column and by other suitable devices.
5. He should review his own conclusions and correct them should he find them based on previous misconceptions.
6. He should have the courage of well-founded conviction and never write anything that goes against his conscience. Where editorial pages are product of more than one mind, sound collective judgement can be achieved only through sound individual judgements. Therefore, thoughtful individual opinions should be respected.
7. He should support his colleagues in their adherence to the highest standards of professional integrity.

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## 5.3 CHECK YOUR PROGRESS

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**Note: 1) Use the space below for your answers.**

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

1. What are the difference between news story and a feature article?

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2. Define editorial page of newspaper? What are its functions?



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## 5.4 SUMMARY

- A news story provides hard news. It provides information in a straightforward manner. A feature appeals to the emotions. It covers all kinds of topics and provides the information in an interesting and easy-to-read manner. A feature tries to entertain while informing. Editorials provide the newspaper's point of view. Articles, on the other hand, provide the point of view of individual writers.
- Like editorials, articles analyse and interpret. Articles provide arguments and counter-arguments. An article goes to the root cause of an event or happening and provides background information. Then it describes the present situation and finally peeps into the future also.
- An editorial of a newspaper is the comment of the newspaper on current or burning topics. A good editorial can incite action, inspire deeds subvert legislation, stir revolution, There are editorials and editorials. Long ones and short one, pompous ones and perceptive ones, thoughtful ones sand-titillating ones, editorials that are hard-hitting as well as caressing, inspiring as well as denigrating, editorials, in fact, that reflect as wide a range of human emotions as are known to man.
- There are batteries of “editorial writers” also called “leader writers” who write anonymously, but obviously under the guidance and direction of the editor to whom, of course, all opinion is attributed.
- An editorial is generally published on the extreme left side of the central middle page of the newspaper called “editorial page”. The setting of editorial matter may be different from double column to three columns in different newspapers, though it is generally in D/C setting.

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## 5.5 KEY WORDS

**Clarity:** For bringing clarity in your article, first of all you should yourself understand the subject or the theme through and through. If you don't understand something, you can't simplify it. Moreover, the language should also be plain and simple and should be easily understandable to common readers.



**Conciseness:** Before writing an article, you should keep in mind that verbosity is not the basis of a good article. So use short words, short sentences, short paragraphs and the whole article should be short, brief and concise. Very long and lengthy articles are not considered to be readable or communicable and are going to be against professional desirability today.

**Continuity:** Continuity means flow. It indicates maintaining a link between first sentence and second sentence, between second sentence and third sentence, between one paragraph and another paragraph. That is to say that your whole write up should be so properly interwoven that the ideas should not appear to be scattered or fractured or divided.

**Completeness:** Completeness means covering almost all the probable aspects of the issues undertaken for analysis. So while writing an article don't consider a few variables.

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## 5.6 SELF ASSESSMENT TEST

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1. What do you mean by an article? Discuss its various types.
2. Differentiate between an article and a feature.
3. Discuss the various types of an article?
4. What steps will you follow while writing an article?
5. What is an editorial? Discuss the purpose of writing an editorial.
6. Who writes an editorial in a newspaper? Discuss it briefly.

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## 5.7 ANSWERS TO CHECK YOUR PROGRESS

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**Ans 1.** A news story is focused on something that is of immediate interest. It's about something that just happened or is ongoing. A feature article is informative, lighter fare that has no such sense of immediacy; the story will be as fresh next week as it is today.

**Ans 2.** Editorial sections are one or more pages of a newspaper that contain editorials and often, other opinion pieces such as columns and editorial cartoons.

An editorial is an opinion column that expresses the opinion of a newspaper. On large metro papers, that opinion is agreed upon by an editorial board, which is usually made up of editors, publishers, an editorial writer, and sometimes one or two respected people who have ties on the paper who are not employed there. Their unanimous opinion on a subject is drawn



by an editorial writer and most newspapers are unpublished because it is a newspaper opinion rather than a particular author's opinion.

Other opinion columns that may appear on the editorial page are the personal views of the authors.

An editorial cartoon, often a political cartoon, presents the opinion of the cartoonist, as much as an individual column presents the opinion of the author.

The purpose of the editorial page or section is to provide an analysis of the news and, hopefully, to convince readers to think more deeply about current events. It is also a place that the newspaper uses to support political candidates, which, like an editorial, represent the newspaper's official opinion. They can be valuable because newspaper people often know more about a particular subject than any other subject and are in a better position to form an opinion for most readers.

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## 5.8 REFERENCES & SUGGESTED READINGS

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SUBJECT: MEDIA WRITING-1	
COURSE CODE: MSM-504	AUTHOR: DR. SUNAINA
LESSON NO.: 6	VETTER: PROF.MANOJ DAYAL
WRITING FOR PUBLIC RELATIONS	

## STRUCTURE

### 6.0 Learning Objectives

#### 6.1 Introduction

#### 6.2 Fundamental of writing for Public Relations

- 6.2.1 Press Release
- 6.2.2 Minutes
- 6.2.3 Memos
- 6.2.4 Report writing
- 6.2.5 Letter writing

#### 6.3 Check Your Progress

#### 6.4 Summary

#### 6.5 Key Words

#### 6.6 Self-Assessment Test

#### 6.7 Answers to Check Your Progress

#### 6.8 References/Suggested Readings

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## 6.0 LEARNING OBJECTIVES

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After reading this lesson you will be able to-

- Know about basic writing for PR.
- Understand & write Press Release.
- Understand & write Minutes, Memos, Report writing & letter writing.

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## 6.1 INTRODUCTION

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Today we all are living in such an era of telephone, computer, internet, and communication. This is because of this reason the world around us has shrunk into a "global village". With the help of a button, we can easily communicate with our people living on far-flung and make our relationship strong with them. Therefore, in many other fields, writing is very essential.



Today, Public Relations has become an integral and important part of every field like Institutions, Hospitals, Tourism or Organisations. It helps organisations in creating and sustaining relationships with all possible interest groups. PR helps in creating a positive image for organizations. Most of the PR work is activity-oriented. But a major part of PR is communication. Here the written word plays an important role. The ability to write quickly, coherently and effectively - along with the ability to communicate verbally - distinguishes good PR practitioners from the average.

In Public Relations, one is required to write press releases, reports, memos, minutes, letters, articles, etc. all the time. Also PR writers write for a wide range of purposes, and use a greater number of communication methods.

Few people are born writers. Writing, like many other things, requires patience and hard work. The more you write, the better you become at writing. So in this lesson we shall discuss the various aspects of PR related writing.

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## 6.2 FUNDAMENTALS OF WRITING FOR PUBLIC RELATIONS

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Writing for Public Relations is not much different from general writing. All the good rules and practices of general writing are applicable to public relations writing. However, public relations writers have to work hard to ensure that their writing is clear, understandable, and enjoyable. Therefore, while writing them one must remember the following points:

**1. Think before writing:** Firstly you should clarify, focus and organise your idea what do you want to say. After making sure of your idea you should question to yourself that:-

- a) Your content is related to the reader?
- b) It can engage the reader's attention?
- c) It is in the reader's interest?

**2. Use drafts:** After creating an idea you should create a draft. It helps you to create better organization, style, and flow!

**3. Simplify, clarify, and aim:** Your ideas or content should be clear, easily understandable, or completing your aim/goal.



**4. Write for a specific audience:** You should always keep your target audience in mind while you write.

**5. Readability:** Your message content should be in short sentences but in variety. It keeps your message fresh and helps move your audience through text.

**6. Naturalness:** A conversational style is often best, especially for broadcast writing.

**7. Always avoid trite expressions & biases.**

**8. Avoid big words.**

**9. Your content should be specific.**

**10. Avoid extra words.**

**11. It should be simple.**

**12. Avoid clichés.**

**13. Avoid jargons.**

Welcome to the world of public relations writing. This is the world where in addition to planning, decision-making, implementation, etc, your day is filled with meetings, minutes, letters, memos, reports, press releases, presentations, and negotiations. To be successful in public relations, as in other professions, no other ability will be more valuable to you than the ability to put ideas on paper.

Now we know that the importance of writing in PR. Let us now study the different types of PR writing. The most important modes of written communication used by public relations personnel are:

- Press Release
- Minutes
- Memos
- Report writing and
- Letter writing

We shall discuss about these tools of Public Relations now.



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## 6.2.1 PRESS RELEASE

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A press release is a simple document intended to disseminate information in a ready-to-publish form. Press releases provide an opportunity for organizations to achieve positive public performance through the media. Many organizations use it extensively as it involves nominal expenditure.

Press releases usually present positive information. It tries to provide news that reflects the positive aspects of the organization to customers, clients, or the community. On rare occasions only it deals with controversial subjects.

Press releases are a basic tool for publicity. Organizations can only run a functional and fairly effective public relations program with this basic tool. And press releases are the most common way of releasing information to the media.

### TYPES OF PRESS RELEASE

There are four basic types of Press releases. These are:

1. The Advance or announcement
2. The Backgrounder
3. The Feature
4. The Follow-up

1. **The Advance or Announcement:** This is the most common type of press release. Its purpose is simply to announce an event or activity. It is topical and time-bound.
2. **The Backgrounder:** Such releases provide detailed or in-depth background information on an issue, product, or organization. These are usually severe in tone, are longer and less punctual. Sometimes the background is released along with other forms of release. The purpose of the backgrounder is to help the reporter get a better understanding and perspective of the topic or issue.
3. **The Feature:** While backgrounders are produced and used as support material for the main release, feature-type press release are designed for full stories. Features cover a variety of topics and lengths vary in style and approach. These are more people-oriented and are usually dramatic and even humorous, with a view to entertain while informing.



4. **The Follow-Up:** Such press release, as the name suggests, are released only after something happens. Such as what happened in the meeting during an event, or they can cover the results of some plans and projects once they are implemented.

## 6.2.2 MINUTES

Meetings are often held in organizations and many topics are discussed, information is exchanged and decisions are made. The proceedings of the meetings need to be recorded. And the minute is a written record of important meetings and work done in meetings. Due to the need and importance of an accurate record of meetings, the task of preparing minutes is assigned to a responsible person. The recorder takes brief but accurate summaries of the discussion and works. Only 'motions' are required to be taken in full.

### ELEMENTS OF A MINUTE

Written minutes should contain the following:

- Date, time and place of the meeting
- Type of meeting
- Presiding officer (Name and designation)
- Members present (Name and designation)
- Approval or correction of the minute of previous meeting
- Report of individuals or committees
- Action on unfinished business from previous meeting
- Transaction of new business
- Appointment of committees
- Adjournment

In case of 'motions' taking place during meetings, the following should be recorded:

- The name of the person making the motion
- The exact wording of the motion
- The name of the person seconding the motion.
- The result of the voting

Usually reports are presented in the minute in the summarized form. Some important reports, including the treasurers' report, are attached to the minute.



1. **Rough Draft:** The recorder should write a rough draft immediately after the meeting, when discussions, events, and tasks are still fresh in his mind. While there is no fixed format for minutes, authors often use side headings to identify different sections of minutes. This rough draft is then presented to the Presiding Officer and those reporting for approval.
2. **The Final Minute:** Once the rough draft is approved or corrected, the recorder prepares the final draft. Usually, the durable paper is used for writing or typing minutes. Some organizations also use special coloured paper for minutes. Content description, name date, etc. should be checked along with grammar, punctuation marks, etc. The past tense is usually used for writing.
3. **Filing of Minutes:** Since minutes are important documents, organizations preserve them in file format. Some organizations have what are called 'minute books'. Some organizations also have an indexing system to fill minutes.

## FORMAT-1

### XYZ Company

#### Minutes of meeting of 28<sup>th</sup> June, 2020

**Place:** Conference Room

**Time:** 5.30 pm

**Presiding officer:** P Q R Mishra

**Members present:** ABC Mittal IJK Vardhan

**Approval of minutes of last meeting:** The minutes of the meeting of 01 June were read and approved.

**Treasurer's report:** The treasurer reported that the funds were up by 2.5 lacs. Report accepted.

**Report of committees:** The membership committee reported that 270 new members had been enrolled. Report accepted with applause.

**Pending business from previous meeting:** None



**New Business:** The chairman suggested a publicity drive. A committee with ABC Mittal and MNO Shastri was formed to finalise a plan of action complete with a budget.

**Time of next meeting:** The next meeting will be held on 1st August in the usual place.

**Adjournment:** The meeting was adjourned at 6.45 pm

(ABC Mittal) Secretary

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## 6.2.3 MEMOS

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Memos or memoranda are written messages exchanged by employees within an organization for written information, instructions, suggestions, etc. Memos inform, confirm, make a case of judgment record, summarize and properly transmit information that might otherwise be confused or forgotten.

### MEMOS AND LETTERS COMPARED

Memos differ from letters in more than just being intra-office communication devices. They are generally less formal - both in content and format. As they address colleagues, they often have jargon or technical language that is probably not understood by ordinary people. Memos are often sent to many readers as it arises from the boss and is meant for all employees. Memos are also less detailed than letters.

### HOW TO WRITE MEMOS

Indicate the subject, date, name of sender and receiver(s).

- Discuss only one subject.
- Be brief.
- In case of problem situations, list all possible options and indicate the option that you suggested or recommend.

### FORMAT OF MEMOS

Most organizations have printed stationery per memo. These usually have the headings TO, FROM, SUBJECT, DATE printed on them, if there is no printed format, orders usually type their heading. Some organizations also use additional headings such as DEPARTMENT, LOCATION, COPIES etc.

### Example:



ABC Company

## MEMO

To \_\_\_\_\_

From \_\_\_\_\_

Subject \_\_\_\_\_

Date \_\_\_\_\_

## CHECKLIST FOR WRITING MEMO

After preparing the initial draft of the memo, check for the following:

- Is the content of the memo courteous?
- Does the memo have the appropriate time and date?
- Is the content clear & complete?
- Are the actions desired clearly outlined?
- Does the message identify the benefit of complying with the writers request or query?  
-Is the message brief and concise enough?
- Are the sentences & paragraphs of appropriate length? -Does the message contain sufficient details?
- And finally check the final draft for format, grammar, punctuation and spelling.

## TYPES OF MEMOS

- Request Memos
- Inquiry Memos
- Response Memos
- Policy Memos (Directives)
- Bad news Memos

## THE 'YOU' ATTITUDE AND POSITIVE APPROACH:

Many business people think that memos are only factual in nature and should be brief and to the point. While this is true, it only requires less time and effort to convert the average, factual memo into positive, persuasive communication. The 'You-attitude' helps readers understand and accept the message more easily.





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## 6.2.4 REPORT WRITING

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Report writing is an essential skill at all levels of business. A business report is a document that conveys specific information about your business to other individuals. Sometimes those other individuals are employees and sometimes they are investors. The information it conveys may vary depending on the audience, but the foundation of the communication centres around communication. A report is purely based on observation and analysis. A report gives an explanation of any circumstance.

In today's corporate world, reports play a crucial role. They are a strong base for planning and control in an organization, i.e., reports give information that can be utilized by the management team in an organization for making plans and for solving complex issues in the organization.

A report discusses a particular problem in detail. It brings significant and reliable information to the limelight of top management in an organization. Hence, on the basis of such information, the management can make strong decisions. Reports are required for judging the performances of various departments in an organization.

The essentials of good/effective report writing are as follows-

- Know your objective, i.e., be focused.
- Analyze the niche audience, i.e., make an analysis of the target audience, the purpose for which audience requires the report, kind of data audience is looking for in the report, the implications of report reading, etc.
- Decide the length of the report.
- Disclose correct and true information in a report.
- Discuss all sides of the problem reasonably and impartially. Include all relevant facts in a report.
- Concentrate on the report structure and matter. Pre-decide the report writing style. Use the vivid structure of sentences.
- The report should be neatly presented and should be carefully documented.
- Highlight and recap the main message in a report.
- Encourage feedback on the report from the critics. The feedback, if negative, might be useful if properly supported with reasons by the critics. The report can be modified based on such feedback.



- Use graphs, pie-charts, etc to show the numerical data records over the years.
- Decide on the margins on a report. Ideally, the top and the side margins should be the same (minimum 1 inch broad), but the lower/bottom margins can be one and a half times as broad as others.
- Attempt to generate a reader's interest by making appropriate paragraphs, giving bold headings for each paragraph, using bullets wherever required, etc.

An effective report can be written going through the following steps-

1. Determine the purpose of the report, i.e., identify the problem.
2. Define audience
3. **Collecting information**
4. Organizing and analysing the information
5. **Selecting the method of writing report**
6. Prepare an outline for the report, i.e., draft the report
7. **Writing and submitting the report**

1. **Determination of purpose:** The first step in writing a report is to determine the purpose for which the report is being written. Every report deals with a specific problem. Therefore, the author must know precisely the nature of the reported problem. This step includes the answers to what, why and when to write the report.
2. **Define Audience:** A reported goal or audience helps to focus properly during the reported preparation. You can know how appropriate the information is. What type of information is appropriate? Knowing the target audience also provides information about the style and language of writing the report.
3. **Collecting information:** In this phase, the author will select possible sources of information. Information can be gathered from primary and secondary sources. Primary information can be obtained through observation and inquiry. On the other hand, secondary information can be obtained from magazines, newspapers, reports, books etc.
4. **Organizing and analysing the information:** The information gathered here is organized according to its nature. At this stage, a lot of data has to be rejected, while



more additional data may need to be collected. To organize and analyze the information, the author takes the help of various statistical techniques.

**5. Selecting the method of writing report:** Once the information is collected and analyzed, the next step is to choose the writing method. There are two methods of writing reports such as the inductive method and the inductive method.

a) **Inductive method:** The inductive method arranges the report material in sequence of background information, discussion and analysis, recommendations and initiation of conclusions.

b) **Deductive method:** The deductive method arranges the contents in a sequence of summaries and recommendations, introduction, discussion and analysis.

These two methods are suitable for different situations. After selecting the appropriate method, the writer goes for actual writing.

**6. Prepare an outline for the report:** A report typically has four elements:

a) **Executive Summary:** Your report will start with a summary, which is written after the report ends. As the first item the reader encounters, this is the most important section of the document. They will probably use the summary to decide how many reports they need to read so that it can be calculated!

b) **Introduction:** Provide a reference for the report and outline the content structure. Identify the scope of the report and any specific methods used.

c) **Body:** Now it's time to put your writing skills to work! This is the longest section of the report and should contain background details, analysis, discussion and recommendations for consideration. Draw on data and supporting graphics to support your position.

d) **Conclusion:** Bring together the various elements of the report in a clear and concise manner. Identify the next steps and any tasks that your reader needs to take.

**7. Writing and submitting the report:** The process of writing a report ends with writing and submitting the report. Before drafting the final report, the author develops rough copies for examination, editing, and revision. In a rough copy, the author examines the accuracy of information, the formation of sentences, grammatical



accuracy and style of presentation, sequence of content, and so on. After all these investigations and reforms, the final draft is prepared and submitted to the concerned authority.

## 6.2.5 LETTER WRITING

Letters are one of the most important parts of business communication. These are usually written to people outside the organization. So they almost carry the image of the organization and have the ability to generate good will. Business letters usually require a high degree of formality (as opposed to personal letters). In addition business papers often need to be elaborated. While there are quite a few varieties of business letters, they can be classified based on the receiver's response. These are:

REACTION	TYPE OF MESSAGE
Pleased	"Yes" letters (letters of promotion, approval, admission, permission, award, etc.)
Displeased	"No" letters (letters of denial, refusal, etc.)
Neither Pleased nor Displeased	Letters that call for information, action, etc.

In case of "YES" letters, one can:

- Put the good news first,
- Follow with the details and finally
- End on a pleasant note.

### Example-1

Dear Mr. XYZ

(a) You have been selected for a two-month training programme in our Software Development Section.

(b) Because of your computer background, you should gain the necessary expertise soon enough.



Please report for the training on Monday, 14th of Oct. Your first assignment will be with Mr. B. Bhatia. He would help you familiarize with the procedure and introduce you to other personnel.

(c) Our team in the Software Development Section works hard, yet they enjoy the informal atmosphere. We welcome you to our group and want you to feel at home from the very beginning of your training.

Yours truly,

PQR

In case of "NO" letters,

- (a) put a neutral idea first,
- (b) then give the reasons, followed by the bad news in tactful terms and
- (c) end on a pleasant note.

Putting the bad news first closes the receiver's mind to reasons. So we need to give the reason before the bad news.

### Example-2

Dear XYZ

(a) As we promised last week, here is the letter about our two month training programme in Software Development.

(b) This programme is a highly advanced one and is designed for people with basic training in computers. Since you have very little exposure to computers, we could not accommodate you.

(c) We appreciate your interest in our programme. And we would be able to accommodate you in the future if you do a basic course in computer.

Yours

PQR



In case for “**ACTION**”

These letters require a different format from the 'yes' & 'no' letters. These letters follow the purpose, position, reasons and action (PPRA) framework.

➤ **First paragraph (PURPOSE):**

State purpose of letters.

Identify yourself.

Show your connection with the subject.

➤ **Second paragraph (POSITION):**

State your position.

Summarize your opinion on the matter. (In case of programmes or events, describe the position.)

➤ **Third paragraph (REASONS):**

Give your arguments (If there are many points use paragraphs for individual points.)

➤ **Fourth Paragraph (ACTION):** Give the action (mention the changes you suggest or improvements you want.)

Business letters are written to maintain relationships, to provide information, to persuade the recipient to do something. The letter could induce cooperation or resistance depending on the content or the style of writing.

Things to remember while writing business letters are: "facts speak loudest", and "emotional outbursts are self-defeating". One has to present criticism in a constructive manner, preferably suggesting a better alternative.

It must also be remembered that letters convey not only through the words but also through the tone. The layout, the length of sentences, the paragraphs should also be simple and short. After you have finished, go through the letter again checking for tone, clarity, and adequacy of content.



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## 6.3 CHECK YOUR PROGRESS

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**Note: 1) Use the space below for your answers.**

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

1. Business letters should be concise.
  - a) True
  - b) False
2. Which of these must be avoided in business letters?
  - a) Polite words
  - b) Formal words
  - c) Abbreviations
  - d) Clear details
3. Business letters produce immediate effect because they are
  - a) Informal
  - b) Formal
  - c) Interesting
  - d) Brief
4. Letters that please the receiver are called
  - a) Routine letters
  - b) Good news letters
  - c) “Yes” letters
  - d) Invitation letters
5. The purpose of a “no response letter is to leave the reader with
  - a) Reasons for the rejection of the request
  - b) Unpleasant feelings
  - c) Minimum disappointment
  - d) No future hope
6. A memorandum (memo) is considered a brief form of written communication for
  - a) Formal use
  - b) External use
  - c) Internal use
  - d) Legal use
7. If a newsworthy information in a press release is in the middle or the end of the release, the reporter should



- a) Rewrite the release to put the news in the lead
  - b) Publish the release as it was written
  - c) Throw the release in the wastebasket
  - d) Send it back and ask them to rewrite
8. Which of these details are not mentioned in minutes?
- a) Venue of the meeting
  - b) Date of the meeting
  - c) Name of the chairman
  - d) Age of the chairman

---

## 6.4 SUMMARY

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- Meeting are held quite frequently in organizations and many topics are discussed, information exchanged and decisions are made. There is a need to record the proceedings of meetings. And Minutes are a written record of important discussion and actions taken at meetings.
- Memos differ from letters in more than just being intra-office communication devices. They are generally less formal - both in content and format. As they are addressed to colleagues, they often contain jargons or technical language that might not be understood by laymen. Memos are often sent to multiple readers as in case of the ones originating from the boss and meant for all the employees.
- A business report is a document that conveys specific information about your business to other individuals. Sometimes those other individuals are employees and sometime they are investors.
- Letters are one of the most important parts of business communication. These are usually written to persons outside the organization. So they almost carry the image of the organization and have the potential to create good will. Business letter usually require a high degree of formality (as opposed to personal letters).

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## 6.5 KEYWORDS

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**Meeting:** A meeting is an occasion when people come together to discuss or decide something.





**Minutes:** Minutes is known as protocols or, informally, notes, are the instant written record of a meeting or hearing.

**Memo:** Memos have a twofold purpose: they bring attention to problems and they solve problems. They accomplish their goals by informing the reader about new information like policy changes, price increases, or by persuading the reader to take an action, such as attend a meeting, or change a current production procedure.

**Report Writing:** A report or account is an informational work, such as writing, speech, television or film, made with the intention of relaying information or recounting events in a presentable form.

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## 6.6 SELF-ASSESSMENT TEST

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1. What are the fundamental of writing for Public Relations?
2. What are the major forms of writing for Public Relations Professionals?
3. Define different types of press release.
4. Why is it important to take minutes of a meeting?
5. What is a memo in Business Communication?
6. What is the purpose of writing a Business Letters?

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## 6.7 ANSWERS TO CHECK YOUR PROGRESS

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1. a) True
2. c) Abbreviations
3. a) Informal
4. c) "Yes" letters
5. c) Minimum disappointment
6. c) Internal use
7. a) Rewrite the release to put the news in the lead
8. d) Age of the chairman

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## 6.8 REFERENCES/SUGGESTED READINGS

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1. Argenti Paul, "Corporate Communication", Irwin Publication.



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<b>SUBJECT: MEDIA WRITING -1</b>	
<b>COURSE CODE: MSM-504</b>	<b>AUTHOR: DR. AMARDEEP</b>
<b>LESSON NO.: 7</b>	<b>VETTER: PROF. MANOJ DAYAL</b>
<b>DEVELOPMENT WRITING</b>	

## **STRUCTURE**

### **7.0 Learning Objectives**

#### **7.1 Introduction**

#### **7.2 What does Development mean?**

#### **7.3 Development Communication**

##### **7.3.1 Development Story**

##### **7.3.2 Development Reporting**

##### **7.3.3 Basics of Development Writing**

##### **7.3.4 Development Article**

##### **7.3.5 Development Approaches**

##### **7.3.6 Main Stream Journalism vs Development Journalism**

##### **7.3.7 Journalism as a Mission**

#### **7.4 Check Your Progress**

#### **7.5 Summary**

#### **7.6 Keywords**

#### **7.7 Self-Assessment Test**

#### **7.8 Answers to Check Your Progress**

#### **7.9 Reference/Suggested Readings**

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## **7.0 LEARNING OBJECTIVES**

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After reading this lesson you will be able to:

- Describe the key elements of writing for development.
- Understand how to write development article effectively.
- Differentiate between mainstream journalism and development journalism.
- Explain journalism as a mission.

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## **7.1 INTRODUCTION**

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Different people have different visions of what human betterment and national development , and how to work effectively to achieve them. How should traditional as well as new digital



media platforms help transform the lives of the poor or underdeveloped? How should media writers and directors represent them so that they can get the attention of development agencies and government? Besides this, how communication can help them to understand their development problems and guide them to work collectively towards achieving development goals. This lesson briefly introduces and explain the above-mentioned media for development notion which describes the strategic employment of media and communication as facilities for informing, educating, and sensitizing people about development and pertinent social issues. The discussion includes the process of doing media for development, especially in relation to the challenges of developing content that satisfies the diverse needs of multiple stakeholders without promoting the single story. This lesson builds on empirical case studies of development in which the mass media, especially newspapers, radio, internet, social media, and television have been used as instruments and spaces for communicating about and in development.

Debates over the role of media in reporting development has largely been framed within the development journalism approach. This lesson focuses on various approaches being used for writing mass media messages for development.

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## 7.2 WHAT DOES DEVELOPMENT MEAN?

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Mohammed Yunus, Founder of the Grameen bank, Bangladesh said that Development means development of the bottom 50 percent of a country. Most countries of the world which got national independence after World War II wanted to become 'modern' like Western Europe and North America. Both the United States and USSR power blocs recommended economic planning as a means to this end, and offered technical assistance to build the one-time colonies of Asia, the Caribbean, and Africa, in keeping with their own market needs and foreign policy objectives. Developed and underdeveloped countries assumed that planning for technologically-based growth would make it possible for the underdeveloped to have an industrial revolution without problems. But economic growth and modernization planners did not foresee the enormous complexities of the events, and their inability to control them. Domestic economic, political and cultural structures posed serious questions about the concept of development. In the 1970s, researchers found that the gross national product had increased, but that its major beneficiaries were the middle- and higher-income groups. The already powerful and privileged benefitted from the new opportunities created by economic



development plans, while the position of the handicapped majority remained the same or became worse.

Development planners learned that the choice of development strategy must recognize differences in access to opportunities for improvement within nation and between nations. In the meantime, new concepts of development were also designed. Dudley Seers while elaborating on the meaning of development suggests that while there can be value judgements on what is development and what is not, it should be a universally acceptable aim of development to make for conditions that lead to a realization of the potentials of human personality. The people are held to be the principal actors in human scale development. Respecting the diversity of the people as well as the autonomy of the spaces in which they must act converts the present-day object person to a subject person in the human scale development. The United Nations Development program's analysis focuses on a comprehensive view of human development. Their findings indicate that the link between economic growth and human development is not automatic. Until the uneven distribution of income has been not addressed; human development is very much hard to achieve. National development must focus on mobilizing human potential through...

- (a) Access to material resources like good health, education, housing and food.
- (b) Creation of a culture and environment that guarantees freedom, human right, and personal self-respect.

The road to development advocated is basically grass root participation in decisions on the design and implementation of the particular kind of national transformation desired. The end to give people's lives back to them – free from domination by colonial powers, an authoritarian state and structures of inequality such as caste and class. This is where development communication, information, media representation and participation come in to development discourse. The mass media are useful if they promote mass participation as a means and as end.

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## 7.3 DEVELOPMENT COMMUNICATION

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The first and foremost definition of development communication was offered in the late 1960s by Quebral, who defined the term/concept as the “art and science of human communication applied to speedy transformation of a country and a mass of its people from



poverty to a dynamic state of economic growth” so as to achieve greater social equality. Quebral’s emphasis on Art was because of the need for creative and interpretive approaches required to create interesting, informative and educational content on development within non-formal education framework; Whilst science aspect referred to the theory-informed foundations of field.

The first major research on the role of the mass media in national development in a Third World society was conducted by political scientist Daniel Lerner. *The Passing of Traditional Society* published in 1958 presents Lerner’s version of how the west modernized/developed: increased urbanization led to increased literacy and mass media exposure which led to higher incomes and voting. Lerner speculated that the mechanism that would cause the mass media to promote income growth and political participation was ‘empathy’, being able to imagine oneself in another’s situation. After that a study from UNESCO found that indicators on national development such as per capita income, literacy, urbanization, and industrialization were correlated with indicators of a well-developed media infrastructure. The development of mass media was clearly related to other developments in the country. The question, of course, was: which causes what?

US communication researcher and teacher Wilbur Schramm was invited by then primarily US-influenced UNESCO to examine the role of the mass media in promoting social and economic progress. Strongly infected by Lerner’s excitement, Schramm’s very readable book laid out a rather optimistic scenario. The media had a lot of potential and promise. They could carry mass mobilization messages for national transformation, Schramm felt.

During the United Nations Decade for development in the 1960s, sociologists in the United States studying how agricultural innovations spread in the US Midwest wondered whether their ‘Diffusion Model’ could be of help in developing countries. Diffusion researchers conceived of social change in terms of Invention + Diffusion. They wanted to promote social change in the developing countries by promoting the adoption of inventions. They face some problem in adoption i.e. how to take majority from awareness to interest to trial of innovations at an accelerated pace?

The diffusion researchers found the mass media to be useful in generating awareness and interest about an innovation. Thus, the mass media found the prominence among another



body of social scientists as a means to diffuse modern scientific ways of knowing, feeling, and doing among the peasants and poor of Asia, Africa, Latin America, and the Caribbean.

Development communication became the buzzword for development in underdeveloped countries. After that, another kind of biasness was observed in which vertical or top to down communication was being done. Experts of various field started communication to the people without understanding the capabilities of the underdeveloped peoples. Besides this, the communication technologies available that time were also one sided in nature and the producers were also not understanding the level of media literacy among peoples. “What information do farmers need? I do not know. I live in the city. Agriculture experts tell me what farmers should be told, and I design a poster or program as attractively as I know. My Job is to get the audience’s attention. My tools are words and pictures. When the audience does not understand what I mean to say, it is often because they are pictorially and verbally illiterate. That’s their problem, not mine”. It was a statement given by a producer.

Development communication strategies are being investigated and various new approaches have been adopted. Mainly three type of approaches can be included in development communication.

- A. Factual News and Content
- B. Creative and educational journalism
- C. Local and community-based horizontal communication

New digital communication technologies have completely changed the process of development communication. Now, it is possible to engage poor and under-developed peoples/communities in communication. Need based information can be provided and community/country specific communication is possible now. Change agents with communication approaches is still a problem and various stakeholder (Governments, Media Houses, and NGOs) are trying to fill that gap in development communication.

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### 7.3.1 DEVELOPMENT STORY

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The poor and underdeveloped, collectively called audience in communication, is invisible. Farmers, traders, industrial workers, agricultural workers, females, children, and



other marginalized in villages, and towns in India are busy. The community development agencies and the message producers who work for them are distanced from them by the technology they use in one sense. But they are also potentially connected to them through this technical delivery system.

Systematic research has helped us to develop communication hardware (e.g., transistors, social media, satellites, smart televisions, smart phones) to carry messages to distant rural homes and schools. Now, we have to focus on software or development stories (print, TV and digital media programs) in a manner that is responsive to who needs to know what, in which form, at what time, through which channels?

## WHAT IS NEWS?

Despite the central position of news in the media, the question ‘what is news?’ is one which journalist themselves seem to find distinctly metaphysical and difficult to answer. Walter Lippmann (1922: 216) focused on the process of news gathering, which he saw as a search for ‘objective clear signal which signifies an event’. Hence, ‘news is not a mirror of social conditions, but the report of an aspect that has obtruded itself’.

Broadly, news can be defined as –

1. News is timely; it is about very recent or recurrent events
2. News is unsystematic; it deals with discrete events and happenings, and the world seen through news alone consists of unrelated happenings, which it is not the primary task of news itself to interpret.
3. News is perishable; It lives only when the events themselves are current, and for purpose of record and later reference other forms of knowledge will replace news.
4. Events reported as news should be unusual or at least unexpected, qualities that are more important than their real significance.
5. News involves audience interest.
6. News is mainly for orientation and attention-direction and not a substitute for knowledge.

## NEWS AS DEVELOPMENT NARRATIVE

News as development narrative has for long been an object of study and the narrative concept has proved useful in development communication. Basic narrative forms span a wide range of





types, including advertisements and news stories as well as the more obvious candidates of drama and fiction. In one way or other, most media development content tells stories, which take rather patterned and predictable forms. The main function of development narrative is to help make sense of reports of experience. It does this in two ways: by linking actions and events in logical sequential and casual way; and by providing the elements of people and places that have a fixed and recognizable character.

Development narratives should be like ancient ways of telling stories. Development news should be written in narrative form, with principal and minor actors, connected sequences, heroes and villains, beginning, middle, and end, signaling of dramatic turns and reliance on familiar plots.

A development narrative text normally consists of an abstract, attribution, and story. This story should consist of one and more issues and which in turn consist of one or more events. After this, it should be contributed by; follow up; commentary; and background.

## **FACTUAL REPORTING WITH STORYTELLING**

Many aspects of news form are clearly related with the pursuit of objectivity in the sense of facticity and factualness. The language of news is 'linear', elaborating an event report along a single dimension with added information, illustration. It is usually written in the past tense, with headlines in the present tense and also that it avoids conventions associated with fiction.

Development stories should be factual as well as performative. It should be in the form in which an issue or event has to be rendered into a 'story about an event'. Thus, 'pure facts' should be constructed with pure performance to make a development story attractive. A development story could be of any type e.g.

- special report on water crisis,
- an explanation on ozone layer,
- A description of the plight of agriculture community
- Statistic report on crop pattern in country
- Hard news on Poverty
- Coverage of reports from international organizations
- Analysis of job opportunities in the country
- Awareness campaigns regarding a disease.



- Interview with experts
- Discussion among community on education reforms
- Regular Column on any issue of development

An important aspect of development story that is related with 'what s story' phenomenon is the notion of a 'key event'. This refers to the kind of development event that becomes a big news story not only because of scale, unexpectedness and quality, but because of some unusual degree of public resonance and significance in symbolizing some deeper public crisis or anxiety. Development story should be impactful so that all the stakeholders in development process can be made sensitive and citizen participation can be ensured.

We need to systematically understand audience preferences in terms of topic and treatment. For the information delivery system to achieve communication with its audiences, the message production process must begin with audience – sender dialogue. Journalists must first listen to representatives' samples of the larger audience specify their topic and treatment preferences. The mass communication media are channels that could potentially distribute information packages to large numbers of people. Whether the packages reach the intended audience, whether the receivers find the packages appealing enough to open, and whether the information inside is digestible will depend upon whether the information packagers (writers, graphic designers, content writer) know what get audience attention – what information that particular audience is hungry for.

A close-up shot photo of a mosquito in a newspaper on malaria is not recognized as a mosquito. Villagers announce that they do not have such big creatures in their area, so they have nothing to fear from malaria. Why? Because graphic designer used the grammar of cinema that they were trained to use, not what the audience can understand.

The Hindustan Times feature "Our Village Chhatera" was brought out in February, 1969. It was one of the best documented rural feature series in the Indian press. For years, a team of enterprising reporters wrote about the village with rare zeal and enthusiasm. They made an attempt to familiarize the urban population with the problems faced by their counterparts residing in villages. They covered extensively the rural scene in depth and in all its versatility. The series became hugely popular among all sections of society and Chhatera had become a household name for thousands of urban readers of the newspaper.

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### 7.3.2 DEVELOPMENT REPORTING

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Reporting involves discovering all relevant facts, selecting and presenting the important facts and weaving a comprehensive story. Reporting involves hard work, which in turn involves stamina and patience. The main function of journalistic profession is news reporting. Development reporting is somewhat different from other reporting types. It starts from the assumption that development has an important role in the state as it includes those who are not in a position to represent themselves. It provides underdeveloped the information that they need to actively participate in socio-political environment. Development reporting is a process in which opinion formation and behavior change is necessary and it takes time.

Development communication uses various type of media and messages to reach the audience. But the important thing is 'reporting' of development stories in different media outlets. Main stream media like newspaper, T.V, radio, have greater reach in developing countries and development stories get the maximum reach through these media. Reporting through the mainstream media is an industrial process composed of interrelated steps, just as the mass production of soap and cars is an assembly line process composed of different steps. The goal of the development reporting is to cover and create stories in support of the mass mobilization goals of grass roots organization, the government, or the NGOs. Besides this, development reporting covers motivational stories which initiated change in society.

Development stories are big news in developing countries. But too often, media reports about this important topic simply cover government announcements of infrastructure development--roads, bridges, hospitals--and official claims that lives will improve.

Development reporting needs captivating stories. These stories should focus on and about socio-economic development targeted at primary, secondary, or tertiary stakeholders. There are two main groups of stakeholders who require different development content.

1. Primary stakeholders refer to interested constituents who directly live with development problems such as poverty, unemployment, social exclusion and other forms of marginalization. They need reporting of stories which focus on information and increase people's knowledge about particular development issue.
2. On the other hand, secondary stakeholders refer to policy makers, decision-makers, donor organizations, and citizens and other partners from developed nations. These do not live through the development challenges in question, but nevertheless are implicated in the design and implementation of livelihood policies that affect primary



stakeholders. Reporting about them helps in advocacy and agenda-setters so as to influence publics and policymaking structures within the “socio-political” sphere of the country.

The media are means to an end. For commercial sponsor of T.V, Newspaper, and radio programs, the end is audience maximization. For the development reporting the end is mobilizing the nation to reconsider its approaches towards marginalized. Generally, it is observed that the financier’s goal dilutes the development reporting goal. If audience members with purchasing power do not like questions that are raised about their treatment to underdeveloped, the sponsor or publisher or advertiser will request modification and dilution of the problematic content. If the government do not like the reporting of data and charts related to government efficiency, no matter how useful it might be for development, it may order to drop the story from the media. Such problems are also being faced by the reporter and it obstruct development reporting substantially.

Kamath (Kamath, 2005) listed the main purpose of development reporting as described in the Manual for News Agency Reporters published by the Indian Institute of Mass Communication as follows:

1. The purpose of development reporting is to create a sense of involvement, to spread the realization that the future comes out of present efforts, that development can be nobody's gift, least of all of the aid given by affluent countries, but is the result of one's own labour.
2. Development reporting must concern itself with the people. It must show them how to improve their bargaining power with society. It must make them realize that their future is in their hands. It must describe the process of backbone building.
3. Development reporting must describe the people actually at work in new projects and processes. It must describe the process of change and modernization, the new discoveries and the products. It must describe terms and conditions of development.
4. An important aspect of development reporting is success stories of people who have adopted new technologies, tried new methods, and benefitted themselves and helped society.



5. Development reporting, by its very nature, is devoid of the kind of sensational interest that an eruption or a calamity or a political confrontation produces. It does not carry the stamp of immediacy that 'events' do.

6. Development reporting, to be effective, requires considerable investigative and research skill on the part of the journalist, apart from firm grasp of trends in economic thought, planning and development.

Development reporting goes beyond providing information. It involves understanding people, their beliefs and values, the social and cultural norms that shape their lives. It includes engaging communities and listening to adults and children as they identify problems, propose solutions and act upon them. It is seen as a two-way process for sharing ideas and knowledge using a range of communication tools and approaches that empower individuals and communities to take actions to improve their lives. Reports should be based on empirical research that helps to build consensus while it facilitates the sharing of knowledge to achieve a positive change in the development initiative.

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### 7.3.3 BASICS OF DEVELOPMENT WRITING

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Development is a complex process and writing for development requires specified skills and understanding. Writer and reader are equal partners in the construction of meaning. To paraphrase a popular expression: Meaning Lies in the Mind of the Receiver/Reader. Communication technologies that seek to deliver information to distant places cannot promise communication. Writer-reader dialogue can improve its chances. This dialogue-based writing design process is the key to achieve the proposed goals. No national or individual change can take place without dialogue. This dialogue should be –

- A. with in groups of people with homogeneous needs,
- B. between groups of people with different needs
- C. between the public and planners (e.g. governments, NGOs,) claiming to meet their needs.

**Considering the above requirements, development writings should first focus on the following useful steps-**

1. Learn everything about the topic
2. Observe the lifestyles and values of different segments of the reader to help you decide how to write the message.



3. Choose which channel and what frequency of exposure is required to reach the objective you have set.
4. Design a creative persuasive strategy to package the meanings you want to share.

Development writing is somewhat different and it demands creative formats to make the reader attached with the story:

- A. It should be attractive
- B. illustrations should be used
- C. Spark the reader's imagination
- D. Try to make an opinion
- E. The 'What is in it for me' angle
- F. Follow up stories
- G. Try to engage the audience by using simple, clear, empathy words
- H. Incorporate Quotes and Outside Sources
- I. Show, Don't Tell.

The Hindu, one of the widely circulated national dailies in India, took an important initiative in the area of rural reporting by appointing a special correspondent for agricultural reporting. The newspaper reported imported news about project implemented in different states as also the attitude of government officials, farmers and businessmen towards the different projects and their implementation. Subsequently, a regular column, "For the Farmers Note-Book", was started containing latest research findings and their scope for utilization in different regions, innovation by the agricultural input, industry, etc. the column proved to be extremely successful in spreading out information about agricultural innovations to the farmers community.

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### 7.3.4 DEVELOPMENT ARTICLE

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An article, sometimes referred to as an op-ed article, is a commentary written by someone who is independent of the newspaper. Print media particularly newspapers and magazines have been providing huge space to different types of writing. Development writings can be of different formats but article is an important part of these writings. Development articles can be defined as a piece of writing in which a subject expert write about a particular aspect of development with facts, analysis, analogies, point of view and winning conclusion. Development article uses a catchy headline.



This type of development writing refers to either externally or internally generated communications in which special journalists, subject matter specialists and policymakers develop and write development content so as to raise public awareness regarding development challenges and opportunities existing in a particular community and society. Besides this, articles focus on newly emerging situations and their relevance to development. One of the most important parts of articles is that they are detailed and focused on one aspect. Open with a clear sense of what you're writing about and why the reader should care about it, then continue with a cogent argument leading to a strong conclusion. Too many development articles give a great description of the problem, but then peter out into a feeble conclusion that "it's high time" somebody does something. Give a forward-looking and original solution.

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### 7.3.5 DEVELOPMENT APPROACH

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The conversation about development in the first years emerged from a consideration of the welfare approach, which related to development as a “public product” along the lines of education or health, services that must be supplied to all those being served by the State or any other entity (such as nonprofit organizations). The majority of the activities and funds that have been invested in the field of development were focused on supplying various welfare products, out of a belief that this supply would reduce poverty and promote development. However, the welfare approach ignored political economic relationships among various entities, as well as local conditions preventing the ability of local players to take advantage of the assistance that had been given to them.

The “rights approach” of development brings a relationship to human rights into the consideration and implementation of development. In essence, this approach relates to service recipients in the same way as to team members participating on the playing field, who have the right to the fruits of the development. The main point of field work, according to this approach, is accomplished through reinforcing populations, in order to make them capable of requesting development and taking advantage of the assistance given to them, on the one hand, and through strengthening the various government bodies, on the other hand, in order to enable them to identify the needs of the population and satisfy those needs, which also seem like rights. In this way, an emphasis is placed on the obligation of the State to supply appropriate services and to strengthen the local population and transform it into being self – sufficient.



The sustainability approach or self – sustaining development began to develop in the 1970s, and received a significant impetus with the publication of the Brundtland Report by the UN in 1987. With the accumulation of testimonies regarding the influence of industrialization and modernization on natural resources, support for sustainable development grew, which relates to the needs of present and future generations in an egalitarian manner, and demands that the environmental influences of economic growth be taken into consideration in the planning process. The innovation of this approach is the fact that it relates to development in all the countries of the world, and not only in developing countries. Nevertheless, the demand for sustainable development in developing countries is limited, in that development of this kind necessitates wider economic investment in long term processes, which developing countries, on principle, request that they not be required to do.

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### **7.3.6 MAIN STREAM JOURNALISM VS DEVELOPMENT JOURNALISM**

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Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities. The vast majority of communication, however, is not news and especially not journalism. Almost 70 percent of email traffic is spam, according to web security company Symantec.

There are several forms of journalism with diverse audiences. Thus, journalism is said to serve the role of a "fourth estate", acting as a watchdog on the workings of the government. A single publication (such as a newspaper) contains many forms of journalism, each of which may be presented in different formats. Each section of a newspaper, magazine, or website may cater to a different audience.

Here we are concerned with mainstream journalism versus development journalism. As we know that journalism involves gathering, assessing, creating, and presenting news and information and this process needs collective efforts with lots of money and technologies. Financiers of media production activities usually decide what will publish and what will not. In the last two decades, their main focus is on profit and journalism has been changed a lot because of this. New types of journalism emerged and basic principles of journalism have been compromised. In this process, development journalism has been affected badly. The city oriented and political motivated journalism practices have forgot about the underdeveloped and their miseries.





Though, new communication technologies have provided new platforms to development activists and journalists but the impact of mainstream media and their reach is still that matters.

## MAINSTREAM JOURNALISM

The mainstream Journalism are print and broadcast news report on events. The mainstream journalism dates back to the start of the nation where politicians and printers would prepare "broadside" news sheets. Because news gathering is expensive, over time the media has found ways to share content and to distribute the cost of journalism over a wider set of customers. The common denominator of the "mainstream journalism" is their censoring or downplaying stories that would lead viewers to conservative conclusions, and their use of bias and other forms of deception to mislead viewers into drawing incorrect liberal conclusions. The daily routines of people producing and transmitting messages as well as institutional ideologies and constraints that frame these routines. This type of journalism has bias in covering issues and events. Broadly, it can be described as –

1. City/Urban Centered
2. Consumer centered
3. Economic and business oriented
4. Government friendly
5. Majority inclusion
6. Entertaining
7. Colonization of communication
8. Propaganda or agenda setter

The principles and purpose of journalism are defined by something more basic: the function news plays in the lives of people. The purpose of journalism is thus to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments.

## DEVELOPMENT JOURNALISM



Hemant Shah defines development journalism as consisting in 'news' that examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should indicate the disparities between plans and actual accomplishments, and include comparisons with the nature and progress of development in other countries and regions. It should also provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development. And development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing, employment; secondary needs such as transportation, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity. Developmental journalism in the developing countries makes way for the highly urbanized and elitist media to connect to their rural masses.

The goals of development journalism involve "promoting grassroots, non-violent, socially responsible, ecologically sensitive, personally empowering, democratic, dialogical and humanistic forms of communication." Development journalism aims at mobilizing people for national development. News and information about development needs and problems helps to stimulate further development. The duty of a development journalist is to present the facts as they are, interpret and analyze them, draw conclusions and place it before public in a way so that they can understand them clearly. The main goal of development journalism is to actively press for change and it also includes providing constructive criticism of various government and development projects and informing readers about the impact of those projects on people both in the short and long run.

The famous development journalist, P. Sainath after getting The Times of India fellowship, visited ten poorest districts of five states and reported on the actual condition of people living in remote and far-off land in India which the mainstream Indian newspapers were ignoring or were unwilling to focus on. The paper brought out 84 reports by Sainath across 18 months, and highlighted issues of extreme poverty, health in rural areas, rural education, the problem of forced displacement, survival strategies of the poor, usury and debt, water problem, etc., (Sainath, 1996). Many of these news reports were later reprinted in his book, *Everybody Loves A Good Drought*.

Thus, from the above discussion we can sum up the basic principles of development journalism as stated by McQuail (1987). These are:



1. The mass media should make a positive contribution to the national development process;
2. The state or government should be able to restrict the freedom of journalists and the mass media.
3. The freedom of the media should be subordinated to their responsibility to contribute to nation - building, promote economic growth and the development needs of the society.
4. The mass media should give priority to information about national, cultural and language issues and encourage national autonomy.
5. Bringing development news to the front page.
6. To support the governments in their development initiatives.
7. Entertainment-education as social communication.
8. Indigenous knowledge communication system development.
9. Making bridge between specialized knowledge and common knowledge.

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### 7.3.7 JOURNALISM AS A MISSION

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Our freedom fighter and social reformer believed in the power of the word and wrote very cautiously in newspapers and magazines to mobilize public opinion. The subjects they chose to write on were diverse and multicolored, which depicted their honesty, integrity and transparency, touching the hearts of the readers cutting across generations and even nations. As M V Kamath has described that they wrote in a manner that anybody could understand. They were writing for Everyman so that Everyman could understand them easily.

They knew that the sole aim of journalism is service. But they were also aware about the fact that journalism has power and it could be used to destroy. They believed that a struggle which chiefly relies upon internal strength cannot be wholly carried on without journalism—it was their experience that they could not perhaps have educated the local Indian community, nor kept Indians all over the world in touch with the course of events during freedom struggle in any other way, with the same ease and success as through journalism.

### INFORMATION DISSEMINATION VS JOURNALISM AS A MISSION

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Information dissemination is the first duty of media. Media institutions in the process of gathering and dissemination of news, have become more professional. They have deployed their reporters all over the world and they are in competition with their fellow institutions. They use gatekeeping for selecting the content.

Journalism is somewhat different from Reporting of information. Journalism as a whole should focus on the welfare of the society. Journalism is not a profession. It was started by social reformers and activists who want to bring in focus the plight of poor and want to represent them in society. They started writing about the peoples who were unknown before.

Untouchability, inequality, discrimination, racism, bad religious practices, and exploitation of poor always exist in society in one form or other. Peoples in society who are educated and have empathy towards them use journalism as tool to make public opinion for change. They not only inform about them but also make communication possible among society. Big changes in society do not happen until they are followed as a mission. A mission is something which encourage, engage, and equip others to believe in the possibilities and positively impact the life of every person. Journalism has the ability to impact the life of marginalized and poor positively if practiced as a mission. It was successfully used by our freedom fighters during freedom struggle.

After independence, journalism was used as mission to eradicate poverty and achieve development. Mainstream media after the independence and more particularly after the 1980 has blocked all the ways for such kind of journalism. Due to this, it was become impossible for journalists to write about common man and their plight. The new generation of media owners started to run media as companies and their sole motive was profit making. Renowned journalist who usually write about the poor, rural and marginalized were sidelined.

In the last two decades, proliferation of media platforms, particularly internet-based platforms and the access of smart mobile phones have again provided opportunities to journalists who use journalism as mission to represent the plight of marginalized and communication for development. These alternative media platforms have forced the mainstream media to give space to journalist who write for a mission. Social activists, subject experts, researchers, and special journalists all are writing about underdeveloped as a mission to create equality in the society. Nonprofit journalists around the country have been a driving



force for good, revealing corruption and lifting up the stories of their communities. Most broadly, the journalism as a mission paradigm rests on a different view of society, one which does not accept the prevailing mainstream journalism of capitalist media. It does not accept the utilitarian and urban centered model of social life.

Indian journalism is one of the major genres of global mass media which has made its unique place through its mission journalism, presentation and analysis. There are certain iconic personalities of Indian Journalism who have crossed all kinds of socio-economic obstacles of this widely cultured country and have made their active contribution. When journalism is practiced as a mission, it is quite obvious that it will harm the interests of some powerful or developed peoples. They use their all power to stop it.

Palagummi Sainath (born 1957) is an Indian journalist who focuses on social & economic inequality, rural affairs, poverty and the aftermath of globalization in India. He is the founder editor of the People's Archive of Rural India and a senior fellow for Tricontinental: Institute for Social Research. He was the Rural Affairs Editor at *The Hindu* before resigning in 2014. The website *India Together* has been archiving some of his work in *The Hindu* daily for the past six years. Since late 2011, he has been working on People's Archive of Rural India, PARI, of which he is the Founder Editor. His writing has provoked responses that include the revamping of the Drought Management Programs in the state of Tamil Nadu, development of a policy on indigenous medical systems in Malkangiri in Orissa, and revamping of the Area Development Program for tribal people in Madhya Pradesh state.

**Teesta Setalvad** (born 9 February 1962) is an Indian civil rights activist and journalist. She is the secretary of **Citizens for Justice and Peace (CJP)**, an organization formed to fight for justice for the victims of communal violence. In 1997, Teesta started work on a project, Khoj (Quest), which aims to rewrite sections of Indian school History and Social Studies textbooks to remove "anti-minority prejudices". Teesta, with her husband Javed Anand is the co-founder and co-editor of the magazine *Communalism Combat* which fosters communal harmony by attacking entities propounding communal violence.

Guha Thakurta was one of many well-known people who joined a public interest litigation in the 2G spectrum case, originally filed by the Centre for Public Interest Litigation (CPIL) led by lawyer Prashant Bhushan. He has written extensively on the scam,



with the first article on the subject appearing in *The Economic Times* in November 2007. Soon after its publication, a legal notice was served on him by Reliance Communications.

Journalism as a mission has following aspects:

1. Attracting and directing public attention
2. Persuasion in matters of opinion and belief
3. Influencing behavior
4. Structuring definition of reality
5. Informing quickly and extensively

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## 7.4 CHECK YOUR PROGRESS

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**Note:** 1) Use the space below for your answers.

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

### FILL IN THE BLANKS

1. Journalism is somewhat different from ..... of information.
2. The first major research on the role of the mass media in ..... in a Third World society was conducted by political scientist Daniel Lerner.
3. Many of these news reports were later reprinted in his book, ..... Loves A Good Drought.
4. Observe the lifestyles and values of different segments of the ..... to help you decide how to write the message.

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## 7.5 SUMMARY

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- The thesis of this lesson is that mass media support for development and national transformation requires community-based message design with horizontal and vertical communication to succeed. The lesson therefore specifies how to involve the public in the selection of the content and form of development communication messages so that development goals can be achieved. Development stories need different approach than news stories. Journalism for development should use journalism as a mission. Development journalism is the strategic and deliberate production, packaging, and circulation of development reports as a way of contribution towards meeting goals of national development policies. In fact, Jamias (1991:1) defines development



communication as the “purposeful sharing of information to bring about desirable change”.

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## 7.6 KEYWORDS

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**Development:** The process of developing or being developed.

**Development Communication:** Development Communication is the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential.

**Journalism as a mission:** The purpose of journalism is thus to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments.

**Third world:** The nonaligned nations, which are often developing nations of Africa, Asia, and Latin America. They are in a “third” group of nations because they were allied neither with the United States nor with the former Soviet Union.

**Development approach:** Humans are constantly growing, shifting, developing and transforming. This process begins at conception. The development approach is described in terms of a series of crises through which the individual grows and evolves. Each of these crises is due to the conflict between the old self and the new abilities and attitudes that are constantly increasing and expanding. Resolution of conflicts results in the development of a sense of competence with respect to a specific capability. The resolution of conflicts is never perfected during one developmental phase but continues through succeeding stages. Families and cultures are important and integral to development. Societies play a large role in the progress of an individual through life. From this approach, a series of developmental tasks need to be successfully developed for a child and/or an adult to progress normally in society.

**Horizontal communication:** Horizontal communication is the transmission of information between people, divisions, departments or units within the same level of organizational hierarchy. You can distinguish it from vertical communication, which is the transmission of information between different levels of the organizational hierarchy.

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## 7.7 SELF-ASSESSMENT TEST

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1. What is development?
2. Suggest any ten good tips for development writing.



3. Define the qualities of a good development Journalist.
4. How to write a development article?
5. Write a note on 'Journalism as a mission'.
6. Differentiate between Mainstream Journalism vs Development Journalism

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## 7.8 ANSWERS TO CHECK YOUR PROGRESS

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1. Reporting
2. National Development
3. Everybody
4. Reader

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## 7.9 REFERENCE/SUGGESTED READINGS

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1. Mass Media and National Development by Wilbur Schramm
2. Designing message for development communication by Bella Mody
3. Diffusion of Innovation by E.M Rogers
4. Mass Media theory by McQuail