

**M.A. MASS COMMUNICATION  
4<sup>th</sup> SEMESTER**

**MSM-531 (A)**

**NEWSPAPER PRODUCTION AND  
MANAGEMENT**



**Directorate of Distance Education  
Guru Jambheshwar University of Science &  
Technology, HISAR-125001**



## CONTENTS

Sl. No.	Lesson Name	Page No.
1	Planning Launch Of New Newspaper	3
2	Newsprint: Sources And Types	16
3	Circulations, Strategies And Practices	31
4	News As Commodity: Definition, Meaning, Nature, Need And Scope Of Commodity News In Digital Era	45
5	Editorial Policy Of The Newspaper	61



<b>SUBJECT: NEWSPAPER PRODUCTION &amp; MANAGEMENT</b>	
<b>COURSE CODE: MSM-531 A</b>	<b>AUTHORS: DR. DURGESH TRIPATHI</b>
<b>LESSON 1</b>	
<b>PLANNING LAUNCH OF NEW NEWSPAPER</b>	

**STRUCTURE**

**1.0 Learning Objectives**

**1.1 Introduction**

**1.2 Steps for planning launch of a new newspaper**

**1.2.1 Planning and Research**

**1.2.1.1 Market Survey**

**1.2.1.2 Competitive Analysis**

**1.2.2 Decide Target Audience**

**1.2.3 The Target Market**

**1.2.4 Language of the Newspaper**

**1.2.5 Marketing Strategy**

**1.2.6 Frequency of Circulation**

**1.2.7 Format of the Newspaper**

**1.2.8 Launch Strategies**

**1.2.9 Deciding Business Goals**

**1.2.10 Campaign about the brand**

**1.3 Printing and Publication of the Newspaper**

**1.3.1 Registration Process**

**1.3.1.1 Verification of the title**

**1.3.1.2 Approval from District Magistrate(DM)****1.3.1.3 Authentication of Declaration****1.3.2 Publication of the First Issue****1.4 Check Your Progress****1.5 Summary****1.6 Keywords****1.7 Self-Assessment Test****1.8 Answers to Check Your Progress****1.9 References/ Suggested Readings****1.0 LEARNING OBJECTIVE**

After going through this lesson, the learner will know the steps required to launch a new newspaper. It gives an understanding of the steps of planning and research, market survey and competitive analysis. The lesson gives an understanding of the target audience, the target market, marketing and launch strategy. It also tells about the registration process of the newspaper.

**1.1 INTRODUCTION**

Newspaper depicts the world to us. Most people associate timely information about current events and issues with the morning newspapers. The newspaper covers all the sections of information related to politics, sports, economy, entertainment, national and international news. It not only keeps the readers informed and updated but at the same time enhances their vocabulary and language skills. It serves the country's citizens by keeping them abreast of the government's latest policies and taking their feedback on the same. The launching of a new newspaper needs a lot of planning and research.

**1.2 STEPS FOR PLANNING LAUNCH OF A NEW NEWSPAPER****1.2.1 Planning and Research**

Before launching the newspaper, it's essential to study the markets and its competitors. Market Survey is a study of the market for the newspaper to be launched. The Competitive analysis helps in determining the competition and business environment.



### 1.2.1.1 Market Survey

The market survey can be done by the company itself or can hire a company for it. Market Survey helps to analyze the readers' needs and design of the newspaper to meet their successful newspaper demands. Market Survey is described as gathering information from the readers to analyze their reading preferences, market trends and the competing newspapers. It involves asking questions from the readers in several ways. The market survey further helps determine the readers' attributes and buying power to whom the newspaper is targeted.

**i) Paper Survey:** The questions can be asked in the form of a questionnaire, giving a paper handout of questions asking their choice and preferences.

**ii) Telephone Survey:** It is an inexpensive and fast way to collect the potential readers' responses. A list of questions has to be prepared before calling the potential readers. The questions to be asked should be kept brief and straightforward.

**iii) Direct-mail Interviews:** Direct mail interviews are relevant for the survey of the wider audience. The questionnaire should be one page, a maximum containing 20 questions. Ideally, close-ended questions are preferred so that the readers can answer them rapidly.

### 1.2.1.2 .Competitive analysis

Competitive analysis helps to identify the competitors and research their publications. Competitive analysis helps in creating robust business strategies to out-stand from the competitors. It helps in understanding the newspaper business and identify the opportunities for the future. The cost, language and circulation figures can be determined with competitor analysis. The feedback from customers can help to analyze the competitor's merits and demerits.

Following are the benefits of competitive analysis:

**i) Identify Products Characteristics:** It assists in recognizing the product's unique characteristics. Does it help answer questions like in what way the product is different from the competitor? What can different marketing techniques be adopted differently from the competitors?

**ii) Analyze Strength and Weaknesses:** It helps evaluate your newspaper's strengths and weaknesses compared to the competitors—the analysis aid in positioning the product correctly, which tackles the competition.



**iii) Understanding Market:** It develops a deep understanding of market dynamics that effectively reach the target market. It gives an understanding of how the new launch newspaper will fit the current market environment.

### 1.2.2 Decide the target audience

The target audience is that the companies target their marketing plans to seek their awareness towards the newspaper. The target audience is those people to whom the newspaper is aimed. The target audience can be children, youth, old age people, or the general public at large. It means that the content of the newspaper will be crafted according to the target audience. The target audience has similar demographic traits, including age, gender, location, education, etc. Defining the target audience helps in crafting the marketing policies and explaining the core readers. It assists in crafting the newspaper according to their needs giving a personal touch. If the new newspaper's target audience are children, then the content will be framed in easy language, it would be colorful, it will consist of pictures and riddles and puzzles can also be added.

In a newspaper, to recognise the target audience, 'RIVALING' can be used to stand for Representation, Institution, Value, Audience, Language, Ideology, Narrative and Genre. Representation implies the people, events and places that convey the messages hidden in the text. The readers are represented in a newspaper regarding their interests, need and point of view. Institution: media organisations are big institutions comprising people working for the same company on different media platforms. There are different departments responsible for production, publication and distribution. Values: The target audience built up the values based upon quality, structure and content, which are decided according to the target audience. Audience: They decide the success and failure of the newspaper, the newspaper develops a strong bond with the readers. They are the most crucial aspect of the newspaper, without which the newspaper will have no market to target. Language: newspaper is made according to the semiotics, which includes signs, codes and symbols. Ideology is the newspaper's aims, political influence as people are more inclined towards politics. Narrative: it is how newspapers report the events on a page. It can start with hard news or soft news, a narrative must support the target audience. Genre: It refers to the newspaper category, a local tabloid, a national newspaper, a story of a teenager etc.



### **1.2.3 The target market**

The area of circulation means the regions where the newspaper is targeted to be circulated. The markets are decided according to age, location, income and lifestyle. It can be all over India or selected states of the country. Marketers choose the, markets that are untapped and untouched—the areas which are isolated by the marketers and do not have similar circulation. The marketers generally pre-test the target market by rolling out the newspaper in a limited number to identify the strongest and weakest point in the newspaper.

#### **1.2.3.1 Market Segmentation**

The target market is divided into various segments based on income, gender, age, education and geographical location. The market segments generally are similar in their choice of the newspaper, reading habits and content preference. They usually respond similarly to the marketing action. It enables the marketer to homogenize the market, to know how this market is distinct from others and to identify the reaction against its newspaper. It minimizes the risk by determining the newspaper's share of the target market and identifying the best possible way to deliver to the readers. The segmentation can be done in different ways Geographically, Demographically, psychologically and by behavior. Market segmentation increases the company's efficiency by focusing on limited resources for efforts, which gives a high Return on Investment (ROI).

### **1.2.4 Language of the Newspaper**

Language is the crucial aspect of the newspaper. The area of circulation decides the language of the newspaper. If the area of circulation is in a selected state, then the language of the newspaper has to be the language of that particular state. For example, a newspaper launched in Maharashtra, the preferred language will be Marathi. The reporters and journalists have to take care while writing their story. The language which the people of that area widely accept should be used. Every newspaper has a style book that gives insights into sentence length, punctuation, and usage of words. Stylebook contains rules for language usage. The newspaper should write short, brief and precise sentences that help comprehend the story and avoid confusion. Sentences that are long containing too many words often confuse the reader, so avoid them instead of using lively language. The language invites the readers to read the story and which is easy to understand.



### **1.2.5 Marketing Strategy**

The marketing strategy helps the company to make its market presence stronger, revenue generation and a sustainable future. Utilize the extra space for advertising by offering different ways to advertise. The rack space, front page pull-offs, specific inserts and sample add-ons can be an effective marketing technique. If the newspaper's launch is through digital media, then a well-organized and interactive website can be planned. The quality websites help in community interaction and advertisers can also book the space online, which invites additional revenue. The articles on local events like the visit of local artists and a writer's review can add interest to the readers. A newspaper designed for children may have a doodling competition, jumbled words to make it enjoyable. It will engage them with newspaper and gradually reading it. Starting with the e-newspaper can be beneficial for the company; the breaking news can be updated as when things happen. The print media edition can follow up the stories giving elaborated information.

### **1.2.6 The Frequency of Circulation**

The newspaper's circulation depends on nature and content. It can be a daily newspaper, fortnightly or weekly. The frequency of circulation depends on many factors ranging from the market's complex situation, usage of different communication channels, nature of the audience, media concentration, geographical location, etc. To analyze the frequency, the newspaper organization can refer to the readership survey and the circulation figures. As per the available data, dailies are the most preferred among Indians.

### **1.2.7 Format of the newspaper**

The newspaper format involves several pages, the paper's dimension, deciding the newspaper tone, and the paper's printed area. Broadly the newspaper format is of three types: full format (749mm x 597mm), a tabloid (430mm x 280mm) or a magazine. The full format is a broadsheet, divided into five, six, seven and one half, eight, or nine columns. The tabloid is about half the newspaper's size; it can have three, four, five and six columns. The magazine is about half the tabloid newspaper size, with one, two or three columns. The newspaper layout should be attractive and eye-catching for readers, allowing them to grasp complete information in a short time. The layout involves the positioning of the stories, allowing space, headline style and size.



### **1.2.8 Launch Strategies**

Newspaper companies face extreme competition and the profit margins are not much. Effective launch strategies prove to have a strong presence in the market, generate revenues and sustainable future. The launch strategy depends upon two main things: circulation and advertisements. At the newspaper launch, decisions are made on the number of copies printed and on the introductory pricing with some attractive offers. The company should always be judicious in utilizing the space for content and advertisements. The websites can start with attractive offers with free subscriptions for a limited period. A newspaper contest also attracts readers' attention; the content can involve writing, crosswords, photography or videography. The best launch strategy can be organizing a newspaper event inviting the prospective readers and advertisers. It offers an opportunity to interact with readers and build up a brand. It not only earns revenue and recognition but creates an impact on the mind of the readers.

### **1.2.9 Deciding business goals**

The business goals are significant defining priorities and set business for the future. Finding out time to set the long-term goals and creating short-term goals to achieve them are essential for development. The goals lie in the broader perspective that the company wishes to achieve without long-term goals like going on a road trip without a navigation map. It gives direction and decides on future activities. Long-term goals require a lot of planning and time, requiring smaller steps to accomplish them. Short-term goals assist in achieving long-term goals. These goals qualify success and keep employees motivated towards a target; it justifies the company's decision-making process, which drives the path for success. The long-term goals specify 'what' in a business, whereas short-term goals define 'how.' Long-term goals sets the general direction, whereas short-term goals specify actionable steps. The short-term goals are specific and can be measured from time to time as there is a timeline for these goals on the other hand, long-term goals are broad and do not have any timeline.

### **1.2.10 Campaign about the brand**

A brand campaign puts forth the company's objectives to readers and advertisers. It builds up the public image and makes your newspaper distinct from the competitors. Branding needs to figure out the target audience, their location and budget. Non-targeted Campaigns are a waste of resources.

## **1.3 PRINTING AND PUBLISHING OF NEWSPAPER**



In India, the government governs printing and publishing under the Press and Registration Act, 1867 and Registration of Newspapers (Central) Rules, 1956. The Press and Registration Act does not restrict the press's freedom but regulates the printing press and registration of India's printed material. The act issue the Office of the Registrar of Newspaper for India (RNI) which came in to being after the amendment of the Press and Registration Books Act (PRB), 1867. RNI is charged with: a) Conformity and Maintaining Register of Newspaper b) Issuing Registration Certificate to a newspaper c) Verifying claims related to circulation and non-statutory functions.

The Registration of Newspapers (Central) Rules, 1956 sets regulations for newspapers and the details to be published in every issue. Each copy should include retail selling price and details of the publication, such as the printer, publisher, owner, place of printing, and publication.

### **1.3.1 Registration Process**

In India, to start a newspaper or any periodical, it is mandatory to acquire RNI certificate from the Registrar of Newspaper of India(RNI) under the Press and Registration Books Act, 1867. RNI office is headquartered in New Delhi and three regional offices stationed at Kolkatta, Mumbai and Chennai. Following are the steps for the newspaper registration process:

#### **1.3.1.1 Verification of the title**

The foremost step for registration is verifying the newspaper title. It ensures the availability of the title to avoid any confusion and conflicts. The District Magistrate (DM) verifies the details and accordingly, the approval is received. The application for verification of title includes

- The name of the newspaper
- The owner's name
- The circulation Language
- Periodicity
- The area proposed for publication

#### **1.3.1.2 Approval from District Magistrate (DM)**

The verification application is submitted to the concerned District Magistrate. Its the duty of the DM to verify the credentials and forward it to RNI. The RNI issues a letter of verification to the DM and publisher about the title. The title should not match with any existing title and also does not have any



controversial title. After the verification letter, a declaration needs to be filed by the publisher with DM indicating the newspaper's publishing.

### **1.3.1.3. Authentication of Declaration**

The Declaration form is presented to the authorities (DM/DC/SDM/DCP/CMM) with the filed declaration (Form-I) for authentication. If the printer and publisher are different individuals, then separate declarations are required. In case the place of publication and printing press are in different districts, then the declaration is needed from both the districts.

### **1.3.2 Publication of First Issue**

According to the PRB Act 1867, in case of publication periodicity is daily or weekly the first issue should be published within the 42 days of receiving the declaration. If the periodicity is fortnightly or above, then the first issue should be brought within 90 days of receiving the declaration. If publication and printing press are different, then the date of authentication declaration for publishing filed by the publisher will calculate 42/90 days for bringing out the first issue. If the issue is delayed then a new declaration has to be filed. The publication of the issue should be according to the declaration filed. The publication should include news, views and article etc. If the publication is bilingual or multi-lingual then the related edition should be in that mentioned language.

## **1.4 CHECK YOUR PROGRESS**

Note: Compare your answers with those given at the end of the lesson

1. Newspapers give information related to:
  - a) Politics
  - b) Entertainment
  - c) Economic
  - d) All of these
2. Planning and research for launching the newspaper involves:
  - a) Market Survey
  - b) Competitive Analysis



- c) Both a and b
- d) Marketing Strategy

3. What is the target market for a newspaper?

- a) area which has the least circulation
- b) area where there are a few readers
- c) area which does not have any newspaper
- d) area which is chosen for circulation

4. What are the benefits of Market Segmentation?

- a) It homogenizes the market and minimizes the risk
- b) It divides the market into poor and rich
- c) It does not give any clear picture of the market
- d) All of the above

5. The Government of India governs printing and publishing under which law?

- a) Press and Registration Act, 1867 and Registration of Newspapers (Central) Rules, 1956
- b) Registrar of Newspapers
- c) Press Council of India
- d) Prasar Bharati

#### 1.4 SUMMARY

- Newspapers inform, educate and entertain people. For a new newspaper's launch, the first step is planning and research. It involves a Market survey and competitive analysis. The market survey gives insights into the reader's needs and expectations from the newspaper. It can be done through various ways such as paper surveys, telephone surveys and direct mail interviews. The competitive analysis assists to identify the characteristics of the product, analyze the newspaper's strength and weakness and understanding the market which helps in reaching readers effectively
- Identification of target audience help in constructively crafting the marketing strategy. It gives a personal touch to the readers and makes it easy to understand. The target market is the area that is



chosen for circulation. Target market can be successfully done by market Segmentation in which the markets are stratified according to their similar demographics.

- The language of the newspaper is another vital aspect to be taken care of. The language depends on the area of circulation, which the local people easily understand. The accessible and readable language invites the readers to read the entire newspaper.
- Marketing Strategy makes the presence of the newspaper felt in the market. It can be done by various methods to generate revenue. It increases the readership and attracts advertisers that are essential for newspaper's existence in the market. A newspaper can be daily, fortnightly or weekly, depending on the target market and audience. A full format newspaper's pages range from 10 to 12 pages, a tabloid is half the size of the full newspaper and a magazine is half the size of the tabloid. It is imperative to decide on the format, which depends on the nature of the newspaper.
- Newspaper launching is an important event that should be planned efficaciously to attract people's and advertisers' attention. The launch event has to be organized to keep in mind the newspaper's objectives and according to the advertisers and sponsors. Correctly drafted business goals help achieve the organization's desired results. It gives a road map for the employees and benchmarks to accomplish. Campaigning the brand makes the product stand out from the rest of them.
- The printing and publishing is overhand by the government of Indian under two laws Press and Registration Act, 1867 and Registration of Newspapers (Central) Rules, 1956. The newspaper has to acquire a certificate from the Registrar of Newspaper of India. It registers newspapers and verifies the particulars of the newspaper that should not match with the existing ones.
- Approval from District Magistrate is mandatory; who verifies the credentials and forward them to the authorities. After receiving the declaration from RNI, the first issue has to be published within the time limit mentioned. The newspaper contains hard news, feature articles, editorials, soft news and entertainment stories.

### **1.5 KEYWORDS**

**Survey:** to study the opinions, behavior of the people by looking at them carefully.

**Competitors:** a person or organization who is competing with others

**Readers:** the people who are reading the newspaper



**Circulation:** the total number of copies of a newspaper that are distributed after its production

**Readership:** the people who read the newspaper regularly

**Segmentation:** dividing something into different parts according to its similar characteristics

**RNI:** Registrar of the Newspaper, a statutory body under Ministry of Education, Government of India, which registers publications.

### **1.6 SELF- ASSESSMENT TEST**

1. Explain the planning and research process in a new newspaper?
2. Why is it essential to have a target market in a newspaper?
3. How can one decide on the language of the newspaper?
4. What kind of formats does the newspaper have?
5. What launch strategies can a new newspaper adopt?
6. What are business goals? Discuss its importance.
7. How is printing and publishing governed in India?
8. Explain the registration process for a new newspaper.
9. What are the regulations related to the publication of the first issue?
10. What do you understand by the 'RIVALING' technique. Explain.

### **1.7 ANSWERS TO CHECK YOUR PROGRESS**

1. D
2. C
3. D
4. A
5. A

### **1.8 REFERENCES/ SUGGESTED READINGS**

1. Brock,G. (2013). Out of Print: Newspapers, Journalism and the business of News in the Digital Age. Kogan Page Publishers.



2. Cole,P. Harcup,T. (2010). Newspaper Journalism. Sage, Singapore.
3. Evans,H. (2009). Paper Chase: True Stories of Published Times. Hachette,UK.
4. Franklin,B. (2008). Pulling Newspaper: Analysing Print Journalism. Library of congress cataloging publication data
5. Franklin,B. Murphy,D. (1998). Making the Local News: Local Journalism in Context. Psychology Press.
6. Frost,C. (2003). Designing for newspapers and magazines. Routledge.
7. Hiteshi,B. Ahuja,C. (2016). Print Journalism: A complete book of journalism. Partridge Publishing.
8. Hodgson,F. Giles,V. (1990). Creative Newspaper Design. Heinemann Professional.
9. Jeffrey,R. (2000). India's Newspaper revolution: Capitalism, Politics and Indian- Language Press, 1977-99. Hurst and Company, London.
10. Jones,A. (2009). Losing the news: the future of the news that feeds democracy. Oxford University Press.
11. Keeble,R. (2006). The newspapers handbook. Second edition. Routledge. London and New York.
12. Keeble,R.(2005). Print Journalism: A critical introduction. Routledge. London and New York.
13. Kippan,H. (2000). Handbook of Print Media: Technologies and Production Methods. Vol-1. Springer, Germany.
14. Klanten,R. Kouznetsova,A. Errea,J. (2018). Newspaper Design: Editorial Design from the world's best newsrooms. Gestalten
15. Ludovico,A. (2012). Post- Digital Print: The Mutation of publishing since 1894. Onomatopée, Netherlands.
16. McLuhan,M. (2011).The Guttenberg Galaxy: The making of typographic Man. University of Toronto Press. Toronto, London.
17. Meon,D. (1989). Newspaper layout and design. Iowa State University Press.
18. Nerone,J. Barnhurst,K. (2001). The form of news: A history. Guilford, USA
19. Pavlik,J. (2008). Media in the digital age. Columbia University.
20. Pots,J. (2014). The future of writing. Palgrave Macmillan UK.

**SUBJECT: NEWSPAPER PRODUCTION & MANAGEMENT****COURSE CODE: MSM-531 A****AUTHORS: DR SUNIL KUMAR MISHRA****LESSON 2****NEWSPRINT: SOURCES AND TYPES****STRUCTURE**

The lesson structure shall be as follows:

**2.0 Learning Objectives****2.1 Introduction****2.2 Newsprint****2.2.1 Importance of Newsprint in Print Media****2.2.2 Newsprint Vs Normal Paper****2.2.3 Newsprint for Magazine****2.2.4 Newsprint Properties****2.3 Types of Newsprint****2.3.1 Standard Newsprint****2.3.2 Improved Newsprint****2.3.3 Specialty Newsprint****2.3.4 Pink Newsprint****2.4 Newsprint Manufacturers in India****2.4 Check Your Progress****2.5 Summary****2.6 Keywords****2.7 Self-Assessment Test**



2.8 Answers to Check Your Progress

2.9 References/Suggested Readings

## **2.0 LEARNING OBJECTIVES-**

After going through this lesson, you will be able:

- To understand the need and importance of newsprint in Print Media
- To know about various types of newsprint used for print media publication
- To know about pink newsprint
- To understand about glaze
- To understand the properties of newsprint
- To know about manufacturers of newsprint
- To understand the difference between newsprint and normal paper

## **2.1 INTRODUCTION-**

Newsprint is an important part of newspaper's world. It is not an ordinary paper. For newspaper printing purpose, it is specially manufactured by company like Oriental, Emami, and Neapanagar paper mills. The newspaper publisher buys newsprint rolls from the paper mills directly or through the merchant or distributors. Earlier, quota system was implemented in which quantity of newsprint was decided by the government as per the circulation of the newspaper. At present, newspaper houses can purchase newsprint as per their requirement from internal as well as external sources. Now a days, big brands purchase high quality newsprint from different sources. They also like to use glaze paper for better result with CMYK color. For newsprint, small organization depend on internal sources mainly and purchase it from local merchant or distributors. Canada and Russia are main suppliers of high-quality newsprint in our country. However, there are many manufacturers of newsprint in India who produce large quantity of newsprint. For newspaper printing, the newspaper publishers purchase newsprint rolls from the paper mills directly, from specific distributor or merchant and carriages them to the pressroom to print the run-of-press newspaper sections. The width or web width of the newsprint roll determines the number of front and back newspaper pages that can be printed from one roll. A full newsprint roll is generally enough for printing two four-paged sections on each side. These sections are



then cut in half. Modern printing machines print, cut, and fold the newspaper as per settings made by operator.

Newspaper houses publish their newspaper in the form of broadsheet as standard size and tabloid as smaller than standard size. The width of newsprint roll determines the number of front and back pages of newspaper that can be printed from one roll. A full newsprint roll is generally enough for printing two four-paged sections on each side. These sections are then cut in half. Print operator take care of all essential things in printing segment, and manage the newsprint as per requirement or instruction of editorial division. Most of the publication houses use better quality newsprint for supplement pages. Sometimes, they use high quality newsprint for advertisement as per the requirement of advertiser. Few of them use a specific color newsprint for their newspaper also. A newspaper published on lower quality newsprint faded as time passes while newspaper published on high quality newsprint can be preserved for a long time. Normal newsprint is used by small publication houses which produce lower quality result. Earlier, Indian newspapers are mainly made from recycled newsprint, while also being aided by government subsidies. Recently, Indian government changed the subsidy policy in terms of newsprint. As per increasing number of newspapers and its circulation, the demand of newsprint is increasing in our country. Amazon, one of the biggest e-commerce, is also selling newsprint now a days which is helpful for small newspaper. We also import newsprint from Canada, Russia, Sweden, UK, and Finland. Canada is one of the biggest suppliers of newsprint in our country. During last few years, around 45 percent of newsprint in India has been imported from Russia alone; 30 percent from Canada and the rest from Asian countries or others. Asian countries like Malaysia, Indonesia, South Korea, Thailand and others export newsprint to India without import duties. India has a treaty of zero duty with South Korea as well. Likewise, there are other countries like Chile which have some preferential arrangement to remit 80 percent duty. Many newspapers focus only on niche segment, adding advanced features to their machines for innovative and unconventional printing with which print media will able to gain a new ground while some of them don't compromise with newsprint and use imported newsprint for their newspapers.

## **2.2 NEWSPRINT-**

Newsprint is a thin paper suitable for newspaper publication. It is a low-cost paper material which has low archival quality. However, there are many manufacturers in the field of newsprint production with

high quality material. Newsprint is traditionally made from soft wood while it is also made from recycled fibers at present. According to N. N. Sarkar, “newsprint is mostly made of mechanical wood or bamboo pulp and is a low-grade economical stock, used mainly for daily newspapers. It is also available in sheets for handbills and other low-quality items. It discolours quickly due to the impurities contained in and around the fibre.” Modern machines and technologies have helped to improve the quality of newsprint while better transportation and open market have supported export and import system. After globalization, we have seen changes in market which helped to get better quality newsprint. Newsprint is not a normal white paper used for printing.



Charles Fenerty of Canada, invented the wood pulp process for papermaking in 1844 which has changed the world of newspaper. It was an off-white and uncoated paper. It is made on using mechanical, chemical, and deinked wood-pulp fibers. This technique was used for the production of newsprint paper during that particular era. The mechanical pulp content in newsprint gives it better opaqueness and print quality, while its chemical pulp content strengthens the paper web and keeps it intact during processing through paper machines and printing presses. The newsprint is bleached to make it white while some chemical pulp is used to increase its strength. Newsprints are available in both large rolls with tones of weight as well sheets in market. It is inexpensive, durable, and suitable for

four-color printing. Most of the newspaper use colored in and published with CMYK. Generally, newsprint of 40 GSM to 65 GSM are used by print media organization for different purposes. Newsprint is a dominant paper choice around the world for newspapers, advertising materials, and other mass-produced publications. It is frequently used in a long web of paper in offset, letterpress, and flexographic printing.

### **2.2.1 Importance of Newsprint in Print Media-**

India is among one of the countries where print media market is growing in the age of digital platforms while newspaper industry in many of the countries in the world is decreasing during recent years. In our country, we can see a positive growth in terms of circulation and readership of newspapers. Report of agencies- like Audit Bureau of Circulation and Indian Readership Survey backing the growing market of print media in our country. The increasing demand for newspaper owing to spread of literacy and the modern printing caused the daily circulation of newspapers to rise from thousands to millions.



Print media in India have been seeing a significant surge in revenue, making it the largest global market for the industry. Newsprint plays an important role in newspaper printing process. Without newsprint, we cannot assume the world of print media. High quality newsprint does not affect the look of newspaper only but also help to increase the circulation of newspapers. Most of the giant newspaper



organizations are using good quality newsprint to produce excellence product in market. They import high quality newsprint from different countries.

Consumption of newsprint has been increased in last few decades in our country which shows the importance in promoting regional editions of newspapers. Good newsprint attracts readers towards a particular newspaper and also ensure clear texts and colors. Poor quality newsprint can distract readers which can create downfall with circulation of a particular newspaper. For example, we can see the newsprint quality of dainik 'Aaj' a very popular newspaper of Hindi. Publication saw a huge downfall in circulation due to poor quality newsprint, text and color. Newsprint can be considered as cricket pitch in the field of print media which has similar role.

### **2.2.2 Newsprint Vs Normal Paper-**

Mostly newsprints come with 42 GSM roughly while we use 55 GSM paper for normal printing. However, it depends on the nature of publication. Newsprint is thinner and lighter than normal paper. Color of newsprint is off-white while normal paper is very close to white color. Manufacturers supply newsprint in both large rolls as well sheets while normal paper is available as rims mainly. Texture and smoothness of both the printing material are also different. The first paper mill in India was setup in 1832 in West Bengal. Paper is available in an unrestrained range of features for the print industry's use.

Normally the life of newsprint is less than a normal paper. We can find standard newsprint, improved newsprint, and specialty newsprint as per requirements of the newspaper or magazine that is to be published. The paper weight in GSM determines its quality and the its ISO rating represents brightness level of paper. Higher ISO rating denotes brighter paper. Weight of paper is also important. Paper weight is associated with the weight of a ream of standard cut paper. Typically, magazines use 50-, 60- or 70-lb. paper for the interior pages with an 80- or 100-lb. "cover stock" for the front cover. A paper's grade refers to how it reflects light. Magazines print on 3, 4 or 5 grade paper, which is often referred to as bright, extra bright, and ultra-bright respectively.

### **2.2.3 Newsprint for Magazine**

Normally, publisher uses glaze paper for magazine with more GSM. Newsprint used for magazines is defined by its finish, weight and grade. Magazines on specialized area like photography, sports, travel,



and fashion published on specialty newsprint. Manufacturers produce different newsprint for magazines as per requirement of market. Some of magazine use different paper for specific pages while different paper for other pages. Knowing the elements of paper, also referred to as "stock," helps you make the best paper choices for your magazine. Few publishers use coated paper for their magazines. Coated paper has an enamel coating, which gives it a very smooth and shiny surface. The ink does not soak in to this paper, and colors and photographs appear brighter and sharper. Since, magazines are supposed to have more durability which demands high quality newsprint. So, most of the publication houses use a coated paper called C2S which is shiny on both sides. Sometimes, a UV coating is done after ink is put on paper. It produces a high glossy finish and increase magazine's durability. Sometimes, vanished coating is also done which is not shiny as UV coating because of reasonable rate. Generally, coated paper is expensive than uncoated paper. Coated paper is not environmentally friendly and, unfortunately, it cannot be recycled. Publication houses also use uncoated paper for their magazines which appears flat and is not shiny. It is not ideal for magazines with good color quality and high-resolution photos. It is environmentally friendly and can be recycled. Uncoated paper is used for magazine with small budget mainly. Another category of newsprint used for Sheetfed and Rolled Paper. It comes in a large round continuous roll of paper. It is typically used in a larger, often digital, commercial press. Sheetfed and rolled paper can be purchased as either coated or noncoated stock. Now a days, recycled paper is also used. Recycled paper is not as affordable as most other printing papers because of the process used to create it.

### **2.2.5 Newsprint Properties-**

The physical and surface characteristics provide the basis for choosing the newsprint for newspapers as well as magazines. Newsprint used for newspapers or magazines, must have some properties which could ensure fast and uninterrupted printing with satisfactory result. It must be good enough to ensure readable texts in terms of printing content. It must be printable, tear-resistant, opaque, dimensionally stable. It must be also smooth and not dry enough to collect dust. The high percentage of mechanical wood pulp in newsprint makes it very amenable to printing inks. They are absorbed fast into the paper, cumulative printing productivity. Newsprint must be strong enough to pass through them without tearing up because it is processed through fast-moving printing presses. Modern printing machines print thousands of copies at a time which demands smoother newsprint. A good quality newsprint avoids the



situation of any kind of interruption. Newsprint is said to have good runnability if it can emerge intact from the printing machines. The newsprint must also have at least 6% to 8% water content to evade dryness and to sustain its dimensional steadiness. The latter is indispensable for accurate printing.

### **2.3 TYPES OF NEWSPRINT-**

On the basis of quality and specific uses, we can find various types of newsprint in the market. Generally, newsprint comes in three main grades i.e., standard newsprint, improved newsprint, and specialty newsprint. In addition, many other types of newsprint for newspaper and magazines are available in the market for a range of purposes. We can also find newsprints of different thicknesses and varying color ranges. In addition to standard and improved newsprint, newspaper publishers like pastel-colored newsprint and use it for the tabloid mainly.

#### **2.3.1 Standard Newsprint-**

Standard Newsprint, is ideal for newspapers print while some magazines also use standard newsprint for their publication. It is most common newsprint. Most of the newspapers in the world are printed in standard newsprint. It is thinnest type of newsprint paper with approximately 40-50 GSM. It is also most inexpensive. This product is a type of uncoated mechanical wood pulp. Its popularity stems from its sheer affordability. It is low-priced, but, on the flipside, it is also thin and non-archivable. This type of newsprint will depreciate as time passes, but given the transient nature of newspapers, this is perhaps not an issue for newspaper publishers because most of such papers published daily with very short duration of life. In our country, standard newsprint is manufactured by many paper mills with good quality. Some of them produce newsprint with more than 50 GSM also. In Black & White Era, it was the most demanded newsprint by print media organization.

#### **2.3.2 Improved Newsprint-**

In Color Era, big newspaper's owner started Improved Newsprint to produce better result. It is better than Standard Newsprint as Photographs and texts with colors appears better on this type of Newsprint. Many newspaper organizations use this particular newsprint for their supplement pages as well as outer pages that often published with regular newspapers and which stand out for their better paper quality are usually printed on improved newsprint. It is expensive than Standard Newsprint. Improved Newsprint is slightly heavier, thicker, brighter, and somewhat smoother in texture than standard newsprint which



helps to get better result. As medium newspapers have also started using color pages, it affects their circulation also. It is used for printing the color newspaper sections by newspaper organization while the other sections get are printed on standard newsprint. Gradually, consumption of Improved Newsprint is increasing. Often, 55 GSM Improved Newsprint is used. For Advertisement pages as jackets, 65-75 GSM Improved Newsprint is also used in industry. Top English newspapers like the Times of India and the Hindustan Times use improved newsprint on regular basis for specific pages like Delhi Times etc. Sometimes, they use such type of newsprint for display advertisement as per demand of advertiser to give quality result with enhanced colors. Improved newsprint can be published by digital printing also. It is made from 100% virgin fiber mainly. Neujet silk paper which is used to print digital tabloids comes in the 90 GSM category that gives it a smooth, silky feel and a high degree of whiteness. At present, big manufacturers of newsprint prefer to produce Improved newsprint as it has good market opportunity in our country.

### 2.3.3 Specialty Newsprint-

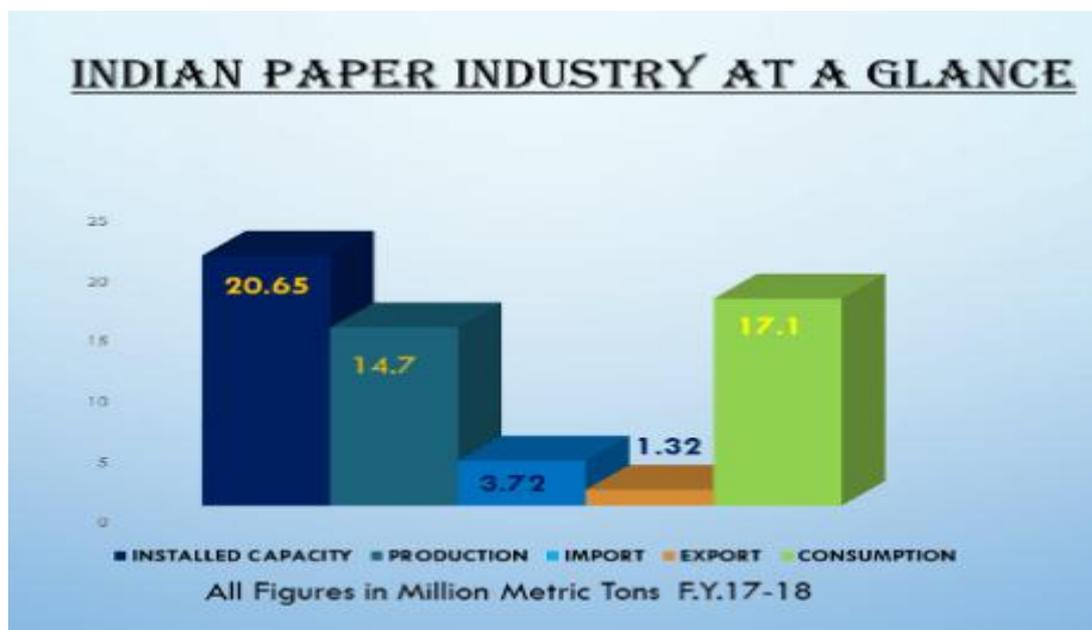
It is a high-quality newsprint and expensive in comparison of standard newsprint and improved newsprint. It is capable of absorbing color well. It is thicker, smoother and brighter than other types of newsprint. It is mostly used for advertising pamphlets and other colorful printed materials. We prefer this type of newsprint if require full-color and four-color printing processes, and this means that the paper they use must be thicker, and strong enough to withstand being processed through the printers. In newspaper organization, specialty newsprint is used on specific demand only. However, other publicity materials can be printed on this type of newsprint. A number of fashion magazines also use specialty newsprint. It is used by photography magazines also where colors and photographs are important and publisher don't want to compromise with result. White Birch Paper produce specialty newsprint in various standard colors, including green, blue, and pink. A company named Resolute is one of the leading global producer of specialty newsprint.

**2.3.4 Pink Newsprint-** Many business newspapers like Economic Times and Financial Times use pink newsprint for publication. It differentiates business newspapers from other types of newspapers. By seeing pink color newspaper, reader can know the nature of content given in particular newspaper. Financial Times was the first business newspaper, published on pink newsprint in 1893. In India, newspapers based on financenews adopted that color as its connection was already recognized



with the type of news they were going to carry. Earlier pink newsprint was used to distinguish financial newspapers from others which gradually became the identity of such newspapers. The pink newsprint is usually imported in our country. The 45 GSM salmon newsprint is pinkish-hued newsprint that is used for printing business newspapers such as The Financial Times.

**2.4 Newsprint paper Manufacturer in India-** Newspaper Industry is growing in India day by day. With increasing literacy rate, number of newspaper readers are also increasing. It helped in consumption of newsprint in India. Report of ABC and IRS also emphasize on more consumption of newsprint. However, Covid-19 situation have created a new hurdle in production and distribution of newsprint in India. Leading domestic producers such as Emami Paper Mill, Shree Rama Newsprint and Khanna Paper have increased their prices by Rs 3,000 to Rs 4,000 per metric tons. Indian government have introduced custom duty on newsprint which has affected newsprint business. People from this industry have demanded to remove 5 per cent customs duty from import.



*Credit- INMA*

Indian mills have to compete with the overseas manufacturers in terms of product as well as price. The Indian manufacturers produce newsprint below 45 GSM and the most of the newspapers use 40 GSM and 42.5 GSM newsprint. As per the information available on the website of the Indian Newsprint Manufacturers Association (INMA), the present domestic capacity of newsprint industry is 2.2 million



tons per annum in which 1.5 million tons per annum is under-utilization due to continuous offloading of cheap imports. According to INMA, enough capacity is available and the domestic industry is having full potential to deliver substantial backing to print media. However, all mill in India cannot compete with the overseas manufacturers, except three big mills named Emami Paper Mill, Khanna Paper Mill and Shree Rama Newsprint. These three manufacturers are also member of INMA. Newsprint grades produced by the most of Indian mills are for low-speed presses, consumed primarily by regional newspapers for inner pages or by small scale newspapers. Popular newsprint manufacturers in India are-

- a. Emami Paper Mills Ltd, Balasore, Orrisa/ Dakshineswar, West Bengal
- b. Nepa Mills Ltd, Burhanpur, Madhya Pradesh
- c. Khanna Paper Mills Ltd, Amritsar Punjab
- d. Shree Rama Newsprint Ltd, Surat, Gujrat

Nepanagar is also famous for its newsprint mill, Nepa Mills Limited. It was a company known for producing standard Newsprint. It has produced 42 GSM newsprint first time in India which was fit on all international parameters of surface smoothness, opacity, brightness, strength, and quality etc. NEPA is able to meet the demand across all categories of Newsprint customers. Recently, NEPA has also initiated the manufacture of Economy newsprint to cater to the requirement of the lowest segments of the market. It supplies newsprint at minimal of cost, yet maintaining all other parameters of quality though in lower brightness. As per government records, there are around 125 mills in India which are listed and licensed to manufacture and supply newsprint in which good number of mills have been closed. However, only few among them produce quality newsprint. Emami Paper Mills is among of them which produces high quality newsprint. This company is largest newsprint manufacturer of India with 1, 50, 000 tons per annum. Newsprint manufactured by this company fulfills all requisites of imports as term of quality parameters. Company's product meet quality standards of brightness, opacity, strength, printability & appearance of newsprint which is ideal for import as well as export. Company has capacity to produce high quality Newsprint, and substituting imported Newsprint with best quality of product ranging from 40-80 GSM. Khanna Paper Mills is another big manufacturer of newsprint. It was founded in 1965. It was considered as first paper mill in India to produce high quality printing paper from total deinked woodfree recovered paper. It is among top ten manufacturer in India. It is also known for largest single plant in India using recyclable paper waste. Shree Rama Newsprint Ltd is



among popular manufacturers of newsprint in India. It was established in 1993. Company claims to meet 22% of India's newsprint production capacity. It also emphasizes on eco-friendly production. This is equipped to manufacture newsprint from virgin pulp as well as non-conventional raw material. It also manufactures a good amount of coated magazine paper.

## **2.4 CHECK YOUR PROGRESS**

Note: Compare your answers with those given at the end of this lesson.

1. Neapanagar is famous for
  - a. Newsprint
  - b. silk
  - c. cotton
  - d. none of the above.
2. Which company is not known for newsprint?
  - a. Khanna Paper Mills Ltd, Amritsar Punjab
  - b. Shree Rama Newsprint Ltd, Surat, Gujrat
  - c. Emami Paper Mills Ltd, Balasore, Orrisa
  - d. Lal Imli, Kanpur, Uttar Pradesh
3. Which of the following country is not known for newsprint?
  - a. Canada
  - b. India
  - c. Russia
  - d. Afganistan
4. Who invented the wood pulp process for papermaking in 1844?
  - a. A. W. Agase
  - b. Charles Fenerty
  - c. A. Shekhar
  - d. H. Olanga
5. Pink newspaper used by
  - a. The Hindustan Times
  - b. The Newyork Times



- c. The Financial Times
  - d. None of the above
6. Normally, Standard newsprint has
- a. 20- 39 GSM
  - b. 40-60 GSM
  - c. 100-120 GSM
  - d. 150-170 GSM

### **2.5 SUMMARY-**

Newsprint is compulsory thing for print media. Quality of newsprint affects the circulation and business of print media organization. Print media organization purchase required newsprint from national as well international manufacturers. It is not a normal paper used for printing purpose. It is a kind of special paper in terms of its length, quality, and smoothness etc. Few media organization use glaze paper for magazines to provide good result to its consumers. Consumers can preserve such copies for very long time for future references. However, a copy published on normal newsprint has limited life. It gradually faded and after sometimes we can see change in its color also. In market, there are many types of newsprint available with various price range. Government also looks after the consumption of newsprint and provide some basic support to small scale and medium scale newspapers while big scale newspapers prefer to use high quality newsprint primarily. In Print Media organization, Standard, Improved, Specialty, and Pink newsprint with different GSMs are used. As printing technology is improving day by day, demand of high-quality newsprint is also increasing. So that newspaper organization can publish a greater number of copies within a certain time period without interruption. In Covid-19 period, consumption of newsprints badly affected as many of the newspaper organizations either reduces the number of copies. Indian government has changed its policy related to newsprint also which is affecting the business of newsprint as well. In recent years, we have seen a huge growth of internet consumers which is also affecting the business of newsprint. In the age of new media, many organizations have started their e-paper, and reduced the number of printed copies. Now a days, newsprint manufacturers also take care of environment. Few of them have started the production of eco-friendly product which can affect the business of newsprint in future. In nut shell, we can say that



newsprint plays a significant role in the world of print media. It is a key factor involve in the existence, growth, and survival of print media. We cannot assume the world of print media without newsprint.

## **2.6 KEYWORDS-**

**Newsprint-** Newsprint is a thin paper used for newspaper and magazine printing mainly. It comes in large rolls as well as sheets.

**Pink Newsprint-** Pink newsprint is a kind of pink paper used by financial newspapers.

**GSM-**It is associated with thickness of paper. All types of papers are measured in Grams per square meter. Higher GSM reflects heavier and thicker paper. Paper with 42 to 48 gsm considered as ideal for standard newsprint.

**Broadsheet-** It is the standard size of newspaper as largest format and is characterized by long vertical pages, typically of 22.5 inches.

**Glaze Paper-** A paper with a smooth, glasslike finish is called glaze paper. It is used for advertisement purposes mainly.

## **2.7 SELF-ASSESSMENT TEST**

1. Write about newsprint manufacturers in India.
2. What are the various types of newsprint used in print media industry?
3. What are the differences between normal paper and newsprint?
4. What is pink newsprint?
5. Write about specialty newsprint and its properties.
6. What do you understand by GSM?
7. Write a short note on properties of newsprint.

## **2.8 ANSWERS TO CHECK YOUR PROGRESS**

1. a (Newsprint)
2. d (Lal Imly)
3. d (Afganistan)
4. b (Charles Fenerty)
5. c (The Financial Times)
6. b (40-60 GSM)



**2.9 REFERENCES/SUGGESTED READINGS**

1. Sarkar, N. N. (2013). Art and Print Production. New Delhi: Oxford.
2. Padhy, K.S & R.N. Sahu (2005). The Press in India. New Delhi: Kanishka.
3. Kumar, Keval J. (2011). Mass Communication in India. Jaico: Mumbai
4. Harrison, Jackie. (2006). News. Routledge: UK
5. [www.inma.org.in](http://www.inma.org.in)
6. <https://www.paperindex.com/academy/paper-grades/newsprint-primer>

**SUBJECT: NEWSPAPER PRODUCTION & MANAGEMENT****COURSE CODE: MSM-531 A****AUTHORS: DR SUNIL KUMAR MISHRA****LESSON 3****CIRCULATIONS, STRATEGIES AND PRACTICES****STRUCTURE:**

The lesson structure shall be as follows:

**3.0 Learning Objectives****3.1 Introduction****3.2 Circulation****3.2.1 Meaning of Circulation****3.2.2 Circulation Vs Readership****3.2.3 Audit Bureau of Circulation (ABC)****3.3 Strategies and Marketing Practices****3.3.1 Newsprint and Printing Quality****3.3.2 Coupon****3.3.3 Local Coverage****3.3.4 Online Presence****3.3.5 Offer for Annual Subscribers****3.3.6 Hoardings and Advertisements****3.3.7 Media Partner****3.3.8 Gift and Commission for Hawker****3.3.9 CSR Activity**



### 3.3.10 Supplement Pages

### 3.4 Check Your Progress

### 3.5 Summary

### 3.6 Keywords

### 3.7 Self-Assessment Test

### 3.8 Answers to Check Your Progress

### 3.9 References/Suggested Readings

## **3.0 LEARNING OBJECTIVES**

After going through this lesson, you will be able:

- To know the importance of circulation in Print Media Organization
- To understand correlation between circulation and advertisement policy
- To know about government agencies associated with circulation
- To understand various marketing strategies which helps circulation
- To know numerous practices of media organization which helps in increasing circulation

## **3.1 INTRODUCTION:**

Circulation is one of the most important things for any newspaper organization. It is a key factor for the existence and survival of any newspaper organization. It helps associated agency to decide the category of newspaper which affects revenue in many ways. Every print media organization emphasizes on circulation because it affects revenue of organization directly and indirectly. Circulation is related to visibility of print copy in market, which attracts advertiser to give their advertisement in a particular newspaper or magazine. Even circulation play an important role in advertisement rate for newspaper. We can find three categories of newspaper on the basis of circulation i.e., Small Circulation, Medium Circulation, and Big Circulation. Newspaper in big circulation category publish minimum 75 thousand copies and maintain it for long period of time. We cannot keep any newspaper in this category on the basis of publication during particular occasion or day. A newspaper or magazine in medium circulation category exist between 25000 to 75000 copies. In this category, organization publish minimum 25



thousand copies and maximum 75 thousand copies on daily basis while a newspaper in small circulation category publishes up to 25 thousand copies per day. Every media organization wants to increase its visibility in competitive market. For print media, circulation of newspaper/ magazine can decide its market share.

Good content of newspaper helps to increase the circulation for a long period of time. However, there are several other factors which play a significant role in increasing the circulation of newspaper. Circulation of a newspaper directly associated with demand and supply principle of marketing. A newspaper with good demand in market, can publish a larger number of copies while a newspaper with low demand in market, forced to cut the number of copies. Students often ask, what drives newspaper sales? Is it a good content? Is it a good packaging? Is it pricing? Is it marketing strategy of media organization? Actually, there is no exact answer of it because there are many factors which affect the circulation and sale of newspaper. A good marketing strategy can help to increase the number of copies for a period of time but, readers are loyal with a newspaper which delivers good content. However, newspaper accentuate on marketing strategies and practices to neutralize or counter its competitor. They also change their editorial policy to include target groups, launch promotional drives, offer discount on monthly and yearly subscription, insert coupon, increase its visibility through advertisement, and engage in corporate social responsibility activities. Today's media business comprises the use of aggressive and new marketing strategies which can help to attract and buy the copy. Direct-marketing tools and techniques are also being used by media organization that distribute their newspaper among expected consumer which helps to grow the market.

### **3.2 CIRCULATION:**

Every newspaper organization has circulation department who takes care of everything after the printing department task is over. Circulation department makes strategy to deliver printed copy within a set time frame because timely delivery plays a significant role. Circulation department can engage dealers as well as hawkers in the process. Mostly, circulation department engage dealers as third party, and offer them decent charge. Big media organization deliver the printed copy of newspaper to homes through dealers while small organization manage it through hawkers. Sometimes, they arrange newsstands at prominent places. We can find such newsstands at bus station or railway station. We can also find vending machines at these places. Circulation is also corelated with readership of newspaper which



affects advertisement rate. Advertiser prefer to give their advertisement to those media organization who has good circulation. It means, circulation is one of the principal factors used to decide advertising rate, and help to generate revenue for organization. Sometimes, newspaper organization print more newspaper because of more demand during a particular occasion. Number of copies can be increases or decreases due to unfavourable situation. We have seen, a tremendous change in circulation of newspapers due to COVID-19 situation which affected the number of print copies. Social media, and e-paper are also affecting the concept of circulation in many ways. Availability on online platform, is also changing the reading behaviour of readers which is going to affect the traditional method of circulation. At one side, circulation of newspaper is falling due to social and technological changes such as the availability of news on the internet while on other side, circulation is increasing as these factors are more than cancelled out by rising incomes, population, and literacy. We can also see a positive growth in terms of circulation in small cities or rural areas which is affecting news coverage and editorial policy of newspaper. We can find extra pages for local coverage as well as city edition to emphasize on local news. Concept of multi-edition of newspaper, supports circulation department to distribute the copies, and helps advertisement department to grab ad opportunities.

### **3.2.1 MEANING OF CIRCULATION:**

Circulation means number of copies published and distributed by a newspaper organization. It can be defined as a count of how many copies of a particular print media organization print on daily basis for distribution in market. In this way, we can say that circulation is the number of copies of a particular newspaper published, and available for distribution among consumers. It is responsible for deciding the advertisement rate for advertisers to publish their advertisement. A newspaper with good circulation can fix high advertisement rate while a newspaper with a lesser number of copies cannot keep high advertisement rate for advertiser. Sometimes, newspaper organization claim more circulation to attract advertisers and distribute their copies free of cost. However, they cannot hide the facts related to circulation because audit agency like Audit Bureau of Circulations audit and ensure the facts related to circulation claimed by a print media organization. ABC assure advertisers that a specified newspaper does indeed reach the number of consumers claimed by circulation department of print media organization. In nut shell, we can say that number of copies circulated for reading among its consumer is called circulation.



### 3.2.2 CIRCULATION VS READERSHIP

Circulation is associated with number of copies published for distribution among readers while readership is an estimate the number of readers who read particular newspaper or magazines. It is assumed that number of readers are always more than circulated copies of newspaper. Readership figures are usually higher than circulation figures because of the assumption that a typical copy of the newspaper is read by more than one person. In India, circulation audits are provided by the Audit Bureau of Circulation while Indian Readership Survey brings readership data among us. We can see a relationship between readership and circulation. The relationship between readership and circulation is known as readers per copy. Means, how many readers are there on single print copy, can be known by readership divided by circulation. In India, it is quite difficult to know the exact number of readers as many readers read one copy of newspaper at tea stall or such places. Readership pattern also change as demographic profile changed. Technology has also changes reading behaviours of readers as youth like to read newspaper on mobile phone. In Covid period, most of the newspapers have attracted their readers through online presence. Earlier it was absolutely free to read e-paper, but now a days a subscription amount has been charged by most of the newspaper organization to read its content. Newspaper like Dainik Jagran and Hindustan have introduced monthly and yearly subscription for its consumers. It means, traditional concept of readership is also changing with technological advancement.

### 3.2.2 AUDIT BUREAU OF CIRCULATIONS (ABC):

Audit Bureau of Circulations is a non-profit organization who look after auditing things of circulation. It is one of the many organizations who give the exact figures of circulation of newspapers and magazines published in country. It is a credible source to know real pictures related to circulation of print media. ABC was founded in 1948 just after independence. It is a voluntary organization consisting of advertisers, advertising agencies and publishers as members. ABC does pioneer work in developing audit procedures to certify the circulation figures of publications which are members of this body. As we know, circulation play a significant role in deciding advertising rates for print media. A newspaper with more circulation can charge more amount from advertisers while a newspaper with a smaller number of circulations can charge less amount for same advertisement. ABC check the facts and figures very carefully during auditing process, and then produce its result. Since, circulation figures that are checked and certified by an independent body are an important tool and authentic source for advertising



business community. The figures issued by this independent agency are credible which can't be manipulated by any newspaper organization. Every advertiser wants to know the facts and figures before investing his money to advertise the product. Advertiser wants to know the figures and area of circulation so that he can choose appropriate newspaper for advertising the product.

ABC provides edition, language and area wise facts and figures which help advertisers. Government also provides his support in terms of subsidy on newsprint or government ads on the basis of ABC's data. Government makes essential policy which can help a small-scale newspaper for its survival. Here, facts provided by ABC play an important role. ABC is a founder member of the International Federation of Audit Bureaux of Certification. The key role of ABC is to evolve, lay down a standard and uniform audit procedure by which a member publisher shall compute its Qualifying copies. The circulation figure so arrived at is checked and verified by a firm of chartered accountants which are empanelled by the Bureau. The Bureau issues ABC certificates every six months to those publisher members whose circulation figures confirm to the rules and regulations as set out by the ABC. As per record updated on ABC's official website, its membership today includes 562 Dailies, 107 Weeklies and 50 magazines plus 125 Advertising Agencies, 45 Advertisers & 22 New Agencies and Associations connected with print media and advertising. It covers most of the major towns in India.

Bureau's Council of Management functions as the Board of Directors which is the main policy making body. Council members meet frequently at least once in two months to discuss its policy and other relevant issues. The position of Chairman of the Council of Management rotates every year between the senior most publisher member and senior most non publisher member on the Council (Advertising Agency and Advertiser). Chairman is elected by the Council of Management every year. ABC maintain its objectivity by including members from publisher and advertiser groups. Its Council of management comprises of following members-

- 8 elected representatives of Publisher members
- 4 elected representatives of Advertising Agency members
- 4 elected representatives of Advertiser members

### **3.3 STRATEGIES AND MARKETING PRACTICES-**

The main target of any sales and marketing department of newspaper is to come with unique marketing strategy which can help to increase circulation. People associated with marketing goals make new



strategies and marketing strategies, implement these strategies as per the demand and nature of market. These strategies and marketing practices can be adopted for very short duration on any specific occasion, or can be run for a long duration to achieve the favourable result. Strategies and marketing practices changes with time frame. Some old techniques of marketing are still in practice while new marketing strategies have been also introduced to promote the circulation of newspapers. From very old methods of outdoor advertising to promotional drives, newspaper organizations have introduced the concept of media partner. Big brands are also adopting aggressive marketing practices which are creating hurdles in the way of small size newspapers. Some of newspapers are available with more than 24 coloured pages with high quality newsprint while some of newspapers are struggling for its survival with government ads. Marketing practices and strategies support the proverb- ‘Jo dikhtahai, whibiktahai’. In today’s market, only those newspapers can survive in the market who adopt new marketing practices and fulfil the expectation of readers. Newspapers have to be the best to survive in the competitive market. Otherwise, competitive newspaper will ruin the market scope with strong and aggressive marketing practices. Most of the readers don’t change their newspaper easily. They like certain newspaper, and feel comfortable with writing style, fonts, layout, and news packaging. They change their mindset to change the newspaper only when they find something new. This makes it very difficult for new newspapers to create new market or to break into an existing market. Regular readers can be seen as loyal customer for a specific newspaper. Most of the organization understand the value of these loyal customer, and make marketing strategies to maintain the belief of loyal customers. They also come with the idea to attract new customer.

In today’s scenario, it is quite difficult for small newspapers as well as new newspapers to compete with a newspaper published by big media house which has a huge budget and infrastructure. To increase visibility among expected market, it is essential to make good plans and implement them in effective manner. We can see following marketing strategies and practices in most of the newspaper organization which help to increase the market share.

### **3.3.1 NEWSPRINT AND PRINTING QUALITY**

Newsprint and printing quality play an important role in circulation. Due to poor quality of newsprint and printing quality, consumer can shift towards another available product which can affect the overall circulation of newspaper and magazines. One of the most popular Hindi dainik ‘Aj’ lost its market share



due to poor quality of newsprint and printing quality. It was one of the highest circulated newspaper in Varanasi for a long period of time, but couldn't maintain its printing quality in early years of 21<sup>st</sup> century. Indian readers want the best produced product to be delivered to him otherwise he changes his choice. Most of the big media organization attract its consumer through good newsprint and high printing quality. They have installed state-of-the art printing machines which provide very good result in terms of printing. For small newspaper owner, it is quite difficult to purchase and maintain very costly machines which cause these newspapers lag behind. Finally, small newspapers lose readers who find their product substandard. Government provides newsprint to newspaper organization but big media houses import newsprint from other suppliers also. As, we know newsprint play a key role in sales of newspaper or magazines. Some of newspaper attracts their readers with high quality supplements with regular print. In India, many print media organizations use government-produced newsprint which are not so good as per expectation of today's consumer. There are some private firms who produce newsprint with better quality. To provide best result to its consumer, big media houses prefer imported paper which helps to increase the circulation of newspaper or magazines. Some newspaper uses Nepa or government-produced newsprint for inner pages while use imported papers for main pages. This helps them to save costs, and somehow compete with bigger brands available in competitive market. However, few of big brands have shifted towards imported newsprint to entice consumers.

### **3.3.2 COUPON-**

Inserting coupon in newspaper is also a part of marketing strategy which attract consumers to purchase a copy of newspaper. During festive season, many of newspaper organization provide coupon along with printed copy and arrange lucky draw. Some of newspaper give coupon with printed copy per day for a duration of time and ask consumers to submit all filled coupon in newspaper's office which ensure the circulation among consumers during set period of time. Consumers purchase that particular newspaper for that particular duration to collect the coupons. In this way, this marketing strategy helps to increase the circulation of newspaper.

### **3.3.3 LOCAL COVERAGE-**

Readers get attracted with local news. They like to read all the content of newspaper with local fragrance. Content is unquestionably an important driving factor in the world of any type of media. A



newspaper that is unable to meet the news requirement of readers will definitely be dumped by consumers. In the era of multi-edition, we can see a huge attention of newspaper on local news. Many newspapers have started their different edition for different cities as well as state. For example, dainikjagran, one of the leading newspapers of India, published from different cities of Uttar Pradesh which provides chance to include more local news. Some of newspapers come with additional pages with local news coverage. However, newspapers decide its content according to its editorial policy. But, Advancement of printing machines and technology have made it possible to publish additional pages to attract and engage local market. It also helps to get advertisement from local advertisers. Generally, local advertisers love to give their advertisement to the newspapers with good numbers of local readers. Marketing and Circulation department provide their inputs to editorial department after which editorial department make required changes with editorial policy. In this way, we can say that local coverage always supports to sale the copies of newspapers among local readers.

**3.3.4 Online Presence-** Presence on online platforms has become a new marketing strategy. Most of the news organization have started its webpage and give updates on regular basis which also help to attract the readers. Apart from e-paper, we can find a brief of important news which helps circulation department to increase the sales. Even, a small size newspaper has started its website to attract young readers. In present era, online presence can be seen as promotional strategy which helps to promote the brand on different social media platforms.

**3.3.5 Offer for Annual Subscribers-** Most of the newspapers offer discount on annual subscription of its copy. Few of them have introduced combo offer for their loyal customers who wish to purchase more than one newspaper published by same organization. For example, if we wish to purchase Hindi and English newspaper published by same media group for a long period of time, we can get heavy discount. Such policies introduced by a media organization who publish multi-language paper especially in English and a local language. Such policies can help to get new readers.

**3.3.6 Hoardings and Promotional Drives-** We can see a hoarding of newspaper on any prominent location in city as well as in small towns. Media organization associated with newspaper or magazines promote their product through outdoor advertising method which is one of the oldest forms of advertising. Now a days, transit advertising is used by most of media organization to promote the newspapers. Outside posters, posters at railway station and bus terminal, and inside cards can be seen as



transit advertising. Apart from these, organization run promotional drive to attract the consumer. It can be in the form of environmental activity like ‘cyclothan’ educational activity like ‘youth parliament’ or political activity like ‘vote karein’.

**3.3.7 Media Partner-** We can see most of the top newspapers as media partner during numerous events organized by educational, social or cultural institutes. It is also used as promotional strategy by marketing department which helps to increase the visibility of product. Primarily newspaper promotes the event through its news coverage but, also get elevation of brand through the presence on various publicity material. Newspapers can attract new customer with their association with events which have a huge number of audiences. Even we can see big newspapers as print media partner of big budget movies. The concept of media partner of an event is useful for organizer as well as newspaper.

**3.3.8 Gift and Commission for Hawker-**Hawkers are most important parts of newspaper delivery process who sale the newspaper. Hawkers play a key role in delivery process. Without them, newspapers will not reach the homes of readers on time. Sales department of newspaper understand the importance of hawkers and offer them good commissions and gifts time to time. Most of the newspaper owners make attractive policy for hawkers which helps to motivate hawkers to sale their newspapers. Circulation department of some newspaper honour those hawkers and dealers who give them good business. Hawker make extra efforts for those newspapers organization who think about hawker’s benefits. Encouraging hawkers by giving them gifts and more commission, is one of the important marketing strategies which surely help to increase circulation.

**3.3.9 CSR Activity-** Corporate Social Responsibility work also help newspaper organization to create a positive image of brand among anticipated consumers. It helps to create favourable environment for newspaper which supports to find new customer. Most of the big brand attract expected readers through its CSR work. The Times of India, Dainik Jagran, and other newspapers can be seen with their CSR activity like clean your city, donate blood to save life. Marketing and sales department of media organization understand the importance of CSR activity and engage themselves in such type of activities. Newspaper organization can involve themselves in CSR activity directly, or can promote such activities as media partner. It is a management concept advocates social responsibility with unseen goal of brand promotion which create positive image among public. One side, organization shows accountability towards society while other side it generates new market for newspaper.



**3.3.10 Supplement Pages-** Sometimes, we see circulation department of newspaper to reduce pages or reduce the number of copies to avoid loss while most of the newspapers publish supplement pages to attract specific consumers. In India, we can see the concept of extra with no additional charges or absolutely free as marketing strategy. Consumers easily get attracted with free materials along with main product. Indian Readers prefer newspaper that are fat. It creates the opportunity to get more content. After reading content, customer sale these papers as waste and get some money back. Newspaper like The Times of India in Delhi provide Delhi Times as supplement while ‘NayiDishayein’ and ‘Anokhi’ like supplement pages can be find with content focused on career and women. Generally, newspaper publish supplement pages on high quality newsprint and use coloured inks. Supplement pages grab the attention of customers and help in sales promotion.

### **3.3.11 Timely Delivery**

Timely delivery of a newspaper plays a key role in increasing its circulation. For timely delivery, media organization has to make sure about timely publication, arrange fast transportation services, and punctual hawkers who can deliver newspaper to the readers house before they wake up. Most of the readers like to read the newspaper early morning. They want their copy in their hand at 6 a.m. to start his or her day with news. This means that the hawker should drop the copy before 6 a.m. on regular basis. Regular readers wait for newspaper and even slightly late delivery of a newspaper can affect the consumer’s mindset. Delay in delivery can change the mind of consumer and he can move towards other newspaper. Marketing and Sales team ensure timely delivery of newspaper in urban as well as rural areas. Most of the newspaper organization publish their ‘daak edition’ before regular edition so that it can be delivered at outer area on time. To reach outer area, circulation department arrange public as well as private transport. Earlier, it was toughest task for newspaper organizations to deliver their copies in other cities or rural area but multi-edition publication and advance transportation have made it easier now.

## **3.4 CHECK YOUR PROGRESS**

**Note: 1) Compare your answers with those given at the end of this lesson.**

1. ABC is associated with
  - a) Auditing of circulation



- b) Registration of newspaper
  - c) Readership survey
  - d) None of the above
2. ABC is founded in
- a) 1951
  - b) 1947
  - c) 1948
  - d) 1946
3. Who can be elected as chairman of ABC
- a) Senior most publisher member
  - b) Senior most advertiser members
  - c) Both
  - d) None of the above
4. Which is not used as marketing strategy
- a. Media partner
  - b. Transit advertising
  - c. Discount
  - f. fake content

### 3.5 SUMMARY-

Circulation play an important role in the field of print media. From small scale newspapers to large scale newspapers make their efforts for their presence in market and get a market share. Circulation is also associated with advertisement and attracts advertisers towards larger number of circulated newspapers. Newspaper organizations make their effort to increase their circulation and market share, and adopt numerous marketing strategy and practices.



Audit Bureau of Circulation provides facts related to circulation twice in a year which helps publisher as well as advertiser. Publisher increase or cut down advertisement rate while advertiser understand the market share of newspapers and make decision accordingly.

Numerous strategies and marketing practices can be seen by old newspapers to maintain its market while new newspaper try to grab the attention of expected market and create its market.

Numerous marketing strategies and practices can be adopted by newspapers to promote its copies among new segments of market.

### **3.6 KEYWORDS**

**Circulation**-Circulation is associated with number of copies published and distributed by a newspaper organization.

**ABC**-Audit Bureau of Circulations is an auditing organization who certifies and audits the circulation of Indian newspapers and magazines.

**Readership**-Readership is an estimate of how many readers a newspaper has. Generally, it is more than the number of circulations.

**Supplements**-Supplement is printed materials which has news context on specific topic and specific readers. It is distributed free with main copies of newspaper. Mostly, supplement has soft news.

**Circulation Manager**- In-charge of the wing in a newspaper or magazine concerned with their circulation is known as circulation manager.

**Circulation Department**-Circulation department is one of the most important department of print media organization who looks after circulation of copies and makes strategy to deliver printed copy within a set time frame.

**PCC**- Personal contact campaign is also effective tool of marketing strategy. It helps to understand the demands of consumers and make essential changes accordingly.

**CSR**- Corporate Social Responsibility is a management concept whereby organization show its concern towards society. It helps to make a positive image about organization among consumers.



### 3.7 SELF-ASSESSMENT TEST

- 1 Describe meaning, definition and importance of Circulation.
- 2 Differentiate between Circulation Vs Readership.
- 3 What do you mean by Audit Bureau of Circulation? Explain
- 4 Discuss the Strategies and Marketing Practices for newspaper circulation.
- 5 Explain the concept of Newsprint and Printing Quality.
- 6 Discuss the importance of Hoardings and Advertisements.
- 7 Write short notes on the followings:
  - a) Media Partner
  - b) Coupon
  - c) Local Coverage
  - d) Online Presence

### 3.8 ANSWERS TO CHECK YOUR PROGRESS

1. a      2. c      3. c      4. d

### 3.9 REFERENCES/SUGGESTED READINGS

1. Ahuja, B.N. (1996). History of Indian Press: Growth of Newspapers in India. Delhi: S.S. Chhabra for Surjeet Publications.
2. Aggarwal, V.B., & Gupta, V.S. (2001). Handbook of Journalism and Mass Communication. New Delhi: Concept Publications.
3. Handbook of Print Media-Technologies and Production Methods / Helmut Kipphan / Springer.
4. Lorenz, A.L., & Vivian, J. (1995). News: Reporting and Writing. Boston, MA: Allyn & Bacon.
5. Natarajan, J. (1955). History of Indian Journalism. Delhi: Publications Division, Ministry of Information and Broadcasting.
6. Raman, U. (2010). Writing for the Media. New Delhi, India: Oxford University Press.
7. Sharma, R. K. (2018). Investigative journalism: Effect of sting operations on the changing face of investigative journalism. New Delhi: Manak Publications Pvt.



**SUBJECT: NEWSPAPER PRODUCTION & MANAGEMENT**

**COURSE CODE: MSM-531 A**

**AUTHORS: MS. POONAM SINGH**

**LESSON 4**

**NEWS AS COMMODITY: DEFINITION, MEANING, NATURE, NEED AND SCOPE OF  
COMMODITY NEWS IN DIGITAL ERA**

## **STRUCTURE**

**The lesson structure shall be as follows:**

4.0 Learning Objectives

4.1 Introduction

4.2 Meaning and definition of News

4.2.1 Meaning of news as Commodity

4.2.2 Definition News as Commodity

4.2.3 Packages of News

4.2.4 Need for News as Commodity in this Digital Era

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 References/Suggested Readings



#### 4.0 LEARNING OBJECTIVES

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

- To know about News and how to create a news package
- To understand the Meaning of news and news as a commodity
- To explain the Definition of news and news package
- To describe the Nature of news commodity
- To know About Need for news in this digital era
- To understand the Scope of news as a package and news as a commodity

#### 4.1 INTRODUCTION

##### Concept of News as Commodity and Packages of News

News as Commodity: Definition, Meaning, Nature, Need and Scope of Commodity News in Digital Era

In this Unit of the course "Print Media", we shall discuss the how news has become a commodity. Over the lesson of the unit we shall understand the nature of news as a product or how it has become a piece of information that's available on multiple platforms with a tag line that this news has been first published in "name of the source or first source". How emergence of the internet leads to de-commodification news. To break the ice, we have to understand the meaning and definition of news as a commodity, scope of commodity news, digitalisation, click bait news, news portal policies of publishing news and more. This lesson discusses the nature of news as commodity and ideological contours of Indian media.

When we talk about news as a commodity, it means **News as a Product** and **Readers are the Consumers**. Let's read more to understand the significance of the same. In economics term, the definition of a commodity is goods or services that one can sell in the market. The market treats it equally or nearly equally regardless of who has produced it. For example, goods or services such as sticky notes or cleaning. There are multiple numbers of manufactures of sticky notes under the different brands such as Doms, Post-it that have a better quality surface, but essentially the squared pieces of paper that can stick to surfaces is a commodity.

You must be wondering why this as an example. Let just read to understand it.



## 4.2 DEFINITION OF NEWS

Man can remain alive without reading a newspaper as morning dose of information yet no newspaper can stay alive without news or current information. News is the spinal rope of news coverage. The fundamental suspicion of news coverage is the assortment, introduction and understanding of information which is intended to advise individuals about new and novel.

- News has been characterized contrastingly by various specialists. A portion of the definitions are given beneath:
- News is anything strange
- News is the unordinary image of life.
- News is whatever individuals talk about; the more it energizes the more noteworthy its worth.
- News contains all current exercises which are of general human interest and the best news is what intrigues the vast majority of the peruser.
- Anything that enough individuals need to peruse is news given it doesn't disregard the ordinances of good taste and the law of criticism.
- News resembles a hot cake coming directly from stove.
- News is the report of an occasion that is new, uncommon and which is fascinating to a more prominent number of individuals.
- From these definitions we are currently clear to have perceived the components of information.

How about we see what these are

News is the real report of an event. What the columnist sees should report. Objectivity intends to report the realities the very same route as they happened. It conflicts with objectivity if the columnist adds something from his own creative mind. Remark/idea or proposition isn't the undertaking of a journalist. These are viewed as right in a section, publication, and so forth In these configurations of editorial compositions the essayist can give inside and out and foundation data.

In most straightforward words objectivity implies just to report a hint of something larger and leave the rest to insightful and inside and out detailing. It won't be a target revealing if the journalist needs to point, inclination or shade the news.



#### 4.2.1 CONCEPT OF NEWS AS COMMODITY

News is a commodity - Yes, it is. It produces by media houses or new agencies for consumption by the public with an intention of newspapers making a profit from its productions. It is an accepted fact that we all have become prone to digitalisation. In fact, we read online, play online, eat from online orders, etc. This phenomenon has increased tremendously in news as well. Readers are paying monthly subscriptions, price per-article, registration fees to get all the information online. Paying a certain amount has become a hurdle for readers to getting their daily dose of news. Why? Because of de-commodification. Newspapers' business model has been affected by the de-commoditisation of news content as it is offered for free on the internet. This has brought newspapers' profitability model under pressure as they have to strive to still remain in business. As a result, more emphasis has been placed on the need to make profits thereby sacrificing quality in news reporting in some instances, said McManus, 2009.

While print media still is a backbone of any media house, the interesting fact is to see the rise of digital/online newspaper consumption in smaller cities, which constitute close to 67% of readership!

According to a report, "37% of the current Net users come from the top 10 metros, and more than half of the Indian online population comes from outside the eight largest cities. (i.e. tier II and III cities).

**And online versions of Indian newspapers are read in 62 countries.**

- 24.3% readers read news stories on book/film/theatre reviews
- 92% are interested in reading news about India
- Business & economy (69%), politics (60%), and science & technology (60%). Sports news is favored only by 37% of the users (now I am not surprised with the cricket world cup results!)
- 46% reads news about social development and 33% for environment
- Columnists are read by 42%
- The combined percentage of readers of Op-Ed articles (i.e. opposite the editorial page) is high at 97.7 %.

According to the Research conducted by UGC

- 47% of readers visit online editions to access archival material! Now, that's what I call the power of digitizing information. Newspapers have a life cycle of a day, but if you digitize them, they live forever!



- 14 % use online newspaper as a tool to overcome homesickness (i.e. when they are out of the country)
- Matrimonial advertisements in the online editions of newspapers do not seem to attract readers, even though the readership is dominated by youngsters. Only about 2.5 % readers visit the matrimonial section of online newspaper (and they go to paid matrimony sites for the same? – Isn't that surprising?)

#### **4.2.2 NEWS AS A COMMODITY OR NEWS AS A PRODUCT**

News has become a product that is available free due to not so expensive internet connections. Due Emergence of internet communication, reading a newspaper and the magazine becomes cheaper. Gone are the days when we took money out of the pocket to buy a newspaper or a magazine.

The market is flooded with multiple types of news websites. Most of the sites published news with a footnote that says "This news has been first published in the newspaper or so on (another source)". This hints the value of the article is not the information but something else. As most of the media houses are covering the same topic/subject/information because those are similar topics that can generate clicks, views and therefore advertisement revenue.

According to McManus (2009: 219): The commercialisation of news is “any action proposed to boost the profit of the organisation that interferes with a journalist’s or news organisation’s best effort to maximize public understanding of those issues and events that shape the community they claim to serve.” The commercialisation of news has increased because of the completion from the other sources of news available free on the internet. To get revenue, newspapers start putting sensationalised news to grab the attention of the reader. To sell more numbers of copies, newspapers have started selling the same news that readers want to read about. And in the end, as a result, most newspapers are ending up publishing inaccurate news. Magazine and newspaper have a column name “corrigendum”. It was invented to apologise when a media house published inaccurate news in the print version.

For instance, a news website has published a new about Income Tax Return File Date “The deadline for filing income extended”. It said that Finance Minister NirmalaSitharaman has recently extended the deadline for filing Income Tax (IT) tax returns to February 28, 2021. The website has earned end numbers of clicks on this inaccurate news. However, they must have earned a good amount of revenue



if the clicks got maximum hit, which is quite possible. Why? Because, in this pandemic, people are looking for more extension to repay or pay their taxes.

The focus of the media houses is clear now. They are selling the news that can sell to the public which leads to the dumbing down trend whereas newspapers report more about what they find appealing to the readers such as interviews with politicians, chit-chat with celebrities and more. News organisation have to be cautious while publishing any negative news about large advertisers, it may cause a loss of revenue. This is one of the reason of newspapers' accuracy being compromised by the need to continue bringing in revenue to their organisations. For example, it is very hard to find negative news about Mukesh Ambani. As he is one of the richest businessmen of India who spends a lot of money on promoting his different brands.

Newsrooms have had to adapt to the changes in news production which have taken place primarily as a result of technological developments leading to a need to readjust the business model of news production. Consequently, newspapers have had to employ means of cost cutting to deal with the financial pressures facing print media. Newsroom restructuring was explored in detail in part one of this study and the findings showed that cost cutting has been a strategy to ensure that newspapers continue to maintain profitable production (Khumalo, 2011).

### **Emergence of Internet**

The emergence of internet led to de-commodification of news. The number keeps changing every second, there are **1,197,982,359** websites in the World as of January 2021. The increasing number leads to the greediness of getting more and more numbers of click by clicking inaccurate news or in other words Fake News. Yes, fake news, Google has termed such news as fake news.

The increased numbers of websites, has led to misinformation in the race to become top on the search of any keyword.

In 2018, the Google News Initiative launched a training network in India to raise awareness against misinformation and provide new tools to journalists in their fight against fake news. This initiative provided training to 8000 journalist so they can train further.

Commodification of news-casting is a result of free distribution prospects, free distribution and data-driven personalisation that no longer respect the nature of news-casting, yet the viability and entrance of



a news story available. This perspective has inserted itself into the way news media measures achievement.

### **New Forms of Production and Branding in the Digital World**

Till about a decade ago, a YouTuber did not exist, even though YouTube did since 2005. It was not just grammatically incorrect but notionally incomprehensible. Today, it is not just a thriving profession and a legitimate career goal for young people, with an audience that runs in millions but also an alternative form of receiving news and entertainment, learning and addressing socio-political issues, changing interpersonal relationship structures, of the times, especially using sketch, skits, and stand-up comedy. Largely seen as a ‘millennial’ channel, Google statistics suggest that this is largely a myth. Yet, there is no definitive, qualitative data yet on the demography of YouTube or social media users, singularly in the Indian context. The revolution has occurred not just in terms of the content and form of the message delivered but also the model of revenue generation: In Marxist terms, the birth of a new means of production. Many such YouTube starts earn as much as Rs 3-4 lakh a month. Revenue is generated through advertising, using Google AdSense, wherein the artist earns as much as 55% of the earnings; the cost-per-click model. There is also the cost-per-view model that comes into effect if a viewer swatch even half the duration of the advertisement. Often the channel approaches video uploaders with a monetisation plan after their work garners substantial views. In India, the average RPM (revenue per thousand impressions) for YouTube is \$6-7. In the case of bigger online-only companies – eg All India Bakchod (AIB) and The Viral Fever(TVF)—brand integration and sponsorship is a major component in their profitability.

Another significant aspect of the digital video sub-culture, is the tutorial genre (Udacity, Udemy, Byju’s, Coursera) which is rendering conventional skill-learning and teaching obsolete. From learning a new language of coding to recipes or guitar lessons to motivational speeches and even medical advice, there are tutorial videos for almost every occasion. Unlike educational institution systems, degree qualifications and other veracious proof of expertise are not factors that determine the educator’s reliability. The pragmatism of their approach pushes their scores. To that extent, it’s not just the accessibility of the form of communication but also the choice of content and mode of explanation that is making a marked impact. For instance, videos that focus on science experiments, on YouTube and Facebook, that can be conducted at home as opposed to videos explaining why a particular element



combusts when it comes in contact with water, are likely to find more takers, despite outlining the same principle of chemistry.

Besides YouTube, there are a host of digital video content curation platforms that have mushroomed in India since the 2010s that cover news, entertainment and everything in between. The Indian market for over-the-top video services was worth just Rs 21.5 billion (\$296 million) in the financial year ended March 2018, it's expected to grow 45% annually through 2023, according to KPMG. Is this new media, therefore, a threat or an extension of traditional structures? There is evidence to suggest that it is both. US-based Netflix launched in India in 2016 and has been a game changer in the industry primarily because of the spate of international film and series it offers as well as the 'original' shows and cinema it produces. In India, the series Sacred Games has been the most popular and polemical contribution and Netflix is fast becoming the preferred medium for creative artists and consumers because of the freedom it offers (however, that is subject to change given the shadow of censorship being cast in this direction and the catapult into global exposure it guarantees. Amazon Prime Video works along similar lines with a larger repository of Indian-language content than Netflix. Hotstar, a wholly Indian (Star India) online streaming platform that began operations in 2015, follows a hybrid model to the effect that it encroaches on Hindi television territory in a more direct manner. Not only is its library larger on account of fewer copyright clashes with US television/film networks, the simultaneous and sometimes advance streaming of current television series, sporting events and news features is what is making television programming redundant. The caveat, though, lies in the relatively limited reach of the online platform and the well-entrenched TV viewing habits of the general populace. Therefore, even Netflix advertisements are broadcast on television, especially during prime time. Contrarily though, it is representation of urban life and the 'new Indian' youth-oriented mindset in the form of web series, spoof videos and satires using the cultural lexicon of the 21st century quintessential Indian city dweller that is seen as a divergence from mainstream television and insures the success of the work produced.

The number of Internet users stood at 4.31 billion in 2019, which means that more than half of the global population is currently connected to the internet. But while the digital population is visibly growing in many parts of the world, internet access and availability can differ significantly depending on the region. In 2020, India had nearly 700 million internet users across the country. Urban India with an estimated population of 455 million already has 295 million using the internet. Rural India, with



an estimated population of 918 million as per 2011 census, has only 186 million internet users leaving out potential 732 million users in rural India. With 225 million monthly active users (MAUs) on mobile phones alone, YouTube has penetrated 80% of India's Internet user base, Google data revealed in March 2018.

This new world of the internet has given birth to too many influencers and bloggers. This is one of the biggest threat to the Indian Media, as the advertisers are getting their brand promotion in exchange for goodies and money.

#### **4.2.3 PACKAGES OF NEWS**

A news bundle is a sort of narrating found on TV reports. They are likewise found in long-structure news programming, for example, the CBS News program an hour.

A bundle is an independent taped news report. Generally, the commentator will peruse a presentation live, at that point, the pre-recorded story will be appeared.

A typical piece of a news bundle is the presence of a journalist talking into the camera. This is known as a "standup" in light of the fact that the columnist is regularly seen remaining before the camera on the location of the story.

News bundles ordinarily run from 1:15 to 2:00 long. On account of magazine-style news programming, bundles can be 20 minutes or more. This kind of information introduction is best for convoluted stories or ones that have different meetings.

One need video clips, sound bites, a reporter narrating the video, natural sound, and good writing.

The news package includes research, script writing, and edit a news package. The duration of the news package must be 2 minutes and contains:

- a story proposal
- background information researched from credible sources
- pre-production preparation including, a script, interview questions, shot list and storyboard if necessary.
- at least one sound bite from at least one interview
- B-roll footage



- a standup from the reporter.
- two-second video pads at the beginning and end of the package

A news package is an imaginative method to pass on news to an expansive crowd. It is a visual type of information that has a story, characters, diversion worth, and realities. Journalists invest extensive measures of their energy exploring stories, talking with characters, and ultimately composing the contents for these bundles. Everyone infrequently sees news bundle contents in light of the fact that the perspectives you see on the nightly news are video structures. This guide is proposed to show you how to compose a news bundle content. Regardless of whether you are an unpractised correspondent or someone inspired by open sorts, understanding news bundles can give us a more educated viewpoint regarding the news we observe day by day.

### **The Script**

Composing content ought to be the last advance in making a whole news bundle. Well before you plunk down to work out the content, you ought to consider sound bytes and approaches to structure your story. News bundles need to have a start, center, and an end, just as characters. Be thinking about the heading you need it go as you shoot video and lead interviews. When you have sufficient sound and video for your story, you are prepared to start:

- Separate the content into two segments. On the left side, compose video. On the correct side, sound. Since you are composing for a visual medium, it is crucial to isolate out what the crowd will see and what they will hear.
- Pick sound bytes that are enthusiastic, give a fascinating assessment, or help your story along. As you pick these sound bytes, mark the time on the tape close to the sound byte you work out so the editorial manager can discover it without any problem.
- Compose voice-overs that you, the journalist, will say to push the story along. The voice-overs ought not stand out, but instead sound normal with the story.
- Weave sound bytes and voice-overs together to make a durable sound area to your story.
- Discover spots to put common sound, which is firmly associated with video.



- Record video you have that supplement the sound. You will have a huge determination from shooting B-Roll in the field. Imprint times close to the video so the supervisor can discover it without any problem.
- Peruse your content and ensure it sounds common, follows the rules of a story, and is not difficult to peruse so the proof-reader will make some simpler memories altering it later.
- When the content is finished you are all set into the sound stall and record your voice-overs.

### **A few Tips and Warnings**

- Be imaginative in the story you tell. You need to engage just as illuminate.
- Be touchy by they way you pass on your story in miserable topics.
- Try not to log each solid byte in the event that you realize you won't utilize it. Just take sounds bytes that are pertinent to the course of your story.
- Don't hesitate to alter the organization of your content on the off chance that you feel it makes it more clear.
- In the event that you work for a news station, you will be dealing with a severe cutoff time so you should have the option to compose contents rapidly and effectively.
- Think about a title that is exceptional and best communicates your story.
- Request help from your picture taker for smart thoughts for video.

### **The Beauty of News Packages**

Not many individuals understand the difficult work that columnists and different representatives of TV slots put in to broadcasting the news consistently. While news bundles are just a little segment of the work that these individuals do, it very well may be one of their most significant errands. It is the perfection of examination, meetings, and researching that are joined into the single unit the crowd sees. Without a content notwithstanding, these bundles would be nothing. Contents are the establishment of TV news and basically the medium to our general surroundings. All news bundles are distinctive in the data they pass on, anyway they all follow an overall framework that makes it simple to peruse and change over to a transmission structure. By following the rules in this instructional exercise, you won't just deliver a decent story, yet in addition compose a content that will be helpful for whoever alters it, and eventually watches your news bundle.



#### 4.2.4 Need for News as Commodity in this Digital Era

As readers around the globe progressively get their news on the web, the media business has battled to adjust making readers pay for their news and keeping data open. Should readers need to pay for their computerized news and if not, how do news associations stay above water in the advanced age?

Month to month memberships. Cost per-article. Enlistment required. Readers of online news are getting progressively used to paywalls, memberships and different obstacles to getting their day by day portion of data. While it wasn't such a long time ago that the vast majority were glad to open their wallets to purchase a paper or magazine, readers have been hesitant to pay for the news they get on the web.

*“People are used to paying for newspapers. So in principle, paying for digital is nothing different.”*

– Nick Tjaardstra, Director, Global Advisory at WAN-IFRA.

While a few readers are deciding not to pay for their news – out of guideline or monetary limitations – for other people, it is just not on their radar. In India, where a print paper costs simply a modest bunch of rupees, conversations about advanced paywalls are still just in the beginning phases. What's more, in the Middle East, paywalls and advanced memberships stay uncommon or non-existent, says TarekAtia, a Cairo-based media coach and organizer of the Egypt Media Development Program just as media brands Mantiqti and Zahma.com.

#### 4.3 CHECK YOUR PROGRESS

Note: 1) Compare your answers with those given at the end of this lesson.

1. News means to.....

- a) inform
- b) newly received or noteworthy information, especially about recent events
- c) community
- d) None of these

2. Commodity has a different meaning when it comes to news

- a) Paid
- b) revenue



c) channel

d) none of these

3. News packages are mainly use in

a) community

b) individual

c) newspaper

d) magazine

4. How revenue structure is changing after the digitalisation happened in media.

#### 4.4 SUMMARY

- In economics term, the definition of a commodity is goods or services that one can sell in the market. The market treats it equally or nearly equally regardless of who has produced it. For example, goods or services such as sticky notes or cleaning. There are multiple numbers of manufactures of sticky notes under the different brands such as Doms, Post-it that have a better quality surface, but essentially the squared pieces of paper that can stick to surfaces is a commodity.
- Man can remain alive without reading a newspaper as morning dose of information yet no newspaper can stay alive without news or current information. News is the spinal rope of news coverage. The fundamental suspicion of news coverage is the assortment, introduction and understanding of information which is intended to advise individuals about new and novel.
- News is a commodity - Yes, it is. It produces by media houses or new agencies for consumption by the public with an intention of newspapers making a profit from its productions.
- Itis an accepted fact that we all have become prone to digitalisation. In fact, we read online, play online, eat from online orders, etc. This phenomenon has increased tremendously in news as well. Readers are paying monthly subscriptions, price per-article, registration fees to get all the information online. Paying a certain amount has become a hurdle for readers to getting their daily dose of news. Why? Because of de-commodification.



- News has become a product that is available free due to not so expensive internet connections. Due Emergence of internet communication, reading a newspaper and the magazine becomes cheaper. Gone are the days when we took money out of the pocket to buy a newspaper or a magazine.
- A news package is an imaginative method to pass on news to an expansive crowd. It is a visual type of information that has a story, characters, diversion worth, and realities. Journalists invest extensive measures of their energy exploring stories, talking with characters, and ultimately composing the contents for these bundles. Everyone infrequently sees news bundle contents in light of the fact that the perspective you see on the nightly news are video structures. This guide is proposed to show you how to compose a news bundle content. Regardless of whether you are an unpracticed correspondent or someone inspired by open sorts, understanding news bundles can give us a more educated viewpoint regarding the news we observe day by day.
- While a few readers are deciding not to pay for their news - out of guideline or monetary limitations - for other people, it is just not on their radar. In India, where a print paper costs simply a modest bunch of rupees, conversations about advanced paywalls are still just in the beginning phases.

#### 4.5 KEYWORDS

**Commodity:** A commodity is a basic good used in commerce that is interchangeable with other goods of the same type.

**News:** News is the report of an occasion that is new, uncommon and which is fascinating to a more prominent number of individuals.

**News As Commodity:** News is a commodity - Yes, it is. It produces by media houses or new agencies for consumption by the public with an intention of newspapers making a profit from its productions.

**Digitalisation:** the conversion of text, pictures, or sound into a digital form that can be processed by a computer.

#### 4.6 SELF-ASSESSMENT TEST

1. Write in detail about news as a commodity.
2. Differentiate between paid news and real news.



3. Describe the nature of news as a commodity
4. Discuss the scope of news package.
7. Discuss the concept of script and other news packages.
8. Features of news package.
9. Why is de-commodification of news?
10. Write short notes on the followings:
  - (a) News
  - (b) News As Commodity
  - (c) News Package
  - (d) What is a paid subscription?

#### 4.7 ANSWERS TO CHECK YOUR PROGRESS

1. b) commodity
2. c) news
3. b) readers
4. c) internet
5. a) digital news

#### 4.8 REFERENCES/SUGGESTED READINGS

- Baldasty, G. J. (1992). The commercialization of news in the nineteenth century. Madison, WI: University of Wisconsin Press.
- Christopher, N. (2018, June 19). Google wants to train 8000 journalists with new tools to fight fake news. Retrieved from <https://economictimes.indiatimes.com/pmi-2017/media/google-wants-to-train-8000-journalists-with-new-tools-to-fight-fake-news/articleshow/64653004.cms>
- Commodification Of Women Body In Indian Media by Ishdeep Kaur Bhandari  
[http://ijrar.com/upload\\_issue/ijrar\\_issue\\_2018.pdf](http://ijrar.com/upload_issue/ijrar_issue_2018.pdf)



- Gutsche, R. E., & Rodriguez, J. (2017). *Media control: News as an institution of power and social control*. New York: Bloomsbury Academic, an imprint of Bloomsbury Publishing.
- McManus, J. H. (2019, April 29). *Commodification of News*. Retrieved from <https://onlinelibrary.wiley.com/doi/abs/10.1002/9781118841570.iejs0063>
- *News as a Commodity vs. News as a Public Good: Adaptation ...* (n.d.). Retrieved from [https://repository.up.ac.za/bitstream/handle/2263/41807/Khumalo\\_News\\_2013.pdf?sequence=1&isAllowed=y](https://repository.up.ac.za/bitstream/handle/2263/41807/Khumalo_News_2013.pdf?sequence=1&isAllowed=y)
- *News as a commodity – How newspapers can survive the digital age - WAN-IFRA*. (2020, July 28). Retrieved from <https://wan-ifra.org/2018/03/news-as-a-commodity-how-newspapers-can-survive-the-digital-age/>
- *News Package*. (n.d.). Retrieved from <http://mediacommunications2.blogspot.com/p/news-package.html>
- *How To Write A News Package*. (n.d.). Retrieved from <http://guidetopublicwriting.weebly.com/news-package-scripts.html>
- Palo, J. (2019, November 21). *The Commodification of Journalism*. Retrieved from <https://medium.com/social-media-writings/the-commodification-of-journalism-3f37f8e021b9>
- *The Commodification of Ritual : Women Performers and Media Events*. (n.d.). *Women and Bullfighting : Gender, Sex and the Consumption of Tradition*. doi:10.5040/9781474215961.ch-008
- Uscinski, J. E. (2014). *The peoples news: Media, politics, and the demands of capitalism*. New York: New York University Press.



**SUBJECT: NEWSPAPER PRODUCTION & MANAGEMENT**

**COURSE CODE: MSM-531 A**

**AUTHORS: DR. DURGESH TRIPATHI**

**LESSON 5**

**EDITORIAL POLICY OF THE NEWSPAPER**

**STRUCTURE**

**The lesson structure shall be as follows:**

5.0 Learning Objective

5.1 Introduction

5.2 Editorial Policy of the Newspaper: Meaning and Nature

5.2.1 Editorial Policy and Partisanship debates

5.2.2 Editorial Writing

5.2.3 Format of an Editorial

5.2.4 Principles of Good Editorial Writing

5.2.5 Qualities of a Good Editorial

5.2.6 Advertorial

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 Suggested Readings



## 5.0 LEARNING OBJECTIVES

After going through the lesson, you will be able to

- To know about the Editorial policy of a newspaper
- To know about how an editorial policy is evolved
- Understand the principles of a good editorial
- Analyze the debates and issues surrounding editorials
- Develop an understanding of the format and style of writing an editorial

## 5.1 INTRODUCTION

Editorial Policy represents the institutional viewpoint of the newspaper. It represents the opinion or the public voice of the newspaper. It is separate from news reporting which is objective, factual, and neutral in nature. It does not represent the view of the owners of the newspaper rather represents the well-formulated and nuanced stand of the editorial board of the newspaper. It has the power to influence the public debate and opinion on important matters of public interest. It is formulated by the top editors of the newspaper. Editorials are generally written by the senior editors of the newspaper who are likely to be a part of the editorial board which formulates such a policy. Editorial is a professional and objective analysis of current important issues but does not indulge in personal attacks or name-calling. Rather it attempts to engage the readers in a constructive and critical debate on the issue.

## 5.2 EDITORIAL POLICY OF THE NEWSPAPER: MEANING AND NATURE

News is an important source of information. It gives insights into the latest developments and current affairs. It helps the public to form an opinion on various issues and matters in the public domain. It is viewed as an objective and factual account of the events. It can be accessed through various sources like Newspaper, Television, Radio, Internet among others.

Press is considered the fourth pillar of the democracy. It provides necessary interventions through its news reportage to strengthen democracy and its processes. It provides a platform for the public to debate, discuss and deliberate upon various issues of public importance. Media also sets the agenda as it gives importance and coverage to certain news or developments over the others. News Analysis helps in shaping the public debate and opinion amongst its audiences. It influences the politics of contemporary times.



Newspapers are an important source for news, education, and infotainment. Each newspaper has an editorial policy. The editorial policy differs from the news reporting of the newspaper as it represents the collective formal point of view or the position of the newspaper on an issue of public importance. It is formulated by the editorial board of the newspaper based on public values, ethics, and public interest. Editorials published in the newspaper are a direct manifestation of the Editorial policy of the newspapers.

The editorial policy has the power to influence public opinion and carries importance as it comes from an important public institution, especially in a democracy. It represents the voice of the newspaper and is demarcated from the news items in the newspaper. Editorials are published on a particular page of the newspaper i.e. Edit Page. In most cases, Edit Page/Editorial Page is in the middle of the newspaper just adjacent to the Op-ed page. However, in some countries, it is published on the front pages (Saudi Arabia), back page (Greece), and on the first six pages (China). It is written in a distinctive format than the news reportage, columns, Op-eds, commentaries, and expert articles. It is written by the senior editors of the newspaper clearly stating the outlook and stand of the newspaper on a particular issue or debate and takes clear sides. It is written without a byline as it represents the collective viewpoint of the newspaper. It is the final product of the collective understanding and agreed policy of the newspaper on a particular issue. Such issues are discussed, deliberated, and decided in the editorial meetings of the newspaper.

In most newspapers, there are three editorial articles. These articles are placed according to their importance, prominence, and impact on the lives of the citizens. News Values like prominence, proximity, conflict, impact play a key role in selecting the themes on which the editorials would be written. For Example, the first editorial can be written on the most important political or economic news like Sensex Crossing 50,000 points whereas the second editorial could be written on an environmental issue such as changes in Environment Impact Assessment rules and third articles usually covers a human interest story like the spirit showcased by a sportsperson or a sports team or contribution of a prominent personality to the society. Many times, an editorial is given prominence as it represents the campaigns run by the newspaper for a certain social cause. It helps to lend support and value to the campaign being run by the newspaper.

However, there is a need to differentiate between the Editorial, Editorial Policy and a frequently used



phrase 'Editorialising the News'. Editorializing the News is completely different from the other two terms as it means giving colour to the news reportage which is supposed objective, factual and balanced. Giving colour would mean that the reporter is casting his or her prejudices, choices, bias, or ideologies to the situation/news development or event and is not providing fact-based analysis of the situation. Television news is increasingly being accused of blurring the differences between the facts and opinions. However, there is constant debate among practitioners of news media related to what constitutes objectivity and ways to differentiate between fact and opinion. There is a broad consensus that news media cannot be completely free from inherent bias but the training of journalists plays an important role in honing the craft of journalism and providing factual news reportage of the stories.

### **5.2.1 EDITORIAL POLICY AND PARTISANSHIP DEBATES**

Facts are considered sacrosanct in the practice of Journalism and News. Thus, many scholars and experts have raised the doubts regarding whether a newspaper should have a partisan stand on a particular issue or developing a news story or matter of public importance. The job of the journalists is to provide holistic coverage of an event or development which is based on facts and reality. Many scholars have argued that such intervention in the political or matters of public interest has the danger of making the media partisan and thereby having the potential of losing the status of an independent and credible news source especially in a democratic set-up.

According to Conboy (2005), editorials serve as a medium for the newspapers to showcase their independence from the government daily to their readers. It is an effective means to demarcate the newspapers from an official mouthpiece or government publication. Editorials provide critical analysis of the situation or government policy and even prescribe corrective action or constructive suggestions that could be taken up. It is also space for senior journalists to assert their opinions in the public interests which are separate from a stand of the newspaper establishment or newspaper owners.

According to the American Society of News Editors 'Statement of Principles' (ASNE,2018) "To be impartial does not require the press to be unquestioning or to refrain from editorial expression. Sound practice, however, demands a clear distinction for the reader between the news reports and opinion. Articles that contain opinion or personal interpretation should be clearly identified."

Historically, there was a practice among American Press to explicitly support a particular political



candidate before elections or a particular political party in their editorials. But there has been an evident shift from such practices in the 19th and 20th Centuries. There has been an increasing thrust upon showcasing the independence from political parties and governments through factual reportage. Pursuing the truth has been the mission of the press in contemporary times as well.

However, there is a little doubt that the news reportage is affected by the editorial stand taken by the newspapers as reporters get the cue from it and affect their choice of picking of news angles or peg. Editorial opinions affect the ground reporting by the journalists as they provide hints to them what kind of coverage of a particular topic would be acceptable to the senior editors. The editorial policy thus clearly impacts the framing of news reports.

Doubts are also raised regarding the freedom of the senior staff of the newspaper to formulate the editorial stand on a particular issue as a separate entity from the agendas and interests of the newspaper owners. However, it is believed that the senior editors are well acquainted with the policies and ethos of the newspaper owners due to their experience and period of service with the organizations. Thus, they are free to formulate the Editorial policies however, there is a certain voluntary consensus over the boundaries and limits to the editorial stance and may not go against the corporate interests of the media owners in most cases. Though, there can be exceptional instances where the editors would want to take a bold stand that may not follow the agenda and economic interests of their owners. Newspaper owners may also have a political affinity but it should not affect the stand of the newspaper's editorial board and ideally should be given a free hand.

There is a trend of juxtaposing Editorial Journalism with advocacy journalism. Though, both are distinct practices having clear processes and motives. Editorial journalism is a result of the shared decision-making process of the senior editors of the newspapers and presents the partisanship and stand of the newspaper on a particular issue or matter. Advocacy Journalism is an individual attempt to bring a particular social change in which he or she believes and supports its cause. It may be derived out of the passion of the particular journalists for the issue or cause but editorial journalism is a rational and carefully calibrated approach of the collective editorial team of the newspaper having vast experience in the craft of journalism and news reporting. There may be members on the editorial team who have reported on a particular beat for a considerable period like the editor may have reported on BJP for the last 15 years and understand the nuances of taking a particular editorial stand. Thus, participatory and



shared vision is not part of editorial writing in contrast to advocacy journalism.

### 5.2.2 EDITORIAL WRITING

The editorial policy takes a broad view of the situation or event or development and takes a stand that is in the larger public interest rather than representing a few sections of the society. For Example, Editorial Stand on the Climate Change debate deal with arriving at a decision where all stakeholders are involved and contribute to it but special attention would be given to the most vulnerable sections. The editorial policy must set and follow a high standard of ethics and goodwill. The article should mention the causes and solutions even if they go against the present government policy or agenda. The Editors should be courageous to directly address contentious issues like corruption in high office or maladministration to safeguard the public interest.

The editorial policy should endeavor to preserve human rights and the constitutional ethos. The editorial policy reflects the quality of the newspapers. The quality of the newspapers is often judged from the editorials and the standard of the arguments they engage in. It can make or break the reputation of the newspaper. It represents the heart and soul of the newspaper.

### 5.2.3 FORMAT OF AN EDITORIAL

Editorials are written distinctively from the news reports and do not follow the 5Ws+1H formula of the Inverted Pyramid. Some of the key elements of an Editorial are identified by Entman (1993) and Nelson, Clawson, and Oxley (1997) which are :

- a) **Position:** Positions or value judgments that a newspaper takes on a particular issue or matter of public importance
- b) **Problem Definition:** It tries to define or address the problem and the results or consequences of the matter concerned
- c) **Cause:** It identifies the major stakeholders that are responsible for the problem or bringing it to the point that it became a major issue or crisis
- d) **Treatment/ Recommendation:** It provides constructive solutions, remedies, action plans, or treatments that need to be undertaken at this stage. It may recommend the already available suggestions given by different committees or panels formed by the government. For Example, the Western Ghats Ecology Expert Panel (WGEEP) formed by the Government of India in 2011 had recommended that all



of the Western Ghats be declared as the Ecological Sensitive Areas (ESA) with only limited development allowed in certain graded zones.

#### **5.2.4 PRINCIPLES OF GOOD EDITORIAL WRITING:**

The principles of Good Editorial Writing are

1. Editorial Writing should present the facts and information with full honesty and integrity. They should be double-checked before drawing substantial conclusions and claims.
2. He or She should draw upon the facts to arrive at conclusions and not bring his or her own assumptions or stereotypes into writing.
3. He or She should consider the highest public good and ethical considerations in suggesting solutions rather than pursuing narrow personal interests or interests of a particular section of the society.
4. Editorial Writer should review the reliable literature and important reports of the credible institutions for the particular issue or topic.
5. Writers should conviction and courage and adhere to democratic principles.
6. He or She should adhere to the highest standards of integrity and professionalism.

#### **5.2.5 QUALITIES OF A GOOD EDITORIAL:**

Following is the checklist for writing a great Editorial in a newspaper:

1. Editorial should represent the decision and vision of the board that includes senior news editors and journalists.
2. It should be firmly rooted in evidence and facts.
3. It should have crisp language, short paragraphs, and simple English should be used.
4. It should be based on a contemporary issue and should aid the readers to form an opinion and take action.
5. It should adhere to the principle of balance but should not refrain from taking a clear strategy and describe the future course of action for the stakeholders involved.
6. It should be a clear analysis of the topic and should not confuse the readers. It should provide solid arguments to support the claims and suggestions.



7. It should not be written as a literary piece but the good language would facilitate the readers and should be an added characteristic.

8. It should be straight forward argument but should reflect a multi-disciplinary and nuanced understanding of the theme or topic.

**5.2.6 ADVERTORIAL:**

These are paid news stories and have no relation with the editorial or editorial policy of the newspaper. It is a form of the PR strategy for marketing the products or even government policies. It is an advertisement that is written in news format and seems like a regular news item. But since it is a paid news story it is not objective or nor follows any other journalistic principles. It is a paid initiative to attract audiences to the products. Newspapers demarcate Advertorials from other news stories so that readers get a clear idea. These are frequently used for the marketing of the products especially FMCG products like Hair oil, shampoos, soaps.

**5.3 CHECK YOUR PROGRESS**

1. Editorial Policy represents the ..... viewpoint of the newspaper
  - a) Institutional
  - b) Investors
  - c) Readers
  - d) Owners
2. Editorialising the News means:
  - a) Analysis of the News Article
  - b) Adding Reporters’ own bias, choices, prejudices, ideology to the news story
  - c) An Expert’s opinion
  - d) Taking the viewpoint of the readers
3. Who writes the Editorial in the newspaper:
  - a) Reporters
  - b) Interns



c) Senior Editors

d) HR Department

4. Advocacy Journalism is an individual attempt to bring a particular ..... change

a) Social

b) Political

c) Technological

d) Economic

5. Advertorials have a similarity to

a) Editorials

b) Op-Ed

c) News Articles

d) Feature articles

#### 5.4 SUMMARY

- Editorial Policy represents the institutional viewpoint of the newspaper. It represents the opinion or the public voice of the newspaper. It is separate from news reporting which is objective, factual, and neutral in nature.
- It has the power to influence the public debate and opinion on important matters of public interest. It is formulated by the top editors of the newspaper.
- Editorial is a professional and objective analysis of current important issue. . The editorial policy differs from the news reporting of the newspaper as it represents the collective formal point of view or the position of the newspaper on an issue of public importance.
- It is formulated by the editorial board of the newspaper based on public values, ethics, and public interest. Editorials published in the newspaper are a direct manifestation of the Editorial policy of the newspapers.
- In most cases, Edit Page/Editorial Page is in the middle of the newspaper just adjacent to the Op-ed page. However, in some countries, it is published on the front pages (Saudi Arabia), back page (Greece), and on the first six pages (China). It is written in a distinctive format than the



news reportage, columns, Op-eds, commentaries, and expert articles.

- It is the final product of the collective understanding and agreed policy of the newspaper on a particular issue. Such issues are discussed, deliberated, and decided in the editorial meetings of the newspaper.
- Editorials are placed according to their importance, prominence, and impact on the lives of the citizens. News Values like prominence, proximity, conflict, impact play a key role in selecting the themes on which the editorials would be written.
- Editorializing the News is completely different from the other two terms as it means giving colour to the news reportage which is supposed objective, factual and balanced. Giving colour would mean that the reporter is casting his or her prejudices, choices, bias, or ideologies to the situation/news development or event.
- Television news is increasingly being accused of blurring the differences between the facts and opinions.
- Facts are considered sacrosanct in the practice of Journalism and News. Thus, many scholars and experts have raised the doubts regarding whether a newspaper should have a partisan stand on a particular issue or developing a news story or matter of public importance.
- According to Conboy (2005), editorials serve as a medium for the newspapers to showcase their independence from the government daily to their readers.
- According to the American Society of News Editors 'Statement of Principles' (ASNE,2018) "To be impartial does not require the press to be unquestioning or to refrain from editorial expression. Sound practice, however, demands a clear distinction for the reader between the news reports and opinion. Articles that contain opinion or personal interpretation should be clearly identified."
- Doubts are also raised regarding the freedom of the senior staff of the newspaper to formulate the editorial stand on a particular issue as a separate entity from the agendas and interests of the newspaper owners. However, it is believed that the senior editors are well acquainted with the policies and ethos of the newspaper owners due to their experience and period of service with the organizations.
- The editorial policy takes a broad view of the situation or event or development and takes a



stand that is in the larger public interest rather than representing a few sections of the society.

- Some of the key elements of an Editorial are identified by Entman (1993) and Nelson, Clawson, and Oxley (1997) which are :Position, Problem Definition, Cause, Treatment/Recommendation.
- Principles of Editorial Writing: Present facts with integrity, do not assume, draw conclusions based on facts, emphasize on highest public good, review reliable literature from credible institutions, adhere to democratic principles, adhere to highest standards of integrity and professionalism.
- Qualities of a Good Editorial : Represent vision of the Editorial Board, should be firmly rooted in evidence, crisp language, short paragraphs, should be based on a contemporary issue, adhere to principles of balance, clear analysis of the topic, adopt a multidisciplinary approach.
- Advertorials are paid news stories and have no relation with the editorial or editorial policy of the newspaper. It is a form of the PR strategy for marketing the products or even government policies. It is an advertisement that is written in news format and seems like a regular news item.

## 5.5 KEYWORDS

**Editorial Policy:**It represents the institutional viewpoint of the newspaper. It represents the opinion or the public voice of the newspaper on a contemporary issue of public importance.

**Edit Page/Editorial Page:** It is in the middle of the newspaper just adjacent to the Op-ed page covering the Editorials and the Opinion pieces.

**Advocacy Journalism:** It is an individual attempt to bring a particular social change in which he or she believes and supports its cause.

**Advertorial:** These are the paid news stories and have no relation with the editorial or editorial policy of the newspaper. It is a form of the PR strategy for marketing the products or even government policies.

## 5.6 SELF ASSESSMENT TEST

1. What do you understand by the term 'Editorial'.
2. Explain the difference between Editorial Policy and Editorialising the News.
3. Define Advocacy Journalism with examples.



4. Why is it necessary to demarcate opinion from News reports?
5. What are the qualities of a good Editorial.
6. Analyse the debates regarding Editorial and its partisan nature.
7. What do you mean by an Advertorial.
8. Discuss the format of an Editorial.

### **5.7 ANSWERS TO CHECK YOUR PROGRESS**

1. Institutional
2. Adding Reporters' own bias, choices, prejudices, ideology to the news story
3. Senior Editors
4. Social
5. News Articles

### **5.8 SUGGESTED READINGS**

1. Anderson, C. W., Downie, L., Jr., & Schudson, M. (2016). *The news media What everyone needs to know*. New York, NY: Oxford University Press.
2. Conboy, M. (2005). *The print industry—yesterday, today and tomorrow: An overview*. In R. Keeble (Ed.), *Print journalism: A critical introduction*. Oxford, U.K.: Routledge.
3. Firmstone, J. (2008). *The editorial production process and editorial values as influences on the opinions of the British press towards Europe*. *Journalism Practice*, 2(2), 212–229.
4. Fisher, C. (2016). *The advocacy continuum: Towards a theory of advocacy in journalism*. *Journalism*, 17(6), 711–726.
5. Hallock, S. M. (2007). *Editorial and opinion: The dwindling marketplace of ideas in today's news*, Westport, CT: Praeger.







