



NETAJI SUBHAS OPEN UNIVERSITY

STUDY MATERIAL

PGJMC

Semester I

Core Course 5

PREFACE

In the curricular structure introduced by this University for students of Post-Graduate degree programme, the opportunity to pursue Post-Graduate course in Subject introduced by this University is equally available to all learners. Instead of being guided by any presumption about ability level, it would perhaps stand to reason if receptivity of a learner is judged in the course of the learning process. That would be entirely in keeping with the objectives of open education which does not believe in artificial differentiation.

Keeping this in view, study materials of the Post-Graduate level in different subjects are being prepared on the basis of a well laid-out syllabus. The course structure combines the best elements in the approved syllabi of Central and State Universities in respective subjects. It has been so designed as to be upgradable with the addition of new information as well as results of fresh thinking and analyses.

The accepted methodology of distance education has been followed in the preparation of these study materials. Co-operation in every form of experienced scholars is indispensable for a work of this kind. We, therefore, owe an enormous debt of gratitude to everyone whose tireless efforts went into the writing, editing and devising of proper lay-out of the materials. Practically speaking, their role amounts to an involvement in invisible teaching. For, whoever makes use of these study materials would virtually derive the benefit of learning under their collective care without each being seen by the other.

The more a learner would seriously pursue these study materials the easier it will be for him or her to reach out to larger horizons of a subject. Care has also been taken to make the language lucid and presentation attractive so that they may be rated as quality self-learning materials. If anything remains still obscure or difficult to follow, arrangements are there to come to terms with them through the counselling sessions regularly available at the network of study centres set up by the University.

Needless to add, a great part of these efforts is still experimental—in fact, pioneering in certain areas. Naturally, there is every possibility of some lapses or deficiencies here and there. However, these provide scope of rectification and further improvement in due course. On the whole, therefore, these study materials are expected to evoke wider appreciation the more they receive serious attention of all concerned.

Professor (Dr.) Subha Sankar Sarkar

Vice-Chancellor

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**POST-GRADUATE DEGREE COURSE IN JOURNALISM AND MASS
COMMUNICATION**

[P.G.J.M.C]

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**POST-GRADUATE DEGREE COURSE IN JOURNALISM AND MASS
COMMUNICATION**

[P.G.J.M.C]

Core Course 5

Print Media Journalism (Practical)

- 1. Writing News report- Lead or intro, Headline**
- 2. Editing Agency Copy/ General Copy**
- 3. Editorial Writing**
- 4. Caption Writing**
- 5. Feature Writing**
- 6. Reviews (Book, Film)**
- 7. Rewriting**

1. WRITING NEWS REPORT- LEAD OR INTRO, HEADLINE

When you have a nose for news, writing a report is a simple task. A report is a fact of a story that is currently happening or that just happened. Writing a news report is easy if you report on the subject clearly and write in a style that is clear, concise, and active. One should gather answers to the 5 W's and H questions while writing about an event or something that happened.

Collecting information

Remember, the purpose of a news report is to help readers get a true information about the event. Before you write your report, you should have as many facts as you can gather.

Starting the report

For a news report, the most important information comes first and each paragraph gives less and less details. This style of writing is called 'The Inverted Pyramid'. It refers to 'front loading' of a news report article so that a reader receives the most important information first, or on top. The report then proceeds with explanatory and supporting details in the order of most to least important.

Make sure report answers 5Ws, 1H

You will also need to find out:

What? The specific event that took place.

Who? The people involved.

Where? Places.

When? Date and time.

Why? Reasons for the event taking place.

How? Connecting the facts.

Once you have all your facts, you can begin to write your report.

Don't make it too long

Sentences should be short and punchy. This is a good opportunity for you to practice changing vocabulary, grammar and punctuation to enhance effects and clarify meaning.

Check facts

A news report is characterised by its use of facts, this is what differentiates it from an opinion piece. It is essential to use reliable sources of information and double-check your facts.

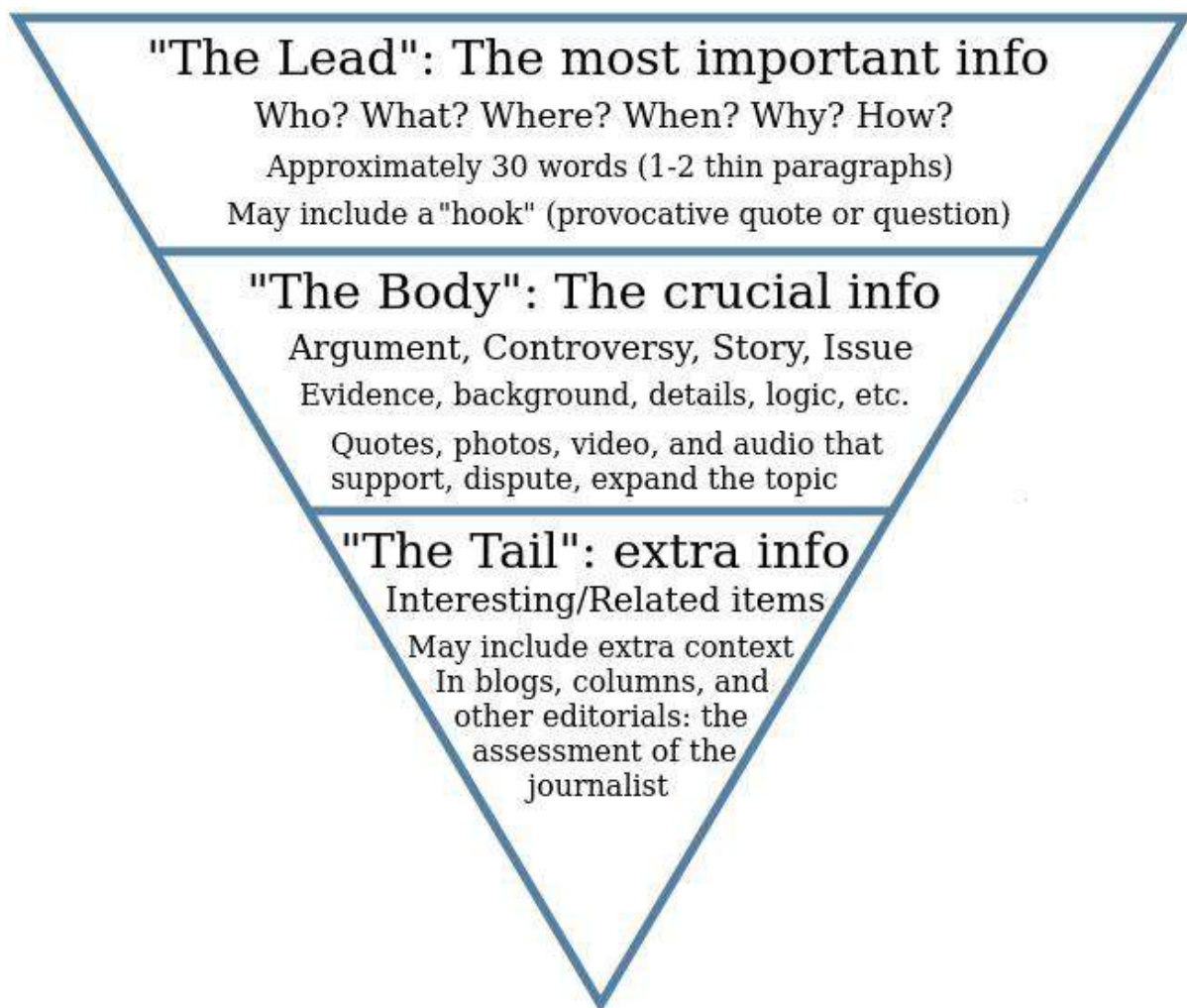


Image courtesy: The Ohio State University Pressbooks

For example, if one wishes to cover a story about a local sports team entering a competition he/she needs to answer these questions:

- *who is the team? Who is the coach? Who are the prominent players? Who are the supporters?
- *what sports do they play? What is the competition?
- *where is the competition?
- *when is the competition?
- *why are they entering this particular competition?
- *how are they going to enter the competition?

Note: For more information, please refer to Module 4 (Unit 3) of Core Course 4.

2. Editing Agency Copy/General Copy

Please refer to Module 4 (Unit 2) of CC 4(Print Journalism)

3. Editorial Writing

Please refer to Module 2 (Unit 2) of CC 4(Print Journalism)

4. Caption Writing

A **caption** is text that appears below an image. ... A **caption** may be a few words or several sentences. **Writing** good **captions** takes effort; along with the lead and section headings, **captions** are the most commonly read words in an article, so they should be succinct and informative.

5. Feature Writing

Please refer to Module 2 (Unit 2) of CC 4(Print Journalism)

6. Reviews (Book, Film)

Please refer to Module 2 (Unit 3) of CC 4(Print Journalism)

7. Rewriting

The need to rewrite a news report arises when the story lacks a clear structure. There is no clear lead; and there is no clear arrangement of facts. You feel baffled and lost when you read the story.

Your first step should be to identify the main news point. The news point may be near the top of the story or it may be buried deep within. You need to retrieve it, and build a strong lead around the main news point.

You next need to structure the story. This involves:

- Organising facts in chronological order or in diminishing order of importance
- Building paragraphs around specific points
- Using quotes, if any, to substantiate points
- Concluding the story, if it's an analysis, with a projection.

EXAMPLE

Original News report

Dharmapuri, September 11: Two wheeler theft has been rising considerably in Dharmapuri during the past two months. The Dharmapuri police conducted vehicle checks in various parts in the town on Wednesday.

As per the order of the Superintendent of Police M.D.Jayaram, a team of police conducted a surprise vehicle check in Dharmapuri town. The team checked the two wheelers and verified the RC book, Driving Licence etc. The surprise check up was conducted at GH junction, Pidamaneri cross and Four Road junction.

No stolen vehicle was found. Police warned the school students who drove at high speeds. No cases were booked in the surprise check, town police said.

1. Main news point

Checking of two wheelers

2. Reason for checking

Theft of two wheelers during the last two months

3. Where were the checks done?

GH junction, Pidamaneri Cross and Four Road Junction

4. What was done during the checks?

Two wheeler drivers were asked to show ownership documents.

5. Result of checks

No stolen vehicle was found. The two wheeler riders were cautioned to drive slowly.

Rewritten story

DHARMAPURI, Sept 11: The Dharmapuri police made surprise checks in the city on Wednesday to locate stolen two wheelers.

The checks were made at three points — GH junction, Pidamaneri Cross and Four Road Junction — at the orders of Superintendent of Police M.D. Jayaram.

During the checks, two-wheeler drivers were asked to produce their driving licence and registration books.

However, the police came across no incriminating material. The two wheeler drivers were let off with the caution to drive carefully.

<https://www.easymedia.in/rewrite-news-report>

Exercises for Practice

1. Write a newspaper report based on any one of the following topics (Word limit : 150 - 200) :
 - (a) A 90 years old ex-student inaugurates the Centenary Celebration of a school.
 - (b) Villagers of a remote village of Purulia set up a library on their own initiative.
2. Write a feature on any one of the following topics (Word limit : 300 - 350) :
 - (a) Sound Pollution.
 - (b) Recent Bengali TV serials
3. Write a feature on any one of the following topics (Word limit : 300 - 350) :
 - (a) Idol-makers of Kumartuli.
 - (b) Kolkata's Mall-culture
4. Write a newspaper report based on any one of the following topics (Word limit : 150 - 200) :
 - (a) Kolkata Film Festival.
 - (b) Devastating fire in a five storeyed building at Burrabazar, Kolkata.
5. Write a newspaper report based on any one of the following topics (Word limit : 150 - 200) :
 - (a) 50 years celebration of the village / local library.
 - (b) Kolkata / Local Book Fair.
6. Write an editorial based on any one of the following topics (Word limit : 150 - 200) :

- (a) ISIS threat : How safe is India ?
- (b) Diwali without Chinese lights and fireworks

7. Edit the following and give a suitable headline :

Organisations like the World Association of Newspapers (WAN) are trying gamely to make the best of it : "You're one of 1.4 billion people in the world reading a newspaper today. More than ever before, the well-informed are deciding it's silly not to." This is the theme of an advertising campaign "clarifying any misconceptions about the state of the industry." The campaign accompanies a presentation by WAN president, Gavin O'Reilly, on 'WAN Capital Markets Day,' May 8, 2007, that claims, among other things, that "circulations continue to grow globally (and not just in China and India)."

According to a celebratory WAN press release, an online Harris poll covering six western countries plus Australia has found that "online news and information will supplant television network news as the leading news source over the next five years, but newspapers will remain a vital source on their own, and can become dominant if they successfully integrate online delivery as a part of what they offer the public." The broadcast television fraternity, which seems to be much less organised on the world stage than newspaper folk, can be expected to strike back with its own data, market analyses, and poll findings. WAN's 'World Press Trends, released in June 2007 at the 60th World Newspaper Congress in Cape Town, showcased the fact that in 2006, the total circulation (515+ million) of paid-for dailies round the world rose by 2.30 per cent over the previous year. The five-year increase, for 2002-2006, was a decent but unremarkable 9.48 per cent.

8. Edit the following passage and give a suitable headline :

Our BUREAU

Calcutta : Odafa Okolie struck twice in each half to register an emphatic away win for Sporting Clube de Goa as they edged past Bengaluru FC 2-1, at Sree Kanteerava Stadium, on Saturday.

Bengaluru FC almost found the back of the net before the crowd could hardly settle down. They forced the first corner in the 6th minute of the game, but the effort from debutant Michael Collins sailed over the crossbar.

Much to the horror of the vociferous home crowd, Sporting went ahead against the flow of play with a goal from veteran PGDJMC-IVA PGDJMC-IVA (2) P.T.O. W-6 striker Odafa Okolie in the 9th minute. Central defender John Johnson came out from the box, after losing possession, failed to fall back on time, leaving Odafa open as he didn't waste the opportunity to slot it home for the visitors.

Sporting Clube de Goa enjoyed the ball possession for the next 15 minutes, with superbly controlled play at midfield by Densill Theobald.

9. Edit the following passage and give a suitable headline :

Karmakar, Panchanan, inventor of Bangla type and printing technician, was born in the village of Triveni in Hughli district. Panchanan was working at Triveni as a blacksmith, when a Christian missionary, Father Andrews, who had set up a printing press at Hughli, felt the need for Bangla type in order to print NATHANIEL BRASSEY HALHED's A Grammar of the Bengal Language. Under the supervision of Sir CHARLES WILKINS, Panchanan developed the first Bangla type for printing. In 1779 the EAST INDIA COMPANY, encouraged by Governor WARREN HASTINGS and under the direction of Wilkins, set up its own printing press in Kolkata. Wilkins brought Panchanan to Kolkata, where he started working at the new press. Subsequently, Panchanan met WILLIAM CAREY, joining his Baptist Mission Press at SERAMPORE in 1799. Panchanan subsequently developed a set of smaller and finer Bangla type. With the help of Panchanan, the Serampore Mission set up at Serampore a foundry for making type, becoming, in due course, Asia's biggest type foundry

10. Review any one of the films from the list below:

- Hichki
- Newton
- Toilet: Ek Premkatha
- Apur Sansar
- Hindi Medium
- Pad Man
- Raazi

11. Write a book review on any book you have recently read .