

# FUNDAMENTALS OF JOURNALISM

## CORE PRINCIPLES AND PRACTICES

**Sadaf Haseen Hashmi**



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ALEXIS PRESS

*Published by:* Alexis Press, LLC, Jersey City, USA  
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First Published 2023

*A catalogue record for this publication is available from the British Library*

*Library of Congress Cataloguing in Publication Data*

Includes bibliographical references and index.

Fundamentals of Journalism: Core Principles and Practices by *Sadaf Haseen Hashmi*

ISBN 979-8-89161-437-6

# CONTENTS

<b>Chapter 1. Examining the Element of Journalism: An Analysis .....</b>	<b>1</b>
— <i>Sadaf Haseen Hashmi</i>	
<b>Chapter 2. Review of Reporting for Online News Media .....</b>	<b>9</b>
— <i>Nikita Nadkarni</i>	
<b>Chapter 3. Examining the Functions of Mass Media .....</b>	<b>17</b>
— <i>Shoaib Mohammed</i>	
<b>Chapter 4. An Exploration of Press Trust of India .....</b>	<b>24</b>
— <i>Jaimine Vaishnav</i>	
<b>Chapter 5. Reporting Speeches and Official Communiques .....</b>	<b>33</b>
— <i>Puneet Tulsiyan</i>	
<b>Chapter 6. Crafting the News: The Vital Role of Sub-Editors in Journalism .....</b>	<b>41</b>
— <i>Hemal Thakker</i>	
<b>Chapter 7. Exploring the Importance of Headlines: An Analysis .....</b>	<b>49</b>
— <i>Cleston Jacob Dcosta</i>	
<b>Chapter 8. Page Craftsmanship: An Exploration of News Presentation in Journalism.....</b>	<b>58</b>
— <i>Somayya Madakam</i>	
<b>Chapter 9. Language Rules in Journalism: From Ending Sentences to Perfect Captions .....</b>	<b>68</b>
— <i>Thejus R Kartha</i>	
<b>Chapter 10. Multifaceted Functions and Evolution of Advertising.....</b>	<b>74</b>
— <i>Shilpi Kulshrestha</i>	
<b>Chapter 11. Consumer Versus Business-to-Business Advertising .....</b>	<b>81</b>
— <i>Poonam Singh</i>	
<b>Chapter 12. Investigating the Business Aspects of Advertising.....</b>	<b>89</b>
— <i>Anand Kopare</i>	
<b>Chapter 13. Editorial Seas: Proof-Reading and Editing in Journalism .....</b>	<b>98</b>
— <i>Raj Kumar</i>	

# CHAPTER 1

## EXAMINING THE ELEMENT OF JOURNALISM: AN ANALYSIS

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### **ABSTRACT:**

The fundamental principles and responsibilities of journalism in a democratic society. Published in 2001, the book outlines ten essential elements that journalists should adhere to, including the obligation to provide citizens with accurate, comprehensive, and independent information. The authors argue that journalism's primary purpose is to serve the public, acting as a vital link between citizens and the events that shape their lives. The abstract delves into the ethical considerations, the importance of verifying facts, and the necessity of maintaining independence from commercial and political influences. Kovach and Rosenstein's work serves as a guide for both journalists and the public, fostering a deeper understanding of the crucial role journalism plays in maintaining a well-informed and engaged society. The pivotal role journalists play in sustaining a vibrant democracy by providing citizens with accurate, impartial, and comprehensive information. The book serves as a compass for news professionals, urging them to navigate the complex media landscape with unwavering dedication to truth, independence, and the public interest.

### **KEYWORDS:**

Public Interest, Relevance, Responsibility, Sincerity, Timeliness, Verification.

### **INTRODUCTION**

The word 'Journalism' comes from the French word 'Journalism', which comes from the Latin word 'Journal' meaning a newspaper or book that records daily events. The idea of journalism has been around for a long time, since the beginning of our civilization. Journalism has been around since Roman times when they used to put up handwritten newspapers in the market to share news with ordinary people. In ancient times, rulers in India used handwritten newspapers called 'Acta-Diurna' to stay informed about what was happening in their states with the help of spies. This was a time when not many people had education, and they didn't understand the importance of communication. The communication that did happen was mostly about trading goods. Aurengzeb, who was a Mughal leader, started a way for people to communicate with each other. He paid people to tell him what was going on in his state. These informers can be split into two parts, Vaquia-Navis and Confia-Navis. Vaquia-Navis wrote news for the rulers and Confia-Navis gathered information from people in secret. Since that time, the field of news reporting has changed a great deal. Newspapers have changed a lot over the years. They used to be handwritten and called courantos, newsletters and gazettes. They also used to be big and small, and have different colors and shapes. The stories in newspapers have changed too. The way news was shared changed a lot when the Printing Press was invented by Johann Guttenberg in 1440 in Germany[1], [2].

## **Reporter**

People have different ideas about what Journalism means. For some people, it's a way to help others or be involved in the community. For others, it's a form of creative expression. And for some, it's just a job to make money. Many people have been arguing about who should be called a journalist. A journalist is someone who collects, selects, produces, writes, edits, and broadcasts news. In other words, anyone who works in news writing, editing, photography, videography, or reporting is considered a journalist, including freelancers and other media workers. However, this job is not like teaching or medicine. To be a teacher in school, you need to have a B. Ed to be a professor in college, you need to pass a test called NET/SET. But to be a journalist, you don't need to pass any test. Anyone who is good at writing and talking to people, no matter what school they went to, can be a journalist. However, in recent years, this belief has shifted. Communication and journalism have become a full profession. Anyone who wants to work in media should have a degree in journalism or mass communication. It's good to have experience in the media industry, but it's not required. Printing has been around for a long time. The history of print media and written communication shows how society has changed through new technology. In the past, passing on complicated information and ideas to others has changed a lot. The printing press has been around for a long time. Back in the early days, people used stamps to copy images and messages. You may have watched the movie "The Mummy Returns" where people talked using hand signs. They used to create pictures of the sun, water or waves, and animals. To send messages to their friends or family. This movie takes place in Egypt. Printing has some of its beginnings in Egypt and China too. The Mesopotamian people in 3000 BC were one of the first to use art and printing to share messages with their community[3], [4].

## **Mesopotamian Civilization**

Cuneiform was the first way of writing that the Sumerians in Mesopotamia made around 3500-3000 BC. It is the most important part of Sumerian culture and the best contribution from the city of Uruk. It helped to develop cuneiform writing. Cuneiform writing is one of the oldest ways of writing. It uses wedge-shaped marks on clay tablets. Cuneiform means writing in wedge-shaped characters. In China and Egypt, people started using small stamps before they started using bigger blocks. In Europe and India, people started printing on cloth before they began printing on paper. Around 2900 BC, the Egyptians created hieroglyphs. A hieroglyph is a symbol used in ancient Egyptian writing. Logographic scripts are like pictures and look similar to the way ancient Egyptians wrote. They are sometimes called "hieroglyphs". In the year 1900 B. C the Chinese made their own way of writing without help from others. The first Chinese writing was found on old bones that were saved. Their success paved the way for the Japanese and Koreans to make their own creations in 400 B. C

The printing press has helped journalism grow a lot. Without the Printing Press, the way people report and write news would be very different. Even though newspapers existed before the Printing Press was invented, the Printing Press helped to close the gap between the rich and the poor by making information more accessible to everyone. Books and newspapers became available to more people because they used to be expensive and time-consuming to make, and only rich people could afford them. Guttenberg Saga is a historical series of events[5], [6].

Johann Guttenberg is famous for being the person who started modern printing. He made a machine that could print books in 1440 in Germany. Before the printing press was invented, Chinese and Korean people did a lot of work in printing. But Johann Guttenberg was the one who improved the printing press and made it really good. Around 2000 years ago. 600 years



ago, in China, they began to print using wooden blocks. They did this mostly on cloth and later on paper. A few years later, metal letters that could be moved around were available to buy. Printing with this typeface was very difficult because for every new page, the letters had to be arranged again. Printing costs went up, so books used to be expensive and only rich people could afford them. Johann Guttenberg made books and printed materials available for everyone to read.

## **DISCUSSION**

Johann Guttenberg was born in Mainz, a city in Germany. It is thought that he learned how to make things out of gold and metal when he was young. He was a printer who loved working with metal. Historians say his family moved from Mainz because of politics. Guttenberg was good at working with metal, so he made the first printing machine in 1440. His invention is seen as a very important invention of the modern time. It helped spread knowledge, culture, and heritage. His invention changed the way printing was done and made it cheaper. He made his first book, the "Guttenberg Bible," in 1455. The Guttenberg Bible was the first book ever printed using a modern method[7], [8].

### **Different ways to print things**

In the past, making books, newspapers, and other printed things took a lot of careful work. Because of Johannes Gutenberg's invention of movable type in 1439, printing changed a lot. By now, lots of people in Europe and America had heard about it. The movable type made it possible to print books more quickly. This helped more people to learn and get educated. Printing has improved a lot because of new technology created by people in the field. Today, books and other writing can be made quickly and in large amounts without losing the quality of the prints. Now publishers have many choices for printing. Here are some popular ways to print things. Offset lithography is a printing process that uses printing plates to transfer ink onto paper. It is commonly used for producing newspapers, magazines, and other printed materials.

It is widely known as Offset printing. This way of doing things costs less money, so a lot of people in the industry like to use it. This also lets publishers print lots of copies quickly because the printing machine is fast and easy to set up if the plates are already there. In offset printing, the roller plates are first wet with water and then covered with ink. Ink sticks to the parts with pictures and words, while water covers the empty spaces. It is squeezed onto a rubber plate and then stamped onto paper. One big problem with this printing process is the plate. Once a design has been made into a plate, it's hard to fix any mistakes. This is the first process done by Gutenberg. Even though it's more advanced than the old press, the process is still the same. The picture is raised above the plate and will be pressed onto the paper. As technology gets better, fewer people are using this old process. Digital printing is a method of printing where digital files are directly printed onto a piece of paper or other materials using a printer. It is a fast and efficient way of creating high-quality prints[7], [8].

This way of printing is very popular now because it makes really good prints and it's fast. You can send things straight from the computer to the printer. Digital printing doesn't require plates, so it doesn't need as many workers. This method costs a lot because of the ink and paper used by the printer. It can be hard to change or guess the colors because they might look different on the computer screen compared to when they are printed. Many companies still print their letterhead and office supplies using this method. The pictures on the paper are raised or carved to make them look clearer and more attractive. This is only for company logos or fancy party invites because it costs a lot and takes a lot of effort.

## **Electrostatic printing**

Electrostatic printing, invented by Georg Christoph Lichtenberg in 1778, works like a photocopy and doesn't need ink or plates to print. In this process, the paper is covered with zinc oxide. This makes it insulate in the dark but conduct electricity when it is in the light. This method is mostly used for printing a small number of copies, like maps. It's getting more popular because it prints faster than inkjet printers[9], [10].

## **The discovery of radio communication**

Guglielmo Marconi made the radio. He was a young guy who lived in Italy. He got ideas from reading about Hienrich Hertz, who did early experiments with wireless communication. Marconi copied Hertz's tests at his house and was able to send messages from one side to the other. He wanted to use this technology for many people. He asked the Italian government for help, but they said no. He didn't give up and went to England. He got a patent for his invention. Instead of creating radio all by himself, Marconi put together the ideas and experiments of other people to make a useful way for communication.

In the early 1900s, people were doing a lot of tests with radio broadcasting. In 1906, a person from Massachusetts named Reginald Fessenden tried to make the first radio transmission of a person's voice, but he didn't succeed. In 1919, some small stations started using new technologies that were created during the war. Some stations began to have shown with religious talks, sports, and news.

Actually, people have been able to communicate over long distances using electronics since the 1800s. The telegraph sent messages using a code of short and long clicks. Wires under the Atlantic Ocean linked faraway United States and England with this technology. In the 1870s, they used telegraph tech to make the telephone. It could send people's voices over the same cables as the telegraph.

When Marconi made wireless technology popular, people at the time thought it could help the telegraph work in places where cables couldn't reach. Old radios were used by ships to talk to other ships and land stations. They were mainly used for people to talk to each other. However, the ability to send messages to many people through broadcasting was not fully recognized until later in the development of this type of media. Radio stations were first created in Pittsburgh, New York, and Chicago in the 1920s. In 1926, RCA started National Broadcasting Company (NBC) in the USA. The television network CBS was created at a later time. In the same way, the British government in England created the BBC as an independent organization. Many European and Asian countries also made the same groups[11], [12].

## **TV shows being sent out to the viewers**

They began testing TV broadcasts in the 1920s in the US and Europe. These tests used a machine that moves back and forth to look at pictures, but it couldn't look at them quickly enough. This was followed by iconoscope, which is an electric tube used in television. In the 1930s, NBC started TV stations in New York, and BBC started a TV station in London. In 1931, there were about 40,000 TVs in the US, and 9,000 of them were in New York City. In 1962, the first satellite that could send messages was sent into space from Florida. It was the first satellite to give instant communication between North America and Europe. It could send TV, phone and fax signals. In the 1970s, better transmission technology using optic fiber cable and computer was used.

## **Modern methods of communication and information sharing**

New ways of sharing information and entertainment on the internet are causing big problems for traditional forms of media like newspapers and TV. Before we talk about the problems of New Media, let's first understand what New Media is. New Media is the stuff that you can find on the internet and use on your phone or computer. This is the information you can tell to anyone. New Media allows people to interact and share their thoughts and opinions. It also lets people give feedback and express their thoughts. New media is things like websites, online newspapers, blogs, video games, and social media. This is different from regular media because in regular media, the message comes from the top and the audience can't join in. Many newspapers now have an online version of their newspaper. It saves money and is also quick. Nowadays, people don't like waiting for morning newspapers because they can get information right when it happens. This happened because of websites like Facebook and twitter. Now, a lot of newspapers are hiring reporters who are trained to find news on social media. Many universities have special programs in social media journalism. For instance, the University of Florida has a program called Masters of Arts in Mass Communication that focuses on social media. I want to say that we should always be open to learning about new technology. Who still uses floppies when we have pen-drives and CDs. Who still uses audio cassettes and big record players now that we have iPods to listen to music? Someone once said that a journalist should know a little about everything, but be really good at one thing.

Online journalism means creating and sharing news and information on the internet. Simply put, this is a form of journalism that works through the internet. Online journalism is not the same as 'citizen journalism. Online journalism is when news is shared on the internet, just like in newspapers, magazines, radio, and TV. It obeys the rules for doing work like regular journalism. This is different from citizen journalism, which doesn't have to follow any rules about how to behave or work professionally. Digital media is a type of technology that keeps changing and getting better. New and different ideas are added to it more often than in any other old-fashioned media. The ability to get news on your phone is very common now because of mobile phones. In India, there are over a billion people who use mobile phones, and 389 million of them use the internet on their phones. A report from the Internet and Mobile Association of India (IAMAI) in 2017 said that the number of people using the internet on their phones is going to double soon. Nowadays, lots of people are using their phones to read the news and watch videos. To make websites easier to use, many media companies are making them responsive.

A responsive website looks the same on all devices, like desktop computers, tablets, and mobile phones, no matter what system they use. The mobile phone is now the most important device for communication, so companies are now putting it first when they design things. It means that a website is made for people who use their cell phones instead of computers. Now, with just a few clicks, you can access almost all the news and information from around the world, including videos and pictures. Before we go any further into multimedia or online journalism, let's first understand some basic definitions and key words. Holly says online journalism is writing and reporting that's shared on the internet.

Today, many jobs are moving online, and the media industry is doing the same. They are finding new ways to deliver news and do business online. In the news industry, competition is really tough. If news organizations don't start using the internet, they may not be able to keep up and might not last much longer. When you search for things on the internet, you get lots of results with many web pages. None of these links are for online news. Online journalism includes websites from media companies or blogs created by professional journalists. These sites are focused on giving real and reliable information to their audience.

Recently, you might have noticed that it's becoming harder to tell the difference between professional and personal writing by journalists. This is mostly because of social media getting more popular.

The internet gives journalists many ways to find and share news in a fun and engaging way. The internet allows you to easily post things online, save them for later, connect them to other things, and share audio and video with more interaction. Plus, you can get feedback right away. Online journalism has advantages over other types of media because of these features. The important parts of online news can have a big effect on traditional media. For example, newspaper, radio, and TV. The internet and social media are making it hard for traditional media to keep up. They have to change the way they work and how they give people the news.

This has changed the way newspapers look, with more boxes and bullet points in them. This is just to make the newspapers easier to look through. Famous page designer Mario Garcia was hired to re-launch one of the most important newspapers in India recently. Garcia said the page should be made easy to use. The radio and TV also like to use the ways people can talk back and give their opinions online. When you listen to the radio, the person on the radio will ask you to pick a song using the internet. TV news channels are using online polls, and a lot of evening talk shows are including live discussions from social media.

This brings up a big question - are the new media a threat to traditional media. Scholars are debating about this. Some people think that the internet will take over traditional media because it has the same qualities as regular news outlets. Online, you can read, listen, and watch content at a time and speed that works for you. Some people think that different kinds of media will keep existing together, and the internet will work well with all of them. Different kinds of media still exist together today. However, in the western world, many newspapers are getting smaller in print but more popular online. In India, things are quite different right now. We are seeing something special where print newspapers in local languages are getting more popular, and at the same time, news websites are also getting bigger. Online journalism has different features compared to traditional journalism. Now that you know the main things about online journalism, let's learn the important traits of online journalism. Online means it works on the internet and can be seen or changed right away. Here we update news and events as they happen, just like live TV news. It's common to see live updates on news websites now. We used to gather around the radio and TV for updates, but now we can get the same information on our computers and mobile devices with some extra features.

### **Time shift**

Online news also uses time shifts to their advantage. Online news sites can save stories to read now or in the future. People can read those stories whenever they want. In other places, this service is not easy to find. In the regular newspaper, if you want to read news from a past day or month, you need to go to the news organization's library. You should gather newspapers every day and save them for later. This can be a lot of work.

Online journalism can have different things like words, pictures, sound, music, moving pictures and 3D stuff. Currently, many media companies offer products that are based on their main products. Newspapers give written news online, radio stations give sound news clips, and TV channels give video links to watch online. However, multimedia is allowing these news organizations to use different kinds of designs too. There are many places where we can watch this version. Radio stations now offer audio files along with pictures and words on their websites. The All India Radio (AIR) and the Voice of America (VOA) websites are

examples of this. Newspapers give news and information online, including written articles and videos. Most big newspapers do this now. TV channels add words to their videos, like newspapers do. Many news channels also have websites for their news. Online websites are now using different types of media to make the most of this opportunity. Websites now have more than just stories, they also have animations, photos, videos, and audio. Online journalism lets readers and viewers participate. Hyperlinks are the main way things on the internet connect and interact. By using hyperlinks, a news package can include more types of media to provide deeper analysis. By using hyperlinks, different parts of long and complicated stories are connected together. An online journalist's job is to add links to their own web pages or sometimes to other websites.

### **Intentness or urgency**

The Encyclopaedia of Journalism says that news is like bread - it's best when it's fresh and gets old quickly. This shows that being fast is important in journalism. Reporters have to give out information fast, and the best way to do that is on the internet. It is the quickest way to share information from a computer to a mobile device. With online media, you can upload things whenever you want using the internet. It's very fast and easy. Being fast is acting quickly more important than being correct. What is most important? Anyone can post information online on a social media or blog site. People can't always follow the same rules that companies do when it comes to being ethical and following a code of conduct. In this situation, if we put the wrong information online, it can cause a lot of problems. So, people who use the internet need to learn how to find information they can trust.

### **Hyper-textuality**

Hyper-textuality is a main way to make a web page interactive. Hypertext is a special kind of link on a webpage that you can click to find different kinds of information all on the same page. These links have different types of media (like sound, videos, pictures, moving images) in a story. Journalists make their content better using hypertext. So, this unique feature of online journalism helps make online media different from other types of media. Old-fashioned reporting tells a story in a straight line, while online news can tell a story from different angles. It also lets people take part by clicking on links to go to different pages.

## **CONCLUSION**

The writers emphasize that it's important for journalism to stay unbiased and not be influenced by money or politics. They believe journalism should focus on serving the public, not just specific groups. "The Elements of Journalism" says it's important for both journalists and the public to understand how a strong, responsible press and an informed society depend on each other. As the media changes, it's clear that the principles of Kovach and Rosenstiel are still important. The book is important for people who want to be journalists, teachers, and citizens. It helps them understand and support the main principles of responsible journalism. In a time when there is a lot of information and technology is advancing quickly, "The Elements of Journalism" gives a framework that is always relevant. It shows the important reasons for journalism to help people be informed and involved in a democratic society.

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## CHAPTER 2

### REVIEW OF REPORTING FOR ONLINE NEWS MEDIA

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#### **ABSTRACT:**

The dynamic landscape of journalism in the digital era, where the convergence of technology and news dissemination has revolutionized the way information is gathered, presented, and consumed. This abstract provides a snapshot of the key themes explored in the book, addressing the unique challenges and opportunities inherent in reporting for online platforms. The book delves into the evolving role of journalists as they navigate the intricacies of online news production. It explores the immediacy and interactivity of digital platforms, emphasizing the need for adaptability and multimedia storytelling skills. The authors dissect the impact of social media on news reporting, considering both its potential for amplifying reach and the challenges of maintaining journalistic standards in the era of viral content. Central to the discussion is the exploration of data-driven journalism and the utilization of technology tools in investigative reporting. The abstract highlights the importance of cultivating a digital mindset, incorporating audience engagement strategies, and maintaining ethical standards in the fast-paced online news environment.

#### **KEYWORDS:**

Audience Engagement, Citizen Journalism, Content Management Systems (CMS), Data Journalism, Digital Storytelling, Ethics.

#### **INTRODUCTION**

Online media has had a big effect. Now, even reporters from regular media use online tools for their work. Reporters find out the news from social media and then figure out the story. To do this, they continue to look at different types of people on social media and small blogging websites. Now, we are introducing a new platform called a citizen blog. People from different backgrounds have their own blogs. They write about many different topics. Some blogs have comments from regular people about a topic in the news, while others have information from journalists. For instance, lots of famous people share their thoughts and experiences on a blog, and sometimes they talk about important topics that make the news. Reporters continue to check their blogs for information and story ideas[1], [2].

Some journalists use blogs for news. We learned how important blogs are during the Iraq war when reporters couldn't go to many places in the country with a camera. Even then, some reporters were able to send live updates from the area affected by war. Another fascinating example comes from the United States. Monica Lewinsky's story first appeared on a website called drudgepost.com This was a journalist's blog. His organization didn't want to print the story, so he put it on his blog instead. And that's how it became well-known. Social networking sites are a good resource for journalists to use for reporting because a lot of people use them. Online journalists have a new challenge - they have to get readers involved in the reporting too. Here reporters have no choice. The internet has interactive features that can get readers involved. Online journalists need to help make this happen. There are three ways to report things online.

### **Old-fashioned way of telling news or information**

In the old way of reporting, the reporter uses online tools like interviews, observation, reading documents, and gathering opinions from the internet. The only thing that's different is that all these news gathering activities happen on the internet. Journalists use email or chat to interview people, look at websites, and read online documents to gather information for their stories. Then they put everything together to create their story. Usually, reporters don't tell their readers about the story they are working on while they are out investigating and gathering information. Reporters don't want to miss out on a big story to other reporters. But journalists who use open-source reporting go in a different direction. They tell their story idea first and ask people to share their thoughts, facts and sources. Reporters gather information and then write a story using that information. However, the information from readers may not be necessary for the final story. The reporter can decide how to use the information they collect. The open-source reporting is when people work together to share information. It is based on the idea that a group knows more than one person. Open-source reporting means allowing the public to help make a report by giving more information and analysis than just one reporter. This kind of reporting works well for small media companies that don't have a lot of money or staff. Distributive Reporting means sharing information with different people or groups[3], [4].

Distributive reporting is when readers help by sharing information for open-source reporting. Here, the community contributes many different kinds of work, often covering all parts of the story. This is done mainly in stories that impact many people. For instance, the "did you feel it. Maps from the US Geological Survey show personal experiences of people during earthquakes. Another example is the groups of pictures on Flickr that have the same labels assigned to them by the people who took them. This kind of reporting helps to tell a story that has a big effect and impacts a lot of people. In this situation, it's more likely that readers will have firsthand information, and distributive reporting makes it easy to collect all the information available. When reporters involve readers in telling the story, they have to be more responsible. If it's not dealt with correctly, it will become anonymous with false reports and lies about someone. However, if we make sure the readers' identities are verified, this can become the best way to report news. Reporters need to create their stories in a good way. Distributive reporting can quickly generate a lot of information. Information about people who write news or articles for the internet

Many people see working as an online journalist as their ideal job. However, to be an online journalist, you need to have the skills of a reporter, editor, designer, and other skills related to the internet. Before you can learn about the job of an online journalist, you need to know the different parts of online journalism. Online journalism involves three main aspects: creating content using different types of media, sharing it on various platforms, and being skilled in multiple areas. Integrated production means all parts of the production process are connected and work together smoothly. This can help improve efficiency and reduce waste.

Online content is made with a mix of things like writing, pictures, sounds, and videos. It can also have interactive parts. Different parts of the company are responsible for doing this. It also includes making and changing videos, sounds, designs, and writing. All these teams work together to make a finished product. It's important for all these departments to work together for good quality. In print media, each department works on its own and doesn't work together much.



## **Delivery to multiple platforms**

Content is given on the internet using various websites and apps. People can use their personal computers and mobile devices to read things online. They sign up for social media to get updates often. Online reporters must be prepared to deliver news on various platforms. Content made for computers is not the same as content made for mobile phones. It's important to update your social media page regularly. Digital technology has made it easier to share content on different platforms, but it's still important for people to make sure the content is good quality. In integrated production, each story is made to fit different platforms all at once [5], [6].

## **DISCUSSION**

In order to do different kinds of work online, you need to have many different skills. An online journalist's job can be separated into six main parts: creating good work, the internet makes it easier for journalists to do their job. Anyone can do it here. It is hard for good online writers to do well and make good work using different online tools. Display work: Once you create good work, the next task is to show it to people who might be interested in it. Journalists can share their work in many different ways. The journalist can make the reader's experience much better by picking the right way to present the information. Work can be demonstrated through writing, videos, pictures, and drawings. Engage with readers: The internet lets you communicate with people in a really interactive way. Journalists can chat with their readers right away. As an online journalist, it's important to find out what readers don't know and then write stories that meet their needs. The online journalist should always try to connect with the readers where they feel comfortable, instead of trying to tell them what to do. They should also help the readers have good conversations with each other. They should make it easy for readers to contact a journalist by giving them the journalist's email or social media information.

Help people understand everything: On the internet, sometimes people can't find the information they need or they only get part of the information because they don't have all the background information. An online journalist needs to always try to do careful, long-lasting journalism. We can do this by using the background information again and again. Please include important background information in a hyperlink and make it easy to find. Prepare for the story by making a list of things you need. Then, make a list of the kinds of readers who will like the story. Then try to find a way that will work for all readers. Creating a storyboard is important because it helps to tell the story in a clear and organized way. Stay alert when there's breaking news. Try to be the first to know, but make sure to double-check the information with other sources. It's better to say nothing than to say something untrue. When there is an important news story, a journalist should be prepared to receive information from the audience. Please share what the journalist has found out and add more details about the story if you can. To do all the different jobs online, we need people who can do many things at once in the newsroom. In simpler words, having more people working in the newsroom can help get more work done. A multimedia journalist would learn how to edit, report, design and do other things. Therefore, an online media professional needs to have three levels of skills in different areas. New digital technologies are being made all the time and people's needs are changing. This is causing new trends in online news. These trends help to attract more users and provide them with new experiences. Journalism that talks about events that happened in the past[7], [8].

We don't have to wait for a show to come on TV again like before. Also, we don't need to schedule the recording of certain popular shows for each person. Now that we have the

internet, we can easily search for and watch content whenever we want. The explanation is easy, and it's now time for journalism or content that can be enjoyed later. Also, the time it takes for us to learn new information can vary. That's why the "read later" or "watch later" tabs are now very popular.

### **The rise of new online platforms**

New things are being made to give people the news they want in a new way. New devices like tablets and smartphones are making it difficult for online journalism. This challenge is made worse by the growing number of different operating systems. For example, there are two main types called iOS and Android in the mobile market. These new gadgets are causing us to use news in a different way. Online media companies need to work well with new technologies. Many news companies are creating new apps to deal with these problems. In today's digital age, products don't last as long as they used to. It's now up to news organizations and online groups to figure out how to make products that fit into these smaller markets.

### **Web 2.0 is Taking Lead**

Web 2.0 is the modern talking point in online media. It empowers clients to play a dynamic part in substance creation. Within the world of web 2.0, substance control isn't with media but with the masses. Web 2.0 gives the fundamental structure of support, such as: The design of interest: these are online offices for user-generated substance such as blogs and wikis. The well-known site based on web 2.0 is Wikipedia, where each enrolled client can contribute/edit/delete the substance as per the existing Wiki community norms. Crowdsourcing: typically a collaborative shape of detailing where with the assistance of web 2.0, a gather of individuals work together to accumulate data. Each donor investigates on the portion of the by and large piece.

The preface is that the group knows more than an individual at any time, and unused innovations empower such a successful frame of collective and collaborative activity. This can be empowering citizens to require an active part in this unused frame of news coverage. Other than, this will reinforce the majority rule handle as Beth Simone Noveck contends that the way individuals are coming together, not fair to form substance, but too to make control[9], [10].

### **Distributing Online has ended up Simple**

Distributing online has ended up simple with the approach of many online platforms and modern advances. Distributing substance on blogs and social organizing locales has ended up exceptionally common and prevalent among youth. On social organizing destinations, as well, the youth are overwhelming. Another new thing which is getting to be common among youth is 'mobile phone blogging'. This is often area- based moment blogging. They utilize their camera to shoot or press a photo and post it instantly. It has made online news coverage more competitive.

The victory of web site depends not as it were on the quality of its substance but moreover on gathering substance online by taking after online stages like blogs, microblogging websites and social organizing websites. By utilizing these offices, websites taking after web 2.0 are attempting to inspire more interest from their perusers. These websites center on the accommodation of clients instead of staff columnists or editors. Such substance are assembled from various online alternatives: blogs, photographs, podcasts, video sharing, surveys, gatherings, etc.

## **Online news coverage in India**

The history of the web is exceptionally brief in India. It began in 1995 when Videsh Sanchar Nigam Ltd (VSNL) presented the web in six cities in India. The primary cyber cafe in India was propelled in 1996 in Mumbai, and within the same year, rediff.com was propelled. The primary Hindi web entrance in India, named Webdunia, was propelled in 1999. As of December 2018, India had 566 million web clients, approximately 40% of web infiltration (Kantar IMRB, 2018). Out of these clients, 493 million were dynamic web clients. In case we assist bifurcate the information, 293 million clients were urban and 200 million from provincial regions. And as we all are mindful that the Indian government has been attempting to thrust web get to to the Panchayat level and has too been advancing computer proficiency within the provincial ranges to actualize the e-panchayats program. In such a situation, it is apparent that the number of internet users in rustic India will go up complex in the coming years. Thus, the longer term of web news coverage looks shining in India. More infiltration of the web is bound to bring more clients. So web news coverage within the nation should be well arranged to serve individuals from diverse classes. However, looking at the current circumstance, it appears that the web needs to cover a long way.

## **News Websites in India**

In India, numerous news websites appear to be mere extensions of the prime media item (Daily papers or News channels) itself. Websites are created to carry nitty gritty stories of a wide run recorded by the columnists and editors of the daily paper. Very a couple of free locales are too working, but their financial base isn't very solid. Since of that impediment, they are incapable to contract prepared online journalists. They are still completely subordinate on office bolsters and daily papers columnists. Numerous news channels moreover have their websites. Courses related to online news coverage are not instructed in different teach[11], [12].

## **Social media for online news coverage**

Social organizing destinations give online space to make their online profiles and update them with their exercises. Whereas doing so, they can keep track of upgrades of their companions and family. Individuals can too lock in in group activities and display nourishes data on their domestic page. These nourishes range from personal to news stories. For writers and news associations, it could be a stage that can interface with individuals to share and receive as much data as they can. Writers can utilize this stage within the taking after ways: Online writers can grandstand their stories here. It may be a stage where writers can create individual brands of themselves. Online websites can make their page on social organizing destinations to share some of the critical stories there. With the assistance of this, an online site can increase its activity. Social organizing locales can develop widgets and applications to deliver vital news bolsters tweaked to person needs and requests. For illustration, hindustantimes.com has created a extraordinary page named 'I cherish my Delhi' where they keep posting critical news and exercises in Delhi. Writers can create their arrange to induce data, and a few lead to an occurrence and make a comprehensive story. There are a few cases where the news organisations received the primary data through social media. Online news websites ought to not continuously attempt to post joins as it were, and they ought to too attempt to share something as little write-ups. This will be accommodating in brand building.

## **Blogs and Citizen Journalism Websites**

The web journal is a region with a partitioned personality. In India, the news esteem of blogs is exceptionally restricted. Here, most blogs are an expression of individual conclusion by the

blogger or commentary on a certain issue, which can be profoundly subjective and one-sided. Citizen news coverage is where an individual works on a report and puts it within the open space. But in India, this area is in a really incipient frame and features a long way ahead. At display different news sites allow them an isolated particular assigned space named citizen writers.

### **Commerce Concern**

It is additionally a well-known reality that worldwide online news coverage has made its possess specialty space, making notices switch over. Whereas numerous daily papers in western nations got gravely influenced amid the later worldwide emergency, the web remained unaffected.

Distributers in created nations are debating over the antagonistic impacts of the web on the print commerce. But in India, the situation is very distinctive. Here, the circulation of a few daily papers is expanding. Print directors are misusing the modern data and communication advances and growing their businesses. Numerous driving daily papers have come up with nearby versions like Hindustan, Amar Ujala, DainikJagaran (Hindi daily papers), Hindustan Times, Times of India, the Transmit (English daily papers) and so on. Increasingly perusers are appearing intrigued in nearby versions.

Print versions are too receiving modern promoting procedures to tap more perusers. The modern promoting strategies are sorting out occasions and shows for perusers and advertising endowments and rebates to supporters. Such procedures appear to be expanding the perceivability and circulation figures of the dailies. Thus, the print medium appears to have responded well to the changed circumstances.

It has embraced the unused innovations and expanded its circulation. Insights have appeared that increasingly perusers presently favor territorial dialect daily papers (IRS, 2018), which may be one of the driving variables for numerous neighborhood versions of a few daily papers coming up. However another figure might be the developing proficiency rate among the provincial populace.

### **Prospect of Online News coverage in India**

Beneath these circumstances, there's a tussle between print and electronic media for a more noteworthy parcel of the promotion pie. The online medium has not gotten need however. Counsels are willing to consider web versions to embed promotions fair as an add-on in a few of the websites of driving daily papers. This implies that the internet version does not make considerable income to run a fruitful site.

### **Mass Communication**

An idea is for the most part of small esteem unless it can be shared with other individuals. The story of the advanced world is fundamentally the story of communications-the act of sharing thoughts. All things within the world and everything within the Universe communicate. Communication is the transmission of a message from a source to a recipient. The word communication comes from the Latin word *communis* meaning common. Each act of communication is an exertion to attain commoners.

Mass Communication is the method of creating shared meaning between the mass media and their gatherings of people. But it could be a uncommon kind of sharing where the collector picks up, whereas the source does not lose by giving. The message is sent by the source through a medium to differentiated gathering of people. When the medium may be a

innovation that carries message to a expansive number of individuals as radio passes on the sound of music and news it is called mass medium. The mass media frequently incorporates radio, tv, books, magazines, daily papers, motion pictures, sound recording and computer systems.

### **Communication versus Mass Communication**

Communication is the act of transmitting a message from the source to the recipient. In any communicative act there are at slightest three components viz. the source, the message and the collector. In mass communication there's a fourth component, the channel or the medium that increases the message. The source can be a person or an institution. The collector can be an person or an institution.

When two people are locked in in a conversation, the source and the recipient happen to be people. When a individual peruses the pages of the daily paper he may realize that the source is an institution and the recipient may be a huge number of mass gatherings of people. Whereas perusing a proficient diary, he would discover that source is an institution and the collector could be a proficient bunch. A source sends through a medium to a recipient creating a few impact, a message.

In case communication is the act of transmitting message from the source to the collector, Mass communication is the act of transmitting message from the source to a huge number of differentiated gatherings of people through a mass medium. In mass communication, the communicator considers in terms of the lion's share and their likes and detests. So normally the independence of the person listener/reader/viewer gets to be causality. In their endeavor to require a secure course the mass communicators go by least common nominators. As a result stereo-typed, standardized equation messages develop. So much so the refined tastes of the chosen minority are not taken care of.

In mass communication not as it were the singularity of the recipient but the independence of the sender too endures. In mass communication, the sender isn't autonomous but a proficient utilized to carry out the interface and enlightening of the educate. The relationship between the sender and the recipient in mass communication is unidirectional. The sender does not accept any ethical duty to the substance created. In see of the mass generation, the substance of the mass media are exceptionally frequently alluded to as social items and the culture uncovered in them is considered as mass culture distinguished with those items created primarily for amusement instead of inherent worth. The items of mass culture are produced in reaction to mass tastes instead of by support.

### **CONCLUSION**

A wide view of how journalism is changing in the digital age. The book shows how online platforms have changed the way news is reported. It emphasizes the need for journalists to use new technology and meet the expectations of digital audiences. The authors stress how important it is to keep journalism honest and ethical, especially with the fast and interactive nature of online news. The final thoughts emphasize the importance of thinking digitally. They encourage journalists to learn how to tell stories using different types of media, use data to write news stories, and interact with people on social media. The book talks about the good things and the bad things of online news media, and also about the ethical issues that come with it. "Reporting for Online News Media" helps readers understand how technology, journalism, and audience interaction all work together. It gives them the skills they need to report on today's news while making sure their work is accurate, fair, and accountable.

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## CHAPTER 3

### EXAMINING THE FUNCTIONS OF MASS MEDIA

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#### **ABSTRACT:**

The pivotal roles and influence wielded by mass media in contemporary societies. This abstract encapsulates the key insights from the work, shedding light on the multifaceted functions that media serve in shaping public opinion, disseminating information, and influencing cultural dynamics. The book delves into the fundamental functions of mass media, elucidating its role as an information provider and societal watchdog. It examines how media acts as a conduit for communication, facilitating the exchange of ideas and perspectives on a global scale. The authors analyze the persuasive power of media, exploring its capacity to shape public opinion, attitudes, and behaviors. Furthermore, the abstract outlines the media's role in reflecting and constructing cultural norms, fostering a sense of identity and community. It delves into the impact of mass media on political processes, from shaping public discourse to influencing electoral outcomes. The work also addresses contemporary challenges, including the rise of digital media and the evolving nature of media consumption.

#### **KEYWORDS:**

Agenda-Setting, Censorship, Cultural Transmission, Entertainment, Information Dissemination, Mass Communication.

#### **INTRODUCTION**

Mass communication is when people share information, ideas, and culture with a lot of people at once. Information can be shared with many people through print and electronic media like TV, radio, movies, pictures, and the internet. The media spreads news and information to satisfy people's need and right to know. The media helps people make good choices and teaches individuals and society. Also, it is entertaining which helps to lower social tensions. So media keeps an eye on things, connects information, and promotes products. Out of all the types of media, print media is the oldest. People need to be able to read in order to use it. If someone can't read, they won't understand anything from newspapers or magazines. Even though, newspapers and magazines are still very important in influencing society and they have their own special jobs[1], [2].

#### **Journal**

A written record of personal thoughts, experiences, and reflections. Journalism: The activity or profession of writing news articles, conducting interviews, and reporting current events. Journalist: Someone who writes news articles, conducts interviews, and reports on current events for a living. A journal is a book where you write about what happened each day, like news, things you did, and business stuff. The events can happen every day or last for several days. Some journals come out every week, every two weeks, every month, or twice a year. Daily newspapers are also like journals. The word "journal" comes from the Latin word "diurnalis," which means a daily record.

Journalism is when people work for a newspaper by writing, editing, or publishing articles. The latest information, stories, opinions, titles, descriptions for photos, sports articles and advertisements, evaluations of books, and more. "Journalistic writing is part of journalism. These days, writing for television is common. Radio, internet, and journalism are all related[3], [4].

### **The first newspapers:**

During Caesar's time in Rome, they had a newspaper called the Acta Diurna. It was written on a tablet and posted on a wall after each Senate meeting. It was only published once, and there is no way to know how many people read it. However, it does indicate that people have always been curious about what's going on and that others have assisted them in finding out. The art of making paper and the invention of printing machines in China and Europe helped journalism grow. Newsletters were sent to people who wanted to stay informed. The first newspaper was printed in 1573. It usually only had a story about one big event that was important for the whole country.

The newspapers we know today started in 17th Century Europe. One-page news sheets called Corantos were printed in English in Holland in 1620. British booksellers imported them to England to give people information about what was happening in other countries. Nathaniel Butter, Thomas Archer, and Nicholas Bourne, who were Englishmen, started printing their own newspapers from time to time. They used the same title for several editions. They stopped printing in 1641, and that's when other newspapers started printing daily local news. The first daily newspapers were called diurnals. During a power struggle in England, both the supporters of the king and the supporters of the Parliament used newspapers to strengthen their arguments. When the monarchy was in charge, it gave the Oxford Gazette exclusive rights to publish as the official voice of the Crown. The London Gazette was started in 1665 and later renamed. It contained foreign news, official information, regular announcements, and local news. It became the model for the first colonial newspaper. Journalism became a profession when postal services, printing, and newspaper materials were widely available. In the 18th century, politicians controlled the news in England. The politicians' journal reports were taken to court because they were believed to be changed and contained lies. However, the newspapers back then were not well organized, and there was a lack of authenticity and authority to verify the truth of the reports. Also, the cost was lower and there were a lot of readers.

Coffee shops and bars gave out newspapers to get more people to come in. New scientific inventions like the telegram and telephone made journalists think of new ideas. The invention of shorthand helped journalism to improve. All of these changes led to creating a hierarchy in journalism that is very important. The most important person in a newspaper was the editor, who controlled the organization like a king controls a country. The editor and reporter both had clear jobs, and this made the newspaper have a specific shape and feeling. News agencies were created and helped the field of journalism grow. In 1690, a man named Benjamin Harris in Boston printed a paper called Public Occurrences Both Foreign and Domestic. The country's daily newspaper was supposed to be published every day but it only lasted for one day. Harris didn't get permission and said some not nice things about local and European leaders. Boston Postmaster John Campbell was very successful. He ran the Boston News-Letter, which lasted until the Revolution in 1704. The newspaper included news from other countries, articles from England, government announcements, and news about ships. Other important newspapers were James Franklin's New-England Courant, Benjamin Franklin's Pennsylvania Gazette, and John Peter Zenger's New York weekly Journal. All the newspapers worked hard to tell the truth and they did a great job[5], [6].



After countries became free, new newspapers began to appear. A new type of paper called the penny press was created. These newspapers cost only one cent and anyone could buy them. Benjamin Day made the first Penny paper on September 3, 1833, called the New York Sun. It worked well because they put lots of police and court news, crime stories, entertainment updates, and stories about people in the Sun newspaper. After, there were cheap newspapers in all the big cities. Two important newspapers in New York were the New York Morning Herald owned by James Gordon Bennett and the New York Tribune owned by Horace Greeley. During this time, the New York Times started.

## DISCUSSION

The British brought Print Media to India when they ruled the country. Indians used it to spread the beliefs of a free India. The history of print media is the story of fighting for freedom. The British government put in place different rules to control the press. The first newspaper in India was called the Bengal Gazette or The Calcutta General Advertiser. It was published in 1780 by a British man named James Augustus Hickey. He got arrested and sent to jail because he made mean comments about the private lives of some important people in the East India Company.

All these strict measures left Hicky very poor. After Hicky's newspaper, many new newspapers were created. Fully aware of the bad experience Hicky had, newspapers like India Gazette, Calcutta Gazette, Bengal Journal, Oriental magazine of Calcutta Amusement and Calcutta chronicle were very careful in publishing news. The first newspaper in Madras was the Madras Courier, and later, the Madras Gazette and Indian Herald were also published. Censorship started in Madras in 1795. The Courier and Bombay Gazette came after it. The first newspaper in Bombay was called Bombay Herald. British men started newspapers in India for the European people. During this time, there were no specific laws for the press, but the Government still punished newspapers that printed bad news using different excuses. The Government sent bad editors back to England, took away their ability to send mail at a reduced rate, and put limits on what the newspapers could publish if it made the Government unhappy.

Due to these rules, many newspapers that wanted to support the fight for freedom had to close down. The people who ran these newspapers were arrested and put in jail. When talking about the very beginning of Indian journalism, we think of The Hindu in Madras, The Amrita Bazar Patrika in Calcutta, and The Indian Patriot in Malabar, which is now in Kerala. The Hindu newspaper is still around [7], [8]. A publication that contains news and information about current events and other topics. Before radios and TVs, people mainly learned about the world from newspapers. The first official newspaper started in Germany in 1615, and for the next 250 years, lots of newspapers were created. Most of them were little and were bought by just a few people.

The cheap, well-liked newspaper with a lot of readers has grown since the 1890s. This is when most people in Western Europe and North America started to read. A newspaper does four main things for its readers. First, it has news, some of it told with a lot of information, and some just briefly mentioned. Secondly, it helps people understand the news by giving them information about the people and things involved. Thirdly, it has extra things like articles, puzzles, cartoons, and TV schedules and weather forecasts. The paper often has special sections for different topics. Some sections are for sports or financial news. Newspapers also show ads from businesses. While there are other ways to advertise like on the radio, TV and posters, some products can only be advertised well in a newspaper. This includes job openings, small items for sale, holiday services, and financial matters.

## **News is information about current events**

News is very important information that is shared through the media. People like to stay informed about what is happening. News helps them stay connected to the world and know what's happening. News helps people feel connected to a larger group of people or community. However, news doesn't last long. Yesterday's news is really boring. Therefore, the time when news is shared is very important. If news isn't given at the right time, it's not really news.

The word "journal" comes from the Latin word "Diurnal or Diurnalis" which means similar to news presentation. "What is news" is a question that is asked a lot and is very important. MrX might not know something new, but someone else might already know about it. "Y" can be rewritten as "why" in simple words. Defining news is hard because there's no one way to completely explain what news is. News is something that happens in a community, or it can be an event that happens on a specific day, in a specific place, and is about a specific topic. We all know the saying: If a dog bites a man, it's not interesting, but if a man bites a dog, it is interesting. From the definitions above, we can understand that news is new information and reports about new events. New and different things always got the readers' attention. News is information about things that happen and can impact people's lives. The more people that are affected by something, the more important it is as news. So, an important thing about news is that it is new. In India, people are interested in learning about the Government. From the time journals were first introduced, Indians started to pay attention to what the Government was doing and what political leaders were saying in the news. The same trend continues and they have the most share in Indian newspapers [9], [10].

Arun Shourie, a famous journalist in India, says that Indian journalists focus on who they know rather than what is really news. The journalist mainly writes about the government, gets most of their information from the government, and their main audience is the government. A good journalist is someone who has better connections and can get information from the government before others. In India, it's considered news if anyone in the government does simple tasks. It's not common to see real news on the front page. Facts, key topics. The first type of news is about things like natural disasters, accidents, crime, strikes, and political events. The second part is about talking about things people are talking about and making them better or more interesting. The journalists don't consider "the talking points" to be as important as the "actualities." It needs thinking ahead and taking the first step. This means that trained people look for daily news around the world, led by someone who has time to talk to people and think. They search for topics that are important to the public.

According to Rangaswami Parthasarathy, the author of 'Basic Journalism', newspapers are always looking for exciting and new things to report on. He thinks that newspapers focusing on action, excitement, and surprises might be enjoyable for most people, but it limits how useful and important the news can be. Everyone knows that news is often like an iceberg, where only a small part is shown to the public. So, a new reporter always checks how things are going in the community.

## **News is Important**

Journalism aims to be fair and get the facts right. News should not be written based on what the journalist personally likes or wants. The reader is the one who decides if the news is good or not. Therefore, the journalist should observe and report on events, but not take part in them. An American editor once said that "News is not the event itself, but rather the report of the event for people who didn't see it happen". Newspapers have different news values because they are different from each other. Rangaswami Parthasarathy says that. The most

important news is the one that everyone likes, that makes people feel strong emotions and is interesting to everyone. The public wants news about people that is easy to understand and looks good. The most important news is the ones that are both very important and unexpected[11], [12].

### **The purpose of news:**

The famous American reporter, Walter Lipmann, said. News tells us when something happens, while truth reveals what is really happening. The media should work well to explain the news to the public. It's like a moving searchlight that brings one thing after another into focus from the darkness. The five traits that news should have. News is interesting when it's about the reader or when it's made to be fun to read. News is when something happened and people tell others about it. It can also be when someone says something. News is always new. It is an exciting story that feels like something new. News is most interesting when it's about things happening close to where you live. Readers like to hear about local events, what's happening with different groups of people, and current news. News must be something that is not normal or common. The news should include good and bad stories and be accurate, interesting, and timely. It should consider everyone from the local area, to the whole country, and even the world outside of our own country.

### **News Gathering**

When a reporter is collecting news, they should know exactly what they are looking for. First, he needs to understand what news is and what can be considered as news. For instance, out of the headlines below, only one is news for a local newspaper while the rest are not. Here are some tasks you need to complete tonight. Ravi and Ragu made excellent movies in the Tamil language. The good reporter knows how to find interesting stories. He understands what his readers want and how much they are asking for it. So, he understands very well that "people make news. These people have to be doing something. Barun Roy says "The newspaper reader must be interested in what they are doing" and he also says "this gives the formula". The three sentences now make sense. There are people and actions in each. The third one is in the news because it is a bigger event than the first one.

Readers stay interested in a story because of things like being relevant, happening at the right time, being important, involving people, having conflict, being diverse, being relatable, and including unusual events. Now, let's look at how we can show these things in newspapers. Out of the two news items, the second one is more exciting for the people who read the local newspaper. It's because people are more interested in things that happen close to them than things that happen far away. Every day, newspapers talk about things that are happening in their area. These things may not be interesting to people in other cities. Most people who read the local newspaper are really interested in what's happening in their community. The last two news items are more interesting to readers than the first one. The news was published in the newspaper at the right time, and that's why it became popular. Publishing news on time is important to keep the readers interested. The news is important depending on how much attention it gets, how big it is, and how much it affects people. The size of something is a big factor in making readers interested. A newspaper will get more attention from people if it has a story about a big fire destroying an expensive building than a small fire causing only a little damage. People like to read news stories with names in them because they want to see their own name or the names of people they know in the newspaper. For instance, a person whose identity is unknown was discovered dead on the beach. The big movie boss was discovered dead in his room. The reader will probably like to read the second news item more because they might already know about the person in it.

## CONCLUSION

An in-depth look at the many important ways that media influences modern societies. The book highlights how important the media is at sharing information, keeping an eye on society and helping people from different countries communicate. It shows how media affects what people think, changes cultures, and helps form who we are as individuals and as a group. The writers show how media can influence people's thoughts and actions, especially when it comes to politics and social issues. Mass media plays a big role in shaping our society and can influence how we think and behave. It reflects what is considered normal in our culture and can also help bring about changes in our society. While understanding the usual roles of mass media, the conclusion also recognizes the big changes caused by digital media. It shows the problems and chances that come with the changing media world. The work ends by saying that media is still really important today. It doesn't just give out information, but also influences social, political, and cultural things.

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## CHAPTER 4

### AN EXPLORATION OF PRESS TRUST OF INDIA

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#### **ABSTRACT:**

The Press Trust of India (PTI) stands as a pivotal institution in the landscape of Indian journalism. This abstract encapsulates the essence of PTI, highlighting its origins, evolution, and its crucial role in news dissemination across the subcontinent. Founded in 1947, PTI has grown to become the largest news agency in India, providing a vital link between events and the media outlets that inform the nation. This abstract delves into PTI's commitment to delivering accurate, timely, and unbiased news to a diverse array of subscribers, including newspapers, television channels, and online platforms. The agency's expansive network of reporters and correspondents ensures comprehensive coverage of national and international events, contributing significantly to the information flow in a fast-paced news environment. Furthermore, the abstract explores PTI's evolution in the digital age, examining its embrace of technology to adapt to changing media landscapes. With a focus on journalistic integrity, the agency remains a trusted source for news consumers, policymakers, and media professionals alike.

#### **KEYWORDS:**

Journalism, Media, News Dissemination, News Service, PTI, Reporting.

#### **INTRODUCTION**

They have submitted their names to run for this position. The second news item can make a dramatic situation. The first one doesn't have mystery, suspense, or conflict, but the second one does. Elections, competitions, debates, and disagreements are interesting to readers because they involve different sides and often lead to tension and excitement. Sports news is popular because there is always excitement and tension in games. Courts trials are exciting because they involve a battle between different sides[1], [2].

#### **Different types**

Any event that is new, weird, or different and has never happened before, or is not likely to happen again, catches people's interest. A 70-year-old woman gave birth to a baby conceived through IVF. Illegal alcohol killed four hundred people in the village. Fifty people, including fifteen children, died in a blast at the temple.

#### **Human Interest**

His means things that are interesting to people, like stories about other people's lives, experiences, and emotions. People feel both sad and happy, because those are natural emotions in life. The things that prodigies do often catch people's attention. Similarly, many readers are also interested in animal stories.



## **Finding out about current events**

Finding news is a big part of gathering news. Every newspaper has its own sources of news that are reported by its journalists or by news agencies. The ability to find and report on the latest information [3], [4].

Most people thought that journalists were naturally talented, not trained. This belief isn't fair because it's mostly based on someone being born with it. Kushwant Singh, an Indian writer and journalist, believes that working in a newspaper for three months teaches more than studying journalism in school for three years. He also thinks that reading newspapers and magazines helps you understand why you like one more than another, and how you could make it better if you were in charge. Having a 'nose for news' means being good at finding news quickly and intuitively. Success in journalism depends on how much you are willing to work hard and how interested you are in this field. Journalists start working in the news industry and get better at their job over time. Over time, they get good at finding important news stories. "The nose for news is a natural and intuitive way of finding and understanding news.

## **Characteristics of a Journalist**

So, a reporter is a very important person in the news industry and he really likes his job. He does his work in an exciting way and always tries to do more than what is asked of him. He is always trying to make his work better. A good journalist doesn't need to be told what to do by their boss. He is happy to take on tasks and does them very well. He is always looking for new ideas for news. When he finds one, he makes it into a good story. A truthful journalist searches for the truth, is careful not to upset anyone, but keeps searching and is always friendly. A nosy reporter never shares people's personal lives unless they give permission. He also respects their privacy. He understands balance and sees both sides of every issue. His knowledge helps him to be just. A good reporter talks in a smart and easy way that everyone can understand. He shares news that is always energetic and fascinating. He knows what kind of stories people want to read, and he always tries to give them what they want in his newspaper [5], [6].

## **The Main Point**

The news in a newspaper is not the same as the made-up stories in fiction books. The newspaper and literary stories are unique in their own ways. In newspapers, facts are presented based on their importance, not the order in which they happened. On the other hand, literary writers usually tell their stories in the order they happened. The story goes through a series of events starting from the beginning, then continuing through the middle, and ending at the end. The news story should make sense and answer any questions readers may have. The newspaper article has three sections. Title: New Study Shows Benefits of Exercise for Seniors Lead: A recent study has found that exercise can greatly improve the health of elderly individuals. First Paragraph (in bold): The study, conducted by researchers at the University of Physical Therapy, has found that regular exercise can lead to significant improvements in mobility, flexibility, and overall well-being for seniors. Body of the Story: The study, which followed a group of seniors over a six-month period, showed that those who engaged in regular exercise experienced improved balance and reduced risk of falls. Additionally, participants reported feeling more energetic and experiencing less pain. The researchers hope that these findings will encourage more seniors to incorporate exercise into their daily routine for better health and quality of life. These three parts create the newspaper story and catch the reader's eye. The main ideas for writing a good 'lead' are:

News writing is meant to give information to readers quickly and briefly. A news story needs to start with the most important or eye-catching part of the event. The news report should start by answering questions like 'What happened', 'Where did it happen', and 'Who was involved or who said what'. So, news writers around the world are choosing to talk about the most important parts of the event in the first paragraph of their stories. That part of the text is known as the "lead or intro". Put simply, the first paragraph of a news story is called the lead. It's hard to sum up the whole news in just 25 or 30 words. The lead is the main part of a news story. The lead is the first part of the news story and it gives a preview of what the rest of the story is about. It starts the story and the rest of the story has more details that support what was said at the beginning. A well-thought-out and captivating introduction will draw people to the news article. A boring beginning will make people not want to read it.

The rest of the story gives more information about what was mentioned at the start. When writing a news story, it's better to be clear and simple than to use too many words. The things that happen can be complicated, but when you write about them, it should be clear and easy to understand. Common words used to simplify complicated things should still be correct. Any mistake in telling the story ruins it. Using exaggerated and unclear words can change the way things really happened. The reader reads the news story all at once. The person who writes the news story needs to make sure it is written well and includes links that keep the reader interested until the end.

### **Different ways to write the middle part**

The body of the story is the main part of the news article in a newspaper. The story can be put together using three different methods – the highlight method, the chronological method, and the inverted pyramid method. The highlight method is used for speeches, sports reports, and pageants. The chronological method is used to describe the order of events in crime and official procedures. The most important thing is at the start of the inverted pyramid. Most newspapers use the inverted pyramid method. This method helps the readers understand the idea right away. It also helps the assistant editors to finish the story more quickly. If you answer these six questions and pick the most important answer for each one, you will have a good lead. It might not be possible to answer all of the six questions in the first part. If a report has all six answers, it can be confusing to read. The news writer needs to choose the most important questions out of the 6 basic ones and the lead should answer those questions. Other important questions need to be answered soon after the main question. Once again, the news writers need to decide which part of the news event is the most important to focus on. The intro shouldn't be too long and make the reader lose focus. A few words are enough for a good start. The beginning of the story should match the rest of the story. It should make the reader want to keep reading the story. The most interesting part of the story should be at the beginning. Different types of leads can be divided based on what they focus on.

Types of ways to get someone interested: 1) Direct leads - these are when someone shows interest in buying a product or service. 2) Indirect leads - these are when someone may not be ready to buy but is interested in learning more about a product or service. 3) Cold leads - these are people who have not shown interest in a product or service yet. These are the main types of leads. Journalist and writer Oriana Fallaci, who was known for her tough interviews and strong opinions, has died at the age of 76. She was sick with cancer. Fallaci, who used to fight in the Resistance and report on wars, was rarely seen in public. During her time as a journalist, she became known for asking tough questions to important leaders like Henry Kissinger and Ayatollah Khomeini. Her latest books, *The Page* and *The Pride*, were thought to encourage hate against Muslims, especially when they were released shortly after September 11, 2001. This news story begins by talking about what the writer thinks about



something. The 5Ws and H are included later in the story. The reporter decided to explain why the government is taking so long to do something. Once the road is made wider. This is like an explanation at the beginning, sort of. This and the previous example are alike and are called commentative or interpretative leads. This begins with a question for the readers and is used when the story is mainly about what the public is interested in. This will make readers curious and want to read the whole story to find the answer. Thinking of putting up an advertisement. You can reach a lot of people in the city by advertising online.

### **Pondicherry**

Were the newspapers and TV news making the Tsunami and its aftermath seem more exciting than they really were? Did they talk about helping people rebuild their lives after the Tsunami? Were they doing their job of keeping an eye on things like people want them to? These were some of the questions asked at a two-day meeting for journalists to talk about how they reported on the Tsunami and helped people affected by it in Pondicherry.

### **Thomas Griffith- Thomas Griffith**

It's hard to gather news. If the newspaper man doesn't have sharp instincts and good senses, he won't be able to gather news. Additionally, we have to gather news from faraway places and from different regions within states and countries. Newspapers have their own reporters in many important places to get news and send it to them. Our country and the world are really big, so we need a lot of reporters to cover everything. No single newspaper can afford to hire that many reporters. So, news agencies hire people to gather news, then they send the news to newspapers. They will also have connections with news agencies in other countries and share information with each other.

Newspapers have reporters and correspondents who gather news from local areas and cities. "But for news about the whole country, such as. Newspapers get news from all over the country and from around the world from reliable news agencies. They pay for the news they use based on what their readers want to know. Some big newspapers in India have their own reporters in state capitals and international cities like Washington, London and Tokyo. They cover important news and also send special stories that other news agencies don't usually report on. A news agency is a group or company that collects and shares news with people who pay for it.

In the past, newspapers gathered news from their own sources and printed it. Initially, they printed articles by famous writers and important people. When they started focusing on political news, they wanted to have reporters. The arrival of trains in Britain allowed newspapers to be delivered to people all over the country. The telegraph lines allowed people to send and receive news quickly. In 1805, Nelson died and it took two weeks to tell people in London. In 1850, they connected Paris, Brussels, and Berlin with telegraph cables. They also put a cable under the sea in the English Channel between Dover and Calais in 1851. In a short time, this change completely changed how news is reported. In 1851, there was a big show in London. Paul Julius visited it. Reuter, a person from Germany, owned a place where pigeons lived between Cologne and Brussels. He noticed that cable TV was hurting his business, so he decided to use telegraph to send messages about stocks from other countries. Later, he made agreements with news services from other countries, and this was how the Reuter Company grew.

The News Agency started as a service for sharing news, but before that, it used to send other types of messages. In the United States, newspapers worked together to create a group called the Associated Press of New York. This group gathered and sent news from other countries.

The newspaper in Britain also started a system like that. John Edward Taylor, who owned the Manchester Guardian newspaper, started the Press Association to bring foreign news to them. This is how international news agencies started. When news agencies started in Western countries, they also started in other countries. This led to the formation of news agencies in India too. Before they were created, Reuters and other news agencies from different countries provided information for Indian newspapers. The most important one was the Associated Press of India, also known as API, was a part of Reuters. India now has four top news agencies, in addition to many other smaller news agencies that focus on specific topics or special features. Wire news agencies send messages through cables or Teleprompters, while non-wire news agencies send messages by post. Four news agencies with wires are the Press Trust of India and the United News of India in English, and the Samachar Bharati and the Hindustan Samachar in Hindi. They share news stories. Now we will look at these four groups, their past, how they are organized, and more.

### **DISCUSSION**

The Press Trust of India started in 1947, supported by seven newspapers as a joint stock company. Before this, there was a company called Associated Press of India which was part of Reuters. At first, the agency was a non-profit business. It said in its rules that only Indian newspapers that regularly publish and use its news can own part of the agency. Shareholders do not get paid any dividends and the income is reinvested to help with advertising and other activities. The rules say that no one with a personal interest can control it. Another news agency called United Press of India tried to compete with PTI, but it went out of business in 1958. The PTI was the only news agency with complete control over news before the United News of India was created.

PTI is managed by a General Manager and has a group of directors who oversee it. There are 14 people in it and every year they choose a chairman. PTI's main office is in Bombay, but the news is managed by its office in Delhi. When PTI started running the news instead of API, it had 30,000 kilometers of teleprinter lines. This later went up to 60,000 km and it sends about 100,000 words every day. 40% of this news is from other countries and the rest is from our country, nearby areas, and our local area. It is connected by teleprinter and satellite to important news centers in Asia, Europe and Latin America. The Agency has reporters in big world cities and nearby countries. It gets news from other countries and shares it with local readers. It also gets news from Non-aligned News pool and other news agencies that are allied[7], [8].

PTI provides three types of services - A, B, and C - to its subscribers. Service 'A' writes 100,000 words every day, service 'B' writes 60,000 words, and service 'C' writes 40,000 words. It also supports small newspapers by offering a basic service and giving extra help to its customers. In addition to delivering newspapers, it also gives news to other customers and offers an 'Economic Service' for organizations that are not newspapers. In addition, there is also a 'feature Service' which reports on important events. The agency has a "money service" that provides important news about the global money market. It is designed to help banks and financial institutions. It also has a 'News Scan Service' and a 'photo service' where important news pictures of the day are sent all over the world using a photo fax service.

#### **United News of India is a news agency**

In addition to the Press Trust of India, there was another news agency called the United Press of India in the early years of Independence. It competed with PTI, but then it suddenly stopped in 1958 because of unexpected reasons. The First Press Commission and the newspapers in the country agreed that it's important to have at least two news agencies. This

way, they can compete with each other and provide news in the best way possible. Eight newspapers agreed to support a new news agency. United News of India, also called UNI, started in 1961. It started small but grew quickly over the next 20 years. Now, it's a top news agency and just as good as the PTI. The UNI's main office is in New Delhi, and it gives the same news service to everyone. In contrast, the PTI has three different levels of news service. It is said that it has more people who buy the newspaper than PTI, but PTI has more government organizations, including semi and quasi-government and independent bodies, as its subscribers. The UNI has more subscribers who are not from the government or newspapers than the PTI. It also has the same special services as the PTI. News organizations that give information about language.

Hindustan Samachar is not just a Hindi news agency because it also gives news in other languages. However, its biggest strength comes from the Hindi news service that was started as a private company in 1948 by Mr. S.S. Refers to a steamship. Apte wanted to educate lots of people and help all Indian languages grow. At first, it only sent telegrams in the Devanagiri script to the cities of Bombay, Delhi, Patna, and Nagpur. It gave help in Hindi, Marathi, Gujarati, Oriya and Kannada. Hindustan is different from the English news agencies. Samachar has fewer words and staff because it mainly works for newspapers and others in the North.

### **Samachar Bharati is a news organization**

This began in 1967 and was supported by four state Governments - Gujarat, Karnataka, Rajasthan, and Bihar. It gives most of its services in Hindi, but also provides services in other languages like Marathi, Gujarati, Urdu, Punjabi, Kannada, Malayalam, Telugu and Tamil. Other languages use Hindi as the connecting language to provide news services. It costs the same amount for newspapers and non-newspapers to subscribe [9], [10].

### **International News Agencies**

There are four main foreign news agencies that give news to Indian newspapers from other countries. They are Reuters and the Associated Press of America. Agency France Presse and United Press International are both news agencies. None of these groups give news straight to the newspapers. They buy a lot of PTI and UNI and then give it to their customers after choosing what they want. PTI has a deal with Reuters, AFP, and UPI to buy news, and UNI has a similar deal with AP. In addition to working with foreign news agencies, PTI and UNI also have agreements with news agencies in China, Japan, Gulf countries, and Yugoslavia. These agreements allow them to exchange news from their countries for news from India. Also, Indian agencies share news from countries in Africa, Asia, and South America. Out of the four main foreign news agencies, Reuters is the top supplier, followed by the Associated Press, AFP, and United Press.

International is a very poor fourth. Rewritten: International is in fourth place and is very poor. A news agency's main job is to gather news and share it with newspapers and other subscribers. A news agency's main goal is to collect news and information, and then share it with news organizations. In some cases, they may also provide news to individuals. They try to do this in a fair and unbiased way, as much as they can, and they usually get paid for their services. This means that the news should be reported quickly and accurately, and should be fair and impartial. This is the most crucial job of a news agency.

News agencies help newspapers and other media to share news in a good way. The news agency is a private business that provides a service like the press. News is chosen based on what the media thinks is important. As media reaches more people, news agencies and the

Press need to be more responsible for what they share. Both need to explain their actions not only to the public but also to other groups in society. The Press, like newspapers, TV and radio, have to be responsible because they reach a lot of people and can influence them. Many times people say that a good news source should provide the public with what they want to hear, but also give them information that is good for them. This is a very important job for a news company.

In conclusion, the main jobs of the Press are to tell people things and to persuade them. This also applies to news agencies. But the jobs of entertaining and advertising are not included. Editors' main job is to choose the best news, not just use whatever news they can find to fill up the newspaper. News agencies should give good and important news, instead of giving useless or bad news. This will help them do their job better we learned about the history of news agencies, the four main news agencies in India, how they have grown, and the role of news agencies in other countries. News agencies are important for publishing newspapers and other journals. This Unit talks about the most important parts of the newspaper industry - Reporting and Editing. This is about how news is gathered by reporters and then checked and edited by others before it's published[11], [12].

Out of all the people who work for newspapers, reporters are highly respected. This is because they are seen by many people as the ones who spread information good or bad about individuals and organizations in a community. For this same reason, people keep them happy in all situations - at meetings, parties, or when bad things happen. Being in the spotlight and having a high position makes the reporters' job even harder because their newspaper's reputation and trustworthiness rely on them. Their actions can either improve or harm the paper's reputation. If a newspaper wants to teach and tell its readers what's going on in the world, it does it using its own reporters. Reporters give out news and opinions in a fair and truthful way. They do this fairly and without any bias, prejudice, or holding back. Their job is to find out the important facts about events, statements or things that are important to society, politics or economy. They then write a story that is easy to understand and interesting to read. The story needs to be complete, with all the details and evidence about what happened. It should describe everything that happened in the events. So, the readers can decide for themselves about what happened.

### **Reporters – four categories**

A big newspaper has four main types of reporters. First, there are the people who report news in the city. Most of the reporters at the newspaper work in the city where the paper is made. They cover stories about that city. They tell stories about things happening in the area, what the government is doing, and events in the community. Next, there are the Mofussil Correspondents. They are journalists who report news in the areas of the state where the newspaper is printed. The National Correspondents are in third place. They are located in the main city of the country and in the main cities of the country's states. Lastly, there are Foreign Correspondents who send news to their newspapers from other countries. A newspaper may not have reporters in every country, only in countries that are important for international news and have a special relationship with the home country. Special Correspondents are experts in specific areas of news like International Affairs, Defence, Finance, and Sports. Most of them might actually be reporters who focus on a specific topic in their own country. The job titles of the people who work at a Bureau can be different in each office. Typically, a Bureau has this kind of structure. The Bureau is led by a Bureau Chief or a Special Correspondent. Next, there are people called Correspondents, one main reporter and other reporters. A bureau also hires photographers to help with their work. There are three types of reporters: descriptive reporters write what they see, interpretative reporters

write what they see and what they think it means, and experts write about things they haven't seen but think they understand. Reporters need to be good at finding information and keep looking until they find the truth, no matter what kind of writing they do. They need to be careful not to say bad things about someone, like lawyers do, and sometimes they need to be really curious. Also, they need to be able to explain news to the reader in a smart and clear way. Good reporters are the ones who are good at finding news and writing it in a compelling way.

## CONCLUSION

The Press Trust of India (PTI) is very important in Indian journalism and has been important since it started in 1947. PTI is the biggest news agency in the country. It gives important news to many different media sources quickly and truthfully. This shows that PTI is always dedicated to following the rules of journalism and is very important in making sure information reaches people in India and other places. The agency has many reporters and correspondents who cover a lot of news, so PTI is a very important part of the nation's media. PTI's story goes beyond its history and includes using technology to keep up with modern media. PTI is a trusted source for news because they are honest and do a really good job. They help shape public conversations and are very important to people who make decisions, journalists, and everyone else.

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## CHAPTER 5

### REPORTING SPEECHES AND OFFICIAL COMMUNIQUEES

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#### **ABSTRACT:**

The nuanced art of conveying public addresses and official statements to the public through journalistic lenses. This abstract encapsulates the key themes of the work, highlighting the essential principles and challenges faced by reporters tasked with translating speeches and communiqués into accurate, engaging, and informative news pieces. The book delves into the unique aspects of reporting speeches, emphasizing the importance of capturing not only the words spoken but also the context, tone, and nuances that shape the message. It provides practical insights into techniques for effective listening, paraphrasing, and selecting key quotes to encapsulate the essence of a speech. Furthermore, the abstract explores the intricacies of translating official communiqués into accessible and meaningful news stories. It addresses the challenge of navigating the language of bureaucracy and distilling complex information into digestible content for diverse audiences. The work emphasizes the responsibility of journalists to critically analyze and contextualize official statements, providing the public with a transparent and comprehensive understanding of government actions and policies.

#### **KEYWORDS:**

Journalism, Media Coverage, News Reporting, Press Conferences, Public Addresses, Public Speaking.

#### **INTRODUCTION**

A good reporter has many qualities. The most important thing is being accurate. The reporter needs to make sure all the information they gather is accurate and not just guesses or poorly checked material. A good reporter should aim to be the first to report a story, but they need to make sure they have all the facts correct before they do. If the reporter can't find the information right away, they need to know where to search for it. Secondly, a reporter should be able to recognize what is considered news and find events that are worth reporting on, even if they don't seem important at first. The reporter needs to be good at explaining things. We talked about how important writing is, but talking is also really important. A journalist may talk to many people in one day for their job and also may need to talk on the phone to the people they are interviewing and to their news office. Using clear and easy to understand words is really important in all of these situations. A reporter needs to be friendly and good at dealing with different people in different situations[1], [2].

A good reporter needs to be able to create and keep good relationships with people. This is a very important quality. Having a lot of friends can be really helpful when news comes out, because they can give you good and reliable information. A good reporter stays in touch with the police, government officials, and regular people like shopkeepers. A good reporter knows where to get news and how to check names, addresses, and other information. A city journalist needs to understand the city very well. A journalist looking for a story is searching for someone who knows the facts and details about what happened. A reporter should make

sure to know and stay in touch with people from all different backgrounds. Sometimes there may be a lot of sources. The reporter needs to be very careful when using sources, because some people who talk to reporters may have their own reasons for saying things, and the reporter might end up helping them without meaning to. Journalists must work quickly and efficiently. But they should not get damaged by the passing of time. Quickly write and deliver stories about accidents and disasters before the deadline. At the same time, the reporter tries hard to find new and unique ways to gather news. This is particularly true in investigative journalism. The reporter makes sure to include direct quotes in the report because they are important for the story. A good reporter makes sure that the information in the story is correct, quotes are accurate, and can tell the difference between what is true and what is someone's opinion or accusation[3], [4].

When talking about government meetings, the reporter needs to be fair and make sure they cover everything. Otherwise, the members might get angry and make official complaints. The reporter needs to be good at taking a short summary of speeches, writing down the steps and important points, and noting when people interrupt or make loud sounds. In a diverse country like India, it's important for reporters to be able to understand and translate different languages. Finally, a reporter must always remember and keep their promises. The way a reporter uses words to tell a story is called style. Having a good style means making the facts easy to understand and organized. It is a way of continuing a story and making the reader stay interested in it. The reporter makes sure the report is easy to understand and uses straightforward language to communicate ideas and information. Facts are very important in a simple story, and a good reporter writes stories that have a lot of facts in them. Although facts are important in a story and should be told in simple sentences, reporters need to be careful not to lose their writing style when using paired sentences. A reporter's style is how they write and tell the story using different techniques like starting the article, finishing it, moving from one point to another, describing things, using quotes, and adding short stories. Reading a lot and studying the work of experts in the field can help a reporter learn new words and improve how they write their stories. Certainly, receiving help from a tutor is more helpful than having natural talent when it comes to developing a writer's style.

## **DISCUSSION**

Journalists often have to condense speeches and official statements, highlighting the most important points and avoiding any unnecessary or complicated language. A good reporter finds the important information in a story and only reports on that. A speech can be worth reporting in three ways: when a new person says things we already know, when the same person says the same things in a new way, and when they share new opinions or facts. A journalist decides what is important in a speech and writes about it, but not word for word. The smart reporter finds the important and interesting things in the speech. In most cases, a brief summary of the speech is enough. But if there is something newsworthy, it should be written down exactly as it was said or recorded. It is easier to report on handouts or speeches that are already prepared. The reporter looks through the paper quickly and highlights the main points and makes notes in the margins. A report is made and sent to the newsroom with a rule not to release it before a certain time. When the speech is given, the reporter needs to be careful to see if anything is missing, added, or different from the report that was already sent out. If the report changes, we need to update the original report as quickly as we can. When writing about a speech, the reporter needs to make sure to put the most important points from the speech in the first paragraph of the report. The story should start with the speaker's name only if they are really important. The news is the most important part of the story. You can use someone's exact words if they are really important or impressive, not just



because you want to. The beginning of the news gives the main idea. It may or may not have words directly from someone. Then, other important points are explained by someone else. This person talks about the main idea with direct quotes. Other important points are also explained, but not as much as the main idea. This order is called the 'inverted pyramid', where the most important points come first, followed by the less important points in order. Interviews are a good way to find out information and can lead to interesting stories. If managed well, they can provide interesting and human stories from the local area. Even if a foreigner visits, their interview can provide good news for the local newspaper. A journalist who gets to interview an important foreign visitor will get a big story[5], [6].

People are interviewed for three main reasons: first, if they have done something newsworthy or been part of a news event; second, if they have the ability to make news or influence policy; and third, if they are affected by those in power. Talking to regular people who are impacted by government decisions can result in great articles that the people who made the decisions will want to read. There are different types of interviews, and we will talk about some of them later in this unit. Investigative reporting is when journalists carefully investigate a topic to find out the truth and report it to the public. Investigative reporting is a popular topic in the field of journalism. It's more detailed than regular reporting. All news uses asking questions, talking to people and finding information as its main tools. However, in investigative journalism, these tools are used more effectively to create an investigative article.

An investigative story is a story about an important topic. It's about problems that make it hard to gather news. It describes and examines why the subject is important. Investigative reporting is finding out important information by looking deep into a topic. The discovered facts are put together until they show the answer. Investigative reporting often shows when people or groups or institutions have done something wrong. It means there is a bad situation and someone is responsible for it. Reporters often focus on government corruption and scandals. But it should not only limit itself to showing just that. Investigative reporting tells stories that show important problems that need public attention, like a story about a road in bad shape or a school that is not being managed well.

### **Reporters and Routing**

A reporter finds success by making good decisions and sticking to a tough and often not fun schedule. Actually, a lot of good reporting is done by doing ordinary, not very exciting work like checking records, finding people with special information, and making sure the information we already have is true. Sometimes, we also have to wait a long time for people to tell us things, even though they might not show up at all. At times, a reporter works really hard but doesn't find any important news. However, when an investigation is successful, reporters can accomplish amazing things. Some reporters have been successful by following their instincts or just by luck. But it doesn't happen very often[7], [8].

Many good reporters know that they will spend a lot of time doing routine tasks, and they are willing to do it well. They pay attention to simple things like reading newspapers, checking names and addresses, asking about small details, and taking notes. They know they have to write about many different things, and most of the things they write about will be not very important. They don't wait for big news, but they make the most of what they have. They create opportunities for themselves by doing their daily tasks very well. For example, by looking at both sides of a story, they might find someone who is upset and will give them good information to investigate further. Their strong and determined attitude can convince a distant news source to talk about their position with them. Or, if a reporter looks into the

backgrounds of the main people in the news, they might find new information that will help their story. In conclusion, it can be said that only hardworking and persistent reporters achieve success. Reporters are always told to be fair and neutral in their reporting. It's dangerous for them to get too emotional about a story. They should not add their own thoughts to a story unless they are allowed to. At the same time, some news stories are influenced by personal opinions. Some people say that being objective can lead to lying and restrict creativity, and hides true emotions. It can also make a journalist unable to think well, so they may not think it's important to think for themselves. Critics of this idea say that journalism should not be made up and should show the facts in a fair way. It should inform people about issues and not create drama. It should also provide evidence rather than just giving opinions. This debate doesn't seem to be ending anytime soon. However, it is important to recognize that in a time when TV has made the news in newspapers seem old, reporters can't just deliver the news, but also their opinions. "Breaking News" is usually only reported by TV news anchors.

### **Reporting current events**

In newspaper terms, "to cover" means getting news by going to events or meetings, or interviewing someone important. This is the main job of a reporter who then writes a story for the newsroom. This explores the most popular ways to report on news.

### **The Task List**

Good news organizations keep a list of the news to be covered each day and who is responsible for covering it. Lots of reporters don't look at the assignment sheet but are given their assignments. In a news company, reporters are given specific places to gather news from. The News Editor or the Resident Editor gives them new tasks every day. Some reporters call the office before they go out to find out what work they need to do. Some more people are called to the office and told what to do before they go out to do their tasks. When they are asked to do a special job or work with others on a difficult task, their bosses tell them what to do. If the tasks are usual, no directions are provided because the reporters are experts who know what to do and how.

### **Starting a task or job assignment**

The reporters go straight to the place where something big and newsworthy has happened, like a disaster or accident, in order to get the story. Once they are there, they use a pad and pen or a tape recorder. Journalists learn from their past experiences where to go for different types of stories. Fires, accidents, and disasters are the best news stories when they happen at the scene. The best place to get information about police stories might not be where the incident happened, unless the people involved are there to give information. You won't find political news on speech platforms. The reporters must always keep moving, no matter where they are. Many times, they wait for someone to give them a few pieces of information. They can use the time to call the office and report the story, or call someone who can help get the story details quickly. Some reporters are using this time to send updates to the office with the information they have. Reporters write down notes and ask lots of questions to make sure they get all the details of the story. They need to take a lot of notes because their reports need to be careful, detailed, and correct.

At times, reporters may not be able to take notes. For example, politicians and government workers don't like it when a reporter takes notes and might not talk very much. During these times, the reporters need to write down the notes right after the conversation ends. A good way to take notes is to leave some space on the left side of the page where you write your

notes. A few words about the topic are written next to each section on the right side of the page. This means the reporter can quickly look through the extra notes and choose which ones are useful for the story. Then they can organize them in a good way for the story. A tape recorder is an important tool for a reporter to use during interviews with people for the news. Many public figures would actually be happy to be recorded so that their exact words could be quoted[9], [10].

**Pool Reporting** Pool Reporting means sharing the information about an event or news by a group of journalists who were present at the event. A pool is a team of reporters chosen to cover a news story or assignment and share their reports with other journalists. This device is used when there are a lot of reporters and camera people in a small area.

### **Types of Reporting**

Until recently, the media paid a lot of attention to covering events and people. Yet, as newspapers focus more on understanding and explaining community and national problems, public issues and event meanings have become a big part of the news. So, news stories about political corruption, issues with buying too much stuff, the environment, not having enough energy, and people not having jobs all get the same amount of attention in the news.

### **Press meetings and discussions with the media**

These are two popular ways of reporting news. Before TV and cameras became important for news, news conferences were called press conferences. A news conference is usually organized by a group or organization who wants to share a story. The media may ask a famous person to come and talk to them. This event is called a Meet-the-Press. There are some easy things to remember at news conferences. The news source knows there is news to share and explain. The reporters promise to listen and report accurately, but they can't guarantee exactly how the report will be written. The news source picks a time and place for the conference and helps the reporters with all the details. At most conferences, what people say can be quoted and used publicly. Sometimes the sources tell the basic rules at the start. In most conferences, reporters promise to stay until all the questions are answered before they leave. The news source might keep the door of the venue closed until it's over.

A regular news conference usually lasts for about 30 minutes and the news sources shorten their comments. If they have more detailed things to say, they give papers with the information to the reporters before hand. Please ask questions about the handouts. After the meeting, reporters look at the things the source said to make sure they are true, match what they have said in the past, and are important for what's happening now. Few reporters believe something just because it is said at a news conference, even if the speaker is important. Reporters interview people in different ways based on their own working style and the person they are interviewing. This interview is very important. It is set up quickly when the reporter needs to ask important questions to someone who is in the news. A meeting can happen in an office, hotel, or restaurant during lunch or dinner, or even at a newspaper office or broadcast studio. This can happen only if the news company is big, the reporter is famous, and the person being interviewed is okay with being asked tough questions. Respected reporters from smaller organizations can also do one-on-one or sit-down interviews[11], [12].

### **Interview on the sidewalk**

In this kind of interview, the reporter waits on the sidewalk for the person they want to interview to walk by so they can ask them questions. This type of interview is dangerous for both the reporters and the people being interviewed. Usually, only a few reporters are able to ask their questions and get answers. This kind of interview can get chaotic with many

reporters trying to ask questions at the same time. However, at times this kind of interview is the only way for a reporter to talk to a source. The reporter must come up with different ways to ask and answer questions quickly. The ability of the reporter and the willingness of the source to answer questions are very important.

### **The casual survey**

News reporters often go out to the streets to ask people for their opinions and reactions to what's happening in the world. This story gets quick and interesting opinions from regular people without spending a lot of time or money on polls from a polling agency. This was, and still is, a favorite of reporters. A reporter wants to interview important people like presidents, prime ministers, rich Arab leaders, and royalty. Only famous reporters from around the world can do these interviews. Some people are happy just interviewing famous people in the entertainment business. Phone interviews are a quick and sometimes simple way to talk to someone for a news story. Reporters ask brief and direct questions to get important and interesting answers from a politician. They ask caring questions to regular people to talk about a crime or an accident. We get the information for obituaries and news stories by talking to people on the phone. Different types of information needed to fully understand the breaking news are also collected in this way. Reporters often create lists of questions and send them to news sources, politely asking for a quick response. Sometimes they find solutions, but many times they don't.

### **Conventions and Crowds**

A task to report on a big meeting or event usually starts with meeting the person or group in charge of organizing it and collecting all the information available - like the schedule, speeches, biographies, and historical background. This material is what the reporter uses to do their homework for any kind of news story political, social, academic, scientific, etc. If the reporter doesn't have enough information, they have to talk to a lot of people before the meeting starts to learn as much as they can.

In most meetings, the agenda is planned ahead of time. Reporters want to interview an important person in the meeting to make their story more interesting. Sometimes they gather information about the state of the nation in the industry, business or party that is hosting the meeting. Most reporters use pre-written speeches for their work. At a meeting of scientists or academics, they use summaries of speeches or papers that will be given. The reporters need to go where there are lots of people at events like conventions, parades, political meetings and sports events, especially when the number of people is important for the story. Any journalist can easily make a close estimate without much difficulty. It's not hard to find people at a stadium or arena. They can easily find out how many people the place can hold. We can also find out how many people are in each room. The number of available seats needs to be taken away from the total capacity to find out how many people are coming to a meeting or convention. For a parade, rally, or protest, figuring out the numbers is a little harder. Reporters count how many people are in every 100 feet of the march or parade, and then find the average number of people in that area. Basic multiplication gives a pretty good estimate. In the same way, we can measure the size of a big area in a city and see how many people are there. This is important for doing a basic calculation. The person in charge of selecting and reporting on the news.

The News Editor of a newspaper is second in command after the Editor and helps decide what goes in the newspaper. The News Editor is the leader of the newsroom where they get news, fix it up, and prepare it to be published. The job has a lot of responsibilities, like overseeing a big network of reporters and news sources, leading a team of editors, reporters,

photographers, and special writers. The News Editor of a newspaper can make or break its reputation and affect how many people read it.

### **Main duties**

The News Editor tells the reporters what news to cover and who to interview, whether it's at home or in another country. The News Editor helps the Editor communicate with the newsroom. They make sure the newspaper's daily columns reflect the Editor's ideas and spirit. The News Editor is responsible for organizing and managing the different sections of the newspaper, such as news reporting, pictures, and sports. Finally, the News Editor makes sure that the newspaper is finished on time. He/she watches how news is shown, edited, and titled. Also, making sure pages are sent to the press on time. The News Editor must always protect the paper's reputation. Even a small mistake from another editor or reporter can damage it. He or she needs to make sure the news is presented fairly. When there is a lot of disagreement about a news story, the journalist has to show all points of view and not pick a side. He/she needs to check what news other newspapers have and see how well their newspaper is doing compared to others. They also need to fix any mistakes or weaknesses.

### **Key qualifications**

A good News Editor can find where a story is hiding. This is very true for the city where the newspaper is made. The News Editor knows the most about the city and the people who live there. A good News Editor should know a lot about local politics and what's going on in the city. They should also know about the important people coming to the city, where they're going, and who they're meeting. They should be familiar with the places people go and the people they socialize with. He/she knows who paid for someone's election campaign and the reasons behind it. A good news editor can tell if a reporter has forgotten parts of a story and helps them find more information. They also make sure different reporters are working together on the same story. The News Editor is like a manager of an airline who organizes and directs their staff and resources to meet the most important news needs at that time. A good news editor makes sure the news desk is busy. To start, check the news every day from government, lawmakers, and other related groups. Also keep an eye on public events, people in the news, law enforcement, and business news. Make sure to stay updated on cultural, religious, sports, and science and economics news too. The next step is to make a list of upcoming events in a diary. Thirdly, we read other newspapers and keep track of new stories to follow up on and potentially use for our news.

The careful News Editor will do everything possible to not send out a paper with spelling mistakes. He/she tells the reporters and editors to use correct language and not make grammar mistakes. It's important to make sure that the pressroom keeps getting a good amount of writing for the correctors to work on carefully. The writing should be continuous, but not too much, so it doesn't cause problems when the papers need to be sent out.

## **CONCLUSION**

Turning speeches and official statements into accurate and interesting news stories is a complex process. The book highlights the specific skills needed to understand and convey speeches effectively, taking into account the situation, tone, and main points. It also talks about the difficulty of turning complicated government language into information that people can easily understand. The conclusion restates how important it is for journalists to examine and explain official statements, and to communicate between the government and the public. It tells reporters they need to do more than just write down what people say. They need to think about it and explain what it means so that people can understand and make good



choices. As the way news is shared changes, this guide still stresses how important it is to report accurately and clearly on speeches and official messages. When journalists follow these rules, they help the public by giving them the information they need to make sure officials are doing their job and to take part in important community conversations.

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## CHAPTER 6

### CRAFTING THE NEWS: THE VITAL ROLE OF SUB-EDITORS IN JOURNALISM

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#### ABSTRACT:

The indispensable role of sub-editors in the intricate process of transforming raw news material into polished, accurate, and engaging stories. The abstract encapsulates key insights from the text, emphasizing the sub-editors' multifaceted responsibilities, from selecting and organizing news content to shaping headlines and maintaining editorial standards. The book underscores the sub-editors' significance as the "real craftspeople" of journalism, highlighting their role in refining every news story and contributing to the overall quality of a newspaper. It delves into the creative and critical aspects of their work, addressing the challenges faced in editing speeches, official communiqués, and running stories with evolving developments. The abstract outlines the essential qualities of a proficient sub-editor, including a keen news judgment, attention to detail, and the ability to make quick, informed decisions. It explores the dynamic nature of their tasks, from editing running stories to dealing with pitfalls such as one-sided narratives and loose writing. The importance of teamwork, adherence to deadlines, and the ability to handle the pressures of time and space constraints are highlighted as key elements of sub-editing.

#### KEYWORDS:

Editorial Decisions, Fact-Checking, Journalism, Media Writing, News Crafting.

#### INTRODUCTION

The sub-editors are important in journalism and they make the newspaper look its best before it goes to the reader. They are the creative people who make every story better and make a rough story shine. Sub-editors make stories better and easier to understand for all readers of the newspaper, even those who are not very good at reading. The sub-editors are the final people who make sure the stories are correct. Sub-editors are very important workers in a newspaper. Their job: Sub-editors are responsible for sorting through a lot of information like news and articles, and turning it into the final product. This includes making changes to the manuscript like cutting and rewriting, adding punctuation, finding and fixing mistakes, and creating suitable headlines. Sub-Editors sort and arrange the news so that the reader doesn't have to look for information. They create news stories that are simple to read and interesting. This is done by choosing news wisely, understanding it well and showing it in an interesting way. This is creative work that needs knowledge, imagination, writing skills, and judgment. Sub-editors are people who check and correct mistakes in writing. Some sub-editors do a good job, while others do not[1], [2].

A good sub-editor can help the newspaper become popular and make the front page look nice and stylish. They can also increase the number of people who read the newspaper. A bad sub-editor ruins the work, damages the newspaper's reputation, lowers the number of readers, and makes the front page boring. Subeditors are in charge of checking and managing all news and editorial content that comes into the office, under the authority of the News Editor. They are

part of the team that chooses how the paper is made and put together. Sub-editors fix mistakes in writing, make long reports shorter, and write introductions if needed. They mostly supervise, review, and improve the material given by reporters and correspondents. The important words in the job description for sub-editors are being responsible, skilled and working quickly. The sub-editors work for the newspaper and have to do what their boss says. If they do their work in an organized and effective way, then the newspaper can reach more people and make more money from ads. Secondly, they have to take care of the readers of the paper. The sub-editors should make the stories interesting so that people want to read them and understand their importance. The sub-editors need to be good at the language the paper is written in and also know how to use journalistic practices and tools. They need to work fast and well, sending the edited papers to the press before the due dates so the edition is on time. To be a good sub-editor, you need to be fast, smart, knowledgeable, creative and sure of yourself. The main foes of subeditors are.

Sub-editors are often troubled by time and space. Time is important because the sub-editors are always rushing to finish the work, no matter if the stories are received early or late. Sub-editors always feel pressure when they have to meet a deadline for an edition. Outer space is another big problem. The newspaper doesn't have a lot of room for the sub-editor to put in all the stories that come into the office. The main job of the subeditor is to save space and use it to their best advantage.

In addition, the department that handles ads in the newspaper saves space for ads, which makes the space even more limited. Actually, in big newspapers, there are more advertisements than news articles. Every day in the newsroom, it's hard to decide which news is important and which news is not. A newspaper with editors who know what readers want and have clear priorities will be better than others. A sub-editor's job is not just about following rules, it involves using intuition and experience. Many skills are needed, such as good judgment, knowledge, memory, determination, curiosity, and being skeptical. No machine can ever replace a sub-editor. Sub-editors are also known as the "Second Mind" because they make the writing of the "first mind" (reporters) better. They work closely with the reporters and experience everything the reporters do. They go to the same places and see and hear everything the reporters do[3], [4].

Sub-editors don't work alone in the newsroom, they work as part of teams and groups. They could be types of desks like national, foreign, local, sports or commercial ones. A piece of paper is shaped on the desk. The Chief Sub-editor will be in charge of the Desk. They will give out assignments, watch over the work, and make sure everything is coordinated. The Night Editor is in charge and prepares the paper for printing. They work above the Chief Sub-editor. The Night Editor always stays in contact with the News Editor, who is responsible for all the news pages. In some documents, a Deputy Editor leads the team. Sub-editors must have talent and training. No one is born a sub-editor, they have to be trained to become one. Sub-editors need to be passionate about their job and take pride in their work. They also need to take care of and feel affection for the stories they work on.

### **Desirable Qualities**

Sub-editors should be able to write clearly, accurately, and in an interesting way. They need to be good at knowing what news is important and true. They need to be able to find important stories and know when something is not worth reporting. They need to explain the important facts about the reporters' work. They need to be organized, good at math, able to work fast and accurately, know a lot about different things, and be willing to use that knowledge. They need to be able to make fast decisions about the stories – whether to say yes

or no, fix them or not, and change them or not. They need to have a lot of self-confidence to make fast and right decisions. Their self-confidence should be mature and not turned into overconfidence.

Sub-editors should have a good ability to be suspicious. They need to remember not to ignore the information and rules in the text, even if it was written by a very experienced reporter. We mentioned before that sub-editors are always in a rush, but they can't do their work if they can't stay calm when they're busy. They need to be strong and steady to handle the stress of a deadline. They need to be able to focus and remember things really well. They need to be in good shape because a strong body helps to have a strong mind, and being fit makes people feel surer of themselves. Sub-editors are members of editorial teams and they need to have great teamwork. Of course, they need to be very good at using words. This comes from reading a lot. They need to read a lot and write whenever they can. They should also be able to laugh, because laughter helps people relax and deal with pressure. Sub-editors need to know a lot about different topics and be interested in world events. They need to know where to find information. They also need to be open to asking for help when they need information. Sub-editors should practice these habits: repeat names and words to remember them, check for facts or unclear language, ask older staff for advice, use fewer words when possible, cut stories if needed, avoid repeating information, edit quickly, and don't delay making corrections[5], [6].

If the word "s" is in the headline and the text, it's a good idea to use "s" consistently in all three. Knowing about different types of fonts helps the sub-editor create a headline that fits well in the space given. A sub-editor is good at knowing how long text should be, writing in a clear and organized way, and writing catchy headlines. A sub-editor should be happy about making changes to a story and should be able to make boring stories more interesting. A sub-editor does well in the newsroom if they can write articles about a specific topic. They read the text before they edit it. They predict and address what readers might ask. They are careful with words that sound the same but have different meanings. They don't miss small mistakes in the text. They fix words that are spelled wrong and remove unnecessary repetition. They read every story carefully to make sure it is complete and correct. They decide if a story is important enough to be in the news. They get rid of old stories. They look for ads pretending to be news. They get rid of propaganda. They make sure that the facts are given the right credit.

### **Test the taste**

A copy taster is a special editor in the newsroom who has to read all the raw material that comes in. He or she picks the news that will be in the newspaper the next day from a lot of news, and gets rid of the news that is not needed. He/she looks at the important parts of the stories and puts them in order. Then they give the copies to the sub-editors. He/she needs a good memory to avoid repeating stuff and should keep an eye on how the story is progressing.

### **Editing Running Stories**

A sub-editor has a hard job when they have to edit stories that are still developing. A running story is an event or a series of events with details that come at different times, some may be long and some may be short. It is a story that follows the order of events as they happen, with updates to the information as new details come in. A story that is being written may not be finished even when it's time to print it. It can cover many versions of the newspaper and may include ongoing changes and new updates. Stories about disasters, accidents, crimes, and political problems are examples of running stories. These can include natural disasters like

earthquakes and floods, accidents like plane crashes and train accidents, crimes like serial bomb blasts, and political crises like the dismissal of a government or mass resignations from a political party. A story that keeps moving along gets readers interested. Editing is both thrilling and challenging for the sub-editor, and it will really test their abilities. A story starts with a quick message on the teleprinter. After that, many messages start coming on the teleprinter, followed by a lot of messages from different news agencies and the newspaper's own reporters. The sub-editor organizes all the messages and creates a clear and meaningful story. He/she organizes and puts together all the information.

He/she makes sure to include all important details but gets rid of anything that is repeated, doesn't match, or isn't clear. To edit a breaking news story, a sub-editor needs to have a strong sense of what's important and needs to be edited first. They need to understand and work on different parts of a story, and then put them together in the right order. The smart editor should remember that it's better to finish the story on time than to make it sound perfect. So, using the material she/he has, they take the story to the press for the first edition. The way the story is written can be improved for future versions. Additional information can be added to future versions.

Stories that are running can change in a surprising way. The person editing should be careful of information that can't be proven, especially if it comes from people who aren't experts or in charge. The sub-editor needs to stay calm even when they have a lot of work to do. They need to keep track of all the information and control the messages they receive. Hershel needs to act quickly and decisively, getting rid of what's not important, and put everything in order by time. He/she needs to be ready for new information or changes at the last moment and figure out how to deal with them. Write the main title and main points after you finish writing. They might need to be changed if the situation changes. The next day's news should include new updates, but also remind readers of the original story and fill in new readers on what happened before.

## **DISCUSSION**

Editing news stories can be a risky job with lots of problems. Mistakes and things left out can make readers mad and confused, and reporters frustrated and angry. The person in charge of the newspaper could be taken to court for writing false things or showing disrespect to the court or government because the people who help with editing didn't do a good job. Sub-editors need to be aware of the mistakes they can make when editing. If they don't, the newspaper's reputation and number of readers will go down, and the sub-editors might lose their jobs. One big mistake is to not answer all the reader's questions after they finish reading the story. The subeditors need to predict and respond to the reader's questions and concerns. At times, unfamiliar people appear in the story because the person editing it didn't provide enough information. Not paying close attention can lead to mistakes like the headline not matching the story, getting names wrong, and giving incorrect information. Sub-editors should remember that it's not their job to include their opinions in the stories they approve. They should only focus on editing the articles, leaving the opinions to the editorial team. Sometimes they forget this and end up allowing stories with the writer's opinions in them. There are two big problems in editing: when a story only tells one side of a conflict and when a story makes unimportant things seem very important in the newspaper. Sloppy writing is a big problem when writing for newspapers and editors have to use meaningful words. Sometimes a story has too many words like 'a', 'an' and 'the'. Using too many words is a problem for writers, and subeditors need to be careful about it[7], [8].

### **Aids for assistant editor**

The subeditors should have tools to help them do their job well and efficiently. The most helpful tools for subeditors are dictionaries, reference books, and news clippings. They help make sure the language is perfect and accurate, and also add more information to a story that doesn't have a lot of details. Dictionaries are useful when you are not sure about how to spell a word or how to use it correctly. In addition to a regular dictionary, it's important to have a book of phrases and idioms and a thesaurus to help you use language well. "Reference books like Pears' Encyclopedia or the Encyclopedia Britannica can help subeditors learn about historical, scientific, or philosophical names that might be mentioned in speeches. A world atlas and a map of your own country, state, district, and city are important to find and learn about different places. And to show them in stories about things like hurricanes, earthquakes, or a visit from the President. An international and local list of important people will be very useful for knowing their names. Newspaper cutouts and a list of news topics are important for the editors. The Index Department of a newspaper collects articles from its own paper and other newspapers too. This department keeps a morgue with information about important people, in case it's needed when someone like a prime minister dies. Newspaper offices have picture collections that are always being added to. The subeditors must be ready and eager to use these tools effectively when doing their work. Creating a newspaper section with articles and opinions[9], [10].

The newspaper editorial is like the paper's opinion. The staff has to make sure this description is correct. It is a difficult task. Everyone thinks differently. When a newspaper shares its opinions, more people hear them because many people read the newspaper. So, when a writer gives their opinion in an article, they have a big responsibility. An editorial is a little different from a news story in the way it's written. The writer needs to study the topics and then write a short and easy-to-understand editorial. The goal is to get the readers interested in an important topic. After people notice the issue, they start to think about it more carefully. Usually, an editorial can be split into three or four sections. Some speeches will have an opening, middle part, and ending.

In a news company, editing is very important. A news story is written by busy reporters and is like a rough diamond. So, a group of editors called the Editorial Desk makes sure the writing is perfect. The desk person's team works very hard under a lot of pressure and with tight deadlines. The person at the desk works very late, making sure you get your newspaper on time in the morning. A newspaper office or news agency gets a lot of different news stories. These come from different places, especially local places and wires. The news is written by both experienced and inexperienced people, so it's hard to understand. News reporters write the main news stories. They rush, especially in the evenings, when the news gets faster. They made mistakes in their writing because they were under pressure. In a newspaper, there is never enough room for all the news they receive. The newspaper's ad team always wants to use the limited space wisely. Furthermore, making newspapers and the equipment needed to make them is very expensive. In the end, a newspaper's success mainly depends on how it uses its space in the best and most efficient way. So, as many news stories as possible should be included in the news section to reach different types of readers. Taking all these things into account, it is necessary to edit the news article [11], [12].

### **Editing**

All new stories are checked and balanced before being shared to make sure there is a mix of news from inside and outside the organization. Organizing and separating can also make sure that good articles and ones by new reporters are treated equally. During this, the things that



are not needed are taken out. Only the most interesting news stories are chosen in the end. These are checked for grammar, structure, accuracy, and clarity, and then improved and made shorter. News editing involves changing news stories to fit the right length and style, using the right words and punctuation. A copy is changed to make the important news stand out in a story, and to make sure the language and style are the same in a newspaper. The newsroom is where all the work happens in a newspaper or news agency. It's the center of everything in a news organization. The Editorial Desk is the main place where news is managed in a newsroom. This is where the newspaper plans and makes the issues every day.

When editing, the most important thing is to tell the story using as few words as possible. Condensation is important because it makes more stuff available for use. The second thing to think about is being clear. The story may be hard to understand, but it needs to make sense to regular readers. You can make your writing clear by using simple sentences and easy words. The third thing to think about is speaking and writing in a strong way. The sub-editor needs to always find the best way to say the story's ideas. It could be in a clever way of saying things, in a unique way of talking or in some other way of speaking. The fourth thing to think about is being accurate. It means finding small mistakes in a good story. The sub-editor must be careful with his words to make sure they are correct and honest. Many times, when he wants to emphasize something, he might say things that are not completely accurate that change the story. The last thing to remember is to avoid using expressions that are not true, making exaggerated statements, or using euphemisms or personal opinions.

A news story can be made to seem less or more important based on the opinion of the sub-editor. How important a story is can be changed by where it's placed in the newspaper. Rewrite this text in simple words. Let's consider the implications of this decision before we proceed. The space it has. "Rewrite this text in simple words. Its display, especially the size and style of the headlines and if it includes pictures or not. A good story needs to have the right facts, be accurate, and have a vivid description of the scene and atmosphere. According to a well-known writer, a good story can have a strong effect. If you focus on doing the most important things first and saying it in a clear and simple way, you won't make any mistakes. The main problems that can ruin a newspaper story are making things seem too extreme, and using overly emotional language.

The person who edits a story should always remember that readers can forget things, but they don't want to forget and will feel bad if they do. When someone reads a news story, they want to remember it until they finish reading. He wants to recall what happened at the start when he reaches the end of each paragraph. The reader needs to remember the important parts and details of the story. If he can't remember, he won't see how things are connected, so he won't understand what he's reading. The reader wants to know and comprehend. Not feeling good in the mind when you are not understanding what you are reading. Remembering a story is easier if we are given clues that help us remember the order and parts of the story. It's harder to remember a story when the parts are not connected to each other. A famous American journalist says: News people working as a team. General statements often make the news confusing. Bright and interesting information can make news out of nothing. We must always remember that names in the news are important. People are curious about other people. Buildings and bridges have names and we should use them. To share the news well, use all the tools of journalism in the right way. Writers have a lot of tools they can use, like action, colorful language, interesting topics, unique facts, special stories, personal connections, short descriptions, and important quotes.

The news desk at news agencies like Press Trust of India and United News of India sends the edited news stories directly to the newspapers. The newsroom is run by someone called an



editor or chief editor or editor-in-chief or chief news editor. The name changes depending on what the organization decides. He organizes and leads the news activities for the day. He has a team of news editors, chief sub-editors, senior sub-editors, and sub-editors supporting him. The news desk works in the morning, afternoon, and night. In the middle, there are two links called shifts-morning and evening. They are overseen by the news editor or the chief subs. They are also known as 'slot' people. In a newspaper, the news editor plans the pages and the chief sub helps to carry out the plan. In a news agency, editors and supervisors make sure the news desk runs smoothly. They plan and write introductions. News has some important parts, such as,

**Closeness:** The closer news is to home, the more it affects us. For instance, one day, 45 people may die in a boat accident in Bangladesh. However, if a bomb explodes in a local area and kills five people on the same day, it will be more important to the readers. Being fast with news is important because it becomes old very quickly. It rots and breaks down quickly. The newer it is, the more valuable it is. Instead, an event that happened six months ago, but is found and told now could make the top news.

**Importance:** Newspapers like to use local names because they make the news more interesting. For instance, if the head of a university gets injured while playing cricket, not many people will pay attention to it. However, if a person like a minister gets hurt in a game, it makes the story more exciting. When Satyajit Ray and Mother Teresa were in the hospital, the newspapers wrote about how they were doing. **Consequences:** When something happens that affects a reader, they get interested.

They get even more interested if they are involved in the event. He really wants to know how this will affect him in the future. How will it change things for him and his family. For instance, people really like reading about the weather. A short but strong storm that hurts people and causes a lot of damage in a town or city will be shown a lot in the news and many people will want to read about it. A big increase in the prices of petrol, cooking gas, milk or water and electricity bills will have a big impact on many people. Stories about people and their uniqueness are popular because they appeal to a large audience. Human interest stories are just about finding things that people can relate to and feel connected with. These are small things that have happened, or could happen to you, your neighbors, or friends. These stories are not very important or newsworthy. But these stories are important. For instance, if a 30-year-old woman with a baby is stuck in a burning building. This story keeps the readers interested. There are many other things to consider when deciding if news is good or not. The text is missing, so I can't rewrite it in simple words. To be in the news, a story must be interesting to many people.

Rewrite this passage using simpler language the importance of a story is based on how it affects the people who read it. That's why the government and the politicians getting a lot of attention. Instead, sometimes things that don't have much influence become news. Also, news includes things that are unusual, strange, thought-provoking, interesting, touching and informative. New scientific findings, and even possible new discoveries, are often reported in newspapers. For instance, if scientists make any progress in finding a cure for cancer or AIDS, it will make the news, even if they haven't found a drug or vaccine yet. But the clue will be in the news. Discoveries of ancient objects and sites could be in the news. The most important things in newspapers are always the news from the state and local areas. These are all the things that people pay attention to: accidents, deals, promises, news, business, what regular people care about, crime, events, bad things that happen, schools, voting, nature, style, staying healthy, work, people who have died, and sad events.

## CONCLUSION

A good sub-editor needs more than just technical skills. Being able to make quick, smart decisions, pay close attention to details, and have good judgment about news are seen as really important qualities. The book understands the difficult job of sub-editors, who have to edit stories that are still developing and make sure the writing is clear and fair. In addition, the conclusion stresses the importance of working together, sticking to deadlines, and being able to handle time and space limits in sub-editing. It shows that a good sub-editor is not just someone who checks the language, but also someone who makes sure the news is honest and trustworthy, making the newspaper better. In simple words, "Crafting the News" is a useful guide for new and experienced sub-editors. It helps them understand how important their role is in shaping the news. As journalism changes, this work shows how important sub-editors are in making sure news stories are clear, accurate, and have a big effect in the media world.

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## CHAPTER 7

### EXPLORING THE IMPORTANCE OF HEADLINES: AN ANALYSIS

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#### **ABSTRACT:**

The critical role that headlines play in the realm of journalism. This abstract encapsulates the key insights from the discussion, emphasizing the significance of headlines in capturing reader attention, summarizing the essence of a story, and influencing overall content consumption. The book explores how headlines act as the first point of contact between a reader and a news article, serving as a powerful tool to grab attention amidst the vast sea of information. It discusses the art of crafting compelling headlines that not only convey the central message but also evoke curiosity, prompting the reader to delve deeper into the story. Furthermore, the abstract delves into the psychological impact of headlines on reader perception, highlighting their role in shaping the overall narrative and influencing public opinion. It discusses the need for precision, clarity, and creativity in headline construction, recognizing that an effective headline can significantly enhance the reach and impact of a news story.

#### **KEYWORDS:**

Attention-Grabbing, Copywriting, Editing, Journalism, Print Media, Story Promotion.

#### **INTRODUCTION**

Different newspapers have different ways of organizing their work. Big newspapers have editors who are in charge of covering the whole country. They have a team of reporters and assistant editors who help them with this. In the sports department, the sports editor is similar to the editor because they are both responsible for making opinions. During editing, every newspaper follows its own rules and makes sure they are followed carefully. These can be found in a book called a stylebook. At some smaller newspaper, this could be just a simple piece of paper that has been copied using a mimeograph machine. At big newspapers, the stylebook can be up to two hundred pages and looks like a dictionary. The people who make sure the newspaper follows the stylebook rules are the sub-editors. The main words of the story are accepted and will only be changed a little. The sub editors are like quality checkers in a car factory. They mainly search for mistakes that are easy to spot, like obvious grammar errors, misspelled words, or wrong street addresses. The person in charge of a story usually writes the headline for it [1], [2].

The headline writer is compared to a football player. They only get noticed when they make a mistake, but it takes skill to make a headline that grabs readers' attention. Writing headlines is not just about putting a "title" on the story. Firstly, the headlines need to be the right size. Only a few letters can fit in the space for the headline without falling off the page or extending past the column. The size of the headline and how many columns it covers determines its count. Newspapers have other rules that make writing headlines more difficult. One rule is that the preposition and its object must be on the same line. The headline should sum up the main idea of a story that is very long, in just five or six words. Another way is the inverted pyramid, which helps the sub editor quickly summarize the main points of the story.

A news story is split into two parts: the beginning part and the rest. The head tells in a short way what happened. The body explains and gives more details about the main idea. We need to focus on the lead, which is the most important part of the story. The sentence should grab the reader and make them want to read the whole thing. Usually, the first part of a story is around 25 words or even fewer. Please limit the text to 40 words at the most. The introduction should be short and clear. It should not confuse the reader, but should give the main idea of the story. Information should be spread out and mixed in the following paragraphs.

A good lead needs four qualities. The Company's profit margins have been steadily increasing over the past year due to their successful marketing strategies and cost-cutting measures. The company has been making more money because they are good at selling and have been cutting costs. It needs to catch the reader's attention. "Rewrite this in a simpler way" It needs to tell him something. The text is too brief to be simplified. Can you please provide more context or additional information? It needs to be done fast. "Please simplify this text. We need to be honest when writing, which means we should give credit to our sources and make sure the information is accurate. Even if the pencil is very good, it won't work if it doesn't write the news and mention where it came from. The reader has the right to know where the news comes from, if it can be shared. He also needs to be told why a news source is very important. Quotes are important records for a topic and should be used right after a summary of them. Full quotes are not often used at the beginning of a story because they don't always explain the story as clearly as when a sub-editor or reporter writes it in their own words[3], [4].

A good lead is not just short, it also has other good qualities. It needs to tell and give a short summary. It creates the feeling, the speed, and the style of the story. It does what the word suggests; it also shows, leads, points, and encourages. If the story is really interesting, the beginning will make the reader want to keep reading. Writing a good lead is hard. The sub-editor needs to be careful of some common mistakes. The reporter tries really hard to make the beginning of the story very exciting. He allows the main character to take over the story. The leader doesn't pay attention to some important information in the story. It gets longer and changes its shape. It is the type of lead that says: 'There was chaos at the city council meeting last night'. Then, the last thing the reporter said is that "after everyone became calm, the councilors shook hands and the Mayor ended the meeting. It's not okay to make the lead sound good if it gives the wrong idea or lies. One writer said that some newspapers always want more than just the truth of the story. They make it look better and exciting and they don't just show it to the reader, they practically force it on him. Similar to the attention-grabbing lead is the opinion lead. This type of lead gives a personal judgment instead of just stating facts. Traditionally, news stories have been written in the "inverted pyramid" format. The most important information is put at the top. Then, the rest of the story follows in order of importance. So, the story becomes less and less detailed until it is gone. It can start with who, what, why, when, where and how it happens. In simple words, a news story should tell us what happened, when it happened, and where it happened. The answers should be in the first paragraph.

If the news is not in the first paragraph, find where it is hidden. Take it to the top and find its details that back it up. If there are two important news stories, decide which one is better and more interesting. This might mean having to write the whole news article again. Next, check if the second paragraph agrees with the main idea. It needs to keep the promise made at the beginning. The third paragraph should expand on the main idea mentioned in the beginning and in the second paragraph. The paragraphs should be short, preferably one sentence or two

at most. This makes it easier to understand the story and cut out unnecessary parts. Check to see if any exact quotes should be kept. Determine if there are people's thoughts, and if there are, make sure to note who said them by using quotation marks. Other common ways of writing the main part of the text are using highlights and writing in chronological order. The highlight method is typically used for speeches, sports events, and pageants. It focuses on the most important parts of the event or situation, showing what's really important. In the chronological method, the story is told in the order that things happened. This happens a lot in crime reports and official reports of investigations or incidents. The inverted pyramid method arranges the most important facts of a story at the beginning, and the less important facts at the end. The sub-editor likes this system because it makes it easy for him to shorten the story. When you need to cut the text, start at the end and cut off the top part that looks like a triangle. He can be sure to only get rid of the least important details[5], [6].

When a sub-editor edits a story, they should check for spelling, grammar, and syntax errors and fix them. They can also make changes to the story if they think it's necessary. The first paragraph might not grab your attention, the writing might be hard to understand, or there might be missing information that would help you understand better. Show the important information from the reporter's news. At times, the reports gather information but don't use it well. This might happen especially when covering press conferences and disasters. Every morning, when someone reads the newspaper, the title is the first thing they notice. After looking at the titles, he starts to read the story carefully.

A story needs a catchy headline to grab his attention, even if it's well written. The title makes people want to read the story. It tells him what the story is about. It explains to him the story's main idea. So the title gets people interested in the story. Moreover, a headline also helps the reader in many ways. The bigger and bolder the headline, the more important the story is. Creating a headline is like putting the final touch on a nicely made piece of furniture. A sub-editor helps the reporter communicate with the reader. He/She doesn't have to do all these tasks at the same time. On any day, he/she will have to do all these jobs. A sub editor, also known as a sub-editor or desk person, is someone who protects a newspaper's reputation and makes sure everything looks good. He or she is a doctor who does surgery and also a priest who helps make things go fast and well. He or she can also sew clothes. He/she does an unglamorous job behind the scenes, which is not appreciated but important, and represents the final stage. Only the proof readers can see the edited copy and they can find mistakes in editing if they are careful and observant. A desk person gets blamed a lot and doesn't get much credit, and no one knows who they are.

### **Characteristics:**

Making a newspaper involves 200 to 300 people working on different tasks. It is a delicate and complicated process that requires a lot of focus. People are feeling stressed because they have to finish something by a certain time. In a news agency, the deadline is right away. In this serious situation, the sub-editor has to do his job very carefully. He needs to have specific qualities to do his job well. A dash is a punctuation mark that is used to create a pause for emphasis, to show a sudden change in thought, or to add extra information in a sentence. So, a dash puts space between things, while a hyphen connects two ideas that are not usually related. It is small and takes up less space than a dash. Opinions or comments written by an editor about a specific topic.

When writing editorials, the writer may realize that not all topics can be written in the same way. They may find a better way to write, but this formula can give them an idea of the elements that make an editorial a responsible voice in the paper. A newspaper needs to do



more than just tell the news and show ads. It must print well-researched and thoughtful opinions. If the writer doesn't have enough time to write a good editorial, they can either wait for the next issue or not write it at all. A newspaper editorial page is not a toy or something you own just for yourself.

When choosing what to write about, the writer should pick topics that are important to the people who will be reading the article. People may not be as interested in the environment in Australia as they are in what's happening in their own neighborhood or the pollution in their local river. Similar to a news story, how close something is and other news elements are important in deciding what topics to focus on for an article. If a writer picks a topic that people argue about, they must do their homework before they start writing. No one enjoys reading a bad editorial or one that is not fair. Also, the writer should consider other opinions that are different from his own. The letters column gives people who disagree a chance to respond. The editorial should be able to handle their points. Let readers decide if the editorial is good or not. Consider the criticism based on the editorial's quality.

After finishing writing, the editorial writer should ask if they can explain the main idea of their article in just a few sentences. If not, he might have to start over and forget it because he missed the point - and his readers will miss it too. He can also have another staff member read the editorial and write a short summary. The writer should stick to making only the most important point. Although he cannot fix all the world's problems in just one article. The editorials should not use "I", but instead use "we" and "you". They should be informal. An editorial is like a chat between the editor and the reader. In addition to the main article, there are many other parts on the editorial page. These things are columns, cartoons, letters to the editor, and opinion stories. Student journalists have more choices for writing opinion pieces than the journalists working for the local newspaper. Art Buckwald, William Safire, Ellen Goodman, Carl Rowan, and Jack Anderson write about politics and government in editorial columns. The school columnist can write about many different subjects. Due to the small amount of space in the newspaper, it's important to pick columnists carefully and with different topics in mind.

### **Creating pillars or upright structures**

A column is only a little different from an editorial. Writing a column requires a lot of effort and research to make sure the topic is done right. The introduction should provide readers with enough information about the topic and convince them to agree with the conclusions or opinions. The column is different from the editorial. It's not the newspaper's voice, it's only the writer's voice. Newspapers usually do not print the views of communists who do not agree with the newspaper's opinion.

### **Different kinds of pillars**

A profile column is about special students, teachers, or people in the community. The author talks about what people think about current topics and also shares some personal details like what they like and don't like, their future plans after school, what they do in their free time, and how they help their community.

The columnist can freely make decisions and use language that wouldn't normally be used in a news story or article, and do it quickly. Normally, it's about something that readers already know about in their everyday news. In any case, an editorial cartoon is an important part of journalism. The most important advice we can give you is this: Be creative like an artist, and stay aware, like a good journalist.



## Opinion articles

An opinion feature is a story where the writer shares their thoughts, explains their ideas, and gives their final thoughts for the reader to understand. This kind of article goes on the editorial page, not the news page. It should be called "Opinion Feature". Some people see the opinion feature as a story where a few people give their thoughts on a current topic.

If you read the opinion pages of popular newspapers, you will see different types of opinion pieces. Many newspapers are finding new ways to include opinions from different people, not just their own staff and writers. A common way to share different opinions on a topic is to have two people with opposite views write articles next to each other. After that, the paper may ask four or five people to give their opinion in a short paragraph on the same topic. This ensures that different viewpoints are shared. Usually, the newspaper's editorial talks about the same topic and represents the newspaper's point of view. The reader is given different opinions and is encouraged to consider more than one perspective on the topic. Headlines are the big titles at the top of a news story. The quote shows that the News Editors at the New York Times think headlines are very important. They are proud and happy when they write a good headline. Sometimes people keep newspaper headlines as reminders of important events, as mentioned in this quote from the same book. It was not normal for Bernstein to sign copies of the first page layout for his colleagues to keep as a special memory, especially when there was important news happening'.

## DISCUSSION

The sub-editor's most important job is to give titles to the news stories and features in the daily newspapers. The sub-editor's success or failure will depend on whether he can meet the daily challenges in the newsroom. A writer once said that a good headline is like a painting of an event. It is important for the newspaper to be easy to read. Strong, fitting, attention-grabbing, or impactful titles make a newspaper more appealing and powerful. The sub-editor's job is to make a headline that grabs the reader's attention and gives enough information to decide if they want to keep reading. The headline is a short summary of the whole story. Readers look at the headlines to find stories that they will like. The sub-editor does the opposite. He reads the story and then writes it in an easy way with clear and strong headings for the reader. Unfortunately, some people who edit articles think that readers will automatically understand the headline if they read the story. This idea is incorrect. The headline by itself has to be easy to understand and specific. No one will read the story to understand the title unless they are really curious. According to a well-respected journalist, headlines should not only describe the story, but also make people want to read it. They are the ones who attract customers to the store. Headlines should always show the most interesting part of the story in an interesting way. They must be lively and powerful, fitting the story's needs.

In the past, newspapers could have long and detailed headlines because people had more time to read and there were fewer things competing for their attention. Today's readers want their news quickly. Every article in a news page needs a headline, even the shortest one. If there's no headline, people won't be interested and the page will look boring. Headlines should match the mood of the story. A happy headline shouldn't be used for a sad story, and a serious headline wouldn't fit with a funny story. It also depends on the type of newspaper you are writing the headline for. Newspapers may disagree on the main point of a story, and the headline will show this. The headline will also show the overall feeling of the newspaper. An experienced journalist says you need to write a lot before you can write good headlines. Every story is a difficult task for the person who checks and edits it. After the person who

helps with editing has made changes to the story, it is almost like a new story and it becomes their own. He is really excited about the story, and this shows in the headline he chooses for it. He wants to make the headline dramatic, sad, or funny. The first rule for a good headline is that it should be true. This can happen only if the person who checks the story reads it very carefully. Headlines can have mistakes because the person editing them doesn't understand the story well and assumes things that aren't actually in the story.

He doesn't properly summarize the story in the headline, and he doesn't transition smoothly from one story to the next. Just as bad is the person who writes the headline and includes information that is not in the story. They also mix up facts and guesses. A good title should summarize the story, not just show the opinion of the person who wrote it. Some headlines are very important because they can change the meaning of the story. A good headline can make a story more interesting. But sub-editors need to be careful not to make everything into a joke for clever headline writing. Make the news surprising and exciting, but don't change it just to get attention. Many times it is used foolishly or without caring about the facts. It's either used for something unimportant or to spread a false rumor for the newspaper's benefit. It's okay to exaggerate a little, but that doesn't mean you should lie. A magnifying glass and a distorting mirror are different. The title should not be used to mislead people or make up fake news about what happened. Every word in a headline should be supported by a specific statement in the story. Using a powerful word in the headline can change the story. The editor is tempted to use a small, exciting detail in the headline. A label heading is like a headline on a biscuit tin that doesn't tell you much. This headline doesn't do its job of getting people to read the article. A sub-editor who chooses a general idea for the headline instead of a specific one is likely to create a headline that doesn't say much. For example, he would rather use the headline "Many people killed" instead of "1000 people killed [7], [8]."

### **Real art of headline**

The title needs to show what the story is about. This means not talking about the same thing that was said yesterday, the day before, or a week ago. The key to writing a great headline is to look at the story and think about how and why it happened, as well as what the results were. If the story is complex, the headline should show the whole story, not just part of it. Bad headlines that are unclear or boring make good stories lose their leading position.

Being able to write a good headline is really important for a sub-editor. A sub-editor who can't write good headlines won't keep his job at a major newspaper for long, even if he can edit well. Choosing the right title is a big decision and needs a lot of thinking. The person in charge of choosing the title needs to know a lot about language and fonts. He has to say a lot in just a few words. The more details he can fit into his headline, the better it will be. Unfortunately, he can't change the width of the columns to fit his needs. His heading has to fit in the space it's given. Most of the time, the title that the sub-editor thinks is the best has to be thrown out because it is too long. The most common mistake in the newsroom is thinking that a headline that fits is always a good headline. Sensational headlines are more likely to be featured in a newspaper than any other type.

A headline needs to be short and fit in a limited space. So, a sub-editor might want to change the story a little to make the headline fit. This title might not be accurate. One writer says that a headline can't make a story interesting if the news itself isn't interesting. It's hard to fit a headline into a small space, so in the newsroom they call it "headlines. Using 'hits' instead of 'criticizes', 'seen' for 'predicted', 'flays' for 'attacks', 'sacked' for 'dismissed' and 'demos' for 'demonstrators' is big news. Newspapers have their own special way of writing headlines that is very different from how people talk in their daily lives. Headline English often uses nouns

as adjectives, it doesn't always keep the meaning of words clear, and uses the same words over and over again. One writer says that English headlines can be confusing, poorly done, unexpressive, and even terrible. It can also be very meaningful, attractive in its short and well-written style, and it can make a dark subject easier to understand. Sub-editors like *Headline English* because it helps make the headings bold. The bigger the title, the faster you notice it, and the stronger it sticks in your mind for a short time. Bigger letters can fit less words, so they are used for headlines. The sub-editor needs to write headlines of different lengths to fit into specific columns on the page. He needs to know how many letters and words can fit in the space for the type he picked. Every newsroom has created a system to figure out how many letters and words can fit in a certain amount of space. It can be very frustrating for a sub-editor if the headline he worked hard on is rejected by the composing room for being too short or not good enough. This can still happen even if he counts the letters because he might not have thought about the different sizes of the letters[9], [10].

### **Catchy and appealing headlines**

G. K. -> the person named G. K. Chesterton wrote a long title for an article he sent to a newspaper in Chicago. The original heading was about studying the Mycenaean civilization and the roles of women before and after the Argive expedition against Troy. However, a sub-editor changed it to a simpler title focusing on Helen and her household duties. When writing headlines, a sub-editor needs to be careful not to make spelling mistakes. An experienced journalist warns that if a mistake is repeated in the headline instead of fixing it in the story, it will cause problems for the news desk. Using informal or casual language in headlines can also be risky. Using informal language in the headline and article makes the newspaper seem less professional and can make readers think less of it. A simple headline that tells exactly what happened is better than using informal language. Do not repeat big words in the headline unless you are doing it on purpose for a special headline. Repeating something on purpose makes it stand out more. Focus on the good news in the headline, not the bad news. Most Indian newspapers have a lot of headlines. Some Indian sub-editors like to use headlines that start with the word no.

### **Active Headline**

The active headline is an important part of good sub-editing. It provides news directly. A good headline needs to have a verb in it. Headlines have to be interesting and grab people's attention. A head-line is a label without a verb. The writing is boring and repetitive, and it doesn't do a good job of getting people interested in the news. The verb in the headline should be action-oriented and in the present or future tense. The present tense shows what is happening right now. The headline is a title for current events, not old events. The sub-editor should always use short and catchy words in the headline. He should remember shorter words that can be used instead. He should always use short words in the headline. The title should use words that everyone can understand. A headline with an opinion should clearly say who is expressing the opinion. The sub-editor must make sure that if the story is specific, the headline should also be specific. Sometimes, the people who write the headlines can make it seem like someone is guilty before they even go to court. If the person who checks the news titles calls a thief a suspect, it doesn't cause much trouble. However, if he accuses someone of being a robber, the editor might have to go to court. A headline can still be in trouble even if the story is not saying anything bad about someone. Using the wrong name in a headline about a crime can lead to the newspaper being sued for libel. The sub-editor needs to know that a person is considered innocent until a court decides they are guilty. If two people with masks rob a liquor store owner and run away with money. The headline might call the two people 'robbers' or 'gunmen', and they have 5,000 dollars. If two men are arrested for a

robbery, the headline cannot call them "robbers. It must use a word like "suspect" instead. For example, the headline could say "Police question robbery suspect. Many Indian editors do not understand the difference, so there are a lot of false and damaging headlines in Indian newspapers[11], [12].

Do not use abbreviations in headlines. It can be hard to follow this rule in Indian newspapers because we often have to use abbreviations for Hindi institution names and other languages, as well as for job titles and professional names. Using abbreviations can be dangerous because they might have more than one meaning, which can cause confusion. This happens a lot when the title is not written well. Editors often think that readers can understand the abbreviations used in the headings, especially when the paper's style requires short forms without periods in headlines. Don't use a period in a headline except after an abbreviation. Use a single quote instead of double quotes in a headline because it takes up less space and looks better. Some people disagree about using a comma in the headline instead of the word 'and'. The sub-editor and the newspaper will decide how it should be done. The person who writes headlines for articles and features has a lot of freedom to make sure the main message or argument is clear in the headline. The features and articles try to capture people's imagination, so the headlines can ask questions and share opinions. They are not as urgent and forceful as news headlines. They show a relaxed attitude, just like the articles are meant for enjoyable reading. You can often come up with a great headline for a story by choosing a colorful phrase from the article that explains the main topic. Label headlines can be used for certain features and articles. Different sized text is used to create different headlines. The style uses lowercase and uppercase letters, italic and regular font, bold and lighter text. It uses Bodoni Black and Century Bold fonts, and different sizes for headlines. Two headlines that look exactly the same next to each other are called tombstone headings. People don't like them because they are boring and don't catch attention. Today, people usually like to read headlines that are spread out over multiple lines instead of just two or three lines. One reason might be that they are easier for the reader to understand. The reader looks at the headlines and thinks they can understand the message quickly. Another reason is that these headlines save time and space.

Headlines can be different sizes to show how important a story is and to make the page look interesting. The main rule is to put the largest headlines at the top of the page and the smaller ones underneath. A simple way to calculate is to add 6 points for every extra column. So, if there is a big headline that is 36 points, and it goes across three columns on the page. So, if a headline takes up 36 points across three columns, a headline across four columns should be 42 points, and one across five columns should be 48 points. If there is a big headline in all capital letters in one column, it should be in 48 point size font. The main headline should be in all capital letters and the sub-headline should be in lower case letters. They are very helpful for designing a page. Their overall shape looks like a downward line on the page. Make sure the second or third line is no longer than the first line.

## CONCLUSION

Headlines are important because they can change how people read the news. They are not just decorations, but can actually influence how people understand and react to the news. The last part of the book reminds us that headlines are the first thing that grabs our attention when we read a news story. They can make us want to read more and understand what the article is about. The book focuses on how to make catchy headlines by using both skills and creativity. It says that being clear and specific is really important when writing headlines. In addition, the conclusion talks about how headlines can affect how people think and understand a news story. It recognizes that headlines can shape the way people see and talk about the news. In

the digital age, where news spreads quickly, headlines are really important for journalists and communicators. They need to be carefully written to grab people's attention. In simple terms, "Importance of Headlines" is a helpful guide for people who want to know how to use headlines effectively in a world with a lot of information. By understanding how headlines are made, professionals and fans can make headlines that get noticed, share important ideas, and add to the bigger conversation in a changing world of news and information.

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## CHAPTER 8

### PAGE CRAFTSMANSHIP: AN EXPLORATION OF NEWS PRESENTATION IN JOURNALISM

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#### **ABSTRACT:**

The intricate art of page craftsmanship in journalism, elucidating the critical role it plays in shaping a newspaper's reputation and reader engagement. Emphasizing the significance of meticulous planning, the research underscores how a newspaper's appearance, layout, and overall design contribute to its appeal and influence on readers. The exploration extends to the principles of page planning, design, and make-up, elucidating the techniques employed to draw attention, maintain balance, and guide readers seamlessly through the news. The analysis further scrutinizes the evolving trends in modern page design, such as the reduction of column rules and the pursuit of white space, shedding light on their impact on readability and visual appeal. Additionally, the study addresses challenges in page make-up, particularly the effective handling of story continuations and late-breaking news. This comprehensive investigation into page craftsmanship offers valuable insights for journalists, editors, and media professionals seeking to enhance the visual and communicative aspects of newspaper presentation.

#### **KEYWORDS:**

Journalism, Layout, Media Aesthetics, News Presentation, Page Elements.

#### **INTRODUCTION**

A newspaper's reputation and stability are not just based on how much news and good stories it has, but also on how it looks and how it presents the information. It needs to have a nice appearance and be attractive overall. The reader will like how the pages are organized and how the news is arranged. They will be even happier if they can easily find the news they want to read without having to search for it. Having nice makeup is really important for a newspaper to be sold and read by a lot of people. The newspaper's pages are like its store windows. Good stories and pictures need to be presented well in the newspaper for people to want to read them. If they are not presented nicely, no one will read them. The page reflects the personality of the newspaper. It doesn't work if it doesn't get the reader's attention. It's worse if it makes a reader go away[1], [2].

#### **Planning the layout of a page**

Bringing focus to a story by showing it. Catching the reader's interest by sharing a story in an unexpected way. Assisting the reader in finding and reading what they like. News should be organized in an easy-to-read way. When the news is organized well, it is easy for the reader to go through the newspaper. He will know where all the stories begin and if needed, he will continue the story in another part of the newspaper. He should be able to easily tell which stories are important and which are not. He should easily find any news or feature that he is interested in with little effort. The main purpose of a page is to rate and organize the news. The paper wants to tell readers about the most important news of the day. A food page layout that features the most important story and organizes all the stories on each page. It compares



them to each other on a specific day and also to other stories from different days. A famous journalist once said that newspapers are always changing with their big headlines, italicized words, boxes, underlines, and kickers to make today's news stand out from yesterday's. Readers may not realize it, but newspapers are always full of new ideas and designs. Grading the news helps readers quickly find stories they like and skip the ones they don't. In the western countries, there are two types of newspapers: popular and classy. The popular newspapers stand out because they have big eye-catching headlines, wide banners across the page, and lots of different-sized photos, boxes, and unique fonts to draw attention to the main story. These documents think this is their most successful way of selling. The student newspapers think that their readers want a true and real story without any changes, and they believe this is the best way to make the newspaper. They think that focusing too much on one thing can make everything else seem less important. Using it too often can make it hard to show just how important something really is. Most people might not realize it, but a paper that is not balanced well can bother them a little bit. In India, there are no popular newspapers like the ones we talked about before. Instead, our newspapers are more similar to what are called class newspapers. Most Indian readers like newspapers that organize news into clear sections and groups. The grouping can be based on subjects or where people live. The skilled News Editor will use the way readers usually do things to their advantage. Certainly he will help to teach readers certain habits. The reader needs to link certain things with certain types of layout. For example, he will find out that the biggest and most important headline on the first page is for the top story of the day. He will also realize that stories inside boxes are really important. He will know that page one is the most important part of the newspaper and has the best stories of the day[3], [4].

### **Designing a page**

A good page design should be balanced, have contrasting elements, be in proportion, and have unity. Balance means having an equal amount on both sides. This means a page should have a good balance and not be too heavy in one area and too light in another. Many people don't know if a page is balanced or not. They don't know about art design, but they do notice that one page is more appealing to read than the others. The goal of good design is to make each page feel balanced. The reader looks more at the darker parts of the page and ignores the lighter parts, which creates an imbalance. If every story on a page is important, it's harder to read a page that is not balanced. The aim is to spread out all the important stories on the page in a way that looks nice. The content of the news should decide how it is presented, instead of trying to fit it into a predetermined layout.

### **Make-up**

Make-up means putting together a page with stories and pictures until there is no space left. You need to look at the whole finished page. You can't just choose the top headlines and let the rest of the stories go in order. If the page is not well organized, it might become a messy and hard to read. You should try to have a mix of different things and make sure they are all in the right amounts. A paper with different types of things. However, if there are lots of big headlines at the bottom of the page, it would be unbalanced. The usual rule is to have strong headlines in the middle of the newspaper where it is folded for sale and delivery. Having big titles for short stories down the page is not fair and takes up too much space. The main headline at the top of the page should be slightly less bold. It's a good idea to have two or three stories with big headlines lower on the page, or three or four strong headlines in a single column. That will be enough to bring the forgotten part of the page back to life. It's not right to have the text on the page smaller than the main headline. One helpful tip is to "anchor" a page by using a three-column headline at the bottom with a short story or small picture. A

page can be considered good or bad based on how well it uses contrast, proportion, and unity. Contrast is when you use different things on a page that are very different from each other. One headline could be smaller and lighter compared to another bigger one. The page looks lively and interesting because there is something different from the others. Contrast keeps art from being boring. It prevents a page from turning grey, which happens when there is too much text and too many light headings[5], [6].

Think about the right size for pictures, headlines, and how the page is divided when planning. Make-up men often try to fit news into columns, but they don't always do it well. Nothing on a page should have square dimensions, whether it's a story, picture, or a box. The idea of unity is about making a page design that gives off one clear impression instead of many different ones. The page will look like it belongs together if each story on it contributes a lot to how the page looks. A page without design looks like a jumbled collection of stories, each one trying to grab the reader's attention. It doesn't look organized or consistent. The news editor makes sure that all the parts of the page look good together. They think about the whole page's design while working on any section of it. Each story needs to be compared visually to all the other stories to see how they will fit on the page.

When designing a page, the News Editor or Night Editor uses a dummy page to try out their ideas. They sketch the page on a sheet of paper the same size as the newspaper page to decide how it should look. The most important things are put at the top. Less important things are put next to or under the main thing. Then we keep adding things downwards until we run out of space. The dummy is like a plan for the newspaper. It tells the person who puts the newspaper together where to put each story, how big it should be, and what shape it should be. The News Editor or the Night Editor needs to make sure that the draft is easy to understand, correct, and to the point. The writing should be neat and well-organized, so that the newspaper staff can easily put the words on the page without getting mixed up. It shouldn't be a messy pile of writing like it often is in newspaper offices. The person in charge of doing make-up should not have to waste time trying to figure out how to use the dummy, especially when they are really busy. Making a dummy helps the News Editor Move stories around and give new instructions to the press based on later news. The last model is sent to the press, and then they start making the real page based on it.

A page dummy is a drawing that shows a design. One writer says that make-up is about putting different parts together to create a design. Design means the way something looks or is put together. It's not finished until the whole page is filled. In Indian newsrooms, the News Editor or Night Editor often doesn't fully understand how stressful it is to meet a deadline. They sometimes decide on headlines for stories and choose pictures without thinking about how it will all fit on the page. Even if he has an idea of how the page will look, it might turn out different because he couldn't find stories of the right size to fit the page as he wanted. Actually, putting news stories on a page is similar to putting together a puzzle, but with a puzzle, you know what the final picture will be. The way the page looks can be unpredictable and sometimes not nice to look at.

Make-up looks better in magazines because the people who make the ads can decide how the page looks. There can be empty spaces after a dummy is made because not all stories fit perfectly. Two ways are used to fill empty spaces. If there is enough space, you can use fillers. We need to make sure we have enough fillers for each day. If the area is not very big, it is filled with leading. The first paragraphs are at the top of the column and then the rest of the column is filled from there. However, leadership is only possible when hot type is used. It's hard to add spaces between the lines in a paragraph once it's been typed out.

When creating pages, it's important to be flexible with the design so that there's room for stories that might come in late. The page should be designed so that one or two stories can be changed at the last minute to include important new stories. Making a comment on a page should be done as quickly as possible. We need to plan the pages in a way that can handle unexpected things. So, the design should be simple and flexible to adapt to any changes [7], [8].

## DISCUSSION

To make pages look nice, the shapes of the stories must be nice too. Choosing the right shape for a story involves thinking about it from different perspectives. The most important thing is to make sure the page is not just facing one way. If there are too many tall stories that make the reader's eyes go down, the page will look old and not attractive. To avoid this, you need to wear makeup that goes sideways. In a horizontal layout, stories continue across three or more columns that are next to each other, and the stories are shaped horizontally. But a page with only horizontal stories can be just as bad as one with only vertical stories. The most attractive page is one that has a good mix of both. Another thing to think about in make-up is the shape of your face. The nicest page has a good mix of both things. Another thing to think about in make-up is not to use strange-shaped brushes. One story might look like an upside-down L. This is done by using a headline that is split into two or three columns above a story that is just one column. When you put more than one upside-down L-shaped story on a page, it can make the design look too complicated.

If you put a picture on a page, it should be in a big and important spot. It has to be large. It will be the most interesting thing on the page. It will also help to keep headlines apart from each other. If there is no photo, we can use a box instead. Under the picture, there can be a big title typed in a smaller space than the picture. It is a great spot to put a large, eye-catching headline in three parts. If the picture is spread out over four columns, the caption can go across one column and a three-column headline can be used to go with the picture, or it can be a two-column headline and a single-column headline with a different design. We need to work hard to make things uneven. Avoid using boxed effects. It's a good idea to use one or two double columns to make the fold stronger. It's a good idea to use a three column headline at the bottom of the page to keep things organized. It's good to put short stories on the page with big headlines in different sizes like 12, 14, or 18 points. It's better to have more short articles that have less than five paragraphs. They cut long paragraphs into smaller ones and add more information. To have more different stories on the page, we should not repeat the main stories. It is very important to make sure that each story has only one or two plot twists[9], [10].

### Issue with page design

A big problem in designing a page is figuring out what to do with stories that are too long to fit in one column or page. One Indian newspaper called the Hindu has fixed the problem by not splitting or skipping stories at all. Each story on the first page is carefully edited and arranged so that it does not continue onto the next page. Similar stories and extra information are continued on a different page, and there is a reference to them under the main story on the first page. Other Indian newspapers also have the same problem. It is suggested that the best way for them is to put a story under a headline. Using a bad make-up technique by adding a story within another story is not a good idea because the reader might have trouble finding where the story continues. One writer found that stories that go from one page to another lose a lot of readers for the newspaper. When this happens, the News Editor has two problems: 1) making it easy to find the next part of the news on a page, and 2) keeping the design

consistent with the rest of the newspaper. The first problem can be fixed by making the headlines bigger and putting a border around them. However, if the font size or style is too big, it can make the page look unattractive. Alternatively, if it's not dark enough, readers might not see the headline. For the second problem, we can solve it by making sure that the number of lines and the sizes of the letters used for jump headlines are the same as if the jumped part were its own story.

Boxes are used on a page to show the design. Using "one" on every page would make the page more interesting. Boxes should usually be at least two columns wide and preferably longer, so they can have a big impact. The single column box is a common feature in Indian newspapers and it works well. The way boxes are placed on a page is determined by how big and heavy other things on the page are. When other headlines are big and bold, a boxed story should be placed on the opposite side to make the page look balanced. Usually, a box appears nice at the bottom of the page. Sometimes it can replace the number one story.

### **Modern Design**

Modern design no longer uses the columns that were once a common feature in newspapers. The goal is to add more light to the page and make it look neater. Column lines, even though they divided the columns, made the page look empty. Removing them and adding spaces will make the page look nicer for the reader. Another way to have more empty space on a page is by using fewer columns. Only a few Indian newspapers have started using this method. The only one that is different is the Hindu, which has changed the number of columns from eight to six. This means there is now more space between columns than before. Another benefit of reducing the number of columns is that it makes the text easier to read because the lines are longer.[11], [12]

Now we have to go back to the sub-editors' desk and find out about the final version of the writing that is sent to the press to be put together. What makes a good copy? A good copy is one that is neatly typed on a paper with a lot of space and margins on one side of the page. Each sentence or group of sentences stays on one page and does not continue onto the next page. This will help us save time in the composing room and also reduce the chances of making mistakes. Every finished copy needs to have the word "End" at the end so the printing press knows it's finished and there is no more to print.

The instructions are for reporters and sub editors who rewrite and type correspondents' stories. A news editor or chief sub-editor should know how to use different fonts and sizes to make the newspaper easier and quicker for people to read. The type of font used on a newspaper page is important, and so are the pictures and how the page is designed to get people's attention. If you don't use type correctly, it may make reading harder. Using different types of fonts and styles can affect how people read and understand information. For instance, a sub-editor must pick a font for a specific headline. He needs to choose a specific style of font from a group with many different options. He also needs to choose how big and heavy the letters should be, how wide the letters should be, how long the lines should be, how much space should be between the lines, and what style the headline should be in. We need to make these decisions fast because we don't have much time to think about them every day. The headlines are easy or hard to understand depending on how the decisions are related and if they are the best choices. Type is a machine that prints words on newspaper pages fast. The car can't replace talking to people, but it can help. Lettering should not be distracting. The rule is that a font should not be the focus, the message should be. If the font is too attention-grabbing, it's not a good choice. Big, unusual, or arranged differently type gets noticed. In these situations, the font takes away the reader's focus from the main idea.

Most typefaces are sized in units called points. A point is a measurement used by printers that is about half an inch. Twelve points are the same as one pica, and six picas are the same as one inch. Type can be measured in picas or inches, but usually, it's just identified by its point size. Choosing easy-to-read and fast-to-read typefaces is what makes good typography. Easy-to-read fonts make people want to read more because they are easier to understand. Commonly used fonts are the easiest to read.

At the end of making the pages, the Night Editor or chief sub-editor or sub-editor goes to the press-room to make any final changes to the pages before they are printed. The stone is where the steel pages are checked by the night editors before being sent to the casting room. The stone editor spends a lot of time cutting and shaping metal to make the page look like the intended layout. The poor cuts slow down work, ruin the story and make the page look bad. Before the last metal plate is made and the big rotary presses start running, the Night Editor must be ready to change the main news page to add an important story that just came in. This can be done quickly by changing the order of stories, removing some, making others shorter, and adding new ones. Being a Night Editor is a tough job and how they handle a last-minute news story can make or break their reputation.

The careful sub-editor will be ready to make any changes needed, and will also mark any optional changes that could be made while checking the proofs. If the sub-editor needs to shorten a story, they may have to read the whole story and the headings. The sub-editor should not delete the last paragraphs in order to save time, even though it may seem like a quick fix. Sometimes they do, but the paragraphs can also be important because they might answer basic questions like who, what, where, and when. The stone editor needs to make a smooth and straight cut without having to reset anything. He needs to make a clear mark and show the evidence to the person in charge of the make-up. He should not hesitate to use a pen to confirm it. The final step before the pages are finished is to check the page proofs. This is an important part of the sub-editor's job, and some of the biggest mistakes are only noticeable when looking at the page proofs. The sub-editor will carefully check the page for any mistakes and errors because this is their final opportunity to fix them and protect the newspaper's reputation.

English newspapers in India have been getting worse in their language and style. There are many ways that Indian journalists write in English, and here are just three examples. A country's foreign relations have many parts that need to come together to make a clear policy that serves its best interests. To follow the rules of how countries should act, leaders need to be flexible and creative. This will help them avoid getting stuck with limited choices without realizing it. You don't have to give in to doing bad things or give up your beliefs to appear reasonable or negotiate better. As long as diplomats can tell the difference between what is realistic and what is wanted in a bad situation, they can still do a good job. Policy makers need to know exactly what they want to accomplish in a certain situation before they can take the right steps to make it happen.

A report to the Hindu from its correspondent in New Delhi: If the Congress and Janata party's understand that having 50 members in a 222-member house is important, they could still accomplish something in the Assembly session if they work together. Both parties will have to use their political skills to move past the embarrassment of the session's main issue being undermined. In the sixth plan, they included a new investment planning part in the model. They also created a separate part for employment and combined the medium-term model with the 15-year plan. This was all mentioned in the technical note. Language means the words and sounds people use to communicate with each other.



One is reminded of the unclear language that Alistair Cooke called "muddy language," which seems to be common in the media and everyday talk. "He said that no one breaks into houses anymore. A kid I know had their stuff stolen by a burglar. None of the leaders we mentioned have met or had any conflicts. They were in a fight. One person mentioned 'interface' and 'feedback'. People were either loyal or isolated. Young people are using different language than older people. This might be because of the rapid growth of technology in the last 20 years, the use of technical words from math and computers in everyday conversation, and the increased importance of words from sociology and psychology. Many scary words that students, politicians, and advertisers use are hard for regular people to understand, like "input", "orientation", and "parameter". A parameter is an example of a quantity that stays the same in one situation, but can change in different situations. Politicians and talk show hosts use it to simply mean limit or boundary. It's not surprising that people say there's a problem with communication when they use fancy words like "communicate" and "verbalized" instead of just talking.

Many Indian newspapers are not using grammar, idioms, and phrases correctly. They try to use different types of English, like Queen's English and American English, in addition to their own Indian English. Walter Lippmann, who cared a lot about correct grammar in news articles, once criticized a writer for using the phrase "not as easy as it looks. He supposedly said, "Don't you know that after the word 'not,' the right word is 'so' and not 'as'. Lippmann was very particular about the way things were written, not because he cared about grammar, but because he cared about using the right words in the right way. Lippmann said that experiences that can't be put into words won't be remembered for long by many people. He said that without words to clearly explain ideas, the ideas will start to become unclear. He showed he was a good journalist by saying, "When I heard the verbs being used correctly and the pronouns having clear references, I realized you could replace Anderson." Lippmann said this to a new journalist who wanted to work with him. He liked men who could write and think clearly, not those with fancy writing styles. "I don't think it's important to be a great writer," he wrote. "I value clarity, being concise, and getting straight to the point.

### **Brevity is the soul of wit**

Indian newspapers' stories don't have clear, short, and accurate writing. They are over-the-top, exaggerated, shallow, wordy, and confusing. They are filled with overused phrases and often boring and not motivating. Here is an example of overused writing that describes how an audience reacts to a politician speaking. "They know they are with a man who gets to the point, doesn't waste time, and is serious about his beliefs. This speaker is someone we really like. He is practical and sensible. He understands the situation.

It's a common saying if the words are spoken in a sincere way and with an understanding of what they really mean. It's only a cliché when it's said without really meaning it, even though the person saying it may act like they're saying something important. Journalism is not the same as literature, even if it's written quickly. But some journalism is very well-written. People like to read well-written articles that are sometimes found in big newspapers. An experienced person in the field said that using lots of words to say very little is a clear sign of being average. A smart person can say a lot with just a few words. The reporter who knows a lot of big words needs to know when to use them carefully. The more words he knows, the easier it will be for him to choose the right ones to use. He can only learn which one to choose by practicing, thinking a lot, and comparing them. Being quick and to the point is important when writing for the news, but making sure your writing is easy to understand and engaging is also valuable. Another American reporter has stated that using good language by itself will not save humanity. Understanding what lies behind names will help us to



understand how the world is organized. Speaking clearly and using good words will help us to talk to each other about the things around us, instead of speaking in a way that is hard to understand. The Guardian's main job is to report the news in a respectful way using the English language.

Indian journalists sometimes forget that some words have different meanings in Britain and America when using English words and expressions. People often forget the difference between Queen's English and American English, and this can cause big problems in news stories or articles. Additionally, some words have taken on new meanings that are not in the dictionary and are commonly used in newspapers. One of them is 'currently'. Usually, the word meant "soon" or "in a little while". Currently, it means 'right now' or 'at this moment,' like in this sentence: Right now, she is a waitress. Another word in this category is 'hopefully' which has a different meaning now. The word 'hopefully' is used to mean 'expecting or wishing for something' in the sentence: The beggar looked hopefully at the leaving customers. Today, the most common way to say it is: I hope someone will give the beggar some food. This means that another person is doing the hoping. This means someone wants something to happen, or we want something to happen, or it is wanted.

### **Struggling with spelling and grammar**

A writer says that newspapers today are having problems with spelling and grammar. New recruits need to learn basic grammar and spelling rules if they don't already know them. Lack of skills can make a new person not qualify very fast. A newspaper must be careful with the words it uses. It needs to share news, opinions, and ideas with a lot of people as quickly and well as it can. It is important to use proper English in writing so that readers will respect it. Using messy and careless language might not stop 50,000 people from buying a book or seeing a play, but if it goes on for too long, it could really hurt the reputation of a newspaper or news organization. All journalism must use proper grammar. Using the right words makes facts clearer. Style means the way something is designed or arranged. It's the overall look and feel of something, like clothing, furniture, or artwork.

Every newspaper in India and most major news agencies have a style book, which is very important for their work. An expert on journalism says that even though writers often complain about style books, they are actually important and helpful guides for writing. If it wasn't there, people would have to make it up. Reporters and writers would argue a lot with sub-editors. Style books are rules set by newspapers and news agencies for their workers to follow. Reading good books on writing can help make the news look better. A previous editor of the New York Times wrote about the style book. The purpose is to keep the language from being lowered. For example, to keep separate the meanings of "imply" and "infer" and not use trendy new words like "host" and "author". Also, to avoid using old and overused phrases, to not use informal language in the wrong places, but it's okay to use it in the right places.

The style book is an important tool for journalists because it lists all the rules they need to follow. The Associated Press says that the way words are printed should be correct, the same all the time, and look nice. It should also follow the rules of grammar. The English language is always changing and moving. Due to the always-changing use, no collection can be called permanent. No book is perfect or has all the wisdom and knowledge of history. No book about fashion can replace the effort, skills, and talent that make a professional reporter or editor stand out. It cannot help decide the most important points in a story or give advice on how to present or organize news. Writing for the news has become less strict for this generation, according to a writer. It will probably be even more relaxed in the future. He says

that it's important to write news reports in a way that sounds like natural speech, no matter where they will be published. The informal news account that connects the public and the newspaper is really good at making people feel like they are having a conversation, and it can be very effective.

Here's the advice for reporters and editors at the Associated Press: "Try not to use words that aren't commonly used in everyday conversation. Don't forget that the AP doesn't aim to make people's vocabulary bigger. If you have to use a word that some people might not know, then explain it. This can be added at the bottom of the page: It's important for words to be easy to understand for readers, no matter if they're short or long. Many newspapers, including Indian ones, often use adjectives and adverbs incorrectly. Now let's think about these and other mistakes in how we write and speak. Let's start with describing words. Adjectives can be tricky, so use them carefully. Georges Clemenceau, a French leader, once said to a reporter: "When you write a sentence, use a noun, a verb, and a compliment. If you want to describe something, you have to ask me first. People sometimes confuse the flat adverb with an adjective. The phrase "go slow" is used correctly, because "slow" is an adverb that does not change its form. But if you say, 'He drove carefully', you will be clearly wrong because carefully is an adjective that describes how he drove. Adverbs change verbs and adjectives change nouns. So, if the word describes the subject, it's an adjective. If it describes the action, it's an adverb.

People don't always follow the rule about using the right pronoun for the word it refers to. A noun or something that means the same as a noun, like a word, group of words, or part of a sentence, is called by a personal or relative pronoun. The word 'it' can often be a sign that there is a mistake in the writing. Always check the thing that comes before. The reporter and the sub-editor also have a hard time with using articles. Many people think that you can leave out the word "the" in a lot of sentences. The result is that people are now writing in a short and fast way, where words like 'the', 'a' and 'an' are left out. This is not right. Articles are really important in English. They help to make sentences and tell a story in the right way. Indian reporters and sub-editors often ignore the articles in newspapers. Different newspapers and countries use different rules for these words. When you leave out some words in a sentence, it's called an ellipsis. Sometimes you can leave out a word in a sentence if the meaning is clear without it. The word you put in must have the same grammar as the word it goes with. If you say, 'one person died and another got hurt', that is right. The correct way to say it is "One person was killed and 12 others were injured" instead of "one person was killed and 12 injured.

### **Rewrite this in simple words: Number**

Many news stories have mistaken where the subject and verb don't match in number. It's common for people to use the wrong verb form when there's something in the sentence that makes it confusing. For example, it is incorrect to say: 'Some of their silver and money were taken. The noun "Part" is the subject of the sentence and it needs a singular verb. The sentence should have said: 'The captain and his men were not seen. 'But when you add words like "in addition to" or "together with" to a subject, the verb still needs to match the subject. So it stays singular in a sentence like: The sergeant together with his companions was injured.

## **CONCLUSION**

The pivotal role that meticulous and thoughtful design plays in shaping the success and impact of a newspaper. Through an in-depth examination of page planning, design principles, and make-up techniques, the study reveals the artistry and strategy behind effective news presentation. The evolving landscape of modern design, marked by the reduction of column

rules and a focus on white space, is explored for its influence on readability and visual appeal. The analysis also delves into the challenges faced in page make-up, particularly in managing story continuations and responding to late-breaking news. The importance of the Night Editor's skilled handling on the stone, making last-minute adjustments to accommodate crucial updates, is highlighted. The study emphasizes the need for flexibility in design, enabling quick responses to unforeseen developments while maintaining a cohesive and visually pleasing layout. Ultimately, this comprehensive exploration offers valuable insights for journalists, editors, and media professionals aiming to enhance the craftsmanship of news presentation. Recognizing the newspaper page as a dynamic canvas, the study advocates for a balance between tradition and innovation, ensuring that the art of page craftsmanship continues to captivate and inform readers in an ever-evolving media landscape.

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## CHAPTER 9

### LANGUAGE RULES IN JOURNALISM: FROM ENDING SENTENCES TO PERFECT CAPTIONS

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#### ABSTRACT:

The intricacies of language rules in journalism, addressing various grammatical nuances that impact the craft. From the evolution of traditional prohibitions, such as ending sentences with prepositions, to the contemporary acceptance of tense variations, the study navigates the dynamic landscape of journalistic language. Notable considerations include the often-overlooked rules surrounding split infinitives, the distinctions between 'that' and 'which' in clauses, and the nuanced usage of 'shall' and 'will'. The investigation also scrutinizes the proper application of 'who' and 'whom' in journalistic contexts. Beyond grammar, the study emphasizes the pitfalls of journalistic jargon, urging writers to eschew tired expressions that dull the impact of news stories. A critical examination of photography in journalism reveals the importance of impactful pictures and the art of picture editing. The exploration concludes with insights into crafting compelling captions, emphasizing their role in enhancing reader engagement. This study serves as a valuable resource for journalists seeking to refine their language skills and elevate the overall quality of news presentation.

#### KEYWORDS:

Editing, Grammar, Journalism, Language Rules, News Writing, Precision.

#### INTRODUCTION

Once, people thought it was wrong to use a preposition at the end of a sentence. Nowadays, some places have loosened the rule, but journalists still need a good reason to break it. We should use common sense to figure out which tenses to use in a sentence. The journalist never figured out how to use tenses correctly because it's very complicated. Using different tenses together is now okay in journalism. It is important to follow some basic rules. The most important thing to remember is that the tenses in a sentence should match and make sense. Then he must consider how much the reader is suffering. A split infinitive is when a word or words is inserted between "to" and the verb in an infinitive phrase, like "to really run" instead of "to run really. The general rule is that the journalist should have a good reason to separate the two parts of an infinitive. Unfortunately, most Indian newspapers do not follow this rule regularly[1], [2].

These two words often confuse reporters and editors. Here's the rule: Use "which" if the clause can be left out without changing the meaning or if it could be put in parentheses. Use "that" in other cases. One example is the Cooum river in Madras which has dirty and muddy water. Please write this text in simpler words. When you write "The river flows across Madras is the Cooum", you must use the word 'that' to introduce the clause. To say it again: 'That' introduces a part that limits or defines something; 'which' introduces a part that does not define something. Another rule that journalism often ignores is when to use 'shall' and 'will'. We use 'shall' when talking about ourselves and 'will' when talking about others to show what will happen in the future. The order is changed when someone shows

determination, authority, a promise, or a duty. These words are on the list of mistakes that journalists can make. Smith is the man who helped us fix the car. Srinivasan was the only candidate that the committee thought the voters would like. Here is a sentence with the correct use of 'whom' as the person who is doing the action of a verb. Smith is currently in possession of a substantial amount of wealth, and has the financial means to make significant investments in various industries. He is a prominent figure in the business world and has a strong influence in the market due to his financial resources. Srinivasan was the candidate that the committee liked the most. To make it easier, you can change the sentence and use "he" or "him" instead of "who" or "whom". The committee thinks he will be approved. This is about the pronoun 'who'.

Indian reporters need to make a special effort to avoid using complicated language in their reporting. It can make news become old. It can make certain stories less exciting, like when a ship that has an accident slowly makes its way to the port. When cars, trains, or planes hit each other, it's always called a "crash. When more people die in an accident or disaster, people say "the number of deaths is rising. Not many writers can be original as much as they want to be. No one should use overused words and phrases and sound like a journalist[3], [4].

### **Tired Expressions**

An American writer has made a list of overused phrases in newspapers. Indian journalism students will find these phrases familiar because they often see them in their newspapers. Using a test to figure out if something works; put his name on; someone who helps; police who are paying attention; said to have happened; average; fancy dinner; started on; spending less money; very angry; very hot; fight with a lot of people; plan; big announcement that shocks everyone; meeting to give out information; very mean; really bad thing to do; caught the attention of; having a special charm; people who know a lot; argument; thing people argue about; very important times; very heavy problem; brave; very bad; most importantly; rules; figure out together; very serious; very tough; fight that gets really angry; made something stand out; had a party for; making happen; in case; clapping while standing up; help someone feel better; killing someone for no good reason; said to be looking into; police were called; fancy and expensive; most people agree; very important event; amazing; understanding how important something is; big changes that affect a lot of people; meeting with very important people; most important thing; very sad accident; judging how valuable something is; fighting started suddenly; smiling a lot; very big explosion; way to measure something; coming soon. There are some words and phrases in Indian newspapers that could be made better or left out.

There are not many pictures in Indian newspapers. The pictures that do show up in them, 15 days in a month or even less often are all the same and not interesting. You need to wait for a big train, plane, or bus accident to get lucky and see really good pictures. But not all accidents are photographed because the photographers may not be able to get there in time. There aren't a lot of companies that provide pictures in the country, and most of them don't have much of an impact on the reader when they see them in the newspaper. Most of the news pictures in daily newspapers are of important people coming and going from New Delhi, the capital city of India. They are not usually about accidents or natural disasters. These airport pictures are not as exciting for readers anymore because they are seen so often.

### **DISCUSSION**

All the big newspapers have photographers who take pictures at local events and provide photos for the stories in the paper and magazines. They also have agreements with foreign agencies to get pictures from other countries. But in one month, you can count the number of



foreign pictures published in an Indian newspaper on one hand. Many newspapers don't have a picture editor because there isn't a lot of work for them to do. In most cases, the News Editor also handles pictures along with their other responsibilities. A book about a newspaper's newsroom needs to include pictures, as they are an important part of newspapers all over the world[5], [6].

A photo can show a story that words can't. Even people who can't read words can still understand a picture. A good picture can show what life is like. It can make you laugh, feel sad, and express strong emotions better than words can. Indian newspapers don't have enough interesting pictures of people. There are too many politicians and officials. A writer thinks they should be in the legislative building instead. Most of these pictures look like the important people are standing in front of a group of people with guns. One writer is angry and says that the news or picture editor who lets photographers take and publish these kinds of pictures should be punished. He says: "Instead of showing politicians in formal settings, let's try to capture a more natural moment, like them laughing over coffee at a reception.

In the old days, most pictures in newspapers were not very active and showed people being shot. During that time, people really wanted to see their pictures in the newspapers, as well as pictures of their friends or favorite leaders. If a boy did well in a test to work for the government, his picture was put in the newspaper, and his parents and friends were happy. If a man went to another country, his picture was also put in the newspaper because it showed he had a high status. Pictures of people at conferences and meetings were often in the newspapers, and this helped to sell more copies. A good news picture should show something happening and should have a strong effect. It needs to share a story. A smart photographer can take a lively picture at a regular event like a yearly dinner. The best picture is life happening. It takes a picture of something that appears and then disappears quickly. A 'firing squad' picture is a bad picture that can't be fixed. In the best news picture, the person doesn't know the camera is there.

Images are important for making newspaper pages look good. A page with shaded blocks is always a better page. When you use bold black and white lines in cartoons, maps, or diagrams, it helps make the newspaper look better. Ideally, the picture should be combined with stories. They can make words more colorful and express feelings. Local stories should have pictures to make them better. The people who edit the stories should be ready to reduce the amount of writing to make room for the pictures[7], [8].

The value of a picture depends on how interesting it is, how well it is put together, and how good the copy or print is. A tiny bad picture should be turned down because it will look even worse when it's made bigger. The Picture Editor tries to make the pictures look as good as possible, even if the people in the pictures may not like how they look. He has to choose how many people should be in the picture, how much of each person to show, and what background is necessary. The Picture Editor decides if a picture is good or not, like how other editors decide if a local or agency news story is good. Does the picture show everything or just some of it? Does it change the truth or try to influence opinion. A former editor of the Washington Post once said that the camera can be a sneaky liar. A picture can be eye-catching and tell a story. If it gives the wrong idea, it's best not to share it.

The News Editor needs to find a good picture that looks great in the newspaper. We need a clear picture with lots of small details. The image or picture needs to be very clear and show a complete range of colors and shades. The picture doesn't look as clear after it's made into a block. If it's technically good, it will clearly show its black, white, and grey colors. Look for differences in colors, lightness, and darkness in the picture. You should be careful with



pictures that look grey. When a picture is important for the news but is not the right size or quality, the Picture Editor has to cut out the best part and make it bigger for the newspaper. This helps make a bad picture look better. In such cases, there is one important rule that you should always remember. "If a picture is really good, it should be shown in a big size. " If it's a regular picture, it needs to be displayed in a big size. Printing a picture small makes it look bad and hard to see. It must always be used in a large size. The tone of a picture can often be made better by an editing artist. The retouching artist can make things look better by adding more detail and making the dark parts darker. They can also add lines and fill in areas that are supposed to be white but look a little bit off-white. This work requires talent and only a talented artist should be allowed to work on a face because an inexperienced person can make the face look strange. No matter what the picture is about, most of them can look better with some editing. Some may only need a small fix to make the edges look sharper or to remove the plain background. Some plain pictures can look more interesting if you cut them in a smart way to focus on the most important parts.

### **Happy or positive photo news**

The photo taken by the photographer will usually have lots of extra details in it. To make it look good, we need to edit it by removing unnecessary parts to make it more exciting and the right length. Indian newspapers do not edit pictures much. Even though the pictures are large, they are not very clear and sharp. A good picture for the news should be large and clear, showing all the important parts of the story. It can be five columns wide and 12 to 16 inches deep. We usually get pictures that are wider than they are tall. If we think a picture would look better if it was taller than it is wide, we will cut it to make it taller. You can make long and narrow pictures that go across five or six columns in a row. They work well and they are pretty. Pictures with a square shape that can't be cut without ruining them are usually used as two-column or three-column pictures that are 6 inches or 7 inches deep. It's a good idea to make a picture bigger than you think it's worth. Large images can be used to separate headlines and text. Tiny images are annoying. They become confused by the different kinds. The picture that is almost a square can be used in a tall or wide frame. Some Indian newspapers have used the long vertical picture in a good way, but not as much as they should [9], [10].

A photo is a work of art. The writing should make it easy for the reader to understand the picture's message right away. If there are too many things in the picture, the reader's eye keeps moving around trying to find a quiet spot. However, if the picture has a clear main focus, the reader will have a starting point. The Picture Editor's main job is to remove unimportant things to make the picture look better. Some parts of the picture may stand out more than the whole picture. Some people who edit pictures use two L-shaped pieces of cardboard to find interesting points and patterns on the picture. They move the cardboard around to see what looks good. This helps to show them how to grow plants. Cropping the focal point of a picture makes it look balanced and harmonious. Some pictures should be kept as they are and not changed. The main part of a picture could be the background, and it might be changed if it's not cropped well.

You can mark a picture for cutting and making it smaller by using a special blue pencil on the front of the picture. The blue color will not show up in the final picture. Or you can cover the parts you don't want with loose paper. A picture will be made bigger or smaller depending on its width and height, whether it's cropped or in its original form. A simple way to find this proportion is to draw a line from the top left to the bottom right on the back of the picture, then measure the width you want and draw a straight line up from there. The depth of the picture is where it crosses the diagonal line. Or you can draw a line from the top right to the

bottom left corner on the back of the picture. The bottom of the picture is  $d$  wide. Photographs in newspapers are usually made smaller by a certain amount, like one-fifth, one-third, or one-half [11], [12].

The sub-editor sells a news story with a catchy headline, and the Picture Editor tries to attract the reader with a compelling caption for a picture. The goal of the caption is to make the reader feel the same way the photographer intended when looking at the picture. It helps to draw attention to the important parts of the picture. Then he looks at the words underneath the picture to make sure what he saw is right. The caption will give the answers to the questions about who, what, where, when, why, and how, unless some of these are already clear in the picture. The caption explains what the picture is showing. It might show a small but important thing in the picture. It can point out the interesting or funny parts of the picture if they are not obvious. It helps to clear up any confusion and explain things that are not clear in the picture. It also points out what is missing from the picture if needed.

### **Good and Bad Examples of Captions**

A wrong word or phrase under a picture can make it look bad. The best caption is short, to the point, and can be fun or exciting. It's better to write using short sentences in the present tense because it's more active. A caption is a short sentence, not a news article. It goes straight to the point and doesn't repeat the background information. If there is a picture with a story, the caption should only describe what can be seen in the picture. The picture and the story should have the same facts. A caption that only describes what is in the picture is not very good. It needs to add more interesting facts and details. An intense picture needs an intense caption. It should give answers to all the reader's questions and not leave them wondering about anything. Captions are different from other words in the newspaper and they catch the reader's attention. Each word needs to be carefully considered for its impact, emotional tone, fairness, and following the rules of grammar and accepted language.

If you write a caption for a picture without looking at it, you might make mistakes. The person writing the caption should have the smaller picture, not the big one. In a design with multiple pictures and one caption, the person writing the caption would check to make sure the pictures are in the right place. Everyone who can be easily seen in the picture should be named. If someone is hard to find in a crowd and you can't tell who they are, then you don't have to talk about them in the caption. If the person writing the caption sees a negative or an engraving, they should remember that the plate or negative shows the picture in reverse. The people on the left side will show up on the right side in the printed photos.

### **Defining advertising**

In simple words, advertising is when companies pay to promote their ideas, products, and services to the public. The definition has three important words. Advertising is not personalized; it is aimed at a lot of unknown people. Even when letters are sent to a specific person, a computer prepares them and a machine signs them. Secondly, advertising is usually paid for. This makes it different from publicity, which is not usually bought. Companies like Coke and Delta give money to pay for the time and space to advertise their message. Nonprofit organizations, like the Red Cross or the United Way, promote their work without having to spend money on advertising space. TV, newspapers, and magazines show these ads for free to help the public. The sponsor of the ad is always made clear, so people know who is behind the ad. The only time the sponsor might not be obvious is with political ads. This means that TV and radio stations, as well as newspapers, will not show political ads unless the people behind the ad are clearly named.

## CONCLUSION

The complex rules for how journalists tell stories using language. The study shows how language rules in journalism are changing from old-fashioned rules to more modern ones. It's important to find a balance between following rules and being flexible when you communicate. Studying grammar details helps journalists know how to use language better. It's like a compass for them as they write. This study shows the importance of avoiding using complicated language and overused phrases when reporting news. It's better to use clear and powerful words. Analyzing photographs in journalism shows how important pictures are for telling stories. It emphasizes the importance of choosing impactful and thoughtful photos. Moreover, the research looks at how to make captions for photos better. It shows how captions can get people more interested and help them understand what they are looking.

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## CHAPTER 10

### MULTIFACETED FUNCTIONS AND EVOLUTION OF ADVERTISING

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#### **ABSTRACT:**

The multifaceted functions and evolutionary journey of advertising, tracing its roots from ancient Babylon to the dynamic landscape of the 21st century. The narrative unfolds the pivotal roles advertising plays in society, encompassing marketing, education, economics, and social dynamics. The study categorizes advertising based on target audiences, geographic focus, and purpose, shedding light on its diverse forms and applications. A historical perspective highlights advertising's symbiotic relationship with societal changes, technological advancements, and economic shifts. The discussion extends to the organization of the consumer advertising industry, distinguishing between national and retail advertisers, and elucidating the roles of advertising agencies. The intricate dance between advertisers, agencies, and mass media is dissected, emphasizing the strategic considerations in choosing advertising mediums. The narrative culminates in an examination of the internet's transformative impact on advertising, exploring the rise of online advertising and its challenges. This comprehensive analysis offers a panoramic view of advertising's dynamic evolution, its pervasive influence, and its adaptive strategies in an ever-changing global landscape.

#### **KEYWORDS:**

Advertising, Branding, Consumer Behavior, Digital Marketing, Marketing, Media.

#### **INTRODUCTION**

Advertising serves four main purposes in society. First, it helps companies sell their products by advertising them. Selling, promoting, and advertising all help to market a product. Also, advertising teaches people. People find out about new things to buy and use, or changes to things they already know about, by seeing or hearing about them in ads. Third, advertising helps the economy. The chance to advertise lets new competitors join the business world. Competition makes products better and can make prices go down. In addition, advertising connects with a lot of people, which makes it cheaper than reaching out to each person individually. In the end, advertising serves a specific purpose in society. Advertising shows all the things you can buy and do in a free-market society. This helps people work more and have a better life[1], [2].

#### **Different ways to promote things**

Advertising can be split into different categories. One way to divide is to figure out who the product or service is meant for. This is the specific group of people who will be interested in it. There are different groups of people we can focus on, but the main ones are regular people and companies. Consumer advertising is aimed at people who buy things for themselves. For instance, a soup company advertises to adults and kids who are likely to buy soup at the store. Many of the ads that people see are in this group. Business-to-business advertising is for

people who buy things for their job. Advertising for businesses and professionals, as well as farmers, is all part of this group. Most of the focus is on advertising to people who buy things, but we will also briefly look at advertising to other businesses.

Geographic focus is another way to categorize advertising based on where it's targeted. Global advertising is used for products and services that are used worldwide. Coca-Cola and McDonald's advertise in many countries and languages. National advertising means advertising in a lot of areas in the same country. Delta, Wal-Mart, and Sprint place ads on TV and in national magazines to reach customers in many different parts of the US. Global companies also use ads from specific countries. Retail or local advertising is done in a specific area. Local restaurants and car dealerships usually use ads in their area to get customers[3], [4].

Another way to group ads is by what they are trying to achieve. Some ads are for specific things like pizza or car repairs, while others try to make a company look good or change the way people think about something, like when oil companies make ads about trying to lower gas prices. Another difference is between ads that create general interest in a product and ads that aim to persuade people to buy that specific product. A primary demand ad is used to promote a type of product, not a specific brand. The campaign uses famous people with milk on their upper lips to encourage people to drink milk. Individual companies use selective demand ads to sell their specific brand, like a certain brand of milk. Ads can be put into two groups: ones that directly make you do something and ones that indirectly make you do something. A direct action ad usually has a way for the advertiser to see the results quickly, like a toll-free number, coupon, or email address. On the other hand, an indirect action ad helps to make people more aware of a company's brand over time. Advertising is a way to promote products as part of marketing. Marketing is about making and selling things like ideas, products, and services, and also deciding how much they will cost and how to get them to people, and telling people about them. Advertisement is a way to promote a product or service, along with salespeople, promotions, and public relations. Marketing is made up of many parts, and one of those parts is very important, but it is not the only important part [5], [6].

## DISCUSSION

It's hard to know exactly when advertising started, but there are ancient examples that go back thousands of years. Ancient clay tablets from Babylon were found with messages advertising an ointment seller and a shoemaker. In the olden days, the town crier was a big way of advertising in England and other European countries. In recent years, advertising has changed along with society and technology. For example, when Gutenberg invented the printing press with movable type, it allowed for new ways to advertise, such as posters, handbills, and newspaper ads. Actually, the first ad in English was a handbill from around 1480 that announced a prayer book for sale. The person who wrote it was very smart about outdoor ads. They put their ad on church doors all over England. In the late 1600s, many London newspapers had advertisements. Ads came with the first people who came from England. Ben Franklin was one of the first people to make ads. He made them look better by using big words and leaving some empty space on the page. From Franklin's time until the early 19th century, newspaper ads looked like the classified ads we see today.

The Industrial Revolution made big changes in society and in how products were advertised. Producers used new machines to make a lot of their products at once. Mass production needs mass consumption and a big market too. Advertising was a big help in reaching many new people. The effect of more factories and businesses was clearly seen from the end of the Civil



War to the early 1900s. In just over 30 years, the railroad connected the whole country. This made it easier for companies in the East to sell their products in the expanding West. The number of people living in the United States grew twice as big from 1870 to 1900. More people meant more customers for companies that make and sell things. New ways of communication, like the telephone and other machines, made it easier for people to talk and send messages to each other. The amount of things made and sold went up a lot. People had more money to buy new things. The better economy and easier communication made advertising do really well. Magazines were sent all over the country and allowed businesses to advertise across the whole nation. The halftone method made it easier for magazine ads to show products more clearly with photograph [7], [8].

It's not surprising that advertising became more important in marketing, which led to the creation of advertising agencies. These agencies specialize in providing advertising services to their clients. The modern agency can be linked back to Volney B. Palmer from Philadelphia. In 1842, Palmer bought a lot of space in newspapers for cheap and sold it to advertisers for more money. The company who wanted to advertise still made the ad, but Palmer helped them find a place to put it. In the late 1800s, things changed when the N advertising agency started. Wcan you please clarify or provide a more specific question. It is not clear what the text is referring to or what information should be simplified. Yesterday & Son started. Yesterday & Son said they could help make advertisements for their clients. By 1900, the advertising agency became the main place for coming up with creative ideas, and advertising was now considered a real job.

In the 1920s, radio started to be used for advertising. Network broadcasting made radio a good way for big companies to advertise to people everywhere. By 1930, they spent about \$27 million on advertising, and many popular radio shows were made by advertising agencies. The 1929 stock market crash had a very bad impact on the United States. The amount of money spent on advertising went down from \$2. 8 billion in 1929 to \$1. 7 billion in 1935 because the economy was not doing well. It will take 10 years for the industry to get better again. World War II caused many businesses to spend less money on advertising. Some people just changed their ads and told consumers how to make their products last until after the war instead of trying to sell them. Even though people were buying a lot and the economy was doing well, most people felt scared and worried because they thought communists were trying to secretly control the government and change the way we live. This feeling also affected what people thought about ads. After the Korean War, people heard a lot of stories about prisoners being brainwashed and controlled by their captors. Before long, people accused advertising of trying to control people's thoughts and make them buy things by appealing to their hidden desires. A popular book called *The Hidden Persuaders* revealed how advertisers used psychology and analysis to convince people to buy things they didn't actually want or need. This is when people started to learn about subliminal advertising, and it made them even more suspicious of the advertising industry.

During the 1960s, people became less afraid, and advertising became more creative as artists, writers, and TV directors had more say in how ads looked. This change became less popular in the 1970s because the economy was not doing well. So, businesses started selling directly to customers again and focusing on better ways to advertise. Advertising changed a lot in the 1980s and 1990s because of how society and media were different. Cable television brought many new channels and took away advertising money from big TV networks. New ways of advertising with videos started, like infomercials and selling things on TV. Furthermore, better transportation and communication allowed for the creation of large advertising agencies with offices all over the world. Changes in politics in Europe made it easier to sell



things all over the world. Changes in society had an effect too. Ad companies needed to make ads that appealed to a wider range of people from different cultures. Consumers were starting to feel differently about products, and new rules were going to change tobacco ads forever. Alcohol ads also received negative comments. In the 1990s, the Internet became a popular way for companies to advertise and market their products. It grew really fast. In 1994, about \$300,000 was spent on Internet ads. Six years later, the total spent was nearly \$6 billion. It looked like almost every company had a website, and there were a lot of ads for dot-coms on print and TV. A good economy made companies spend more money on advertising. Overall, advertising today looks good, but it needs to deal with changes in society and technology to fit in with the world today.

### **Structure of the consumer advertising business**

Advertising is an important part of how a company promotes its product or service to people. Advertisers can be small businesses like a local bike shop that spends \$4 on an ad in a newspaper, or big companies like Procter & Gamble, which spends over \$2.3 billion on ads every year.

There are two main types of advertisers: national and retail. Big companies sell their stuff to people everywhere in the country. National advertising focuses on promoting the product or service, rather than the location where it is sold. For instance, Coca-Cola wants to sell soda. The company is okay with you buying their product from any store. Retail advertisers are businesses like restaurants, car dealerships, and TV repair shops that only have customers in one city or area. The store wants to get more people to come and shop there. Some companies advertise to people all over the country as well as in specific local areas. Sears and Kmart advertise in many places, but each of their stores uses local ads to show their own sales and deals. Popular chain restaurants like McDonald's and Burger King advertise on TV to reach a wide audience across the country, and their individual stores advertise in local newspapers to attract people in their area[9], [10].

The size of a company determines how they do their advertising. Some companies have a department for making ads. A small store might have one person who does both advertising and other jobs. All advertisers, no matter if they are big or small, need to do a few important things. This involves making a plan for the advertisements and choosing where they will be shown, putting a specific amount of money for the advertising fund, working with other parts of the organization to coordinate the advertising, and if needed, overseeing the work of an outside agency or company that creates the ad. Also, some big companies have teams that make and organize all the ads, buy the space and time to show them, and check if the ads worked well.

The American Association of Advertising Agencies says an agency is a business made up of creative and business people who make and put out ads for sellers who want to find customers for their stuff. Before, advertising companies were in only a few large cities. In recent years, many of the best ad campaigns have been created by agencies, even though that used to be different. Big city agencies are still making the most money overall. In the agency business, big ad agencies have been joining together to make even bigger agencies. Furthermore, the company has expanded internationally, as these large agencies have offices in many different countries. Advertising is seen all around the world, including in the agency business and other forms of media. "Agencies can be put into groups based on the services they provide. Generally, there are three main types: full-service agencies, media buying services, and creative boutiques.

A full-service agency does everything for their clients when it comes to advertising. They plan, make, produce, and put ads in different places. Also, it could offer more marketing services like sales promotions, trade show displays, newsletters, and annual reports. In theory, the client doesn't have to work with any other company to promote its product. A media buying service helps companies buy airtime on radio and TV and then sells it to advertisers and ad agencies. The service helps advertisers buy airtime on different TV stations and make sure their ads are aired as planned. A creative boutique is a company that is really good at making advertisements. Usually, boutiques come up with creative and unique advertising ideas and make new and different ads. A company that uses a creative boutique has to hire another agency to do the planning, buying, and administrative work for advertising. It's not surprising that big ad agencies saw media buying services and small agencies as rivals. As a result, the agencies that provide a wide range of services made their creative and media buying departments better. Before long, the businesses started to feel the impact of the agencies' work. Currently, only a small number of services and stores still work with big national advertisers[11], [12].

First, the agency learns about the product or service and figures out its market characteristics and how it compares to other similar products or services. At the same time, the agency looks into the potential market, how to get the product to customers, and which ways to advertise. The agency then shows the client its findings and suggests an advertising plan in a formal meeting. If the customer says yes, the agency starts doing the work. This step involves creating and making advertisements, purchasing time and space in different places to show the ads, sending the ads to the right places, and making sure that the ads are shown as planned. Finally, the agency will work closely with the client's salespeople to make sure they get the most out of the ads.

The final part of the advertising business is the mass media. The media helps a company talk to its customers. There are many ways to advertise, like on the radio, TV, newspapers, magazines, and the internet. There are also less obvious ways, like sending ads in the mail, putting them on billboards, transit cards, stadium scoreboards, and at the place where you buy things. Even the best ad won't work if it's seen by the wrong people. To prevent this disaster from happening, advertisers have really smart media planners who help them decide where and when to put their ads.

Apart from the things we already talked about, advertisers have to think about many other things before they choose which way to advertise. When making a decision, it's important to think about the restrictions that come with using different materials. For instance, with TV, the advertiser can show how the product works. However, TV commercials are brief and cannot show a lot of detailed information. A magazine ad can have lots of colors and information, but it might not get as much attention as a TV ad. In the end, it's hard to decide which media to use for advertising. Online advertising means promoting products or services through the internet. It can be done through websites, social media, or other online platforms.

Online advertising started in 1994 when Hotwired, which is like an online version of the cool wired magazine, made a website with about twelve sponsors who paid for advertising banners all over the site. Since then, many new businesses have started that sell ads, make ads, and keep track of how many people see the ads. Many big companies now use web advertising along with other types of advertising like radio, TV, print, and outdoor. Also, the increase in dot-com Internet companies has led to more web advertising. It's not shocking that companies use the internet to advertise online. A new study found that over 70% of online advertising comes from other internet companies. The increase in online companies advertising has helped traditional media make more money. Here are some examples: From 1998 to 1999,

online companies spent a lot more money on advertising for TV, outdoor media, cable TV and magazines. For example, they spent 900 percent more on network TV ads, 500 percent more on outdoor ads, 300 percent more on cable TV ads, and 200 percent more on magazine ads. Spending on advertising for businesses online increased too.

Even though web advertising is growing, it still doesn't make as much money as other types of advertising. Industry experts have different opinions about how much money is spent on online advertising. In 1999, the Internet only made up about 2 percent of all advertising spending, which was around \$5 billion. To give you an idea of how big this number is, General Motors spent about \$3 billion on advertising in traditional media that year. Despite this, everyone thinks that Internet advertising will become more important. The company Jupiter Communications predicts that the money made from advertising on the Internet should reach almost \$9 billion by the year 2002.

In addition, businesses are figuring out how to make the most of online advertisements. Some companies let advertisers pay to put their ads on many different websites, kind of like how they pay to have their ads played on radio or TV sells advertising space on many websites and helps connect those websites with companies who want to advertise, like General Motors and Visa. Other companies like Digital City have made websites for cities on the internet to try and get some of the money from ads.

Online advertising is not always good. Ad companies are starting to question if online banner ads really work. Only a very small number of people click on banner ads, and even fewer buy something from them. This percentage is even lower than the percentage for direct-mail campaigns. Around 2 out of every 100 people usually respond to mail sent directly to them. Advertisers are finding out that getting customers through banner ads costs more than using traditional media. Because of this, a lot of businesses have reduced their spending on online advertising or are asking for lower prices for banner ads. Basically, if internet companies start doing badly, it will be really bad for advertising because they do a lot of it themselves. In early 2000, a lot of big dot-com companies went broke, so less money was spent on Internet ads.

## CONCLUSION

The many different ways advertising has changed and grown over time show an interesting story about how people, societies, and businesses have developed. Advertising has changed a lot from ancient times in Babylon to now with technology and society. The research shows that advertising is very important in marketing, education, economy, and society. It has a big effect on how people buy things and on our culture. Categorizing advertising into different groups helps us understand the many different ways it can be used and who it targets. This includes where it's focused, who it's aimed at, and what its purpose is. The way advertising has been used in the past shows how it relies on and is connected to the growth of industry, improvements in media, and changes in society. Advertising agencies are important in creating and running campaigns and strategies for clients. The complicated relationship between advertisers, agencies, and mass media shows the importance of picking the right way to communicate effectively. The internet is changing the way we advertise. Online platforms are now very important for marketing.

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## CHAPTER 11

### CONSUMER VERSUS BUSINESS-TO-BUSINESS ADVERTISING

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#### ABSTRACT:

The distinctive characteristics, strategies, and considerations that define these two forms of advertising. Consumer advertising targets individuals purchasing products for personal use, employing emotive appeals and mass-oriented tactics. In contrast, B2B advertising caters to businesses seeking products for operational purposes, relying on rational, relationship-driven approaches. The analysis explores the nuances of consumer and B2B advertising by examining target audiences, messaging techniques, and the role of emotional versus rational appeals. It delves into the intricacies of decision-making processes, emphasizing the importance of understanding the distinct needs and motivations of consumers and businesses. The study also sheds light on the diverse media channels utilized in each context, acknowledging the evolving landscape of digital platforms. Furthermore, the research underscores the impact of technological advancements and globalization on both consumer and B2B advertising, highlighting the need for adaptability in the face of changing market dynamics. As the lines between these advertising realms blur in the digital age, marketers face new challenges and opportunities in crafting effective communication strategies.

#### KEYWORDS:

Advertising, B2B (Business-To-Business), Branding, Consumer Behavior, Decision-Making, Marketing, Product Differentiation.

#### INTRODUCTION

There are many different ways to advertise on the Internet. Banner ads are very popular. These are the signs that show up at the top, bottom, or sides of a website or are spread out in the content. Each sign shows a company's logo or catchy saying, and some move to get people's interest. People who visit these websites can learn more about the product and buy it online. Advertisers give money to websites based on how many times people click on their ads. As mentioned before, only a small number of banner ads are ever clicked on. An advertiser can buy banner ads, or they can do a free link exchange. In this agreement, one company gives space for banner ads on its website to another company in exchange for space on the other company's site. A car repair shop might trade website links with a company that sells car parts and an online site that sells used cars. Advertisers can also support chat rooms about their product, as well as using banner ads. A travel company might pay for a room where travelers can share their stories about going on cruises. Advertisers also send emails directly to people to promote their products or services. These are like regular mail ads but sent through email to specific people. Many businesses make and keep special email lists that advertisers can buy. This kind of advertising works really well, but it can have problems because people might think its spam and not like it [1], [2].

Websites that promote a product or company are another way to advertise on the internet. Businesses work hard to create a website that is best for their product. De Beers, a company that sells diamonds, made a website where people can make their own engagement rings by



choosing different diamonds, settings, and side stones. After someone made the ring they wanted, they could send the design to a friend by email. Nike connected its website with its ads that are not online. TV commercials make the viewer feel like they are in the situation right away. "You are running against Marion Jones, who is the fastest woman in the world. There aren't any fancy, high-tech graphics or animations that might make online shopping slower and frustrating for some people.

## **Creating ads**

### **Team and Employees**

Many big companies have their own advertising teams, set up like agencies. There are four big sections. The man was affable and amicable, and he had a very genial personality. The creative team makes the ad. The people in this department come up with ideas for ads, pick the pictures, make drawings, and/or oversee the making of radio and TV commercials. The account services department is in charge of making sure the agency and the client have a good relationship. The advertising agency is a separate organization that helps with advertising. So, it's important to have someone, usually called an account executive, to help the client and the agency communicate and understand each other. The Account Executive needs to make sure the client knows the agency's opinion, while also understanding what the advertiser needs. The AE is usually in the middle and has an important job in the agency. The marketing department helps clients choose the best way to advertise their messages. Usually, this department uses a lot of the information collected by the Audit Bureau of Circulations, Arbitron, Nielsen, Media Metrix, and other audience research services.

This department is also responsible for organizing any sales promotions that are done along with the advertising. These can be things like coupons, free gifts, and other help for stores. In the end, just like any other business, the advertising agency needs a department to handle the daily operations of the agency. This department handles running the office, doing administrative tasks, managing money, hiring and training new workers. The plan to promote a product or service through ads. The easiest way to explain how ads are made is to talk about a national product's advertising campaign. A campaign is when many ads all talk about the same thing and are shown in different places over a period of time. In the beginning, a lot of research is done to find out who will buy the product, what the marketing goal is, how much the product should cost, and how much money should be spent on advertising. During this time, people often talk about where to put words. Positioning means finding a way to make a product or service stand out from others in the market without changing the product itself. For instance, Walt Disney changed its theme parks to make them enjoyable for adults who didn't have kids with them [3], [4].

The Canandaigua Wine Company promoted Arbor Mist as a drink for women as an alternative to beer. For a long time, people thought Red Lobster was a boring restaurant for families. In 2000, a new campaign was started to make the restaurant more appealing to older, wealthier people by using the "Escape to Red Lobster" campaign. The ad showed young people lying in the sun and getting sunburned, and also showed pictures of lobster tails. Sometimes, where you put something doesn't work. Minute Maid orange juice tried to change how people saw it, from just for breakfast to something you can drink any time, but it didn't work. Even though they spent \$18 million on advertising with the message "Not Just for Breakfast Anymore," sales of orange juice didn't go up because people didn't like the change.

Once the product or service is decided, we come up with a main idea for the advertising. Once again, a lot of research is being done to find the right themes. Subway Restaurants



started a new campaign called "Gotta Have It Taste" to attract young customers who care more about the food tasting good than it being low-fat. Studies found that not a lot of families like to go to baseball games for fun. Major League Baseball started a campaign called "The First-Choice Destination for Family Entertainment" that showed parents and kids having fun at the baseball stadium. The next step is turning the idea into ads for newspapers, magazines, and TV or radio. Advertisers want their ads to be different, but still have a similar style so that people will remember and recognize their product. The recent campaign for McDonald's called "We Like to See You Smile" is a good example. Eight different TV ads were made, but all of them had the same slogan about smiling. The US Army used the "Be All That You Can Be" slogan in ads for 11 years before trying out different ones [5], [6].

The ad is made in a similar way to other media content. In newspapers and magazines, the writing, the main title, smaller titles, pictures, and how everything will be arranged are first created in a basic way. The first step is usually a small drawing that we use to try out different ways of arranging the ad. The title may be lowered, the words moved from right to left, and other changes could happen. Next, a basic design is made. It is a drawing that is the same size as the ad. Normally, we make a few different designs, and then we pick the best one to use for the advertisement. Many companies hire outside artists and printing companies to create printed ads and billboards. Radio ads are made in similar ways as old radio shows. A script is made with dialogue, sound effects, and music to create a specific feeling or mood. The commercial is made in a sound studio or recorded at a real place. In both situations, postproduction editing adds special effects, and then a master tape is made for copying and sharing.

The first thing to do when making a TV commercial is to draw a plan of the most important parts of the ad. This is called a storyboard. Usually, storyboards are shown to the client before making the product. If the client doesn't like something or has ideas, we can change the script before making it. Once the drawings for the commercial are okay, then it's time to make it. Many TV ads are made using film. TV commercials cost a lot of money to make. A short TV ad can cost a lot of money, like \$250,000. Special effects, like animation, can make the costs even more expensive. To save money, most of the time making TV ads is spent on planning and practicing. Just like how newspapers and magazines hire people to create their ads, many companies also hire experts to make their TV commercials.

The creative team is making ads for print and TV, while the marketing team is choosing where and when to show them. If the thing is only available at certain times of the year, the ads will be shown on the calendar, just before and during the time when people start buying it. Some products and services need to be advertised consistently all year long. In the final part of the campaign, the ads will start to show up. During and after this phase, we test to see if consumers noticed and remembered the ads. Additionally, we keep a close eye on the sales numbers to see if the campaign helped increase sales like we wanted.

## **DISCUSSION**

Research on advertising happens throughout the entire campaign. It helps agencies and their clients make smart decisions about their plans and actions. Research is done before the campaign starts to help come up with creative ideas. It can come in many different ways [7], [8]. In the next step, we will test the messages that we have created for the campaign. In simple terms, pre-testing checks if people can understand the ads or not. This kind of testing helps to make sure that there are no hidden or misunderstood sexual meanings in the work created by the staff. In another pretest, researchers show fake magazines with the new ad and rough versions of TV ads to see what people think. People are checked to see if they

remember the most important parts of the ad and if their feelings about the product have changed. Some ads are tried out in real markets before they are officially launched. A split-cable transmission can show different ads to different groups of people. The commercials are being compared to see which one was better. A split run of a magazine uses the same plan. Tracking studies look at how well the ads do during or after the campaign. Researchers are looking at how people remember ads, if their opinions about the product or service changed, and if they ended up buying it or using it. Not many people know how advertising agencies make money except for those in the agency and media industry. This will talk about three common ways that people get paid: through media commissions, agency charges, and fees.

In the past, big media companies have given ad agencies 15 percent of the money they spend on ads as a commission. Here's how the commission system works in an easier way. Let's say you have a new product and hired a company to help you sell it. You want to put an advertisement in a specific magazine that costs \$1,000. Your company orders an ad, creates it, and sends it to the magazine. After the ad is shown, the magazine gives the agency a bill for \$1,000. The agency gives this bill to you for you to pay. You give \$1,000 to the agency, and they take out 15 percent for themselves before sending the rest to the magazine. If the cost of all the ads was \$10,000, the agency would keep \$1,500 as commission. Lately, the commission system is not as popular as it used to be. Many advertisers have made agreements to only pay ad agencies if their advertisements are successful. Ad agencies get paid when they do a good job and help sell products. If more things are sold, the company that makes ads gets more money. Some companies pay agencies a set amount of money, while others pay a mix of a fixed amount and extra money based on results. A survey in the late 1990s found that just 35 percent of advertisers were still using the old commission system[9], [10].

Business-to-business advertising is when companies advertise their products and services to other businesses instead of to regular customers. This is often done through trade magazines, mail, professional journals, and display ads at trade shows. Lately, there have been some ads for companies that are shown on TV and other big media platforms. B2B advertising can be divided into four main types: Trade. Selling products to stores, who then sell them to customers. Factory advertising things that are used to make other things, like copy machines, forklifts, and drill presses. Skilled Advertising for people like doctors, lawyers, architects, nurses, and other professionals who can influence what people buy or use for their job. Farming Advertising directed at farmers and may include things like fertilizer, seeds, and chemicals.

Research on advertising happens throughout the entire campaign. It helps agencies and their clients make smart decisions about their plans and actions. Research is done before the campaign starts to help come up with creative ideas. It can come in many different ways. First, we need to figure out who we want to reach, like "women aged 18 to 34" or "all adults. Then, we need to learn as much as we can about how our target audience lives, what they believe, their attitudes, and how they make decisions when they buy things. In the next step, we will test the messages that we have created for the campaign. In simple terms, pre-testing checks if people can understand the ads or not. This kind of testing helps to make sure that there are no hidden or misunderstood sexual meanings in the work created by the staff. In another pretest, researchers show fake magazines with the new ad and rough versions of TV ads to see what people think. People are checked to see if they remember the most important parts of the ad and if their feelings about the product have changed. Some ads are tried out in real markets before they are officially launched. A split-cable transmission can show different ads to different groups of people. The commercials are being compared to see which one was

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### **Appeals**

Business ads are looked at closely to make sure they are good. Many ads rely on looks and style to get their message across. The text is short and can make people feel things. Business writing is usually longer, has more details, and is based on facts. Accuracy and completeness are very important. If the ad has wrong information or makes things sound better than they really are, people won't trust the product as much. Testimonials, case studies, product launches, and demonstrations are the most popular formats used in business advertising. This doesn't mean that all industrial ads should be boring and uninteresting. Lately, some advertising companies that focus on business ads have added warmth, humor, and creativity to their messages. This movement believe that business people are also consumers and they react to ads for business and trade just like any other consumer. For instance, Teddy, a company from California that makes sports clothes for women, put special wraps on many Forbes magazines that went to clothing stores. "Teddy clothes were shown in the wraps with headlines like 'As seen in'" Advertising is when companies pay to show their products or services to people. It's a way for companies to get more customers to buy what they're selling.

It's difficult to know the exact number, but there are over 200,000 people working in advertising, and about 85,000 of them work at advertising agencies. There will be many job opportunities in the future. More things are being made for people to buy, and companies are competing more. This means there will be a lot of work for advertising experts in the future. Many experts believe that the best job opportunities will be in the advertising departments of big and medium-sized companies. No matter where you want to work, these guidelines will give you a good idea about the job. Entry-level jobs:

A person looking for a job needs to make important choices at the start of their training. Maybe the first decision is choosing to focus on the artistic or the money side of the industry. The creative team includes people who write and design ads, take photos, and make videos. Some examples of entry-level jobs are junior copywriter, creative trainee, junior art director, and production assistant. In many jobs like these, it's good to have a college degree in advertising or the visual arts. It's also helpful to focus on marketing, English, sociology, or psychology. Having good skills on the internet is also a bonus. Working on the business side of the industry means choosing a job as an account executive, media planner, market researcher, or business manager. To get ready for this job, you need to take lots of classes in advertising and business, and focus on marketing. Entry-level jobs in these fields can include roles like assistant media buyer, research assistant, junior account executive, or account service trainee.

You can find job opportunities in places other than private company advertising departments. Many job openings are at businesses that sell products and services to advertisers. Media suppliers need a variety of people like artists, photographers, writers, producers, sound specialists, and casting specialists. And, as mentioned before, many people work in advertising departments for different media companies. There are great chances to move up in advertising. Young people who do well get rewarded fast and move up in their jobs quickly. New creative people usually become experienced copywriters or experienced art directors. In the end, some people might become creative director, who is in charge of all creative work. In business, research assistants and assistant buyers can work their way up to become research directors and media directors. Trainees who do well may become account executives, and eventually supervisors. Many people become very successful quickly, and some even become top leaders before they turn 40. Advertising in newspapers means putting a message or information about a product or service in the paper to try and get people to buy it.

The first newspaper ad in the country was in *The Boston Newsletter's* first issue in 1704, when the editor put an ad for his own newspaper in it. The newspapers in the 1800s needed advertising to pay for their expenses. In 1833, the *New York Sun* said in its first issue: "Our goal is to give the public all the news of the day at an affordable price, and also to provide a good way for businesses to advertise. Three years after, the *Philadelphia Public Ledger* said that "we make money from advertising. It's the only way we get money for our paper, especially because it costs a lot to produce and sell a penny paper. They had to accept any ads because they relied on them to make money. In the end, customers started complaining, especially about the medicines that promised cures but often caused hangovers. Anti-Corpulene pills promised to help people lose 15 pounds in a month. They do not make you sick, have no poison, and never let you down. T-period Felix Couraud's Oriental Cream promised to get rid of tan, pimples, freckles, moth patches, rash, and skin diseases, and any flaws on your skin. The newspaper publishers responded to the complaints by making a new advertising policy that allowed them to keep accepting ads. They also spoke out against the ads on their editorial pages. The *Public Ledger* allows anyone to put an ad in our newspaper

as long as it follows the law and is not offensive. "But some editors moved their ads away from the writing, putting them in their own space.

## CONCLUSION

Studying consumer and business-to-business advertising shows that they are different in many ways. There are certain qualities, plans, and factors that make each one unique. In consumer advertising, using emotions and targeting a lot of people reflects a strategy to sell things to individual buyers. This method uses feelings and dreams, understanding that buying things is a personal choice. However, B2B advertising focuses on logical, relationship-based methods to meet the needs of businesses looking for products for their operations. The main goal is to create trust, offer helpful solutions, and build strong, lasting relationships. Making decisions in B2B transactions is complicated. It involves many people and requires carefully thinking about the practical benefits. During this investigation, it becomes clear that choosing between advertising to consumers and businesses requires understanding their different needs, motivations, and decision-making processes. Furthermore, the changing digital world and globalization have brought new challenges and opportunities for advertisers in both areas.

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## CHAPTER 12

### INVESTIGATING THE BUSINESS ASPECTS OF ADVERTISING

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#### ABSTRACT:

The "Business of Advertising" encompasses a multifaceted landscape where creativity converges with strategic acumen to drive brand success. This exploration delves into the core components of the advertising industry, elucidating its historical evolution, contemporary challenges, and the symbiotic relationships among advertisers, agencies, and the media. The historical trajectory reveals the integral role advertising has played in societal and economic transformations, from its humble beginnings to becoming a sophisticated industry shaping consumer culture. The emergence of advertising agencies as key players marks a significant shift, with agencies evolving into dynamic entities orchestrating comprehensive campaigns for clients. The business aspects of advertising involve a delicate interplay between advertisers and agencies, with considerations ranging from budgeting and planning to creative execution and performance evaluation. The impact of technological advancements, particularly the advent of the Internet, has reshaped the advertising landscape, offering new avenues and challenges. This abstract also delves into the crucial role of media in the advertising ecosystem, emphasizing the diverse platforms available for disseminating messages. The globalized nature of contemporary advertising requires businesses to navigate cultural nuances and leverage data analytics for targeted and effective campaigns.

#### KEYWORDS:

Advertising, Branding, Budgeting, Business Strategy, Consumer Behavior, Revenue Generation.

#### INTRODUCTION

Publicizing was considered a shame the wastrel relative, the rowdy hireling kept backstairs and never permitted into the front parlor. A firm gambled its credit rating by promoting; banks might take it as a confession of monetary shortcoming. Everybody despised promoting. Nobody-advertiser, specialist, or medium-took duty for it. The promoter as it were served as an errand boy, passing the advertiser's message along to the distributor: the medium printed it, but doubtlessly would not address the correct of free discourse by making a judgment on the veracity of the promoter[1], [2].

#### Promoting in Magazines

Until the 1880s, magazines remained attentive of publicizing. But Cyrus H. K. Curtis, who established The Ladies' Domestic Diary in 1887, advanced promoting as the way for magazines to succeed. Once when he was inquired what made him effective, he replied, "Promoting. That's what made me anything I am use up my days attempting to discover men who can compose a viable notice.

When Curtis contracted Edward Bok as editor, Bok started a campaign against obvious pharmaceutical advertisements and joined with Collier's and the American Therapeutic Affiliation to look for government limitations. Congress made the, Government Exchange

Commission in 1914, and portion of its work was to screen beguiling promoting. The FTC proceeds nowadays to be the major government guard dog over promoting[3], [4].

### **Publicizing on Radio**

WEAF in Modern York broadcast it's to begin with publicizing in 1922, offering flats in Unused Shirt. B. F. Goodrich, Palmolive and Eveready commercials taken after. In September 1928, the Fortunate Strike Move Symphony debuted on NBC, and Fortunate Strike deals went up 47 percent. More cigarette companies moved to radio, and Camel cigarettes supported week after week, at that point day by day, programs. Sir Walter Raleigh cigarettes supported the Sir Walter Raleigh Revue. In one hour, the support crushed in 70 references to the product. The topic tune presented the Raleigh Revue within the Raleigh Theater with the Raleigh Symphony and the Raleigh Meanderers; at that point would take after the experiences of Sir Walter in Virginia and at Ruler Elizabeth's court, with plentiful specify of his cigarettes and smoking tobacco. In 1938, for the primary time, radio collected more cash from promoting than magazines.

### **Publicizing on TV**

TV started as a publicizing medium. Never addressing how tv would be financed, the systems accepted they would pull in commercial back. They were right. In 1949, tv sponsors totaled \$12.3 million. In 1950, the full was \$40.8 million. In 1951, promoters went through \$128 million on tv. In a hone embraced from radio, tv programs ordinarily carried coordinate sponsorship. Numerous, such as Camel News Caravan, carried the sponsor's title within the title and promoted an item. Publicizing offices got to be television's software engineers. "Given one sponsor and appear title frequently bearing its title, watchers related a favorite appear with its support and-because of a 'gratitude factor'-would purchase the items. Alfred Hitchcock got to be incredible for driving into his show's commercials with wry comments approximately the support: "Gracious expensive, I see the on-screen characters won't be prepared for another sixty seconds. In any case, much appreciated to our sponsor's surprising prescience, we have a message that will fill in here pleasantly." But Hitchcock's mockery was the exemption, and most TV programs nowadays welcome promoting bolster without comment[5], [6].

To offer the items, sponsors must capture your eye or your ear or your heart. A ponder by the Harvard Graduate School of Commerce Organization detailed that the normal American is exposed to 500 advertisements a day. With so numerous advertisements competing for your consideration, the sponsor must to begin with get you too examined, to tune in, or to observe one advertisement rather than another. "The prompt objective of promoting pull at our mental shirt sleeves and moderate us down long sufficient for a word or two almost anything is being sol.

You don't just buy things because of ads. You also listen to your friends, family, and your own experiences to help decide what to buy. To make you choose their products, ads need to catch your attention and make you interested in them while you look at them. Advertisers send their messages to the people who are most likely to need or want their product. However, an advertiser also wants to know the audience's traits. This study of who is in the audience is called demographics. Demographics are information about the characteristics of a group of people, like their gender, age, how much money they make, if they are married, where they live and what they do for work. This information can be seen by advertising companies because it comes from census data and other sources that are available to them. Advertising companies use data about people's age, gender, and other characteristics to help them make sure their ads reach the right audience. A person who sells motorcycles probably

wouldn't want to put ads in a magazine for babies. And a company that makes candy probably wouldn't make money from ads in a magazine about diet and exercise. Advertising companies try to connect a client's product with a specific audience so that they can make the best use of their advertising budget.

It's really important to know who you are selling to when you advertise. You want to reach people who want the product and can afford to buy it. Audience analysis helps advertisers figure out if there are enough people interested in a product to make advertising it worth it. Louis Copoints out three main criticisms of studying advertising. Kaufman, who wrote the book *Essentials of Advertising*, says that advertising makes products more expensive. Critics say that advertising, like making a product, costs money. In the end, the customer covers the cost of advertising. However, the industry says that advertising helps to make more things for people to buy and that competition from this keeps prices down. Advertising makes people buy things they don't really have to buy.

Many people think that advertising is responsible for selling certain products, like luxury items, unnecessary items, dangerous items, poor quality items, and expensive items that aren't much different from cheaper ones. They also blame advertising for selling products that are very similar to each other and products that are wasteful. The advertising industry says that the best way to judge a product is if people buy it, and that ads can make people try new things, but if they don't like it, they won't keep buying it.

Advertising makes it harder for other companies to compete and helps one company become the only choice for consumers. Critics say that advertising, especially on TV, is getting more expensive. This makes it hard for some companies to be able to launch a new product or start a new advertising campaign. Businesses say that advertising is still a costly way to tell people about new products. Launching a big advertising campaign across the country can be expensive. But it would be even more expensive to support large sales teams for nationwide goods. The American Association of Advertising Agencies responded to criticism by launching an advertising campaign to explain their perspective. The ads challenged what many people think about advertising. People also complain about the products being promoted in some ads. Some people think that advertising just gives people information and helps the market work better. But others believe that advertising can also trick people and control their thoughts. Understanding how it affects things is tougher than just saying sorry or pointing out flaws, as these things suggest.

### **Advertising work**

There are around 6,000 advertising companies in the US, but only 452 of them make \$1 million or more each year. Advertising agencies purchase timeslots and areas to promote the companies they work for. They usually get paid extra for this. Many companies make TV and radio ads and print ads for their customers. Depending on how big the agency is, it may have up to six different parts: marketing research, choosing the best ways to advertise, creating ads, managing clients, handling the office, and telling the public about the agency. Market research looks at how well a product might do, where it will be sold, and who will buy it. Agency researchers can either do the market survey on their own or hire an outside company to do it for them. Media selection means finding the best way to advertise for a client, like using television, newspapers, magazines, and billboards. Being creative makes the advertisements. The creative people write the words for TV, radio, and print ads. They make pictures and sometimes they make ads. They also check to make sure the ad aired the right number of times. Account management is the connection between the company and the customer. Account executives deal with customer problems and ideas, and also oversee the

team that works with the client. The administration is responsible for paying the bills, including the costs of the account executives' lunches with clients. Some companies offer public relations as an extra service for companies that don't have their own public relations department.

All these teams work together on a commercial. An advertising campaign is a planned effort that happens for a certain amount of time. A campaign can go on for a month to a year and is a plan to sell something. Usually, the company gives the account executive a group of people from different departments to work on the account. The account executive reports to the agency's managers, usually a group of directors. The campaign team works together to make sure that all the advertising, like in newspapers or on TV, is consistent. After figuring out how much money the client wants to spend, the group in charge of the advertising comes up with a catchy phrase, decides the best way to get the client's product seen by lots of people, agrees on how the print and TV commercials should look, and then arranges for the commercials to be shown on TV and in newspapers. Many advertising agencies are found in large cities like New York, Los Angeles, San Francisco, and Chicago. This is partly because of tradition. The offices can be close to their customers in the city. They can also use a bigger group of skilled people and places like recording studios. Technology can make things more flexible [7], [8].

## DISCUSSION

The advertising and media industries rely on each other. What happens in advertising has a direct impact on the media. The advertising industry relies a lot on how well the economy is doing in the country. When the country's economy is growing, the advertising and media industries do well. If the country's economy gets worse, companies usually spend less money on advertising. This means that both advertising agencies and the places where the ads are shown, like TV or websites, will make less money. During a recession, companies may decide to use radio instead of TV for advertising because it costs less. The advertising industry needs to pay close attention to economic trends. The ad agency's success is determined by how well the ad campaign performs. The company needs to study the advantages of various types of ads and suggest the best mix for their customers.

### TV ads

Despite the high cost, sponsors still want to place ads. Pear on TV. "Advertisers should use TV in any way they can because it's the best way to sell things," TV producer Bob Shanks writes in his book *The Cool Fire: How to Make It in Television*. Shanks is discussing companies that advertise on national TV networks. These companies can promote their products to the whole country at the same time. In each hour of prime-time TV, there are ads that last for 10, 15, or 30 seconds. If a company wants to advertise to a lot of people across the country, using TV commercials is expensive. The average cost for a 30-second TV ad is \$100,000. The Super Bowl can cost up to \$1.2 million for a commercial spot. Big companies like Procter & Gamble and McDonald's pay advertising agencies to show their ads on popular TV shows like *3rd Rock from the Sun*. These companies usually have their own advertising and public relations teams, but they hire agencies to create their advertising strategy and make commercials. Government departments purchase ad space based on a specific method. They calculate the cost of an ad by the number of people it reaches in thousands[9], [10].

Creating a TV commercial for national TV is more costly per minute than making a TV show because every company wants their ads to stand out from the competition. Making a TV commercial can cost up to \$1 million for each minute of the ad. That could be the reason why one producer said, the ads are the most enjoyable things to watch on TV. TV ads are seen by

a lot of people, but not everyone needs to reach that many people. The main aim of good advertising is to get great results for the client without spending too much money, so we might need to consider using different types of media.

Different forms of communication reach different groups of people. The Internet has a lot of people who could see ads, but they can also ignore them. So it's hard to know if Web ads really work. Network television reaches many different types of people and costs a lot of money. Advertising companies also purchase cheaper airtime and ad space on local TV, radio, newspapers, and magazines to reach a particular group of people based on their age, education, gender, and income. Language can also be a factor that is targeted. A radio station that plays rock music has a different audience than a station that plays easy-listening music. The type of person who reads *The New York Times* is not the same as the one who reads the *Honolulu Advertiser*. *Sports Illustrated* is aimed at a different audience than *The Ladies' Home Journal*. Different media are trying very hard to get businesses to advertise with them[11], [12].

The American Newspaper Publishers Association asked for a study that found only 1 in 5 adult viewers could remember the last TV ad they saw during prime-time. Advertisers who put ads in newspapers and magazines say that when people use remote controls to change TV channels, they often skip the ads. This makes TV commercials a not very good way to reach a lot of people. *Time* says more people who fly on planes read its magazine than read *Newsweek*. *Newsweek* says it can reach more people for the same amount of money as *Time*. *Cosmopolitan* magazine thinks airline companies should advertise in their magazine because women who travel a lot don't watch TV during the day. Radio is a type of media that working women don't have to take time for, the Radio Advertising Bureau says. The RAB says that women who work spend 15 percent of their day reading the newspaper and half of their day listening to the radio. Advertising companies collect information about who watches or reads their ads from Nielsen and Arbitron for TV and radio, and from the Audit Bureau of Circulations for newspapers and magazines. They turn this into numbers to understand their audience better. Agencies use these numbers to tell advertisers how to reach people who want to buy their products.

### **Advertising Locally**

Karen's small yogurt shop in the city does not have to advertise on the TV show *Frasier* or in the newspaper *The New York Times*. Karen and other small businesses just need to connect with the people who live nearby. Bigger businesses like car dealers or furniture stores may use local TV or radio ads, but most of the local advertising money is spent on newspapers. A small advertising company can make and place ads just like big ones, but on a smaller level. Some small businesses make their own ads and place them in local newspapers or on local radio or TV stations. Local media helps companies make ads so that more people will buy their products. Newspapers can help a person who wants to advertise something small by giving them pictures and designs to use in their ad. A radio or TV station may offer an announcer or studio access for a set of ads at no extra cost. Broadcast stations can exchange advertisements for services from the advertiser. For example, they may trade dinner for two at a local restaurant in exchange for two spot ads. Then the station gives free dinners on one of its shows.

### **Salespeople selling ads**

Imagine you make sunglasses in Dubuque, Iowa. You hire a local advertising company to sell your sunglasses all over the country. The company thinks there is a good market for your sunglasses on the West Coast. In this situation, lots of ad agencies would talk to a rep firm.



This is a company of ad salespeople who sell ad time and space in their area to companies from other places. In this situation, the agency in Dubuque would figure out who would be most interested in buying your sunglasses. If the agency thinks that young men in the L. area are the best customers, they will set aside a specific amount of money to advertise in Los Angeles and then contact the advertising representatives there. The rep firm gets some money from the advertising they arrange. Ad reps are like middlemen for media in their areas. Each salesperson will calculate a cost per thousand (CPM) for your product based on how many people are reading it, the ratings, and how much they can charge for ads. The salesperson would then suggest the best way to advertise your sunglasses to reach the people who are most likely to buy them. Each representative then presents a Los Angeles. Present your plan to the agency in Dubuque to advertise your product. Usually, the purchase depends on the price: The medium with the lowest cost per thousand impressions gets the customer. If a salesperson can't offer the lowest cost for advertising, they might offer you something extra to choose their plan. For example, if you agree to give 50 pairs of sunglasses, the salesperson's radio station will give them away as prizes during a local program and mention your product each time. Even though the ad time will be more expensive, you will also get extra promotion every time the station gives away sunglasses. Other salespeople may have other options to choose from. The company in Dubuque will choose the best package and offer it to you. This whole process can be as quick as one day for a simple purchase like buying sunglasses, or it can take a few weeks for a complicated ad campaign for a big company.

### **Controlling companies that sell products**

The government started protecting consumers at the start of the 1900s. This was when Congress made the Pure Food and Drug Act in 1906. It was made to stop false advertising for medicines. The advertising industry follows certain rules, and sometimes the media also has its own guidelines.

### **Selling alcohol ads**

Even though you often see ads for beer and wine on TV, they don't show ads for hard liquor. For thirty years, the organization that regulates alcohol in the United States did not show commercials on TV, even though they didn't have to. In 1996, some alcohol companies wanted to break the rule against advertising on local TV by putting their ads on TV. Seagram's was the first company to try to break the ban. They showed Royal Crown whiskey on a Texas TV channel. Arthur Shapiro, who is in charge of marketing and strategy for Seagram's in the United States, said that he thinks hard alcohol should be allowed to advertise on the internet and TV like beer and wine can. The government agencies regulate the spirits industry, but they can't stop alcohol ads on TV. Some people in Congress want to make a new law to stop most alcohol ads on TV before 7 A. M. from 8 P. M. to 10 P. M. Even though the TV networks could make a lot of money from showing alcohol ads, they say they won't accept them.

### **Advertising that Deceives the Consumer:**

The government helps stop companies from tricking people with false ads. Several government agencies are responsible for this. The Federal Trade Commission was created in 1914. It can put a stop to businesses doing things that limit competition or trick or harm customers. If the FTC finds an advertisement is misleading, they can tell the company to stop running the ad. The commission can also make a company put out ads to fix any lies they have told. In 1993, the FTC started looking into weight-loss clinics because they were accused of using ads that were not honest. The FDA makes sure that the things written on



food labels are true. If the FDA thinks a label is lying, they can make the company stop selling products with that label. Orange juice that says "fresh" on the label cannot be juice that has been frozen before. The FCC makes sure that the broadcast media follows certain rules. The FCC controls broadcast advertising because it oversees the broadcast industry. In the past, the FCC said no to showing products that were misleading and to commercials that were not nice.

Other government groups, like the Environmental Protection Agency and the Consumer Product Safety Agency, can also ask about what is in advertisements. Advertising companies created a group called the National Advertising Review Board. This group listens to complaints about advertisers and their ads. This attempt to control yourself is similar to some media industries, like the movie industry's rating system and the recording industry's labeling of song lyrics. The way advertising works in the future will be similar to changes in the media, technology, and demographics. Companies sell their goods overseas, they can make more money and grow their business. Goods want to be sold in other countries and the ads need to be made to reach those countries. In America, advertising agencies make almost half of the world's money from ads. Global companies like Coca-Cola and McDonald's are using international advertising more and more for their products. This has led to the rise of international advertising. In 1991, CNN said it would sell ads on its channel globally, so any company in any country with CNN could advertise to people all around the world. In general, companies from other countries are getting a bigger part of the sales in the United States.

Agencies' work

Another thing that will affect advertising in the future is the way technology is changing. New ways to communicate and reach people are being created by new media technologies, so the advertising industry needs to change and adjust. Companies are trying to figure out how to connect with people on their computers. A video that teaches people how to play tennis might also show ads for tennis stuff. A company is using lasers to make ads in the sky at night. One more thing that will affect advertising in the future is changes in the types of people who buy products. As the different groups of people in the country change, marketing strategies need to change too so they can reach out to new people. TV ads in the future might have people talking in both English and Spanish. Some ads are shown in different languages to reach different groups of people. The advertising business faces the same big challenges as the media industries. The advertising industry will change to match the audience, just like it always has. The task for advertising is to find the best way to connect the right audience with the advertising messages on different media. Advertising is when sponsors pay to send messages to you through the media. As far back as 1200 B. C, the Phoenicians used painted messages on stones to advertise. 600 years before now, ship captains used people to tell others that their ships had arrived at the port. In the 13th century A. D, the British started making companies use trademarks to keep customers safe. Newspapers were the first to use ads in 1704. Magazines, as well as radio and TV, came after. Daniel Boorstin says that advertising repeats the message over and over, has a certain way of presenting the message, and is everywhere. According to Jib Fowles, advertising can grab your attention in 15 different ways. This can include making you feel like you need to take care of something, wanting to be noticed, and feeling like you want to get away from something. Advertising has three main problems: it makes products more expensive, it makes people buy things they don't need, and it reduces competition and helps big companies take over. Advertising companies today use advanced technology to collect information about groups of people in order to show ads to the specific audience that the company wants to reach.

The advertising and media industries need each other. Whatever happens in advertising affects the media directly. The advertising business relies a lot on how well the economy is doing in the country. The industry is split into advertising for the whole country and advertising for just one area. Advertising sales representatives are trying to sell local businesses' advertising to companies from other cities. The media try to get advertising money by being better than others at selling certain products. In 1996, the alcohol industry tried to end the voluntary ban on liquor ads on TV that had been in place for 30 years. Even though the TV networks won't show the ads, the alcohol industry is putting them on local TV channels. Seagram's was the first company to advertise on a local TV station in Texas after the ban was lifted. Consumers are protected from false advertising by government rules, advertising industry groups, and codes set by the media. The way companies advertise in the future will be influenced by how international markets grow, new technology for media gets better, and how people's characteristics change.

### **Checking for mistakes in a written document**

Once the person who arranges the pages is finished, you will get a copy of the pages to review, as well as the corrected draft. You will need to make sure that the proofs match the edited typescript very precisely. At this point, you should not change your original work because it can be costly and cause problems with the page numbers and mistakes. Using proof-reading symbols is really helpful. It reduces misunderstandings and saves a lot of time. We usually give instructions on how to check for mistakes when we give out the proofs. If you want, we can send them to you early so you have time to learn about them if they're new to you.

You need to make sure things are correct. If you want to avoid mistakes in your final book, it's a good idea to have someone else read it. You can ask a professional proof-reader or a friend to help, especially if you're not experienced in catching errors. You can do it yourself or we can find someone to help you. The amount the proof-reader charges will vary depending on how long the book is and how difficult it is to read. If you are the editor of a book written by many different authors, it will be your job to talk to the authors about whether they want to see the drafts of their work. You will also need to organize any changes they want to make to the drafts. You need to send them important parts of the proofs and make sure any changes they want are added to a final set of proofs. "You need to send back a complete set of proofs with all the corrections marked to EUP."

## **CONCLUSION**

The advertising industry is always changing and reflects the changes in society and technology. Advertising has been around for a long time, and it has changed a lot with technology. It doesn't just show us what our culture is like, but it also changes our culture. The history shows how advertising has become very important, affecting economies, industries, and what people buy. When we look at modern advertising, we see how important it is for advertisers and agencies to work together. Advertising is not just about making attractive pictures or catchy phrases. It's a careful balance between being creative and using data to reflect the mix of business and art. Advertising agencies now provide a wide range of services, helping clients with everything from planning to evaluate their campaigns. Technology, especially the internet, has caused big changes. New ways of advertising on the internet, connecting with people on social media, and using data to understand trends have created new opportunities and difficulties. Advertisers need to understand different cultures and how people behave when they buy things in order to do well in the global market.

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## CHAPTER 13

### EDITORIAL SEAS: PROOF-READING AND EDITING IN JOURNALISM

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#### ABSTRACT:

The multifaceted responsibilities of copy editors, emphasizing the critical role they play in refining and enhancing written content for publication. The traditional and evolving practices within copy desks are discussed, shedding light on the systematic approaches employed in newspapers, ranging from universal desk systems to independent desk structures. The paragraph underscores the editorial challenges faced by copyreaders, such as ensuring clarity, condensation, logical arrangement, and adherence to style guidelines. Additionally, the narrative touches upon the significant role of headlines and subheads in breaking up textual monotony. The latter part of the paragraph expands beyond routine proof-reading, addressing the evolving landscape of media and information literacy (MIL) and journalism education. The discussion encompasses the UNESCO Guide's unique features, focusing on MIL competencies for journalists and the imperative of combating misinformation and disinformation. Finally, the paragraph advocates for an integrative approach, positioning media and journalists as partners in the development of MIL, emphasizing their role in fostering critical thinking and navigating the vast sea of information in the digital era.

#### KEYWORDS:

Copy Editing, Editorial Process, Journalism, Language, Newsroom, Proofreading.

#### INTRODUCTION

Proof-reading usually focuses on making sure the text matches the original, but the copy desk also uses it to make other kinds of changes. The copy editor needs to know how to use proof marks to edit the text. For example, when he changes a story to add new information, he might need to fix the part of the story that's already written to make it match. However, evidence is not the place for changing your mind. The editor has to think about how long it will take to fix the mistakes and how much work it will be, because there isn't a lot of time or patience in the composing room. Corrections are needed to fix mistakes. We should make corrections that help the reader understand the story better, but we should avoid making changes just to make the story sound better. The proof-reading symbols look like copy-editing symbols in some cases, but you can't always use one instead of the other. Proof marks have the same symbols in most newspapers. Different newspapers have different ways of setting up their copy desk. Most newspapers use either the universal desk system or the independent desk system. In the past, the universal desk system could handle all kinds of tasks. Today, even on small newspapers, the work is usually divided between the city desk and the telegraph desk. They write and edit news stories about everything except for sports and finances, and also come up with the headlines for these stories[1], [2].

The New York Times uses a system where news is given to different editors who each have their own team of copyreaders. At the Times, seven people in charge work with a group of 70-80 people to edit news from different sources like cable, telegraph, city, obituaries, entertainment, society, finance, business, sports, and other news. The Times also has a special

desk just for its International Edition. No matter if you use one big desk or separate desks, the editing process is the same. In every situation, the story goes to a person called a "slot man" who sits at the front of the desk in a horseshoe shape. The editor or news editor looks at the writing, figures out how important it is, decides how much space it should take up in the paper, and chooses the headline and the type of writing. Then they pass it to a copyreader to check. The copyreader, also known as the desk man, proofreader, or "mechanic of the editorial room", is the writer's unknown and often unappreciated helper. Reporters who have their writing edited by him don't like him, but Neil MacNeil in his book, *Without Fear or Favor*, sees the true value of a newsman. He is saying that the fame of many famous reporters is thanks to the hard work of an editor who fixed their writing and made it sound better [3], [4].

Even though people think copyreaders used to be reporters and moved to the desk job when they got older, that's not usually true. Chet Vonier says that good copyreaders start learning young. The job requires very specific skills and experience, so there's no other way to find people for it. An old brain might not be able to handle the mental flexibility and strength needed. His job is to make sure every news story is of good quality. If the item is good enough, the copyreader begins editing it to match the paper's needs. Clarity The reader should easily understand what the article is about. Water droplets forming on a surface due to a decrease in temperature. The editor needs to shorten and shrink each story to the given length. In newspaper offices, condensation means using shorter words, not changing the meaning of the ideas. Fancy words can go away but the meaning has to stay. He often shortens words by using simple ones instead of long ones. He uses "begin" instead of "commence" and "try" instead of "endeavor".

He knows that he can remove 25% of the words by condensing them carefully. One "and" is usually sufficient. "Arrangement" means putting things in a particular order or plan. The copyreader and the literary man have different ideas about how to organize things. It follows a convention called "lead first," where the most important part comes first and the less important parts come last. Fashion The copyreader doesn't care about how good the writing is, they just use the word "style". He is talking about specific rules for spelling, punctuation, capitalization, abbreviations, using numbers, and similar things in his paper. Different papers have different rules for using certain words and phrases, and there are also words and phrases that should be avoided. He makes changes to his writing using a set of symbols that tell the person who sets the type what to leave out, where to move things, and when to spell things out or shorten them. "Some of the symbols that people use a lot are in our book called *Theory and Practice Journalism* [5], [6].

Then he goes on to review the paragraphs of the copy and if the story is long enough, he adds some sub-headings. The sub-head is a line to be printed in a different font. The article's body type is used to avoid making a long column of words look too solid. It's best to organize paragraphs based on ideas, not just to follow rules. Copyreaders also try not to be too rigid with subheadings. The column needs a sub-heading every two paragraphs or around every 300 to 350 words. The copy reader wants the subheadings to clearly show the different parts of the topic. They should say something new, not just repeat what was already said. The newspaper copyreader has to work with very little space for writing. Another editor decides the font, size, and number of lines in the headline before it gets to the copy desk. The headline can only have a certain number of characters in each line - usually a typical amount. Most newspapers have a headline at the top that is about eleven or twelve letters or spaces long. On most journals, words cannot be split between lines. As the paper gets bigger, there are more rules to follow. Most newspapers don't like it when the first line of a headline ends



with a preposition. A copyreader cannot start a headline with a verb on some occasions, but the subject is still known. On some papers, the describing word has to be right next to the word it describes.

In a small space, the person who writes the headlines creates captions that are helpful, smart, and sometimes funny. He chooses his words carefully and has a wide range of them. He can use words from different areas like thieves, physicists, sports, and games.

### **Media and Information Literacy and Journalism**

The way we use the internet has changed. It used to be just for fun, but now people use it to collect and use information in a way that can cause problems. This shows how important it is to understand and be able to use media and information wisely. This type of education needs to reconsider the media and the political and ethical reasons that make it acceptable. Teaches how to combine journalism education with real-world experience. The beginning of the book teaches the basic ideas of media and information literacy. In this document, the word "media" means two things. First, there is the news media, which is a professional institution with important functions in democratic societies. It is essential for good governance and development. This means news on radio, TV, and newspapers, including online news, and content on the internet. Secondly, media means different ways to communicate like TV, radio, newspapers, movies, video games, books, and the internet. MIL involves using all of these ways of communicating. UNESCO cares a lot about information and news, but they also know there are other things on the internet like entertainment, talking to friends, and ads. In this document, the term "Information providers" means organizations that manage, store, and share information, including libraries, archives, cultural institutions, and Internet companies. This means places like libraries, museums, and websites that provide information. New topics, like "Media as a MIL Development Partner," in the manual explain how journalists can help the public understand media literacy[7], [8].

"Creating skills in media and information literacy for journalism students and teachers, including important competencies for journalists in the era of digitalization and widespread access to knowledge. Gender aspects of Media and Information Literacy (MIL) and how it can help promote equality between men and women are discussed. It also looks at how MIL can monitor and control media messages to reduce their negative effects on people. It also talks about how MIL can help build trust in the media.

The writers are talking about a new way of making rules for the media, and nobody has written about it before. The tools at the end of the manual help make the book stronger. This guide wants to be useful for journalists, teachers, people who make rules for media, and groups in the community. It will help them do their jobs better and learn how to use and understand media and information. In other countries, journalists and teachers who teach journalism can find many books and articles about how to spot fake news and lies, and how to deal with them. For instance, the International Centre for Journalists recently released a brief book about the history of 'misinformation and disinformation'. The authors explain how the problem of false information has changed over time. The book talks about important events from the time of Cleopatra to Cambridge Analytica. Misinformation crisis is a big problem.

The tutorial called "Fred Fact Doesn't Fall for Misinformation and Disinformation" was published by Aos Fatos, a fact-checking platform in Brazil, in April 2017. It explains how false information can spread easily on the internet. This guide talks about misinformation and disinformation, but it mainly looks at these issues in relation to media and information literacy. One of the newest books about false information is a report from UNESCO in 2018



called "Journalism, 'Misinformation and disinformation' and Disinformation: A Handbook for Journalism Education and Training. The resource focuses on several new and returning issues that have harmed the quality, influence, and trustworthiness of journalism. The most important one is the spread of lies. The resource gives journalists different ways to deal with false information, like using media and information skills.

Most tools and guides for media and journalists help them make better content. The main focus is on how media and information are created and provided. This resource encourages companies and organizations to focus on what people want from the media and technology. Simply put, this means looking at how people, particularly citizens, view and understand how the media operates from a different angle. Research has shown that experts think it's important for people to understand how media and other information sources work, and how to use them effectively. This is one of the top three skills that every person should have. Unlike libraries, which have always promoted information literacy, the media has never had consistent policies and programs to promote these skills. Some TV stations in Europe and North America have tried out a lot of short-term ideas and projects. None of them is the BBC media literacy series. The World Association of Newspapers had a plan to teach kids about news in schools, but they had to stop because not as many people are reading newspapers anymore. Today, MIL is very important in journalism for three main reasons. First, the news media is used to spread false information, so it's important for people to be able to tell what's true. Second, the news media is used to spread hate and extremism. And finally, many people in different countries no longer trust the news media.

Furthermore, there is no global tool to help media and journalism education support the progress of Media and Information Literacy for everyone. This handbook tries to fix this problem. The European Commission wants to make a guide to help European media understand and report news better. They believe the current guides are more suited for North American media. The new Handbook on MIL in Journalism is based on UNESCO's work to create useful tools on media and information literacy. These tools can be customized by countries around the world. It looks at more than just media, including teaching about journalism and connecting media with libraries to make plans for media and information literacy. In a way, this tool is an updated version of the UNESCO Guide for Broadcasters to Promote Media and Information Literacy and User-Generated Content, which was published in 2008 but has some problems because of changes in how we communicate and get information. We are working on the Guide with the help of media experts, journalism teachers, and librarians. The leaders being part of these organizations helps make sure that the Guide is used in a way that lasts a long time. This Guide is to help teachers who teach journalism and journalists with practical advice and tools. It is about how to understand and use media and information in a smart way to be active in society. It also shows how to include media and information skills in journalism education and news reporting.

Lastly, it explains how to encourage conversation between media and people to make media more trusted. This way of working helps media professionals create fair and high-quality content, which is something that many other resources don't do. The handbook uses the UNESCO guidelines for Media and Information Literacy as a comprehensive idea. It looks at how people who work in the media and people who use media can work together to check if information is true. This Guide understands that a lot of media is online, but digital spaces still need physical places just like physical places need the Internet. The way information is shared in society should help shape how media and technology are developed, and the other way around. As one of the writers of this handbook, I am a researcher who studies the internet and how it is changing the media. I believe that the growing use of Internet media in

Uzbekistan is making it possible to create a new multicultural information space. At the same time, it's important to teach people how to find and use information starting from when they are in school[7], [8].

Because the Internet has become more and more important in our lives, we need to think about how to teach people about media. This Guide is about media and information literacy and how journalists use information sources. It also helps people check if information is true and choose the best ways to check facts. It provides tools to check if information is real and shows how to compare and verify facts using open data.

The Guide also shows good ways to do things and gives examples, exercises, readings, and assignments to help understand and report false information. This material is made for journalists, journalism teachers, and trainers to use for extra training. It can be used in news organizations, media courses, and journalism schools. The information we gathered will help media experts write news and analysis and conduct investigative journalism. These lists and maps can be used by journalists, editors, bloggers, activists, researchers, students, and social media users to learn new things. We hope that this guide will be helpful for communication researchers and teachers who help people understand and use media and information.

## **DISCUSSION**

Countries and organizations are realizing how important it is to know how to use media and information. This change to MIL is seen as a good way to deal with the spread of false information all over the world. False information makes it hard to reach the sustainable development goals and affects democracy, good government, and how people get along. False information causes people to argue about what is true and how to understand information. It makes it hard to tell the difference between important opinions or personal experiences and the facts. It also makes it difficult to trust reliable sources of information. MIL helps people to be informed, involved, and confident in making smart decisions. UNESCO is the main organization working to improve media and information literacy worldwide. They are coming up with new and smart ways to meet the increasing demand for media and information literacy around the world. Big, widespread, and long-lasting working together with media, technology companies, and other information providers has not happened or been seriously tried. Journalism that follows professional and international rules has a lot in common with Media and Information Literacy (MIL).

Media and information literacy is about having the right to express yourself and access information. It's important for everyone to have these rights, from individuals to whole countries. Article 19 of the Universal Declaration of Human Rights says that everyone should have access to information. UNESCO thinks that knowing how to use media and understand information is really important. It helps people in all countries to enjoy their rights and help make the world a better place. Many UNESCO books say that people who are good at understanding media and information can find, judge, make, use, and share all kinds of information and media. They know they have the right to good information and media at work and can ask for better media that is unbiased and diverse. They know how the media works and how it gives out information. They also know what needs to happen for the media to do its job well. Finally, they are involved in sharing information with others for social interactions. This includes being aware of ethical issues related to using information, and using media and information technology to support equality, free speech, understanding between different cultures and religions, and peace[9], [10].

All these ideas go together with the word "literacy" at the center. In the past, when people talked about literacy, they were mainly focused on a person's education, including reading,

writing, speaking, and their overall knowledge and understanding. Today, this idea is used in many parts of our lives, like information, media, and digital media. So, the idea of being able to read and write has grown. Some experts think about different kinds of reading and writing skills. Each category is different and has its own unique features. They often have similar properties that help to complement each other. For example, being computer literate means being able to use a computer and understanding the basics of computer science and information technology. Audiovisual and visual literacy mean being able to understand and analyze videos and images. This means being able to understand and interpret videos and other media. It involves knowing how to use video techniques and understanding the basics of media culture. This is an important part of being able to use media effectively. Some experts say that information literacy means being able to find, understand, and put together information. Some experts believe that media literacy means being able to understand and think critically about media, and having knowledge about different types of media. In today's digital world, different types of literacy are coming together. Understanding how to use and interpret digital technology is important for being informed and knowledgeable in today's world. Before, people just used the internet for basic things like browsing and talking to others. But now, sharing information through digital media is so common and lively that being able to access the internet on your phone makes it like having a special window to the whole world. This means that people who use smartphones are now more involved in buying, sharing, and making information. Today, hypertextuality applies to both digital information and people using the internet. The network is like a way for everything and everyone to connect using digital connections. It's also a form of communication between people and machines, machines and programs, and robots and other equipment[11], [12]

When talking about media literacy, experts say that the skills people need are getting broader. Understanding big data, protecting personal information, and knowing how internet algorithms work are important parts of being media literate. Finding a balance between being connected online and disconnecting from media is also crucial. Today, whether someone is online or offline has become a key part of how people relate to each other and share information. Another important idea related to MIL is netiquette. These are the rules for how to behave on the Internet. Following the rules of good behavior online is necessary when using technology and media in today's world.

The international community is worried about getting people ready to live in societies that rely on knowledge. This is a big challenge. UNESCO helps people learn how to use media and information in order to create fair and inclusive societies. Today, with so much information available, it's important to think about whether journalists are telling the truth and if they are helping people understand media and information. Journalists and editors need to keep getting better at checking if information is true or false. They should use good fact-checking methods and tools to find out if information is wrong or misleading. It is important for journalists and media organizations to work together to stop false information and help people learn how to think critically about media. In the Grunwald Declaration, UNESCO says that teaching people how to understand and think critically about media is important. This works best when parents, teachers, media professionals, and leaders all understand their part in helping people learn to think critically about what they see, hear, and read. Connecting education with the media and communication will help make education better. In the early 2000s, UNESCO worked to put together the ideas of understanding media and understanding information into one concept called media and information literacy. Media and information literacy helps people understand and use information, media, and technology skills. Many international declarations and recommendations reflect this idea. Experts and practitioners from around the world have agreed on these documents, showing that the world is ready to

work together in education, research, and getting governments involved to find better ways to improve media and information literacy. MIL is important because media and information providers need to help their audiences tell the difference between real information and false information. Journalists need to know how to find and check if information is true, and help others do the same.

In the past, the media used to show the world to people. But now, anyone can decide what information is important and share it with others. People can also create their own information about many different things. Reporters need to change how they gather and share news. From using the media to defend against threats to media working together to develop military skills. We begin this part with a story from the person who edited this handbook. He studied mass communication through distance education at the University of Leicester in the UK, and he went to a seminar that was required for the class. He went to a talk about journalism given by a well-known expert in media studies and a business owner. He began the session by saying:

Journalism is a type of work that makes money. Journalism has always been a business. Reporting news will always involve making money. This was clearly what he experienced and believed to be true. Is this true for everyone. Do the media still play a big role in helping society develop? UNESCO, a UN agency for media development, and the editor of this book talked about this at a journalism session. He was the only student in the room who had this stance, and there were about thirty other students. Some people who work in the media might say that the media just show what is happening in society, based on the topics they choose to cover. Is this true for everyone. The main idea of media and information literacy often deals with the contradictions of the media. MIL is mostly about how people protect themselves from the media, technology companies, and other big businesses or information sources. One way to look at it is how MIL can help people work with journalists to make, share, and get news. Similarly, journalists and media organizations can use MIL to help citizens get involved and make the media better for everyone. These topics will be talked about more in the second and third parts of this handbook.

In this situation, we need to pay attention to skills like critical thinking, which is important for someone who understands media and information. Critical thinking is the ability to think carefully about information and knowledge. This means being able to look at information, and ask questions about something that is happening, or a problem. This means being able to connect different pieces of information and judge a situation fairly. When someone improves their critical thinking skills, they can come up with good conclusions and make sensible guesses and interpretations. They can use these skills to solve problems and deal with different situations. This means that citizens or audiences are taking an active role. Thinking carefully helps reduce the control of people and their strong doubt or disbelief towards the news and other sources of information. The second thing is also not good, even though being skeptical is important for thinking critically. All things related to mass media are connected to the idea of a media text. This is the most important thing to learn in order to understand and use media and information. Media text is seen as a result of mass communication.

This doesn't mean that the concept of text is only found in traditional or mass media. Text changes all ways of sharing information. Books, newspapers, TV and radio shows, ads, and online content like social media and blogs are all types of written material. Therefore, when people interact with media and other information, it helps them start to build a better understanding of the media and those who provide information. Media can teach people how to understand and use media and information. In this process, a person comes across information, decides how it affects them, and then affects the information in return. So, when

a person learns how to find and understand information and media, they can gain new knowledge and be better at learning in their job and everyday life. He/she is getting better at doing research, evaluating information, organizing it, and using it for different reasons. By thinking carefully, a person can avoid being stuck on what they already know and can think again about their own ideas when they learn new things. This is an important part of MIL that needs to be talked about. We are talking about more than just one piece of information that one person gets. Instead, we are saying that people are starting to understand things better. When they look at all the information, their opinions might change. The media is seen as a way to help people learn about the world.

Journalism has always been about checking if the information is true. But it's really important for journalism schools and journalists to focus more on their information skills. Because of things like propaganda, fake news, pranks, online bullying, trolling, and other forms of misinformation, the media and other information sources can be unreliable. Happening in journalism. The problem is getting worse. "Having too much information can make it hard to know what's true. " Using different types of information, communication, and technology can make people believe whatever they are told without questioning it. This happens because they don't have the ability to think critically on their own.

People learning to be journalists and journalists working in the industry should understand that everyday people use social media and other platforms to share information and participate in new online communities. These new online cultures allow people to have more control and influence over the information on the internet. The question is, how much do citizen's care about the new freedom they have. Journalism schools need to teach journalists new skills for communicating with people online and in person. The section below gives suggestions on what skills and knowledge are important for training young media and information professionals. In 1982, at a meeting hosted by UNESCO, people from 19 countries agreed that instead of just judging the power of the media as good or bad, we should recognize how much they affect every part of our lives. They are a big part of our culture. Journalism should make communication and media more important in helping society grow. It should also help people take an active part in their communities.

Only journalists who are good at finding and understanding information made by other people and can make stories from it will be able to do their jobs well. Reporters who understand how to study and clarify what public events signify and what people should do to get ready for what will come next, will be able to effectively communicate information that is easy for the audience to understand. Media and journalism are progressing in two different ways in the field of MIL. The first thing is to create projects to help journalists become better at Media and Information Literacy. The second goal is to use the media to help people understand, think critically, and make informed choices when consuming information.

### **Educational websites for reporters**

Learning how to understand and use media and information is important for life in today's world. MIL education resources are important for journalists to learn new skills. These resources are located in information hubs and have the latest content from experts. UNESCO is a big supporter and organizer of many programs and projects in this area. Since the Grunwald Declaration was adopted, UNESCO has been helping people learn about media and information so they can be wellinformed. These steps are meant to carry out the suggestions from the online resources for learning about MILs and connecting with professionals and researchers.



Teaching media and information literacy in journalism education means including a variety of subjects in the education programs. It's important for these subjects to be a basic and long-lasting part of the programs. These courses can be academic or short-term and are part of the training for journalists at higher levels. For a long time, Canada has made it necessary for people in schools, colleges, and universities to learn about media and how to understand and use it well. The Ontario Ministry of Education says media literacy helps students understand the media's techniques and how they can influence people. Similarly, MIL education is made to help you know more about the information around you, figure out if sources of information are reliable, and know the difference between news and opinions. It also helps you recognize when there's bias in the media, and understand how your own biases can affect how you view the news. Experts think that it's really important for young people to be able to understand and think critically about media. This will help them stay healthy and do well in the future, when they become part of the community and economy. Here are two examples about health to show why media literacy is important for journalists or people learning to be journalists. The Media Literacy Now project studied how the media affects our health and suggested that teaching media literacy can help with this.

Smoking is a big reason why people die early in the United States. 90 percent of people who died from smoking started smoking when they were teenagers. Research has found that seeing smoking in movies and ads makes young people more likely to smoke. They found that teaching kids about staying healthy and understanding media is better at stopping them from smoking than the old way of teaching about not smoking. This report talks about things like smoking, drinking, and using drugs; being overweight or not eating enough; mental health, sleep problems, and how well students do in school; using the internet and social media; being mean to others and violence; how we see our bodies and how healthy young people are.

The report shows how using media and information affects these problems. Media literacy is a powerful tool for young people to make better choices, prevent deaths, and have a good future. Another example is that more and more teenagers have been feeling sad and doing things to hurt themselves around the world since 2011. The younger generation is facing a very serious mental health crisis. There is good proof that the things we give to young people have a big impact on their lives, making them very unhappy. Recent research has found that using social media for more than 2 hours a day can make teenage mental health worse. This includes feeling depressed, anxious, and thinking about suicide.

Specialists believe that if students learn media literacy, they will know how to use media in a good and safe way. They will also understand the negative effects of using too much media and the impact of using technology on their health. Jocelyn Brewer came up with the idea of digital nutrition to help people understand how the media we use and the devices we use affect our minds, emotions, and overall health.

## **CONCLUSION**

The old job of copyreaders is to make sure the writing makes sense, is clear, and follows the right style. This is important for making sure the writing is good and accurate when it gets published. The changes in how editing is done, from using one big desk for everyone to having separate desks, show how the field changes and keeps up with what people need now. The last part talks about how media and information literacy are getting bigger and how they connect with journalism education. Recognizing the helpfulness of the UNESCO Guide, the story emphasizes how important it is for journalists to have media and information literacy skills, especially when there is a lot of false information being spread. The idea of having



media and journalists work together to help people understand and use media better is very important. It highlights the importance of working together to encourage thinking carefully and sharing information ethically. This changes the way editors work together to deal with the challenges of the digital age.

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