

**LESSON 01****WHAT RADIO IS****MEANING-1**

The Broadcasting of Programs

**MEANING-2**

The process of sending & receiving messages by converting voice into electromagnetic waves.

**MEANING -3**

Radio is a device which converts electromagnetic waves into sound waves. At start radio used to have a big box like shape but now it can easily fit into your pocket or be fixed in your mobile phone.

**19<sup>TH</sup> CENTURY---INVENTIONS:**

**An unending effort to invent & improve means of communication.**

SR. NO.	ERA	SCIENTIST	PLACE	INVENTION
1	1847-1922	ALEXANDER GRAHAM BELL	CANADA	TELEPHONE.
2	1851-1929	EMILE BERLINER	GERMANY	DISK RECORD GRAMOPHONE
3	1899-1985	LASZLO BIRO	HUNGARY	BALLPEN(BIRO)
4	1809-1852	LOUIS BRAILLE	FRANCE	BRAILLE WRITING SYSTEM
5	1847-1931	THOMAS EDISON	USA	MOTION PICTURE PROJECTOR

**HISTORY OF RADIO:****1- STORY STARTS IN 1820**

It was observed that,

**ELECTRICITY AND MAGNET BOTH CAN ATTRACT AND REPEL OBJECTS**

This observation led scientists to a series of experiments which finally made the invention of radio possible through the discovery of electromagnetic waves.

**2- 1820---HANS CHRISTEN ORSTED—performed an experiment on man-made electric current and magnetism.**

He demonstrated that a wire, carrying electricity was able to deflect a magnetized compass needle.

**3- ANDRE MARIE AMPERE**

Greatly influenced by Hans' experiment, Andre proposed **The Theory of Electromagnetism**. Scientists came to know that controlled electromagnetic waves could do wonders.

**4- 1831- MICHEAL FARADAY----**

Discovered Electromagnetic Induction.

**5- 1861-65— JAMES CLERK MAXWELL—**

Did successful experiments with electromagnetic waves.

**6- JULY 30, 1872—**

Maxwell wrote a paper to royal society, titled:

**“A DYNAMICAL THEORY OF ELECTROMAGNETIC FIELD.”**

He was 1<sup>st</sup> to describe the theoretical basis of the propagation of electromagnetic waves.

**7- 1878-- DAVID E. HUGHS-----**

He was the first to transmit and receive radio waves when he noticed **noise** in his home-made telephone receiver with **electromagnetic waves**.

**8- 1886-1888----HEINRICH HERTZ----**

Validated Maxwell’s theory. Hertz proved, radio radiation was a kind of waves--- hence the waves are called **“Hertzian waves”**.

**“BEGINNING OF WIRELESS RADIO” – (WIRELESS TELEGRAPHY)****1- 1893 – ST. LOUIS TESLA**

At St. Louis Missouri Tesla gave a public demonstration of **wireless radio communication**.

**2- AUG.19, 1894 .SIR OLIVER LODGE**

British physicist demonstrated the reception of **“morse code signaling”** using radio waves.

**3- NOV. 1894, JAGDISH CHANDRA BOSE**

Demonstrated the radio waves in Kolkata, India.

**4- MAY 7, 1895. ALEXENDER POPOV**

Popov, a Russian physicist, demonstrated publicly the transmission and reception of radio waves used for radio communication at the Russian physical and chemical society. The day is now celebrated as radio day in Russia.

**MARCONI –THE INVENTOR**

**Name**-----Guglielmo Marches Marconi

**Date of birth** -----25th April 1874--- Italy

**Father** -----lawnmower

**Profession** ----- electrical engineer

**Nobel laureate** ----- for developing a practical wireless telegraphy system—radio

The system got widespread use throughout the world and Marconi was credited “the father of the radio”.

**ACHIEVEMENTS**

**1896-----** Salisbury plains England -----Marconi demonstrated the transmission& reception of radio signals over two miles.

**1896 -----** Marconi was awarded a patent for radio with British patent 12039.

**13 may, 1897 -----**Marconi made a wireless transmission across water--- from Laver Lock point to Flat Holm, Island

**July 1897**– formed the Marconi telegraph trading Signal Company— later renamed “the Marconi wireless telegraph company”

**1898** – Established world’s 1st wireless factory in Hall Street, Chelmsford England.

**1901**– Built a station at Massachusetts.

**12th Dec.1901** – Marconi received the 1st transatlantic radio signal at Signal Hill Newfoundland Canada.

**1903**-----The Marconi Company was carrying regular transatlantic news transmission. Marconi sent 1st message from U.S.A.’s president to the king of U.K

### **2<sup>ND</sup> WORLD WAR**

Marconi was in charge of the Italian wireless service and he developed short wave secret communication transmission during the war.

**20th July 1937** – **Marconi died of heart attack. Radio stations throughout the world observed two minutes’ silence.**

**LESSON 02****HISTORY OF RADIO**

The story of radio goes on. Immediate after the first regular transmission of radio at Pittsburgh, Pennsylvania America, radio stations were started being set up in different countries.

**B.B.C. – 1922**

In 1922, British Broadcasting Company was set up in England. Later on it was converted into British Broadcasting Corporation in 1927. It goes without saying that B.B.C. is one of the biggest broadcasting networks in the world putting its transmission in almost every language in the world.

**World War II 1939- 45 and the Role of Radio****Important facts:**

**Location:** Europe, Pacific, South East Asia, Middle East, Mediterranean, Africa.

**Allied forces:** Soviet Union, USA, UK, France, India, China, Canada.

**Axis Powers:** Germany, Japan, Italy, Hungry, Finland.

**Casualties:** 62 million people died  
(2.5 % of the world population)  
60% of casualties were civilians

**Allied remained victorious**

All news and information went only on Radio. Leaders used radio effectively to boost up the morale of their people and soldiers.

**Churchill went on air**

*"We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills, we shall never surrender."*

**Role of Radio after 2<sup>nd</sup> World War**

The destruction and devastation of the war was so horrible and painful that the minds of the time were forced to think how to save people from the monster of wars in future. In creating awareness and hatred against the effects and after effects of the war, radio played a very vital role. Discussions against war, speeches of peace lovers and talks highlighting the aftereffects of wars were started being broadcast which led the world to have a set-up like UNITED NATIONS to save the world from war.

**Radio in Sub-Continent**

March 1926	<i>The Indian Broadcasting Company. A private company was formed.</i>
23 <sup>rd</sup> July, 1927	<i>IBC started a station at Bombay. The beginning of broadcasting in sub-continent.</i>
1928	<i>A small transmitting station was set up at Lahore.</i>
April 1930	<i>Broadcasting under the direct control of Govt. under the title of Indian State Broadcasting Service</i>
Jan 1934	<i>The Indian Wireless Telegraphy Act 1933 came into force.</i>
Jan 1935	<i>Peshawar Radio Station was set up by NWFP Government – 250 watts transmitter.</i>

Jan 1936	<i>Delhi Radio Station was Opened. A.S. Bukhari – Station Director.</i>
June 1936	<i>Indian State Broadcasting Service was changed into All India Radio.</i>
Dec 1937	<i>The Lahore Radio Station went on air</i>
1939	<i>Dhaka Radio station was opened</i>
12 <sup>th</sup> Nov 1939	<i>Quaid-e-Azam's first radio broadcast from Bombay on Eid-Day</i>
July 1942	<i>Peshawar Radio Station formally inaugurated</i>
3 <sup>rd</sup> June 1947	<i>Quaid-e-Azam makes historic address on All India Radio and announces the creation of newly independent state of Pakistan for the Muslims of the Sub-Continent</i>

#### **14 August 1947: Emergence of Pakistan**

The 1<sup>st</sup> news bulletin went on air from Radio Pakistan on—AUG.14, 1947.

“Pakistan, the largest Muslim state and the fifth one in the world came into being with the click of clock at midnight last night. The dream became a reality in the unbelievable short span of six years in the face of the stiffest opposition.

Faith in God, with unity and discipline among their ranks and convinced of the great role destined for them in the comity of nations, the dynamic people of Pakistan shall now march on to achieve their cherished goal.”

#### **Early Challenges and Role of Radio**

##### ***Rehabilitation of Muhajerin***

Muslims from India migrated to Pakistan. Besides their rehabilitation, their consolation was also a big challenge to be taken up. Radio programmes were specially designed to revitalize the courage and strengths of muhajerin.

##### ***India's onslaught on Kashmir-1948 and Radio***

Immediate after the independence, India let its forces into Kashmir that was geographically, religiously and culturally closer to Pakistan than India. Rawalpindi radio station-3 broadcast programmes to assure kashmiris that at that hour of trial they were not alone.

##### ***11<sup>th</sup> Sep. 1948 – Quaid-e-Azam passed away***

Shakeel Ehamad read the news with graphic and moving description.

***Sep. 1965 India again assaults Pakistan.—radio fought along with nation and army.***

#### **Expansion of radio stations in Pakistan**

THREE Radio stations- Dhaka (1939), Lahore (1928 -1937) and Peshawar (1935-1942) came in Pakistan on independence.

Setting up of further radio stations in every nook and corner of Pakistan is as under:

1948	Rawalpindi-3 Radio Station. – 500 watts' shortwave transmitter
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1948	Karachi Radio station – 100 watts’ shortwave transmitter
1949	Rawalpindi station – 100 watts’ Medium wave transmitter
1950	Karachi Radio Station
1951	Hyderabad Radio Station – 1 KW/ SW transmitter
Oct 1956	Quetta Radio Station 1 KW/ SW Transmitter.
Oct 1960	Rawalpindi – 2 Radio Station 1KW/ SW Transmitter.
1970	Staff training and technical training school at Islamabad.
1970	Multan Radio Station 120 KW/ MW.
20 Dec.1972	Radio Pakistan was converted into “Pakistan Broadcasting Corporation. (PBC)
April 1973	World service for overseas Pakistanis
1974	Khairpur Radio station 100 KW
August 1975	Bhawalpur Radio Station 10 KW/ MW
1977	Islamabad Radio Station in the new national Broadcasting house 1000 KW/ MW transmitter
1977:	Skardu Radio Station 250 W/MW
1981:	Turbat Radio Station 250 W/MW
1981:	D.I. Khan Radio Station 10 KW/MW
1981:	Khuzdar Radio Station 250 W/MW
Sept 1982:	Faisalabad Radio Station 250 W/MW
May 1986:	New BH at Khairpur
1989:	Sibi Relay Station - 250 W Trans
1989:	Abbotabad Relay Station 250 W/Trans
Aug 1993:	Chitral Radio Station 1 KW/FM Trans
1996:	Loralai Radio Station 10 KW/MW
1996:	Zhob Radio Station 10 KW/MW



#### **PBC SERVICES:**

- Home Service (Domestic Network) 21 languages.
- World Service for Overseas Pakistanis (Middle-East and Western Europe)
- External Service (in almost all important international languages)
- News and Current Affairs
- Saut ul Quran (Religious Broadcasting)

#### **Emergence of FM Broadcasting (1940s)**

##### **What is FM?**

FM Broadcasting– Edwin Howard Armstrong (Inventor)

FM – Frequency Modulation

Hi-fidelity sound

Music-News-Sports

First FM Broadcasting stations – USA 1940s (Classical Music)

Late 1960s FM became more popular.

1978 FM Stations exceeded AM stations

#### **Emergence of FM in Pakistan (1990s)**

First FM Radio – FM100

FM 101 (Government Owned)

FM 103

FM 98

FM 89 and many more.



### AM Broadcast – Low-Fidelity Sound

**AM = Amplitude Modulation**  
**Started in 1906**

In 1920s first American radio station was set up at Pittsburg Pennsylvania

1920 to 1950 – Golden age of Radio – Drama, Music, Comedy and other entertainment programs got immense popularity.

### Distinction between FM & AM

**FM = Hi-Fidelity Sound**

**AM = Low-Fidelity sound**

**FM = Voice and reception as clear as possible.**

**AM =**Disrupted in large urban cities by concrete bridges, metal reinforcements, tall buildings other audio frequencies, and electrical noise.

As a result, AM radio has lost its dominance as a music broadcasting service.



**LESSON 03****OBJECTIVES OF BROADCASTING IN PAKISTAN**

At the time of the emergence of Pakistan there were just three radio stations, i.e.; radio station Lahore, radio station Dhaka and radio station Rawalpindi, in the newly born country.

Some specific areas were figured out in which the broadcasting in Pakistan concentrated in the coming years. Right from the start until the early 90s of the last century, Radio Pakistan, which was later turned to be called Pakistan Broadcasting Corporation in 1972, enjoyed complete monopoly in the realm of radio broadcasting. This monopoly was though disturbed with the emergence of F.M. broadcast in the private sector, but still the public sector medium enjoys the maximum approach to people with a wide range of radio stations, F.M. and A.M. both, in every nook and corner of the country.

F.M. broadcast in third world countries in general and in Pakistan in particular, unfortunately and mistakenly indeed, has been perceived as the kind of broadcast that is meant to play music and nothing else. Hence the objective of setting up F.M. channels in Pakistan has been narrowed down to putting the meaningless compering and all-the-time music, without any planning and potential, on air.

The A.M. broadcast, however, has selected certain important areas to broadcast for, may well be called the objectives of broadcasting in Pakistan. They are as under:

**1. Information**

To give information about something is to convey about it. Information may be from any realm of life ranging from science to art, from beneath the earth to unlimited depths of skies, from religion to humanities, from tangibles to intangibles. Radio tries to bring to listeners every possible information that they must know about.

**2. Education**

To educate people is a process of teaching and training; to improve knowledge and develop skill. Radio, being a mass medium does manage to present education-oriented programmes in its transmission.

**3. Entertainment**

People wish to get entertained as well. So radio, broadcasts entertainment programmes comprising music, drama, disk-jockey, and comedy programmes.

**4. Islamic ideology**

Since Pakistan is an Islamic country which was struggled for in the name of Islam therefore as a responsible medium, Radio Pakistan has been performing appreciate-able role for the promotion and preaching of Islamic teachings in the Light of Quran, Sunnaah and Hadith.

**5. Ideology of Pakistan**

Two-nation theory provides blood and soul to the ideology of Pakistan which seeks its roots in Islam. Radio Pakistan is playing a vital role in illuminating the ideology of Pakistan in the listeners, especially in our youth.

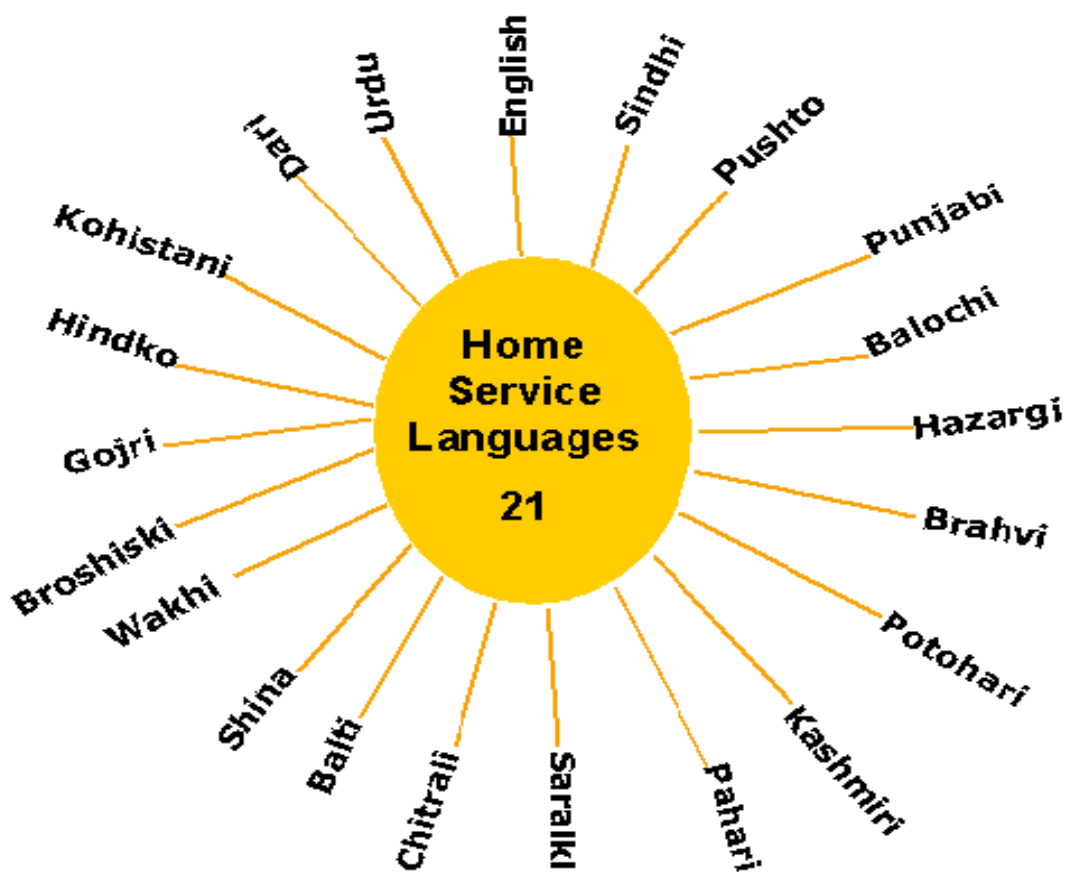
**6. Promotion of culture**

Pakistan is a land of different regions and varied cultures. These cultures represent their respective people and add rainbow colours to the vast canvass of Pakistan. Radio Pakistan is doing its best to promote and preserve this picture of heterogeneous cultures by producing programmes strongly portraying the beauty of different lands such as Sindh, N.W.F.P., Balochistan, Azad Kashmir and Punjab.

**7. Promotion of regional languages**

As mentioned above Pakistan is blessed with different lands and heterogeneous yet rich cultures and any culture of a land is incomplete without its own medium of expression that is language. Through the language it is possible not only to preserve a culture for next generations but also for its promotion and

propagation. Radio Pakistan manages to make programmes in regional languages. Presently programmes are being produced in the following 21 languages:



### 8. National Unity

A nation is always comprised of many races and people possessing various thought, beliefs and opinions. So is with Pakistan. All Pakistani people making one Pakistani nation are free to have their own beliefs, political associations and opinions, but they are not strong unless they are united. The prime objective of any country's media must be to frame its matter and content in such a manner that the national unity may be achieved and strengthened. So is doing radio Pakistan, efficiently and effectively indeed.

### 9. To boost up nation's morale at adverse hours

Yet another important objective of Radio Pakistan is to keep the nation's morale high at the hours of challenge, dejection, panic or trial. For instance soon after the emergence of Pakistan the first and foremost challenge in front of Pakistan was the rehabilitation of muhajerin who migrated from India in flocks and flocks. They were miserable. They were heavy-hearted. They were lonely on their own homeland. Radio Pakistan presented programmes to share their desolation and provided them necessary information and guidance.

The final departure of the father of the nation, Quaid-e- Azam, Muhammad Ali Jinnah was the first aching and the most agonizing episode in the history of the nation. Radio Pakistan, not only, broadcast a moving and touching commentary of the last journey of the great leader, but tried to pacify the people of Pakistan as well.

The war of 1965 proved yet another trial of nerves and patience of the nation. Radio Pakistan's services, it rendered during the war, are unforgettable indeed. The highly moving blend of the selfless passions of the ace poets of the country, the heart touching sentiments of the leading singers and the subtle and sublime

creativity of the musicians and composers created treasured tunes and memorable melodies. The blood-exiting *taranas* and national songs sung by *Madam Noor Jehan* composed by *Kaley Khan* and produced by *Azam Khan* are still capable enough to ignite the sentiments and emotions of every Pakistani.

The morning of October 8, 2005 left humanity with utmost grief and agony in Azad Kashmir and northern areas of Pakistan when a gigantic earthquake shook the plates beneath the earth and killed people on the earth in thousands and thousands turning the lofty mountains upside down. It was the real traumatic and disastrous episode in the history of Pakistan, people had ever witnessed. At this hour of fear and tear, Radio Pakistan and other private F.M. radios went to the ups of the shattered cliffs and to the downs of the injured valleys and provided the best of the services to the grief – stricken victims of the natural calamity.

### 10. News Coverage

Yet another important objective of radio broadcast is the coverage of news since on radio news bulletins go on air almost round the clock. News gathering and writing for radio is more different and difficult process than doing the both tasks for other media like newspaper and TV. Radio puts news on air after every four or five hours in the bulletins of different durations from five minute

### WHAT IS NEWS?

The term NEWS is so vast in application, so dynamic in use and so complicated in understanding that to define it as a term precisely is rather a difficult task. However, the efforts have constantly been offered by renowned practical journalists, media scholars and dictionaries to reach at a crisp yet comprehensive definition of the term. The universality of the term does not allow a single definition to convey the meaning covering all the aspects coming under the umbrella of the “NEWS”. Defining the word some of the experts went as under:

- An account of an event.
- A fact that interests people.
- A presentation of a report on current event.
- Anything that people want to know about.
- An Accurate and timely intelligence of Happenings, Discoveries, Opinions, Inventions and matters of any sort that affect or interest the listener.
- Comprising of all current activities of general human interest and the best news is that in which the most listeners or readers take interest.
- Anything that enough people want to know about is news, provided it does not violate the canons (principals) of good taste and the laws of libel. (Laws of libel will be touched upon in detail in coming lectures).
- Anything that is timely that interest a number of listeners, and the best news is that which has the greatest interest for the greatest number of people.
- A presentation of a report on current events in a newspaper or on radio or on television.

Some of the famous dictionaries define the term NEWS as under:

#### CONCISE OXFORD DICTIONARY

“Tidings, new or interesting information, fresh events reported.”

#### OXFORD ADVANCED LEARNER’S DICTIONARY

“New information about something that has happened recently”

Renowned journalists and media experts go on the term as under:

**BEN BRADLEE**

“News is the first rough draft of history”

**FREDA MORRIS**

“News is the immediate, the important thing that has impact on our lives.”

**CHARLES DANA**

“When a dog bites a man, that is not news, but when a man bites a dog, that is news.”

**ARTHUR MCEWEN**

“News is anything that makes the reader or listener say---’ Gee Whiz!”

**SUMMARY**

There are certain things common which can easily be drawn out of all of the above given definitions and they are:

- There should be an event or opinion
- That event or opinion must possess the potential to affect or influence a great number of people.
- A large number of people must have interest in that event or statement.

Now it is pretty necessary to figure out that what people wish to know about, or, they may feel a ray of interest in. Quite obvious is to conclude that the things, activities, events, or happenings which are around people, and somehow or the other are attached with them, stir up and attract their interest.

What follows from all the above-given definitions is that “the newsworthy event is one that affects or changes social, economic, political, physical, or other relationships.

Or, NEWS is an account of man’s changing relationships with his environment.

Or, to be even more specific, the newsworthy development is one that changes or shows promise to change the status quo, i.e., the prevailing status or situation.

**LESSON 04****NEWS VALUES I**

As we have come to know in the previous lesson that any event or opinion that people want to know, and is reported in newspaper or is broadcast on radio as a part of a news bulletin, is a news. It is a matter of common sense that every event can not mount to be reported and hence can not be called news. Likewise, every statement or every opinion can not be declared or treated as news.

Let us have a look at some situations and see if they can be given some space in any newspaper or in a radio or television news bulletin.

I give a statement about my friend that he is an **irate** kind of person, or I **have a row** (to exchange hot and harsh sort of words with somebody) with my cousin on a point, or my brother goes for shopping and get into a kind of argumentation while making a bargain with the salesman over the price of a pullover he intends to buy, or one of my old buddies give me a ring on my mobile that very next day he may drop in on my place.

All above-mentioned situations can never be called news unless I enjoy a considerable amount of prominence in my country. Getting more simplified, let alone my being known to my countrymen, if I am not known even to my city fellows I can just dream of being a focal point of any news item. Had I been an important figure, in any way, on national or international level, I would have had a considerable space in news.

In this lecture we will see what those factors are which make ordinary event news and add newsworthiness to any happening, event, and any opinion or to any statement.

The following are those factors that can aptly be called **news values**:

**1. CONFLICT**

Conflict means a kind of clash, quarrel, disagreement, discard or battle between persons, groups, societies or countries. It may be political, religious, ethnic or personal.

Most conflicts are newsworthy to some extent or degree. Important types of conflict are given below:

**Physical Conflict:**

Physical conflict is normally newsworthy because it usually leads to injury and damage. Since it involves violence, where there such an incidence of conflict arises, people rush to it to know what has happened actually. Physical conflict may be between two brothers over the division of inherited property, between a shopkeeper and a buyer on bargain, between two landlords on water dispute, or between two business partners over the question of profit.

**Social Conflicts:**

Social conflicts may not involve physical clash but there is a possibility of disagreement on certain issue amongst different fractions of society. A violent mob getting wild and unruly may loot the shops, set the buildings on fire, break the window-glass of showcases, ablaze the tires on important crossroads and may jam the smooth flow of traffic. All these happenings provide a good stuff for a news bulletin.

**Economic Conflicts:**

Economic conflicts are between two business tycoons, between government and public and between two countries; as well. For instance, there are certain economic sanctions imposed on any country resulting from a clash on any issue between super power and a weaker country.

**Religious Conflicts:**

Religious conflict is an important conflict of immense news value. What history reveals is the fact that most

of the wars fought on earth were because of religion. It needs a great deal of magnanimity and big heartedness to bear and tolerate other religion's existence. Failing to which leads humanity to a deadly riots, clashes and sometimes wars.

Different factions and sects within a religion also provide grounds to horrible clashes between the people constituting the same religion.

Ethnic riots in India are apt examples of religious conflicts. Riots between Hindus and Muslims, Hindus and Christians, and Hindus and Sikhs are the incidents carrying strong and convincing news value and are not only reported prominently in Indian media but also worldwide.

#### **Conflict between Politicians:**

In today's world of news, conflict between politicians is a major source of stuff for a news bulletin. Politician is part and parcel of a democratic system and they are always seen at daggers drawn at one another. One political party's political leader does not let any chance go unveiled to criticize the rival political party or political leader. Their statements against each other are of great news value.

#### **Conflict between States:**

Conflict between states may be of different kinds. It may be just verbal or may be physical. Verbal conflicts are because of certain unresolved vendetta and disputes between the countries. And if the bilateral relations fail to achieve a position of normalization and the state-of-affairs gets more and more tensed and worse, a moment arrives when war gets ignited between the countries. Getting into war does not demand countries to share the border-line with each other or one another. Last century gifted world with an unending list of reasons to wage a war against any nation, a wide range and choice of sophisticated weapons and intriguingly subtle war ways and techniques that now any nation can declare war against any other nation on earth provided it is more powerful than the other one.

War news are always read and listened to with great deal of keenness and curiosity.

#### **Conflict between Man and Nature:**

Floods, earthquakes, tsunami, famine, torrential series of rains, twisters, tornados, etc. are enough examples of conflicts between man and nature. Radio for the coverage of such natural calamities can prove its worth more than any other form of media.

## **2. PROGRESS**

Progress means any improvement in any field. If the progress is really significant it will be a part of the news bulletin.

Some leading walks of a society are as under in which if there is any remarkable progress; it will be noted by the reporter.

#### **Progress of a student**

Outstanding performance in education or sports or in any co-curricular activity such as debates, speech competition, poetry, essay competition, etc.

#### **Progress of a political party**

Any political party wins the polls or clean sweeps the elections.

#### **Any Department**

Progress in any project initiated by any government department may be good news.

#### **Scientific device**

Any change or innovation in any already existing invention or device also makes news, for instance, progress in IT devices or equipments. The first computer could hardly fit into a big room but following

years' hard work done by the IT engineers not only brought about revolutionary and mind blowing improvements in the machine but also shrank the size of the same machine to the extent that now it can easily fit into one's pocket as well.

### **Medicine**

Human and animal diseases are getting more and more complicated day by day and the growing state-of-affair is offering difficult challenges to the medical scientists. Whenever there is any break through in the on-going search for the antidotes of fatal diseases like AIDS and HEPATITIS, it becomes news.

### **Ongoing fight**

If war has been erupted between the countries and there is a change in the situation, it is media's responsibility to keep the people informed.

### **Progress in relations between countries**

If a kind of tension and cold war is going on between two countries owing to certain grounds and backgrounds and the attempts are being made to restore a state of normalization between them through diplomacy or some other channel and resultantly there is a noteworthy progress in the process, it deserves to be given a place in the news bulletin.

### **3-VICTORY AND DEFEAT**

Conflict naturally paves way for the victory of one party and defeat of the other one. Whether the conflict is between two hockey or cricket teams striving for a cup or trophy, or two armies combating in a battlefield or two political parties contesting an election, one side's fate is victory and the other's is defeat. These two ingredients of human society are teemed with healthy newsworthiness.

### **4-EMINENCE & PROMINENCE**

It is agreed upon that names make news and the bigger the name, the larger the news. There is an aura of news around prominent persons.

The inauguration of a beauty saloon by a renowned actress is news.

A statement issued by a social reformer about the pathetic condition of patients in government hospitals is news.

A prominent actor's visit to a market is news.

An eminent squash player's appearance in a TV ad in future is news.

Any political leader's visit to a *Kachhi Basti* is news.

Rightly is said that even flu to an actress is news for media.

## LESSON 05

## NEWS VALUES II

In the previous lesson we have discussed some of the news values. Some more news values are as under:

**5- TIMELINESS (IMMEDIACY)**

“NOW” is more newsworthy than “THEN”

Timeliness, in the field of journalism, no matter print or electronic, means freshness. News is about what is happening now. A saying goes, “old is gold”. It is not true when it comes to a news story. What is old is not news in any way. It is important to mention here that the word *old* used here must never be mistaken for history. These two terms are entirely different and especially in journalism both have different connotations. History itself is a news value importance of which would be discussed later on.

For instance, Pakistan has won the match. You have come to know about it and one of your friends rush forward to you filled with thrill and excitement and wishes you to get surprised. But, since you have already come across the victory of Pakistan in the match, how much ever you try, will not be able to come up to the situation with natural excitement and spontaneity in reflexive actions.

It is, however, important to note, besides something that has happened just now, news is also about the first linking of something that had happened earlier but was not known to people.

That is why,

*“Radio news is what happened five minutes ago and its impact on what is going to happen in the next five minutes.”*-----  
(Richard Bestic)

And,

*“The strength of radio is its immediacy. Exploit that by constantly up-dating stories and keeping them fresh. We are telling people what is happening now.”*

----- (Malcolm Shaw-news editor independent radio)

**6- PROXIMITY (NEARNESS)**

“Local” is more newsworthy than “Foreign”

Proximity is nearness which means that an incident which is to be reported as news has taken place near the people; the news bulletin has been put on air for. We, naturally, tend to take more interest in the news story that is about us, or our city, or our province, or our country. The closer the accident, the more the interest will be.

For instance, though *tsunami* was, more or less, equally devastating for humanity but earth quake took place in Pakistan’s northern areas and Azad Kashmir had more impact on the lives and minds of Pakistani people. Likewise the news of a train meeting an accident in Pakistan will be heard with far more attention and concern than news covering an accident of train anywhere in any other part of the world. The obvious rule hence is, “*big problems for them are less important than small problems for us.*”

**7- NOVELTY**

Novelty means something different, something against the general routine of people, something amazing, something incredible, something astonishing, something unusual. Anything, any action, any hobby, any incident, people would hardly prepare to believe in is something *novel* and hence carries the characteristic of *novelty*.

The birth of twins is, though not very common yet is normal and can be believed in easily. But the news of the birth of triplets (three children born at the same time to the same mother) or quadruplets (four children born at the same time to the same mother) is capable enough to surprise people.



Similarly, a child getting birth with two heads or four legs will provide a reporter with good news. If you come to know that a person devours up glass or iron or blades, how will you not help yourself getting astonished? ---. You will certainly.

A man pulling a truck with his moustache, or allowing a tractor overrun himself makes news carrying a strong flavor of novelty.

So, anything capable enough to surprise your faculty of accepting things comes under the head of NOVELTY.

Rightly said Charles Dana, a renowned journalist:

*“When a dog bites a man, that is not news, but when a man bites a dog, that is news.”*

## **8- HUMAN INTEREST**

Simply we turn to those news item, we find interest in. Listening to news pertaining to politics to some people is interesting but at the same time it may bore to a lot of other people.

Some take interest in stories about showbiz but to some people sports news segment serves to make them turn their radio set on.

Women are normally considered to go after fashion news. News stories regarding commerce and economy if bore a lot of people, it gathers the attention of more than many as well.

What follows from all above lines under the head of human interest is; a balanced news bulletin – one that carries news items from all possible walks of life and caters for the tastes of maximum number of people.

People with different mindsets normally wish to know about celebrities, dignitaries, showbiz activities, entertainment, politics and politicians; and those, the mercy of whose decisions and actions, our social, cultural, political and economic decisions and actions rest on.

## **9. DISASTER**

Disaster is destruction, ruin, adversity, calamity, devastation, and catastrophe. Where there is any disaster on a considerable scale, there is an availability of news. Earthquakes, tsunami, floods, famine, starvation, torrential rains, tornados, twisters, all these are natural kinds of disasters and devastations. People wish and deserve to know about such stories. The coverage of such disasters is not only a professional duty of any media but also it is a noble service to humanity and a moral and religious obligation. It is media’s responsibility to inform people about the magnitude of the disaster, number and names, if possible, of the casualties and injured ones, aid activities, rehabilitation efforts, etc.

Destruction as a result of wars is man-created form of disaster. World war-1 and world war-2 left world with horrible ruins of humans and humanity, death and fear of death are still dancing upon those ruins and ashes of which are still smouldering. The repercussions of world war-2 are still pregnant with a lot of news stories. Every year the victims and the next generations of the victims of atomic bombs dropped on Hiroshima and Nagasaki, lit candles and observe silence to commemorate one of the most destructive examples of catastrophe history ever witnessed and the heinous act of cruelty earth ever endured.

This gathering of people and their act is news.

## **10. HISTORY**

It is mentioned before that there is no connection between an old event and a historical event. History is an important source of news. Researchers are all the time working on history and historical events. The digging of thousands and thousands years old ruins, in fact, is an effort to peep into man’s past and to explore the basic facts regarding man’s creation, evolution, and old civilizations. Above all the quest to history is an effort to quench the thirst of man’ faculty of curiosity.

New truths about established truths are also attempted to discover.

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Did Hitler commit suicide? Or was killed? Or did he manage to escape and kept himself hidden till his natural death?

Was Anarkali buried in wall? Or was she let go secretly?

The motivational force behind the erecting of Taj Mehal was Mumtaz Mehal or the story was somewhat different?

Any new discovery at Mohinjodaro, Harrappa, or Taxila is news.

### **11. RELEVANCE**

Relevance is another significant news value. Stories which have direct influence on our lives or have direct relation with us are more important for us. Even a news story that is about my own city will fail to catch my attention if I am waiting for my own interview on radio.

Any news about the University of my City will not attract me if there is news about the school where I got my early education at.

Any news about my own profession is more newsworthy than news about any other profession.

News about the imposition of new tax on cars will not affect a layman who will more be affected by the news about the rise in the local transport fare.

So relevance of a man with a particular incident or place enhances the weight of the news.

**LESSON 06****NEWS VALUES AND ELEMENTS OF NEWS****12. CONSEQUENCE**

Any event or statement of any important person in a society, capable enough to affect a larger number of people in future, carries newsworthiness and must be given space in news bulletin. The incident, as a matter of fact, at the time of its taking place, may not be that important but in future may acquire a great deal of significance in terms of affecting people in one way or another.

Likewise, under the head of CONSEQUENCE, there may be a statement of any personality who enjoys the authority and power of policy making in a state or society and he makes a policy statement that concerns with the coming days of people.

For instance, if metrological office declares a dry weather for the whole year with nominal amount of rains, it means that drought in region may be expected in future.

Every government, during its tenure, every year, announces budget for coming monetary and fiscal year in which new taxes are imposed and some already existing taxes are rescheduled where as some commodities and goods are declared tax free; some imports are declared free from customs duty where as on certain imports custom duty is levied.

It is to be noted, all announcements regarding rise or fall in prices of different commodities and services does not have any immediate affect on the lives of the people but it does after the date the decisions are put into effect. It follows from this, the budget speech is important in terms of consequence.

The announcements of rise or fall in the prices of certain utilities, such as, petroleum products and electricity, also come in such news stories.

**13. MISCELLANEOUS NEWS VALUES**

There are certain news stories which though do not posses any of the news values mentioned above but still, find place in newspaper, radio, and TV bulletin. Such news stories, in any way, are news stories.

Migratory birds, flying from extreme cold regions to warm ones covering thousands and thousands of miles, make news.

A dog saving his master from being robbed makes news.

Anniversaries of different people are covered as news. Birth and death anniversaries of Quaid-e- Azam Muhammad Ali Jinnah and Allama Muhammad Iqbal are celebrated in reverence and respect therefore they will be included in news bulletins.

- Special days are covered as news
- Observance of 14<sup>th</sup> August as Independence Day
- 23<sup>rd</sup> March as Pakistan Day
- 6<sup>th</sup> September as Pakistan Air Force Day
- 7<sup>th</sup> September as Pakistan Defense Day
- 1<sup>st</sup> May as Labor Day
- 5<sup>th</sup> January as Kashmir Solidarity Day

Besides above stated special days, 14<sup>th</sup> February as Valentine’s Day, aid’s day, father’s day, mother’s day, etc. have also been started being observed in Pakistan and news stories covering these special days now become a part of the news bulletins.

**Conclusion** – “News values are subjective.”

## ELEMENTS OF NEWS

While dealing with news, two stages we have covered so far. First, to see what we call news, what actually is news? Second, to understand those features that convert an ordinary event or statement or opinion, into news.

Now we go into details of news elements. News must carry following elements to come up to the ideal standards of news.

1. Accuracy
2. Meaningful
3. Interesting
4. Factual
5. Objectivity
6. Conciseness
7. Clarity
8. Comprehensiveness
9. Cohesiveness

Let us go into the details of each and every news element.

### 1. Accuracy

When we say '*a news item must be accurate*' we actually mean that whatever we are required to produce as news, or whatever we are being given in the name of news to believe in, it must be correct in every crumb of its details.

- The *names of people* given in the news must be correct.
- The *names of the places* given in the news must be accurate.
- The *ages* of the people, if required to be given in the news, must be given with precision.
- The *days, dates and time* of the incident or speech, or accident, being treated and reported as news, must be accurate.
- *Language* must be correct in terms of *pronunciation, vocabulary, structure, and grammar*.
- *Statements* of people must be accurate.

### 2. Meaningful

The news should be meaningful and must make any sense. It also implies that it must carry any one, or some of them, or all of the news values we have gone through.

### 3. Interesting

The news story, especially to be broadcast on radio, must be written and presented in such a way that the listener may not get bored. It is quite a difficult task to be managed when it comes to writing and presenting news bulletin since news is something that can never drift away from the principals of accuracy and objectivity. What we actually mean by making news bulletin interesting is the reading effect in the tone and style must be avoided by the news caster and spoken language is to be employed while writing the lines of any news item.

### 4. Factual

The news story must base on the incident or statement which has actually taken place. In this era of media, where the choice available to the listener is wide and universal, news on one channel can easily and instantly be verified on the other channels. The taking risk of putting on air something fabricated or concocted will definitely bring bad repute to the channel doing it. Hence the most important element to be cared for and taken into serious consideration while presenting news is its being factual and truthful.

### 5. Objectivity

Besides being accurate and factual, a news story needs to be to-the-point as well. Unnecessary details,

though may be a part of the incident, should be brushed aside.

Another thing that is important to be considered while making the element of objectivity certain in a news story is that it must not be given personal touch or flavour. Even a slight impression of personal emotions or any kind of exaggeration may endanger the objectivity of the bulletin.

### 6. Conciseness

When it is said, *a news story must be concise*, it means, *it should not be unnecessarily lengthy*. Where unnecessary details are to be avoided, unnecessary wording must also be pruned out. Verbosity always kills the purpose and this is brevity that is unanimously agreed upon to be the soul of wit.

Wordy expressions and unnecessary repetition must be avoided. Your duty is to inform people about an event; you are not supposed to make them understand a thick and problematic matter of psychology or the reasons why crimes are getting rampant in our society. These may well be the topics of an article or feature but can not be touched upon in a news bulletin.

One-word substitution saves the space and time, both.

### 7. Clarity

The main objective of news is to keep the listeners in picture of what is happening around them and in the world. And the purpose is achieved only if clarity is there clarity.

Simplified vocabulary, easy-on-tongue order of the words, and correct and clear pronunciation are the key factors employing which the goal of making news clear and understandable may well be achieved.

### 8. Comprehensiveness

If something is comprehensive it means that it is complete by all regards and aspects. A news item is considered comprehensive only when it answers the every possible question that may arise in the minds of listeners. As a general principal to make a news story comprehensive and complete – five Ws and one H are to be satisfied. They actually stand for: **what, when, where, why, who** and **how**.

- **What** happened?
- **When** happened?
- **Where** happened?
- **Why** happened?
- **Who** did it? and
- **How** did it happen?

Sometimes in certain stories it also becomes necessary to answer another **W**, and that is **who for**.

For instance, in vicarious crimes (crimes which are performed by an agent on behalf of some other person or persons), it becomes necessary to give the person's name as well **who** the agent did a certain crime **for**.

First, to make a news item comprehensive, and then, the whole news bulletin, is a must. A news bulletin must also consist of all the possible news items of all those happenings which have taken place just prior to the moment the news bulletin goes on air.

Sometimes, however, it happens that an important news lands in newsroom immediate after the time the bulletin has started. In such case, an attempt must be made to pen down the story at the moment and be handed to the newscaster so that in this era of neck-to-neck competition the channel may not lag behind its competitors.

### 9. Cohesiveness

The last but not the least one is the element of cohesiveness. When we talk of an order, a kind of symmetry; a well-knit, well-planned, well-organized and even end-product, we actually talk of cohesiveness.

It means that the order of the details to be put in a news item must be in proper order. Symmetry suggests beauty and it must be self-evident in the construction of the news story. Asymmetry mars the beauty and the listener does not go on with the bulletin smoothly and comfortably. It must not be jumpy and uneven. To be more precise, a news item, and then the bulletin, must be well-knit, well arranged and well-ordered.

#### **Difference between News Values & Elements of News:**

##### **News Value**

We have come across different definitions of news and have been successful in drawing some common factors which every definition, by and large, shares with the other one. The common features we have drawn out of different news definitions are the news values. These are the values which lend newsworthiness to a common incident, event, statement, or opinion. This is the first stage to evaluate an incident against the yardstick of the news values.

##### **News Elements**

Once it is decided that this particular event deserves to be treated as a news item, the next stage is to pen it down for a news bulletin or a newspaper. Now comes forth the expertise and the skill needed to write, arrange and style the event, which has already been declared as a news item. The expertise which a news writer employs while penning down the news story are called News Elements.

**LESSON 07****MEASURING THE IMPORTANCE OF NEWS**

A constant and specialized kind of training enables reporters to draw a line of demarcation between an ordinary event and a newsworthy event. They come to know what incident, statement, portion of speech, or an activity of a renowned actor is to be treated as news and given space in the news bulletin.

After having enough material that is supposed to be a part of the coming news bulletin, a difficult yet the most important and sensitive task lays ahead is giving a specific order to the news items the typist has to follow while typing the news items and the news caster has to follow while reading out the bulletin.

Is it “first come, first serve” rule that applies here or “hit-and-trial method?” No, not at all. If not, then how to measure the importance of news story so that its turn in the sequence of a news bulletin can be determined? The order to be followed while placing the news stories in a bulletin is based upon a pretty scientific and systematic manner.

“Generally, the most important, significant, and interesting, is offered to the listener or reader.”

The following are the ingredients which make a story important and significant and according to its importance and significance its order in a news bulletin can be evaluated and determined.

**Intensity of an Event**

Something intense means something extreme, something powerful, something deep, and something very significant. Intensity involves power, force, and strength. When we evaluate a news story in terms of intensity, we as a matter of fact, make an attempt to gauge its importance in terms of its strength and consequently its affect on the society it is meant for. Intensity may be local, regional or global.

For instance, Pakistan wins world cup in cricket first time in the history of her participation in the competition. It involves extreme level of interest of Pakistani nation in the victory and the victory possesses great amount of intensity for Pakistanis. The news in Pakistani channels’ bulletins will be given first place.

**Extensity of an Event**

Something extensive means happening of any event or accident on a larger level involving a great number of people.

For instance, on 8<sup>th</sup> April 2005, a horrible earthquake left thousands and thousands of people in Azad Kashmir and northern areas of Pakistan, with unforgettable destruction and devastation. It was a titanic tragedy which affected people on extensive level. To cover this natural calamity and its affects on people, reporters from media throughout the world rushed to the affected areas. This was a kind of event that involved people on extensive scale coupled with mammoth intensity. That is why its news and coverage was given the highest importance and the news story stayed at first place in the bulletins for weeks.

“The importance of a story is determined by its intensity (the amount of disruption) and by its extensity (the number of people affected).”

**Recentness of an Event**

As it is said, time and again, that recentness or timeliness is the very feature of a news story. Any event or a statement that is stale and old can be anything but can not be news. Out dated stories may be taken as reference but these stories cannot be termed as news items. News is something that is new, as to some journalists, *news* is the plural of *new*. Only the event or happening that carries all or some of the news values we have gone through, and possesses the feature of newness as well, deserves to be called news. That is why the most recent happening is treated as *breaking news*.

**Proximity**

Proximity, as discussed above, is the nearness of an event. Local events are more important than foreign. An accident or crime or ceremony is more important in the city where it occurs. The same kind of happening occurred in any other city or country may be reported as news but in the bulletin it will be placed in the tail end.

**Consequence of an Event**

In his budget speech, the finance minister announces a drastic cut in the tariff of electricity, or a fifty percent raise is announced in the salaries of government servants. These changes will not come into effect immediate after the minister concludes his speech, rather, from the 1<sup>st</sup> of the 1<sup>st</sup> month of the coming monetary year that may start after a fortnight or twenty days. But since the consequences of the announcement are supposed to affect people in future, the news will be given a prominent placing in the news bulletin.

**Variety of news values**

It is a matter of simple understanding that more the news values in an event, the greater the importance of that news will be.

For instance, the murder of a person is news, but the murder of any important figure in a society is even bigger news. Earthquake anywhere in world is news, but earthquake in Pakistan is bigger news. If it is so intensive that it kills thousands and thousands of people forcing other thousands of people to shift and confine to tents, it becomes even the biggest news for almost all the news channels in the world.

**Factors of Magnitude Simplified**

Following is the list of the factors of magnitude of a news item:

- The extent of the disruption of the status quo (prevailing situation) i.e., INTENSITY.
- The number of the people affected by the event; i.e., EXTENSIVITY.
- The nearness of an event; i.e., PROXIMITY.
- The recentness of an event; i.e., TIMELINESS.
- The extent of the results flow from the event, i.e., CONSEQUENCE.
- The variety of the news values in an event; i.e., VARIETY.

**NEWS STORY TYPES**

Broadly speaking all news items can be categorized under four heads. They are:

- 1) **General types**
- 2) **Simple types**
- 3) **Complex types**
- 4) **Special types**

We will look into all these types in detail while studying reporting but it is important enough to have an introduction to these types.

**GENERAL TYPES**

The following are the news stories which are treated as general types.

- **Personals**
- **Briefs**
- **Meetings**
- **Events**
- **Speeches**
- **Publications**
- **Interviews**



**Personals**

These are the news stories about important persons of a society about whom people want to know. These figures could be from politics, showbiz, sports, or from any walk of life.

The near and dear ones of these celebrities also make news.

For instance,

- Any minister is admitted to hospital.
- Nazim visits any market.
- Prime minister's mother gets ill.
- Minister's son gets married.
- Any important figure's near one passes away.
- Names of visitors, guests, committee members, conventions.

**Briefs**

These are short news stories not pertaining to persons but they are related to different organization, non-government organization, associations, trusts, clubs, etc.

- Policy or progress announcements/ statements of different government or non government organizations or departments, i.e., NADRA, etc.
- The closing of certain departments on special holidays.

**Meetings**

News regarding different meetings held or to be held at different levels are to be covered. The criterion of evaluating the importance of these meetings is the same we have already gone through.

**Events**

These events may be fairs, or festivals, or may be any exhibition of pictures of a renowned photographer or of portraits made by an eminent painter or handcrafts. These events are the social and cultural activities in any society and deserve to be covered or to be made a part of a news bulletin

**Speeches**

Speeches of leading politicians, religious leaders, any department's chairman, ministers, prime minister, president are to be covered and given space and place according to their respective importance.

**Publications**

News pertaining to different publications is also covered if again, they deserve to be a part of a news bulletin in terms of the eminence of their author and the importance of the subject matter.

The publications may be *articles, books, or research papers*.

**Interviews**

Important interviews, if revealing anything important that may affect or interest a handsome number of people, are also included in news bulletin, especially if the interview is on any current issue.

Interview, in general, is an important genre of reporting and journalism whether print or electronic and hence will be touched upon in detail in the coming lectures. Some important kinds of interview, however, are given here:

- Personality interviews
- Informative interviews
- Opinion forming interviews
- Illustrative interviews
- Thematic interviews

## TYPES OF NEWS STORIES II

### **SIMPLE TYPES**

These are the news items which require a reporter to be bit interpretative while writing the story.

It implies that these stories need a little more interpretation and explanation about the personality or accident or incident the story pertains to.

The following are the simple types of news stories.

### **ILLNESS**

As is obvious, this news is about the illness of a personality who is enjoying prominence in a society. Since the rapid and extensive emergence and growth of media has shrunk the whole world into a village, some personalities are blessed with worldwide prominence and importance.

To quote the examples of such celebrities the apt names are of mother Teresa, Nelson Mandela, Jahangir Khan, Imran Khan, Michael Jackson, André Agassi, and many more. So if any of such universally acknowledged personalities or any of their close ones get ill, the news of their illness would be a part of news bulletin.

While covering the stories of illness, following points must be given importance.

**Name & identification of the person who is ill**

**Cause of illness**

**Nature of illness**

**Condition (fair, serious, critical)**

**Name of hospital (“local hospital” if private)**

### **DEATH**

Following are the essentials of death stories to be covered carefully:

**Name and identification of the person died**

**Age of the person at the time of his death**

**Place of death**

**The Time and Date the person died**

**Cause of death**

### **FUNERAL**

Stories about the funeral of any person may be the Follow-up of illness story of the same person but not always.

The following are the essentials of a death story to be covered by the reporters.

**Time and date when the funeral ceremony is to be performed**

**Place of burial**

**Pallbearers**

### **FIRES & ACCIDENTS**

The essentials of the stories of fires and accidents are as under:

**Place where the fire or accident took place,**

**Causalities**

**Injured persons**

**Damages to property**

**Escapes (experiences of escapes)**

## CRIME STORIES

No such society exists on earth that is free from crimes. So to keep people informed, the coverage of crime stories is very important.

The crimes normally found in a society are as under:

### Homicide (Killing a Person)

Homicide is an act of killing any other person that is in contrast with suicide, that is, to kill oneself intentionally.

Killing someone else may be of the following types:

Manslaughter

Murder

Assassination

#### a) Manslaughter

It is the crime of killing a person by someone who did not intend to do it. In Urdu it is called *katl-e-khataa*.

For instance, you must have come across news such as an old man is run over by a car. Now the driver of the car did not intend to kill the old man, so this is manslaughter. In court of law the driver will not be sentenced to a punishment that is specific for planned killing of a person.

Or, someone was cleaning his gun and it worked itself killing a person present nearby. This killing, also, cannot be termed as planned killing.

#### b) Murder

Murder is the crime of killing a person by someone who did it deliberately and knowingly. This killing is with the intention of the person who did it and the responsible, if proven in the court of law, will be sentenced to the punishment that is specific for a person who does so. In Urdu, this is called *katl-e-amd*.

Since killing a person is an established crime and this is something that creates disruption in the society, the news of this incident will be covered in the news bulletin.

#### c) Assassination

Assassination is the crime of killing a famous or important person in a society for any of the reasons; may be out of jealousy, or for money, or to accomplish some other interests.

It is normally a paid murder and the person who commits this crime is called *assassin*.

As it is a kind of murder in which an important person in society is killed, the news becomes of reasonable magnitude and importance and it must appear in media, whether print or electronic.

### Assault

Assault is a crime in which a sudden violent attack is made on someone. It may be for any reason.

### Kidnap

Kidnap is the crime in which the criminal takes someone away by force, usually in order to demand money in exchange for releasing him or her.

The one who commits this crime is called *kidnapper* and the money he or she demands for the kidnapped one or ones is called *ransom*.

### Larceny

Larceny is the crime of taking something that does not belong to the person who commits it; and it is done without getting illegally into the place where the property, movable or immovable, is taken from.

Larceny is normally performed by altering the instrument of ownership. It is altered to change the ownership of the property. It is to be noted that the instrument of ownership is the legal document showing the legal ownership of a person or persons over any movable or immovable property.

**Burglary**

It is a crime the committer of which enters a building illegally, especially after making a hole in the wall or roof of the building, to steal things. The person who does it is *burglar*.

**Robbery**

Robbery is the crime of depriving someone of his belongings by the use of force or threat, physical harm may also be given to the victim especially when resistance is offered to stop the robbers from the act of robbery.

The person who performs the robbery is *robber*.

**Embezzlement**

It is a crime committed by people who or in business or in influential jobs. The person who commits it secretly takes some of the money illegally that is officially in his control and care and that belongs to the organization or business he works for.

**Forgery**

Forgery is the act of making an illegal copy of any document in order to deceive someone or law.

**Arson**

The act of putting someone's property deliberately on fire with an intention to damage or destroy the property is called arson.

The person who does it is an *arsonist*.

**Mugging**

The depriving someone of his belonging forcibly in a public place is mugging and a person who does so is called *mugger*.

**Perjury**

The act of giving false statement in court of law after promising formally to tell the truth is *perjury*. *Perjurer* is the one who gives false statement.

**TYPES OF NEWS STORIES III****SIMPLE NEWS****Crime Stories:****Contempt Of Court**

It is a punishable act of disobeying an order made by a judge or court of law or behaving in such a way that the usual process of the court is interrupted.

**Conspiracy**

Conspiracy is a secret plan made with other people to do something bad, illegal or against someone's wishes. If the plan is illegal and the conspirators are exposed and held responsible then it becomes cognizable crime. Cognizable crime is the one that allows police or law to come into action.

**Gambling**

Gambling is betting money or some other property, moveable or immovable, on any game or action.

**Drug Trafficking**

Drug trafficking is trading in illegal drugs and this is universally recognized crime. In some countries the people involved in this crime are awarded even capital (death) punishment. The people caught dealing in this illegal trade make news.

**Smuggling**

Illegal transportation of goods within a country or across the border is smuggling.

**Disturbing Peace (Riots)**

Riot is a noisy, violent, and uncontrolled public gathering. Riots are carried out normally by pressure groups in a society to demonstrate protest against government policies or to achieve some vested interests. If the riot turns into hooliganism, public property is put in danger and peace is attempted to be sabotaged, it makes news.

**Rape**

It is a heinous crime of having sex with someone against his or her will. Rapist is the one who commits the crime.

**WEATHER NEWS**

In routine weather news items, following areas are covered:

1. **Temperature (highest and lowest)**
2. **Humidity**
3. **Rain or Sun**

Sometimes the weather may become the lead story or one of the major stories of the day. The weather aftereffects do not disappear with dawn or dusk, so in case the weather story is the most important or one of the important news items in a news bulletin, its follow up story goes on and on until the repercussions of the story get diminished.

The story about the weather will be treated as special news item if:

- The weather results in disaster; floods, hurricanes, tornadoes, droughts, dust storms, thunder and lightning, blizzards (snowstorm), or other weather oddities which cause deaths or serious damages.

- 
- There are sudden changes, cold waves, early snows, heavy rains or other out of the ordinary conditions.
  - Previous records are broken, like, highest ever or lowest ever temperature, quantity of rainfalls breaking the previous records.
  - If the schedule of any special event is disturbed owing to unexpected weather conditions, for instance, because of continuous heavy rains there is a kind of flood situation in the city; consequently, the school exams may be postponed.
  - The affect of bad weather on crops and drought is expected, it will be news.

**Lunar Months**

The significance of lunar months may posses any place in those countries where the Muslims are not in majority, or it may not carry any weight for people who belong to the religions other than Islam, but for Muslims and in Islamic countries the moon sighting of lunar months is of immense importance. All the rituals, festivals and celebrations of Muslims are marked and estimated with the sighting of the first moon

The most important to be reported is, whether the moon is sighted or not, especially the moon of Muharram-ul-Haraam, Rabi-ul-Awwal, Ramadhan, Shawwal, and Dhil-Hajj.

**LESSON 10****TYPES OF NEWS STORIES IV****COMPLEX NEWS**

These are, as a matter of fact, stories which involve complexities of the nature of the beat, of the language that is to be employed while penning down the news item, of the jargons which are frequently used in the writings or in the conversation about the field.

These are the news stories which demand reporter's special knowledge about the beat he is covering. The reporter covering this type of stories must be well versed in the basic knowledge about the beat.

Actually this is where comes up *interpretative reporting* to facilitate people with back and foreground of the event covered by the reporter so that they may not find any lack or ambiguity while listening to the news item.

The following are the essentials to be made a part of complex news items by a reporter:

- Reporter must incorporate extra explanation in the news item.
- Technical vocabulary is to be made easy.
- Expert knowledge of the reporter about the beat must be evident from the coverage of the event.

What interpretative reporting is will be gone through in detail in the coming lessons. Now let us have a glance at some complex news story types 'that require interpretation from the reporter's background of specialized information.'

**Court, Trials, Lawsuits:**

Court stories are considered among the most difficult and challenging stories to report since they involve complexity of legal process. The reporting of a trial especially when it is under hearing in any court is a pretty sensitive task. The reporter needs to be very careful and cautious while reporting owing to the strong possibility of the fact that any of his comment or information given in the report may create problems for either defendant or the plaintiff or even for himself. An even insignificant expression of carelessness and there will be a notice from the court demanding explanation from the reporter.

Another thing, as discussed above, while reporting court related stories, reporter has to simplify the terms used while the trial by the lawyers and the judge since these terms, though can be understood by the ones who have special knowledge of law, may not be understandable by a layman.

Court stories, normally, have already been reported in news bulletins before they become court stories. A murder, for instance, has been done and its facts have already been known to people. Now the matter is in the court for hearing so that the accused be declared murderer or be set free from the allegation. Hence while reporting this case; background of the case will also be the part of the report.

**Government & Policies:**

One of the prime objectives of any news channel is to keep people informed with the policies and projects announced and initiated by the government in the interest of the people. So the coverage of news stories regarding different departments and organs of government is pretty important and it demands reporter to be well conversant with the following areas:

**Forms of Government:**

Presently there are three types of government found in different countries.

***Democracy***

It means government of the people, by the people and for the people. Countries enjoying democracy have opted either for presidential system reposing the maximum powers in the president as the head of the state

or for parliamentary system letting the prime minister enjoy the status as the head of the state.

It is important to be noted that in democracy the head of the states are elected by the representatives of the people and they are answerable to the people for every of their act or decision.

### ***Monarchy***

Monarchy is a kind of government in which the power rests with one person whose decisions cannot be challenged. The monarch or the king is the ruler and the head of the state the right to rule is transferred to any one of the heirs of the king like any transferable commodity.

### ***Dictatorship***

In dictatorship one person manages to become the ruler of the state and enjoys the power as long as he wishes. To run the affairs of the state he may select a band of ministers and technocrats of his own choice and his decisions can not be challenged in any way by anyone.

### **Different Parliaments and Constitutions**

A reporter must study the nature and the functioning of different parliaments in the world. Most important countries in this connection are United States of America, England, France, Russia, India, and Germany.

Likewise the constitutions of these countries must also be known to a good reporter. A reporter must be well familiar with the constitution and parliament of his own country. He is to be well aware of all the members of National Assembly, Senate, Provincial Assemblies, Federal and Provincial Ministers with their respective ministries.

Local governments with the entire set-up and working must be in the knowledge of the reporter.

### **Business & Commerce News:**

Stories pertaining to business and commerce also demand a reporter to equip him with special knowledge of terms, jargons and economic trends of business and commerce sphere.

Given below are some special areas of news on business and commerce;

#### **Markets**

Stocks and bonds  
Livestock and commodities  
Local, national and international market trends

#### **Real Estate**

Routine transfer  
New additions  
Large sales  
Improvements and expansion of buildings and housing schemes  
Construction permits issued.

#### **Merchandising**

Retail and wholesale stores  
Expansions and improvements  
New corporations and partnerships  
Mergers, Bankruptcies, Prices, Cost of living

#### **Financing and Banking**

Stockholders' meetings  
Dividends  
Bonds



Interest rates  
 Money market in general, Currency exchange rates.

**Industry Related News:**

Knowledge about industries in Pakistan  
 Leather & Surgical instruments  
 Textile & Sports industry  
 Imports /exports  
 New industries, products, shares, mergers

**Transportations**

Changes in schedules  
 New policies regarding transportation

**Labour:**

Wages and hours  
 Unemployment  
 Strikes, lockouts, relief  
 Labour unions,  
 Labour problems and laws  
 Int'l Labour organization

**Business and Government**

Taxes  
 Legislative acts  
 Court decisions and business  
 Regulations and enforcements

**Agriculture:**

Crops, Sales, Droughts  
 New methods of farming  
 Land reforms  
 Regulations by government  
 New varieties in seeds and seedlings  
 Seed & Seedling crops  
 Winter & Summer crops  
 Sowing, Reaping & Harvesting season  
 Arid lands  
 Irrigation lands  
 Canal system of Pakistan

**Medicine & Psychology:**

Stories regarding medical technology and psychology demand a reporter to make special terms easy for listeners. Some of the terms are given below:

By pass  
 Angiography  
 E.C.G. (electrocardiogram)  
 Anatomy  
 Migraine  
 Schizophrenia  
 Hydrophobia  
 Kleptomania

**LESSON 11****TYPES OF NEWS STORIES V****COMPLEX NEWS**

These are, as a matter of fact, stories which involve complexities of the nature of the beat, of the language that is to be employed while penning down the news item, of the jargons which are frequently used in the writings or in the conversation about the field.

These are the news stories which demand reporter's special knowledge about the beat he is covering. The reporter covering this type of stories must be well versed in the basic knowledge about the beat.

Actually this is where comes up *interpretative reporting* to facilitate people with back and foreground of the event covered by the reporter so that they may not find any lack or ambiguity while listening to the news item.

The following are the essentials to be made a part of complex news items by a reporter:

- Reporter must incorporate extra explanation in the news item.
- Technical vocabulary is to be made easy.
- Expert knowledge of the reporter about the beat must be evident from the coverage of the event.

**Education**

While covering education related news items a reporter must keep following points in his mind.

- Govt.'s policy on education
- Change in syllabus
- Exams of different classes
- Results
- Interviews of toppers and policy makers

**Research**

Research may occur in the following fields.

- **Medicine**
- **Disease**
- **Agriculture**
- **History**
- **Science**
  - Inventions
  - Improvements
  - Innovations
  - Space sciences

Reporter must keep himself/herself in touch with the names that are directly or indirectly involved in the research work in the said fields and whenever there is any breakthrough, must pick up the news.

**Religion**

Reporter covering news items regarding religion needs to have the adequate knowledge about the following aspects of this type:

- 1) Basic knowledge about own religion
- 2) Historical facts
- 3) Jurisprudence

- 4) Minorities
- 5) Basic history of minorities' religion
- 6) Religious Heroes & Personalities

**TYPES OF NEWS STORIES VI****SPECIAL NEWS**

The emergence of so many radio channels has created an atmosphere of competition and in this competitive era listeners demand more than just what is termed as hard news. A quality news bulletin is the one that contains as many segments as it can. The segment contains something to tell listeners about fashion, family, foods and social events; and the reviews of television, plays, radio programmes, films, etc.

**Lifestyles:**

In lifestyle following aspects of a society may be covered:

**Receptions**

In different organizations, departments or other official or educational set-ups, whenever there is a fresh arrival of any officer, he is welcomed in a formal way and a kind of function is arranged in his honour. This function is to be covered.

**Farewells**

Likewise, on retirement or transfer of any important official, he is given a farewell party where his colleagues and other figures of society gather to say words in his honour. These functions are to be covered.

Sometimes a get-to-gather is arranged at tea-time or dinner and these occasions carry a lot to be recorded and to be made a part of news bulletin.

**Entertainment**

Functions and personalities in showbiz always have a potential to attract listeners' ears. News about actors, actresses, singers, etc. is put in a news bulletin. Showbiz functions such as recitals (music programmes), music shows, charity shows, film festivals, award ceremonies, film-openings, etc. make news. These functions are to be covered.

**Fashion**

Happenings in the world of fashion make news. While covering fashion news following important things must be concentrated:

- a) What's in?
- b) What's out?
- c) New trends
- d) Top models
- e) Models' interviews.

**Engagements and Weddings**

News of engagements and weddings of important figures in a society also fall in special story types.

**Sports:**

Sports news items are given special place and space in a news bulletin. People, more than anything else are interested in listening to stories about sports. News becomes most important when one of the teams playing is listeners' own country's team. All of the news values, i.e., prominence, progress, human interest, conflict and consequence, contribute to the importance of this type of news.

In big radio organizations there is a separate department of reporters, writers and editors for the coverage and treatment of sports events.

**Literature & Art:**

Something new and interesting in the realm of literature and art makes news.

The following are the important areas to be covered in this story type:

**Literary Personalities**

**New Literary Works**

**Nobel Prize**

**Criticism**

**Books**

**Articles**

**Painting and sculpturing**

- Famous artistes and sculptors
- Forms of art
- Realism
- Impressionism
- Romanticism

**LESSON 13****SOURCES OF NEWS I**

News sources are the ways and routes through which a news channel gets news. Given below are the important news sources:

- Reporters / correspondents
- Newsroom diary
- File
- Check Call
- Monitoring
- News/ Press releases
- Media contact
- Politicians
- Press conference

**REPORTERS / CORRESPONDENTS**

The biggest source of news for any radio station is its reporting staff. The reporters live in the community to which they are broadcasting through everyday contact with people in the area, from their observations as they move in the society and from their informers they get news for their organization. So the chief assignment of the reporter is to get news for the channel he or she is attached with.

**Network of Reporters**

The news channel has a galaxy of reporters for gathering news. Their network, according to the size of the channel, works on local, national and international levels.

***Local Reporters***

Local reporters or correspondents are from towns and villages and their assignment is to find from their vicinity and send them to the organization they work for. If needed, they record the impressions of the people or the recording of any important function or ceremony and dispatch it. If it is crucial to get the news in the bulletin immediately, the same recording and the news details may be sent to the newsroom on telephone lines as well.

***City Correspondents***

These reporters are deputed in big and important cities and perform as local reporters do.

***International Reporters***

These reporters are specially deputed in the important cities of the important countries. They keep a vigilant eye on the happenings in the country they are deputed in and keep their channel updated.

***Special Reporters***

These are the reporters who are assigned news items of great significance to cover. For instance there is an inauguration of motor-way and the chief guest is president or the prime minister himself. Special reporter will be assigned the coverage of this event. Likewise the coverage of the press conference of any minister to make public government's point of view on certain matter will be assigned to special reporter.

***Senior Reporters***

These reporters are also assigned important and sensitive happenings and functions to cover.

***Chief Reporter***

Chief reporter is the one who administers the junior reporters.

**QUALITIES OF A REPORTER**

Besides proper education of journalism, a reporter must possess following qualities if he strongly wishes to

be a figure in the field of journalism.

### ***Nosy/ Curious***

A good reporter is one who has an ability to smell the news in any apparently normal and ordinary event. He needs to be curious and nosy about the things behind the curtain.

### **Sharp Observation**

Unless a reporter's observation is sharp and outstanding, he is unable to smell something newsworthy in any happening.

### ***Public Relations***

A good reporter is the one who enjoys a good repute in the society and cultivates healthy relations with officials of important status in almost all important departments and walks of life. His strong relations make him obtain news in time and without applying extra efforts.

### ***Active; Dynamic***

A reporter is the one who is always active and ready to be assigned any task of news gathering. A sluggish, lethargic and inactive kind of person can be anything on earth but can never be a reporter.

### ***Well informed***

A reporter is a man of knowledge. He is not only supposed to have information about important happenings in the world, capitals of different countries, facts and figures of different national and international issues, national and international economic trends, but also it is imperative for him to have knowledge of the basics of almost all social sciences. A good reporter though can not be master of all, but he has to be the jack of all trades.

### ***Shrewd yet well behaved***

The profession a reporter has opted for, demands him to be sharp, active, shrewd and sometimes cunning as well but it does not imply at all that he is required to display ill-mannerism. He needs to be polite, well behaved, courteous, lively, refined and easygoing kind of person.

## **NEWSROOM**

Newsroom is a specific area in a newspaper office or a radio or T.V. station where news is received, treated, processed and prepared for printing or Broadcasting.

## **NEWSROOM DAIRY**

Newsroom diary is a kind of diary or register in which information about coming important events to be covered are logged in. every page of this diary is divided in different columns containing important information about the function, ceremony, workshop, seminar, or symposium. Normally following information about following five Ws is put in these columns:

### **What**

Nature of the function/ gathering.

- a) Seminars
- b) Workshop
- c) Opening of any project
- d) Laying down of foundation stone

### **Who**

Name of the Chief Guest

### **When**

Time & date of the event to be covered

**Where**

Venue—complete address of the place where the event has to be held.

For instance:

Function.	Chief Guest.	Date.	Time.	Venue
Symposium on the Political Thought of Allama Muhammad Iqbal.	Chief justice Javed Iqbal.	November 09	4:30 pm.	ABC Hall, XYZ Hotel, Mall Road, LHR.

The first thing that a reporter deputed on covering city events does on reaching newsroom in the morning is to look up the newsroom diary and to get the information of the event he is to cover on that day.

Question arises, where this information about the coming events to be covered comes from. This information, as a matter of fact lands on the newsroom table in shape of *Press Release* which is also a news source and will be discussed in detail later.

**FILES**

In newsroom there is a cabinet that contains files with titles showing different captions. Each file is about any national or international issue and is updated as and when there is any progress in the issue. The purpose of these files is to provide the reporter with the factual background of any problem. For instance if, in the city, there is a secretary-level conference of SAARC countries, the reporter will be at ease while making the news of this conference by looking up the file containing all the history and development of SAARC from its inception to date.

**Some Important National Issues**

- a) Political issues
- b) Social issues
- c) Religious issues
- d) Kala Baagh Dam, pollution
- e) Ethnicity, Sectarianism

**Some Important International Issues**

- 1) Non proliferation treaty (NPT)
- 2) CTBT (comprehensive test ban treaty)
- 3) Nuclear experiments made by different nations
- 4) Signing countries
- 5) Cuba crisis
- 6) World war-1
- 7) World war-2
- 8) Pre-Cold War Era & Post Cold War Era
- 9) Gulf crisis
- 10) Iran-Iraq war
- 11) Lebanon-Israel war

**Some Important International & Regional Forums**

- 1) League Of Nations
- 2) United Nations
- 3) NATO (North Atlantic Treaty Organization)
- 4) CEATO
- 5) SENTO
- 6) SAARC
- 7) RCD



- 8) Commonwealth Countries
- 9) European Union

**Kashmir Issue**

1. Historical background
2. Kashmir issue
3. UNO's resolutions on the issue
4. Pakistan's efforts towards normalization with India
5. India's response

**Pak-India Relations**

1. Indus water basin treaty
2. Wars with India---reasons
3. Kargil issue
4. Buglehar Dam
5. Pak-India talks on different levels

**CHECK CALL**

For hunting a story that is happening right now such as an armed robbery, fire, or air crash is breaking news. Main sources of breaking news are emergency services – fire brigade, police station, PRO of different ministers and ministries, coastguard.

These enquiries are called “CHECK CALL.”

**Breaking news----- British English**

**Spot story----- American English**

**Just in**

**News flash**

The news story that has happened right now, or is still happening and is of immense importance needs to be broadcast immediately; even a program can be interrupted for the purpose is called as *Breaking News*.

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**SOURCES OF NEWS II****MONITORING**

Monitoring officers listen to the transmissions in different languages, translate them into English and make a report of it. Monitors normally work in three shifts.

For good monitoring a monitor must be proficient in the language he is monitoring. Senior monitors scrutinize the monitoring reports and finally the news items to be made a part of news bulletin are sent to the news editors.

**Important channels to be monitored**

BBC

VOA (voice of America)

VOG (voice of Germany)

Kabul Radio

All India Radio

Iran Radio

CNN (Cable News Network)

**NEWS/ PRESS RELEASE**

A news release or press release or press statement is a written or recorded communication, directed at members of the news media, for the purpose of announcing something, claimed as having news value. Sometimes news releases are sent for the purpose of announcing news conferences.

**Means of sending a Press Release**

Typically, it is mailed, faxed, or e-mailed to the assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks.

**Origin of News Release**

The press release was first introduced in 1906 by Ivy Lee who is often referred to as the first real public relations practitioner. At that time, Lee's agency was working with the Pennsylvania Railroad, which had just fallen victim to a tragic accident. Ivy Lee convinced the company to issue the first press release to journalists, before other versions of the story, or suppositions, could be spread among them and reported. He used a press release, in addition to inviting journalists and photographers to the scene and providing them transportation there as a means of fostering open communication with the media.

**Closing of a News Release**

"30" is a traditional closing for a press release. It started during the Civil War when telegraphers tapped "XXX" at the end of a transmission. XXX is the Roman numeral for 30. Another common press release closing is ###.

**Scrutiny of a Press Release**

Every press release is not worth Broadcasting. Shifting of landed material is time consuming yet important.

**Elements of a News Release**

While there are several types of press releases (such as general news releases, event releases, product press releases, and more recently social media press releases), press releases very often have several traits of their structure in common. This helps journalists separate press releases from other PR communication methods, such as pitch letters or media advisories. Some of these common structural elements include:

- **Headline** - used to grab the attention of journalists and briefly summarize the news.
- **Dateline** - contains the release date and usually the originating city of the press release.

- **Introduction** - first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.
- **Body** - further explanation, statistics, background, or other details relevant to the news.
- **Boilerplate** - generally a short "about" section, providing independent background on the issuing company, organization, or individual.
- **Media Contact Information** - name, phone number, email address, mailing address, or other contact information for the PR or other media relations contact person.

### **Audio News Releases (ANRs)**

Some departments send out audio news releases (ANRs) which are pre-taped audio programs that can be aired intact by radio stations.

### **Video News Releases (VNRs)**

VNRs are same as ANRs but these are recorded on video tapes and are sent out to TV channels.

### **Embargoed News Release**

Sometimes a news release is embargoed -- that is, news organizations are requested not to report the story until a specified time. For example, news organizations usually receive a copy of presidential speeches several hours in advance. In such cases, the news organizations generally do not break the embargo. If they do, the agency that sent the release may blacklist them. A blacklisted news organization will not receive any more embargoed releases, or possibly any releases at all.

### **PRESS CONFERENCE**

A news conference or press conference is a media event in which newsmaker (person who holds press conference) invites journalists to hear him speak and most often, ask questions.

#### **Why Press Conference?**

There are two major reasons for holding a news/ press conference.

- A newsmaker who gets many questions from reporters can answer them all at once rather than answering dozens of phone calls.
- A person can try to attract news coverage for something that was not of interest to journalists before.

In a news conference, one or more speakers may make a statement, which may be followed by questions from reporters. Sometimes only questioning occurs; sometimes there is a statement with no questions permitted.

A media event at which no statements are made, and no questions allowed, is called a photo opportunity. A government may wish to open their proceedings for the media to witness events, such as the passing of a piece of legislation from the government in parliament to the senate, via media availability.

## SOURCES OF NEWS III

**NEWS AGENCY**

A news agency is an organization of journalists established to supply news reports to organizations in the newspapers, magazines, and radio and television channels. They are also known as wire services or news services.

News agencies generally prepare hard news stories that can be used by other news organizations with little or no modification. They provide these articles in bulk, electronically through wire services, today, they frequently use internet.

**National News Agencies:**

- Associated Press of Pakistan (APP)
- Pakistan Press Association, which was later, renamed as Pakistan Press International (PPI)
- United Press of Pakistan (UPP)
- Independent News Pakistan (INP)
- News Network International (NNI)
- SANA (South Asian News Agency)
- Online News International (ONI)

**International News Agencies:**

- Reuters
- Agence France Presse
- ANSA (ITALY)
- Australian Associated Press
- Canadian Press
- China News Service
- Iran News Agency (IRNA)

**HARD NEWS**

Spot news that contains solid facts & figures about an incident, to be treated as news.

**Hard News Formula:**

Hard news story covers a story by answering the following questions:

- What?
- When?
- Where?
- Why?
- Who?
- How?

**SOFT NEWS**

Stories covering the details, socio-cultural and economic reasons and background of a hard news story are called *Soft News*.

**Difference between Radio News and Newspaper News:**

	<b>RADIO NEWS</b>	<b>NEWSPAPER NEWS</b>
1.	News on radio is presented soon after the event takes place.	To get published, a news item has to wait for 24 hours.

2.	Follow-ups are broadcast promptly.	Follow-ups → next day.
3.	News on radio is to-the-point yet crisp.	News in newspaper is detailed.
4.	News items to be given in a news bulletin are selective – only Frontline.	All types of stories are published in newspaper.
5.	Personal approach – The newsreader talks to every individual listener.	Impersonal approach.
6.	All headlines are given at the start of the news bulletin and then, normally after a short break the details are read out.	Every story is under its headline.
7.	News is given in past and future tense.	Present tense is used in headlines in English newspapers for past events. For future events contracted headlines are used e.g., The President visits U.K. (past) The President to visit U.K. (future)
8.	Simple & spoken vocabulary.	Written style & difficult vocabulary may also be employed.
9.	Simple sentence structure, no punctuations, but stresses and pauses.	Complex structure with all required punctuations.
10.	No maps, charts, and graphs can be used for illustration.	Maps, charts, and graphs can be used.
11.	News is written and presented in a sober way; a family feeling is given to the listeners.	Catchy and saucy language and pictures are also used.
12.	More accessibility; caters illiterates too.	Limited accessibility & caters only literates.
13.	Can present news as it happens but with voice and sound only.	Can present news as it happens with visual.
14.	More difficult since only words are used	Easier since pictures can be used.
15.	Can be heard even in fields.	Cannot be carried everywhere.
16.	No maps, charts, graph.	Maps, charts, graphs.

**LESSON 16****REPORTING****Reporter**

Reporter is the person who finds and/ or covers a news story for the news organization he/she is working for. Every news organization, whether print or electronic, has a systematic network of reporters who are deputed in different cities and places throughout the world. The bigger the organization, the vaster the network of reporters is.

**Report**

In the realm of journalism, a report is a written or spoken account of an event, to be published in newspaper or broadcast on radio or television.

**Reporting**

News coverage and then writing the news for newspaper, radio, or television is called reporting.

**TYPES OF REPORTING IN TERMS OF CONTENT:**

Types of reporting in detail will be touched upon in the following lesson. Here a brief introduction of every type is given.

Broadly speaking there are three types of reporting which are:

- a) Factual Reporting
- b) Interpretative Reporting
- c) Investigative Reporting

**a) Factual Reporting**

The factual reporting is actually the reporting of any incident immediately after it takes place. It is basically to break the news and it covers the basic questions of news building that are what, when, where and who. The news is on the channel as a part of the news bulletin for the very first time. Even if it is not the time of bulletin the usual transmission is halted and the breaking news is put on air. But it depends on the newsworthiness of the event that has been reported and is to be given as breaking news.

**b) Interpretative Reporting**

It is a kind of reporting in which the reporter seeks for the details and other aspects of the news story. The questions how and why are focused upon while doing interpretative reporting. To interpret means, to explain or describe something in detail. Interpretative report is normally treated as special report about any news story.

**c) Investigative Reporting**

It is a kind of reporting in which the reporter attempts to uncover the hidden truths of a news story. The facts which are tried to keep secret by some people, the reporter noses those facts, finds them out and then brings them on the surface to show the listeners the real picture of the story.

**TYPES OF REPORTING IN TERMS OF NATURE:****a) Diary Assignment**

News room diary has already been discussed in detail. It is reporter's duty to look up that diary and see if there is any function to be covered and reported. In this case the source of information for the reporter is the newsroom diary that is maintained with the help of the news releases that land in the newsroom through different sources like by post, internet or fax.

**b) Instant Reaction Callouts**

Normally diary assignments are there in the knowledge of a reporter before time, sometimes even days

before. But instant reaction callouts a reporter does not know about until the incident takes place. In this case he is called up and informed somehow or the other to cover the story. It is therefore said that a radio reporter is incomplete indeed without his kit that carries a tape recorder in working condition, set of batteries, good quality microphone, a note book and a couple of cassettes.

### **ORDER OF REPORTING**

Normally different types of reporting come in the following order:

**Factual Reporting**  $\implies$  **Interpretative Reporting**  $\implies$  **Investigative Reporting**

It shows that immediately after an incident takes place the type of reporting is needed first is factual one. The reason behind is, the foremost responsibility of a news channel is to inform its listeners about the happening of the incident as early as possible. In first news presentation it is neither necessary nor possible to provide the listeners with rest of the details of the news item. So the rest part, that is the details and other aspects of the news story are covered after the breaking news has gone on air.

While carrying out interpretative reporting a reporter may smell something wrong on the happening of an incident and that suspicion leads him to investigative reporting

- But not always, not all stories run to be investigative stories.
- Every story, by and large, demands interpretative reporting as well.

### **REPORTER'S QUALITIES:**

Reporter, obviously, is a journalist and must get proper formal education that is a prerequisite for getting into this field. Despite being furnished with formal education there are certain other qualities as well that make an ace reporter.

#### **Nosy/ curious**

A good reporter needs to be very nosy and curious about things. Unless he takes extra interest in any apparently routine matter, he cannot hunt news. He goes beyond the things. He looks for what is behind the curtain. He peeps into the slits to find out what is truth. He gets behind the masks to uncover the faces. But to perform all these acts he needs to be very careful and within the law boundaries otherwise he may have to face the music.

#### **Sharp Observation**

Unless a reporter casts searching look on anything he is unable to find out something newsworthy. He has to be a good observer of things, happenings and incidents. Good observation power is something by which a reporter gets successful in finding news.

#### **Public Relations**

A good reporter always tries to cultivate good relations with others. He has friends in almost every important department and walk of life. At time of need he does not find any difficulty while getting information about anything.

#### **Active/ dynamic**

A successful reporter is not idle or lethargic kind of person. Rather he is active and dynamic; always ready to take up assignment and go on with given tasks. Never gets late. To be an early bird, though not considered well but this is not the case with a reporter. A good reporter has to be an early bird. Being exactly in time or getting late he may get place on the last chairs in a press conference or the person he has planned to contact to may have caught the flight.

#### **Well informed**

One who is not updated can be anything on earth but can never be a reporter. Reporting requires a great deal of knowledge and information about ever changing scenario of the world. Lacking fresh information

definitely leads a reporter to cut a sorry figure at occasions.

**Tactful**

Reporter needs to be tactful and shrewd to have persons telling him what he wants. Tactfully and intelligently, sometimes he is able to get what he needs without letting his source get alarmed. This is what a reporter is.

Telling about a good reporter, **Simon Ellis, News Editor, BBC**, goes in these words:

*“The qualities I look for in a radio reporter are:*

*a determination to ferret out the details despite the obstacles, an interest in , and genuine awareness of current news and issues, a lively imaginative mind, and a sense of humour.”*



**LESSON 17****A SUCCESSFUL RADIO REPORTER**

To work for radio as reporter is bit different from working for print journalism. Radio is a kind of medium the news can not be delayed and is to be put on air as early as the incident takes place. Owing to this limited and challenging time margin, the radio reporter needs to be very active, sharp, and prepared before hand.

**Briefing**

Before a reporter leaves for the coverage he has to do sufficient homework. He must know the nature and the importance of the event. The participants, the chief guest, what the event is about, the background of the event, all these points must be concentrated.

He must complete the file of previous stories if the present one is a sequel of any old news story.

For instance, reporter is deputed to cover SAARC countries' presidential conference; he must have a complete knowledge of the following points:

- The names of the member countries.
- The names of the heads of the respective governments.
- Information about the countries.
- Previous meetings in other countries and important progress on different matters like games, trade, students' exchange program.

**Reporter's Ammunition**

A good reporter's kit always contains the following essentials which are actually the ammunition of a reporter.

Tape recorder  
 Digital tape recorders  
 Battery cells  
 Cassettes  
 Microphones  
 Note book  
 Ball pens

**Fixing ahead**

In case of Diary Assignment a reporter must arrive at the venue pretty before the actual function is to begin. He has to perform number of tasks before time. He has to fix microphone/s. He has to locate power supply point. He has to arrange power leads. He has to manage a suitable place for himself. He has to check the installation of the equipment with the aid of which he will record the proceedings of the function. He has to check if the tape recorder is recording properly. To do all these things a reporter has to be before time failing to which he may face any unexpected problem.

In case of instant reaction callout, reporter leaves for the place immediately.

In case of live coverage, complete OB van must be with reporter.

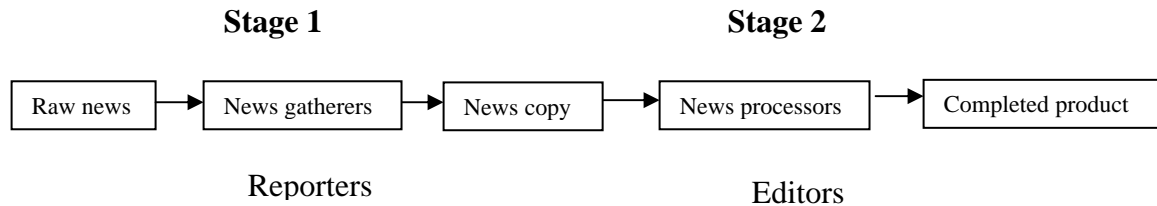
**Meeting Deadline**

As it has been said repeatedly, the radio's most important and significant feature that stands this medium out of all others is its promptness. Delayed news goes waste, however important it may be. To meet deadline a reporter has to follow the following points:

- **News caster must be present in the newsroom at least 5 minutes before the bulletin.**
- **Can be told news on mobile.**
- **If voice clip is important to be broadcast, through mobile it can be recorded in the radio studio.**

**BASS'S DOUBLE ACTION MODEL OF INTERNAL NEWS FLOW:**

Bass (1969) suggested the way news is processed from news gathering to news presentation of the gatekeeper theory. The process, according to Bass, can be divided in two stages given below.



News gathering and news processing are separate aspects of the news production as shown in the Bass's double action model of internal news flow.

The first step occurs when the news gatherers make 'raw news'- events, speeches, news conferences etc. in to 'news copy' or news items. The second step occurs when the news processors modify and unify the items into the 'completed product'- a newspaper or a news broadcast- that is delivered to the public.

**Factual Reporting**

As it has already been mentioned that in factual reporting the answers to basic questions, i.e., what, when, where, who, and why, are found out. Reporter goes to the concerned persons and authorities and interviews them for the basic facts and figures about the event.

The order, however, will change according to the importance of the questions.

**Factual reporting of Functions/ Seminars/ Workshops/ Exhibitions**

Following information is obtained for the news story of above stated events:

**What**---the nature of the function

**Where**---venue

**When**---time, day and date

**Who**---the chief guest with designation or status in society

**Why**---the purpose of the function

**Factual Reporting of Accidents/ Fire**

**What**--- actually happened?

**When**--- the incident took place

**Where**---the incident took place

**Who**--- the number of victims

**How**--- much damage

**Factual Reporting of Natural Calamities**

**What** happened----- flood, earth quake, tornado, torrential rains, heavy wind, etc.

**When** happened----time

**Where** happened----place (city, state, country)

**How** many victims-----number of casualties and injured

The intensity of earth quake

The speed of the tornado

**Factual Reporting of Crimes**

**What** happened? -----the crime's nature

**When** happened?

**Where** happened

**Who** did it? ----- the culprit

**Who** were the victims?

**Why** did it happen? ----- the reason of the crime

**Factual Reporting of Illness of a Prominent Figure**

**Who**----Name & identification of the invalid person

**What**-----nature of illness

**Why**-----the reason like food poisoning

**When**-----did he get the illness?

**When**-----did he get admitted to hospital?

**Where**-----home or hospital

Condition (fair, serious, or critical)

Members of family at bedside

**Factual Reporting of Death Stories**

**Who**-----Name and identification of deceased person, age at the time of death

**Where**-----Place of death

**When**-----date, time

**What-- Why--How**--Cause of death, survivors with relationships

**LESSON 18****INTERPRETATIVE REPORTING I**

Interpretative reporting means a kind of reporting in which reporter finds out the details of the event. It is done normally after the breaking news has gone on air and people are waiting for other details of the same news item.

**Origin of Interpretative Reporting**

Before, during and even after the 1<sup>st</sup> world war newspaper reporters were restricted to factual reporting only. While reporting, they concentrated mostly on the following questions:

- 1) Who attacked whom?
- 2) Where the war was going on?
- 3) When the attack was carried out?
- 4) The loss of a country.
- 5) The gain of a country.
- 6) The new advancement in war.

In this kind of reporting the neglected questions to be answered were why & how? Why the world got into war, how a country got defeated? The reasons and causes of the war were not reported. People were unaware of the reasons of the war. Associated Press of America was held responsible for keeping people unaware of expected war and the reasons of war. In 1920s and 1930s reporters were trained to make **Interpretative Reporting** out of factual reporting.

**Growth of Interpretative Reporting**

By late 1920s newspaper readers had grown more demanding and they started expecting something more than what was used to be given in newspapers in the name of reporting. After the stock market crash in Europe in 1929 and the depression years of 30s the reporting got a turn. Till then radio had been not invented but had had popularity as well being a *speaking newspaper*. News was, the stock market is crashed to death and in the name of interpretative reporting radio stations started putting on air the discussions trying to reach the causes and reasons of this tremendous economic collapse, history had ever witnessed. Economists sat in those discussions and they tried to find out the solutions to this collapse. Likewise newspapers published articles based on interpretative reporting.

Till the 2<sup>nd</sup> world war, interpretative reporting got currency in news papers, magazines and on radio, so much so, the interpretative reporting had grown to this extent that the war was not unexpected for most of the Americans and after it broke out they did not get surprised as they had been in case of 1<sup>st</sup> world war. Now people knew the reasons as well.

It was only because of the interpretative reporting that severe kind of hatred against the war developed among the people and the peace loving nations sat together, come up with the sublime objective that was to save the nations from the devastating repercussions of wars, and these discussions lead the world to the formation of United Nations.

In the present age of media explosion no news channel is expected without interpretative reporting and discussions; and news commentaries are heard and watched with eagerness and interest.

Reporting is not merely the reporting of facts of any event but it is more about the reasons and purposes of the happenings, the causes of accidents, the aftereffects of natural calamities and the future prospects of the on going talks between two leaders as well.

## Essentials of Interpretative Reporting

### 1. FACTUAL BACKGROUND

The interpretative reporting builds up structure on the foundations of factual background of any news story.

Most important 4 Ws in factual background are as under:

What---?

When---?

Where---?

Who----?

Sometimes 'What' is more important than other question words.

For instance, what happened---?

The happening may be as follows:

- 1) Train got off the rails.
- 2) Earthquake played havoc with people.
- 3) Pakistan and India signed an agreement of bilateral trade.

Sometimes, who is more important.

Who won the match?

West Indies or Australia?

Who played first?

Pakistan or India?

In some stories where is equally important.

Where did two busses collide?

Where did torrential rainfall come?

Sometimes when is more important.

When is the first match between India and Pakistan?

When are the presidents of two countries meeting?

### Most important questions in Interpretative Reporting

#### ***Why and How***

Why a country attacked on the other one?

There is a raise in salaries so that employees may cope with the price hike. (What & why)

In order to reduce expenditure the organization will go under down sizing.

**'How'** means *details* to explain ***how something occurred.***

### 2. EYEWITNESS ACCOUNTS

Eye witness account is the statement of the person who was present at the spot when any accident or event took place. Eye witness' statement is more important when the news is about accidents, fire stories, earthquake, floods, etc.

The expressions of eyewitnesses must be recorded with their names and identifications.

### **3. INTERVIEWS**

Interviews of concerned people such as Police officials, fire brigade, social workers, injured ones, relatives of dead ones, etc. are very important to build an interpretative report.

## INTERPRETATIVE REPORTING II

### Essentials of Interpretative Reporting

The following are the essential elements of an interpretative report.

- Factual background
- Eyewitness accounts
- Interviews

### Factual Background

Every interpretative report takes a start with the factual background of the event without which the report will not be called a complete, comprehensive and compact report and will leave a feeling of vagueness. It is, therefore, becomes necessary to make the factual background a part of interpretative report. The factual background of an event is the same that has been gone on air in a result of factual reporting.

As it has already been discussed that in factual reporting the answer to **four Ws (What--? When-? Where---? Who----? )** is most important.

Why we need interpretative report of the same event of which news has already gone on air?

It is simply because when an important incidence occurs; because of the minute details of the story and lack of time in the news bulletin the first news goes on air in a short, crisp form highlighting the gist of the story. The rest of the things which demand interpretation are left for the next bulletin or for a special commentary covering the other important aspects of the event.

### Eyewitness Accounts

The account of eye witnesses is very important to be recorded for an interpretative report. Amongst eye witnesses are the direct affectees of the incidents like Accidents, Fire Stories, Earthquake, Floods, etc., the people though were not the affectees but were present at the spot when the incident occurred.

The expressions of eyewitnesses must be recorded with their names and identifications.

### Interviews

Interviews of concerned people such as police officials, fire brigade, social workers, etc. are important to be recorded to win the confidence of the listeners and to add credibility to the report.

### Interpretative Reporting Of Different News Stories

The points of interpretation present in different story types are as follows:

#### SPEECH STORY

##### Factual reporting

Who---name(s) of the speaker(s)  
 Where----venue (place where the speech is delivered)  
 What----- the most significant point in the speech  
 When-----time of the activity.

##### Interpretative Reporting

Speaker – present position  
 Background of speaker, or / and the function  
 Main points of the speech  
 Background of any point if it relates to something already existing  
 Purpose of the speech (background)

Number of audience  
 Reaction of different people and audience to the speech  
 Important persons present

## **PUBLICATIONS**

### **Factual background**

What?

The name of the book  
 Genre – novel, biography, research  
 The topic of the book

Who?

Writer's name, the publisher

### **Interpretative reporting**

The author's introduction  
 Author's previous works  
 Present book's topic in detail

## **MEETINGS**

### **Factual reporting**

Who---the active participants of the meeting  
 When----time and date when the meeting took place or is to be taken place  
 Where-----the venue  
 What-----the topic of the meeting, the result of the meeting  
 Why-----the purpose of the meeting

### **Interpretative reporting**

The background of the issue  
 Previous meetings in the same context  
 Previous meetings' results

## **EVENTS =>FAIRS, EXHIBITIONS, FESTIVALS**

### **Factual Reporting**

What---the name of the event, the nature of the event  
 Where---the venue  
 When--- date and timing

### **Interpretative Reporting**

The historical background  
 The details of festival  
 The details of exhibition  
 Introduction of exhibitionist

## **ILLNESS STORIES**

### **Factual Reporting**

Who– the name & identification of person who is ill  
 What—the nature of the illness



Where—home, hospital

**Interpretative Reporting**

Cause of illness

Condition—serious or critical

Doctor's comments

Duration of illness

Family members at bed side

Visitors

Effect of illness on person's public position

## INTERPRETATIVE REPORTING III

## DEATH STORIES

**Factual Reporting**

- Who—name and identification of deceased person
- When—time and date  
Age at the time of death
- Where—place of death
- Why—cause of death i.e. natural or accident

**Interpretative Reporting**

- Date of birth of the deceased
- Parents of the person, their status in society
- Survivors
- Previous residence if any, neighbors
- Education of the person, institutions where he had been studying
- Occupation
- Present status
- Social activities
- Achievements
- Special interests & hobbies
- Survivors
- Spouse's information
- Government's promises to the survivors

## FIRES &amp; ACCIDENTS

**Factual Reporting****What:**

- A building is set on fire
- Vehicle/ s met an accident
- Train got off the rails
- Plane had a crash fire

**Where:** -----Place—Location**When:** -----Time & Date**How many:** ----Number of casualties**Interpretative Reporting**

- Name and identification of persons killed
- Injured-----name and identification
- The reasons of the event
- Eyewitness account
- Police interview
- Minister's statement
- Rescues
- Legal action (investigations, arrests, suits)

**CRIME STORIES****Factual Reporting****What:** -----Nature of Crime**Who:** -----The Doer and the Victim**How:** -----The Way the Crime Is Carried Out**How much:** -----Loss Estimated.**Why:** -----The Reason of the Crime—Motive  
Enmity, Mental disorder, Psychological problem, Poverty, Need, Habit**Interpretative Reporting**

- Background of the criminal
- Police action—statement of police officials
- Social Reaction ---- People’s interview
- The interview of accused’s relatives
- The interviews of victims’ relatives
- Legal Action, Investigation, Clues, Evidence, Arrests
- Follow-ups

**COURTS, TRIALS****Factual Reporting****What:** -----The Nature of the Case, the Charge.**Where:** ----- The Session Court, High Court, Supreme Court, and other Special Tribunals**When:** ----- The date on which the case is filed

The date of the hearing

**Who:** -----The Plaintiff, the Defendant

The lawyers from both sides

**Interpretative Reporting**

- The factual background of the case
- The progress so far by police while investigation
- The possible outcome - the range of the punishment court can pronounce for the crime
- Preliminary hearing
- Further hearings
- The arguments of the lawyers
- Cross argumentation of judges
- Post decision reaction - expressions of both parties, advocates

**PARLIAMENTARY REPORTING****Factual Reporting****When:** The date, the session is summoned to be held.**Why:** The session is called for special reasons or it is a routine session**Interpretative Reporting****Terms needed in Parliamentary Reporting****The Quorum:** It is a situation when at least 1/4th of total members are present in the parliament at the time of the session.

**Business:** Every formal activity within the parliament hall pertaining to the functioning of the parliament. It may be the launching of a bill or a resolution or an amendment.

**Order of the day:** The order of the business of a particular day.

**Question hour:** It is the fixed time in which members put different questions to the ministers.

The names of question raisers

The questions

The action of the speaker

**Privilege Motions:** If the privileges of a member given to him by the parliament are challenged, he may bring it in the knowledge of the house. This is called privilege motion.

**Adjournment Motion:** In case there is a matter that needs to be discussed urgently on emergency grounds, the motion launched is called Adjournment Motion.

Following details are to be noted:

The nature of the motion

The name of the mover

The answer of the concerned minister

## **SPORTS REPORTING**

### **Factual Reporting**

**What:** The name of the game. The name of the series. The name of the competition

**When:** Time And Date

**Where:** The Place, Stadium

**Who:** The Teams

### **Interpretative Reporting**

History of the tournaments like: SAF games, Olympics, World cup, Champion's Trophy

Previous Winners

Records & Record Holders

Current teams with players' introductions

Fresh progress is to be sent to the studios every five to ten minute

Round up dispatch is the final report from the stadium that is to be dispatched to the studios as early as ends the match.

Weather condition during match

Crowd's participation and reaction is must

## LESSON 21

## INVESTIGATIVE REPORTING I

To investigate means to probe into any matter, to dig out facts which are tried to be kept hidden.

Investigative journalism is a kind of journalism in which reporters deeply investigate a topic of interest, often involving crime, political corruption, or some other scandal.

***“There is no more important contribution that we can make to society than strong, publicly-spirited investigative journalism.”***-----Tony Barman, Editor-in-chief CBC News

**Black like Me**

In 1959, John Howard Griffin, a Caucasian (white person), changed the color of his skin and traveled in the U.S.'s Deep South as an African-American, got the first hand knowledge of the problems of negroes and later wrote a series of articles for Sepia magazine.

**Thalidomide Scandal**

**Thalidomide** is a sedative, hypnotic, and anti-inflammatory medication. It was sold from 1957 to 1961 in almost fifty countries under at least forty names, including Distaval, Talimol, Nibrol, Sedimide, Quietoplex, Contergan, Neurosedyn, and Softenon. Thalidomide was chiefly sold and prescribed during the late 1950s and 1960s to pregnant women, as an antiemetic to combat morning sickness and as an aid to help them sleep. Unfortunately, inadequate tests were performed to assess the drug's safety, with catastrophic results for the children of women who had taken thalidomide during their pregnancies.

From 1956 to 1962, approximately 10,000 children were born with severe malformities because their mothers had taken thalidomide during pregnancy.

Unusual side effects had been reported by patients taking thalidomide in the UK, including peripheral neuropathy. Worse, pregnant women who had taken the drug were giving birth to babies with a condition called phocomelia – abnormally short limbs with toes sprouting from the hips and flipper-like arms. Other infants had eye and ear defects or malformed internal organs such as un-segmented small or large intestines. The company denied that thalidomide was responsible for any of these problems.

**Investigative Reporting Of the Medicine**

On November 18, 1961 the German paper *Welt am Sonntag* published a letter by German pediatrician Widukind Lenz. Lenz described more than 150 infants with malformations, and associated them with Thalidomide given to their mothers.

In December, *The Lancet* published a letter by William McBride, an Australian physician, who noted large numbers of birth defects in the children of women who had taken thalidomide. Other countries quickly pulled the drug from their stores and pharmacies. However, the pharmaceutical company continued to dispute the claims that Thalidomide was responsible for the defects, saying that their action was "merely a response to the sensationalism."

Finally, the 'Insight' team of *The Sunday Times* got into the affair of investigation and probed into many doctors, patients and the company's pharmacists. They got the samples of the disputed medicine examined from the laboratories and proved that the responsible factor for the birth of deformed children is nothing else than Thalidomide.

The 'Insight' team of *The Sunday Times* achieved great renown in the 1960s for its exposure of public health scandals, most notably Thalidomide.

### Watergate Scandal

The term "**Watergate**" refers to a series of events, spanning from 1972 to 1975, that got its name from burglaries of the headquarters of the Democratic National Committee in the Watergate Hotel Complex in Washington, D.C. Though then President Nixon had endured two years of mounting political embarrassments. In August 1974 the scandal brought with it the prospect of certain impeachment for Nixon, and he resigned only four days later on August 9. He is the only U.S. president to have resigned from the office.

### Background of the Scandal

On June 17, 1972, Frank Wills, a security guard working at the office building of the Watergate complex of office space, residential buildings and a hotel, noticed a piece of tape on the door between the basement stairwell and the parking garage. It was holding the door unlocked, so Wills removed it, assuming the cleaning crew had put it there. Later, he returned and discovered that the tape had been replaced. Suspicious, Wills then contacted the D.C. police. By coincidence, an unmarked police car was the first to arrive on the scene, so the lookout didn't alarm the burglary team. There was also confusion within the team over who had taped what doors, so it couldn't be concluded that someone else had removed the tape.

After the police came, five men — Bernard Barker, Virgilio González, Eugenio Martínez, James W. McCord, Jr. and Frank Sturgis were discovered and arrested for breaking into the headquarters of the Democratic National Committee. The men supposedly had broken into the same office three weeks earlier as well, and had returned intending to fix wiretaps that were not working and, according to some, to photograph documents.

The need to break into the office for a second time was just the highlight of a number of mistakes made by the burglars.

Hunt had previously worked for the White House, while McCord was officially employed as Chief of Security at the Committee to Re-elect the President CRP. This quickly suggested that there was a link between the burglars and someone close to the President. However, Nixon's press secretary Ron Ziegler dismissed the affair as a "third-rate burglary". Though the burglary occurred at a sensitive time, with a looming presidential campaign, most Americans initially believed that no President with Nixon's advantage in the polls would be so foolhardy or unethical as to risk association with such an affair.

As a matter of fact the scandal was investigated and denuded by two investigative reporters Bob Woodward and Carl Bernstein who worked for *The Washington Post* and finally their investigation led to the resignation of U.S. President Richard Nixon.

Woodward had an informer whose code name was "**Deep Throat**". The True identity of the informer was kept secret. The **Deep Throat** informed that *White House Officials had hired 50 agents to sabotage the Democrats' chances of victory in the 1972 Election. The grand jury also secretly named Nixon as a co-conspirator.*

"Deep Throat" unmasked himself on May 31, 2005: he was actually W. Mark Felt, the No. 2 official at the FBI in the early 1970s. Later it was confirmed by Woodward as well.

### Qualities of a Good Investigative Reporter

Besides those which are prerequisites for a person who aspires to be a journalist, the following qualities must also be an integral part of his/her personality:

- 1) Sharpness
- 2) Intelligence
- 3) Nosy
- 4) Inquisitiveness
- 5) Familiarity with the area of his investigation
- 6) Well versed in law
- 7) Tricky interviewer
- 8) Strong contacts

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**INVESTIGATIVE REPORTING II****Planning & Producing an Investigative Report**

The planning of investigative report involves great deal of research and knowledge of the area or the topic the reporter intends to probe into. Have a well planned start and minimize the chances of failure to the maximum.

While planning an investigative report a reporter must go through the following step:

**1) Identification of the problem**

First of all the reporter must have the precise knowledge of the matter he intends to make a report about. There are certain problems or matters which demand interpretative report and there is no need of investigative report. It is the quality of the reporter that how he smells something suspicious that needs to be investigated into. He comes to know that there is something about the incident that some forces are trying to keep secret or the real facts of some matter are being kept concealed deliberately. The reporter tries to dig out the real facts and then these facts are put on air in the form of an investigative report. Hence, unless the reporter knows the actual problem, he will not be able to make his direction to his destination.

**2) Make An Initial List Of Potential Interviewees**

The next step after identifying the area of the reporting is to make a list of those people who are needed to be interviewed. These are the ones who are directly or indirectly involved in the issue.

**3) Interviews of affectees**

Investigative reporting is needed for such incidents in which due to some reason, people get affected. It can be because of any fraud, or because of accident owing to negligence of any person, or because of corruption, or because of nepotism. The expressions of those people who get injured or affected directly are very important to be recorded. The reason is that these are those people who have the right information about the happening of the incident.

**4) Interviews of probable affecters.****5) Opinion of experts.****6) Opinion of concerned authorities.****Example:**

**Problem:** People living in the near-by areas of tanneries are suffering from fatal diseases like hepatitis B & C.

**Point to ponder upon:**

The cases of the said disease are found in other areas as well or particularly the inhabitants near the tanneries are catching fatal diseases?

If the research proves that only those people are getting affected who are the near-by residents of the tanneries then the focal point of the research would be to search for the reasons. The reporter will try to find out the relation between the diseases and the tanneries.

It is a proven truth now that the chemicals in the wastes & discharges of the factories and tanneries when having not been disposed off the way they should be, diffuse into the soil and pollute the water beneath the earth. The same polluted water people draw out through hand pumps and use for drinking and other purposes. Even if the plants and crops are provided with the same contaminated water, their yield and growth also get affected and poisonous fruits and vegetables grow. This impure water is the heinous source of spreading deadly and highly hazardous diseases among human beings and animals if they constantly intake it.

- The investigative reporter will look into the ways and methods of disposing off the discharges.
- Chemical tests of underground water will be obtained.
- The affectees will be interviewed.
- The experts of the field will be contacted and their expert comments will be recorded.
- The owners' point of view will be recorded.
- The opinion and the standpoint of the ministry of health will be recorded.
- The ministry of industry will be questioned.

### **INTERVIEW**

Interview is an informal conversation with a person in which a reporter asks questions in order to dig out his/her opinions regarding a certain matter.

### **Interrogation**

The process of asking somebody a lot of questions, especially in an aggressive way in order to get information is called interrogation.

### **Interviewer**

The person who asks the questions in an interview is called interviewer.

### **Interviewee**

The person who answers the questions in an interview is called interviewee.

### **Purpose of the interview**

To get usable audio for news bulletin in order to make the item credible is the main objective of the interview.

### **Types of interview**

- Hard news interview
- Informational interview
- Investigative interview
- Adversarial interview
- Interpretative interview
- Personal interview
- Emotional interview
- Entertainment interview
- Actuality interview
- Telephone or remote interview
- Vox pop & multiple interviews
- Grabbed interview

### **Hard News Interview**

Hard news interview is conducted to illustrate a news item— to highlight facts and figure. 5 Ws & one H are covered in hard news interview, for instance:

- When actually the fire did break out?
- What was the cause of the fire?
- Is there any casualty?
- Which hospital the injured have been taken to?

### **Informational Interview**

It is similar to the hard news interview. It extends to ordinary stories as well---about something that is happening or happened or about to happen. It provides the background of the event as well.



For instance in this kind of interview following type of questions are asked:

- How long did the fire brigade take to reach the spot?
- How long did the fire brigade take to put out the fire?
- What are company's plans to avoid these kinds of mishaps?
- Will the company pay any compensation to the affected families?
- Was the company insured?

### **Investigative Interview**

Investigative interview is carried out to get behind the facts– to dig out the actual reasons of the accident/ train collision/ air crash/ and the real factors or persons responsible for the accident are brought on surface.

Some example situations calling for investigative interviews are as under:

- Why the team showed poor performance in the match despite having been provided with the best facilities and trained by the best coach?
- Why the minister resigned from his office?
- Why is our film industry not getting up to its feet?
- Why didn't the fire brigade reach the spot in time?
- Why the tank of the fire brigade ran short of water while putting out the fire?

## TYPES OF INTERVIEW

Broadly speaking there are twelve different types of interview:

- Hard news interview
- Informational interview
- Investigative interview
- Adversarial interview
- Interpretative interview
- Personal interview
- Emotional interview
- Entertainment interview
- Actuality
- Telephone or remote interview
- Vox pop
- Grabbed interview

### Hard News Interview

The hard news interview is normally short, to the point, and to illustrate a bulletin or news item. It deals only with important facts, or comments and reactions to those facts. The hard news interview, as a matter of fact, aims at getting answers to five Ws and one H.

In case a building is set on fire, the reporter will conduct interviews of those figures who can give him exact or almost exact information about the incident.

Following questions may be asked:

- When did it happen?
- What about the direct affectees?
- What is the amount of damage?
- Where are the injured ones taken to?

### Informational Interview

The informational interview is similar to hard news interview, but not necessarily be restricted to main stories. An informational interview can be about an event, something that is happening or about to happen. It can also provide background.

Informational interview goes beyond the main point to seek an explanation of the HOWs and WHYs of the story. They intend to get bit more detailed than short bulletin items.

### Investigative Interview

The investigative interview aims at getting behind the facts to discover what really caused the happening of the events and sometimes what could be done to prevent a repeat of that incident, to get behind the facts–to dig out the actual reasons of the accident/ train collision/ air crash/ the reasons of the reconciliation between two arch rivals.

Investigative interview might be developed about stories and issues:

- Why the team showed poor performance in the match despite having been provided the best facilities and trained by the best coach?
- Why the minister resigned from his office?
- Why is our film industry not getting up to its feet?

- Why the fire brigade wasn't reaches the spot in time?
- Why the tank of the fire brigade ran short of water while putting out the fire?

### **Adversarial Interview**

A kind of interview in which the interviewer gets into a war of words with the interviewee to get his question answered.

This approach should never be seen to be a head on clash between the interviewer and the interviewee. Though the interviewer is representing the audience or speaking up on the behalf of the public opinion, even then he needs not to be impolite or rude while asking questions.

### **Precautions**

A verbal assault on an interviewee might result in allegations of victimization and bias, and if it happens the public opinion about the reporter may get changed and the interviewee may get sympathies of the listeners.

Adversarial interview may expose the interviewer to the libel suit and the interviewee may drag him to the corridors of the court. So it is pertinent that the reporter think well before he speaks while he is conducting an interview.

- Get direct but avoid a head-on clash with the interviewee.
- The impression of victimization of the interviewee must be avoided.
- The impression of biasness must be avoided.

### **Interpretative Interview**

There are two types of interpretative interviews:

- **A reaction story** – It is a response either for or against what has happened.
- **Explanatory story** – This story provides details of a news story. So the interview that is conducted to get the details of an event, accident or incident is called interpretative interview.

For instance, if a train is derailed causing severe injuries and damage to the passengers the following questions may be asked from any representative of the railways:

- How will this accident affect public confidence in train traveling?
- What measures will the ministry take to restore the public trust?

### **Personal Interviews**

The personal interview might be a short interview with an important figure of a society about his/her likes and dislikes, hobbies, pastimes, habits, or a detailed interview exposing personality profile.

In personality interview following areas are normally focused while putting questions:

- Family background.
- Education (Place & degree)
- Why not further study?
- Likes and dislikes
- Favorite dish. Book. Personality. Cologne. Game. Movie. Singer.
- Hobbies ----leisure-spending.
- Any interesting incident, event.

### **Entertainment Interview**

It is a kind of interview in which light things are asked from the interviewee. The only purpose is to entertain listeners. The person to be interviewed may be an actor making parody of any famous personality or any real one whose profession is to entertain people.

**Emotional Interview**

In this kind of interview an attempt is made to lay bare someone's feelings. Emotional interview lets the person who was the victim or one of the victims of an accident or event share the personal tragedy with the listeners.

A heart-stricken woman having been saved from an earthquake will be asked the question like the following ones.

- What were you doing at the time of the earthquake?
- What about your kids?
- Were they school going, infants or toddlers?
- When did you first realize that the quake was going to be horrible?
- Were you able to save anyone?
- How did you manage to save yourself?

**Actuality Interview**

It is a kind of interview in which the reporter's voice is not included in the final production and only the interviewee's voice is made to be heard by the listeners. This kind of interview is made a part of documentary or feature.

While conducting actuality interviews following instructions must be followed by the reporter:

The questions must be:

- Clear not vague.
- Subjective not objective.

**Subjective questions:** Questions that start with question words i.e., what, when, which, where, who, how.

**Objective questions:** Questions that start with helping verbs like is, are, am, will, would, shall, should, etc. For instance, observe the following questions:

- Which areas in Pakistan have child labor more than the others and why?
- How many types of child labor are found in Pakistan? What are the government's efforts to curb child labor?

**Remote Interviews** (Interviews on telephone)

The person to be interviewed is not in the city or country and is interviewed on telephone.

While recording a remote interview the telephone lines must be checked whether they are clear or not. If there is a noise problem in the line, try to change the line or wait until it is clear.

**Vox Pop Interviews**

Vox pop is an abbreviation of the Latin expression **vox populi** that means '**voice of the people**'. It is conducted to obtain diversified public opinion on a certain issue. The questions are asked from different people representing different age groups, races, classes etc.

**Grabbed Interviews**

It means to interview a person who does not intend to give an interview but the reporter is determined to take. Normally it is a very short interview and sometimes the potential interviewee comes up with "no comments". In this case though the interviewee refuses to say anything about the issue but his saying "no comments" suggests the listeners to get the meaning.

**LESSON 24****ESSENTIALS OF A GOOD INTERVIEW I**

While conducting any kind of interview we have gone through, the interviewer must carry the following points in his mind if he/she wishes to have a quality interview:

**Objective to be achieved must be clear**

It means “What is to be achieved?”, either pure information or comments and opinions.

- **Pure information. (accidents, disasters, floods)**

Some examples of pure information oriented questions are as under:

- What caused the fire?
- What difficulties did the fire-fighters have?
- What was the intensity of fire?
- What is the new venture of top heroin?
- Which song do you like most?
- What is Pakistan’s new education policy?
- What incentives has Pakistan announced to allure foreign investors to invest in Pakistan?

- **Comments and Opinion**

Some examples of pure “comments and opinion” oriented questions are as under:

- Why do we need a new dam?
- What will be the reaction of the settlers over there?
- What if new dams are not planned and constructed?
- Why do you think Pakistan lost hockey champions trophy?
- What do you suggest cricket players to maintain consistency in their performance?

**Topic must be specific**

The topic about which the reporter has to ask from the interviewer must be specific and narrowed down otherwise the interview will not be well-focused and the listener and the interviewee will remain confused.

**Possible topics regarding Education**

- Primary Education
- Secondary Education
- High School Education
- Higher Education
- Masters Level
- Research Level
- Government's policy about Primary Education
- Budget Allocation
- Number of schools in Rural Areas / Urban Areas

**Research**

The most important factor a reporter needs to keep in mind is research. Interviewer must extend his/her research to the following components of the interview:

**Topic**

To have adequate knowledge about the topic reporter may consult the following **sources**

- Newspapers
- Magazines
- Books
- Experts

### **Interviewee**

- Relatives/ friends must be contacted to get maximum and accurate knowledge about the interviewee.
- Achievements/ distinctions/ publications of the interviewee must be known to the interviewer.
- Temperament/ Attitude of the interviewer must be known to the interviewer.

### **Preparation of the Interview**

#### **Questions**

Good questions produce good answers. The questions must be able to get answers.

#### **Types of questions**

##### **1. Questions demanding either YES or NO**

These questions start with helping verbs. For instance:

- **Will** you join the organization?
- **Do** you think Pakistan will win the match?
- **Do** you agree with the changes in the cast of the film?

##### **2. Question words demanding names, places and timing**

The questions that start with helping words:

- **Who** asks name.
- **When** asks timing.
- **Where** asks location.

##### **3. Questions words demanding Interpretation**

- **What** asks the nature of the incident.
- **Why** asks the reason, the explanation.
- **How** asks the way an incident took place.

**ESSENTIALS OF A GOOD INTERVIEW II****Preparation of the Interview****Short, single idea question**

Question must be short and clear ---to be understood by both, listeners and the interviewee. One question must carry one idea so that the interviewee feels comfy while arranging his words to be uttered in the answer of that question.

**Bad Example**

*Referring to your answer to the previous question, what I gather is that you yourself don't see eye to eye with the illegal settlers on the railway land but owing to different reasons perhaps you are likely to give in to them. It is also said that there is a kind of mafia, I mean, a kind of pressure group that is trying to maneuver the situation. In these circumstances what policy will you go for getting the settlers to vacant the railway land?*

Now in the construction of this question there are turns and twists and the interviewee is likely to get confused. On the other hand the listener will also get lost on this winding question. Instead of getting so verbose, the reporter is required to get simple and to-the-point.

**Good Example**

*In the all bitter circumstances which you have explained, which policy will you adopt to make the illegal settlers vacant the land?*

**Logical Progress from point to point**

The flow of the conversation between interview and interviewer must be logical and natural. Every next question must have a link with the answer of the previous question. Following this strategy, the interviewee will not derail and the listeners will move with the interview smoothly and they will not find any jump in the progress of the interview.

**Avoid double questions**

At one time only one question must be asked. Making the interviewee face more than one question will certainly confuse him and he will not be able to answer properly even one question. The listener will also forget the first asked question.

This rule, however, doesn't apply to actuality type interview. The reason being is, in actuality interview the reporter's voice is taken out from the final production and the interviewee's answers are required to be in detail and without more interruptions.

**Questions must be relevant to the topic**

The reporter must not beat about the bush and he is required to be to-the-point. Relevant questions will keep the interviewee on the track and the listeners will not get bored.

**Leading questions must be avoided**

The questions which lead the interviewee to a certain conclusion are called leading questions. It becomes obvious from the questions that the reporter is trying to give the words of his own choice into the mouth of the interviewee. By putting leading questions sometimes reporter appears to be biased as well that spoils his image in the minds of the listeners. It shows biasness.

**Questions with statements**

At times it is necessary to give some background information before the reporter puts a question. The question and statement must be noticeably distinct from each other.

**Out-of-date questions**

Don't mention days & times while framing questions.

**Interviewer's knowledge**

The interviewer's knowledge about the topic of the interview must be up dated otherwise he may have to cut a sorry figure during the course of the interview.

**Repeating the answer in the next question**

An interviewer must avoid repeating the answer of the interviewee in the next question. He, however, frames his question from the information given by the interviewee in his answer to the previous question or questions.

**Audience**

While framing the questions an interviewer must have a precise knowledge about the audience he has to conduct interview for.

If the listeners are general then the questions must be easy and simple but if the target audience are specialized then he has the option to make the overall impression of the interview specialized. The subject of the interview must be of the interest of the audience.

**Language**

The language employed by the interviewer while conducting interview must be:

- Easy
- Spoken
- Terms & Jargons used by interviewee are to be explained by the interviewee.

**Requisites of an interviewer**

The interviewer:

- Must appear interested in the task.
- Must not impress the interviewee.
- Dress up in a proper way.
- Check & recheck the tape recorder, microphone and batteries.
- Do not forget to have at least one cassette more than he thinks he need.
- Must avoid advancing any opinion or value judgment
- Do not say "I think it is so." But say "It might be so." or "People think---"
- Always have eye-to-eye contact with the interviewee.
- Draw as much information as is necessary.
- Avoid tag or leading questions. "You enjoy playing England, don't you?"
- Avoid asking cliché questions. "How do you feel on your husband's death?"
- Must ask open-ended questions.
  - Ask "What is this?" (open-ended question)
  - Do not ask "Is this an apple?" (close-ended question)
  - Ask "Where do you sell your products?" (open-ended question)
  - Do not ask "Do you sell your products in local market?" (close-ended question)



**RADIO NEWS GLOSSARY****Actuality**

Recorded segment of a newsmaker speaking generally lasting from 10 to 20 seconds is called an actuality.

**Cut**

Tape containing the recording of a voicer, wrap, and actuality is called cut.

**Voicer**

Recorded report containing only the reporter's voice is called voicer.

**Wrap**

Recorded report in which a reporter's voice occurs at the beginning and the end, and an actuality is played in between; the report is "wrapped around" the actuality.

**Hourly**

Network newscast beginning at the top of the hour. The hourly newscast generally contains a commercial break.

**IQ**

**IQ** stands for "in cue" -- the first words of the speaker recorded on a cut.

**Lead**

First Sentence of a News Story is called lead and it should concisely reveal the story's basic events and provide an introduction to the details given in the rest of the story.

**Live Shot**

Report introduced by an anchor that has not been recorded but is read live by another journalist, often at a news scene is called live shot.

**Lockout**

Final words of a report spoken by a journalist in which the reporter's name, channel's name and place are given, such as "Amjad Ali, Radio Pakistan, Lahore."

**MOS**

Abbreviation for "Man On the Street" interviews; i.e., the interviews of passers-by chosen at random in a public place and asked their opinions about events or people in the news.

**Nat or Natural or Raw Sound**

"**Raw Sound**" is recorded sound that is not of a newsmaker speaking, such as the sound of an airplane landing or a marching band playing or a crowd cheering; sometimes known as "Natural Sound" or "Nat Sound," especially when the source of the sound is from nature.

**OQ**

"Out Cue" -- the last words recorded on a cut are called **OQ**.

**Reader**

Script of a news story in which no actualities are to be played; this script is read live on the air by the newscaster.

**Script**

Written-out version of a news story, the text of which is read on the air, is called **Script**; a newscast is made up of a collection of scripts read by an anchor

**Slug**

The title of a script; used for reference purposes is called a **Slug**. News agency items are each given one. For instance, if a news story is about Pak-India talks the slug of this news story may be 'Pak-India Talks.'

**Sounder /Signature Tune**

**Sounder** is the recorded tune used to introduce segments of the broadcast, such as at the beginning of a traffic report or sports; the networks use sounders at the beginning of the hourlies.

**Spot**

Recorded Commercial Advertisement is called **Spot**.

**Tease**

**Tease** is the brief phrase spoken by the newscaster immediately before playing a spot to tell the listener about a story coming up later.

**Zinger**

Unusual and generally humorous feature story often placed at the end of a newscast is called **Zinger**.

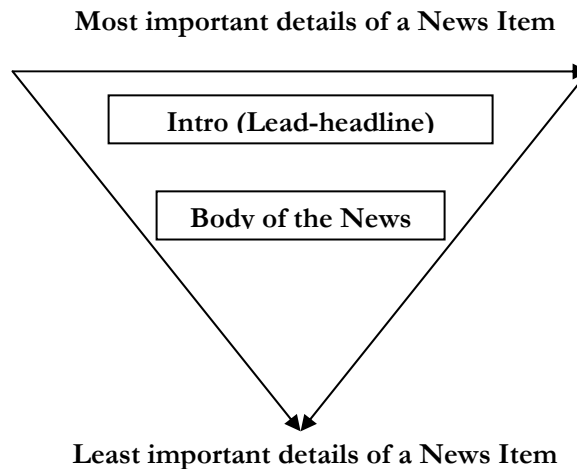
**LESSON 27****FUNDAMENTALS OF NEWS WRITING**

The first thing which a news writer must keep in his mind while writing a news story is that the news must be factual, objective and the language employed must not be flowery.

**Inverted Pyramid Style**

The main difference between news writing and other forms of prose, such as essay, short story, novel, article, or feature, etc. is that the writers of these forms usually begin with minor details first and they first start with comparatively insignificant details, and then develop the flow of the writing to the most significant information by the end of the writing; whereas the news writer reverses this style. In other words a news writer starts writing with the most significant information and the rest of the details are given near the end of the story.

This style of news writing is called inverted pyramid style that is peculiar with news writing. The inverted pyramid can be illustrated as following:

**Essentials of Radio News****Lead**

The lead or the headline or intro is the starting sentence of a news item. It contains the most important features and the facts and figures of the news story. Since it is the crux or the gist of the event that is being covered, it needs to be short, crisp, comprehensive and catchy. Keeping the interest of the listener alive throughout the bulletin and making him wait for the detailed news, all depends upon the lead. Radio news presentation is different from that of the newspaper in a way that in newspaper every headline is followed by the detailed news but as far as radio is concerned, this technique is simply impossible. Here the headlines of all the news items to be included in the bulletin are read out at the start of the bulletin and then the news in detail goes on air. That is why writing lead for radio news bulletin requires more skill and proficiency on the part of the news writer.

A headline is normally a brief summary of the main points of the story and must be completed within a line comprising word not more than 48 in any way.

**Body**

This is the detailed version of the news item whose headline has already been read out by the start of the news bulletin. This part of the news bulletin may contain an actuality, voicer or wrap depending upon the requirement of the news item.

In five-minute news bulletin, however, actuality, or other insertions are not possible to be made a part of the bulletin owing to the time restraints.

### ***Details***

While penning down the body of the news story a news writer must not forget to include any important point of the news item. All the details must be arranged in the body.

### ***Paragraphs***

If the news item is pretty lengthy yet important, the story must be written in paragraphs. In this way the newscaster will be at ease while reading out the news item.

### ***Chronological order of the events***

Another important thing that the news writer needs to focus is the **Chronological order of the events**. If the event being covered extends to dates or different times in the same day, the chronological order is to be maintained. It means that the different parts and portions of the same news item must be arranged according to the order they have taken place.

### **Paul White (CBS News Director) Formula**

The format and the style of radio news bulletin is well explained by Paul Whit who had been serving CBS news as director. The style described by Mr. White is called ***Paul Whit Formula*** that goes like this:

***“Tell them what you are going to tell them, tell them, and then tell them that you have told them.”***

The formula actually explains that in a radio news bulletin, first the audience must be told the head lines (***Tell them what you are going to tell them***), then news in detail must be read out (***tell them***), and finally the headlines once again are to be told by before the bulletin ends (***and then tell them that you have told them***).

### **Essentials of Radio News Writing**

The essentials of writing news for radio, by and large, are the same as are the essentials of writing for radio in general. The news writer must keep the following truths in his/her mind while writing news for radio:

#### **For ear---not for eye**

First and the foremost truth about writing for radio is that you are writing for ears not for eyes. It simply means that whatever you are going to write it will be heard and it will not be read by the audience. It is quite obvious that the written expression is different from the spoken one and it ought to be. The content written for radio must be spoken and lengthy sentences and difficult vocabulary must be avoided.

#### **Telling the Story**

You must write for the radio in a way that can be told not read out. Telling a story is an effective method for writing for radio.

***If you find it difficult to put your thoughts down on paper clearly and simply, use the trick of telling someone out loud what you want to say -----Harris Watts, BBC.***

#### **Writing for mass audience**

While writing for radio another important truth must be kept in mind that you are writing for masses, not for the intelligentsia of your society. Communication means to convey the message in a way that the target audience not only listen to it but also understand it. For securing this purpose it is necessary that the message must be constructed coming to the level of the audience.

Listener's requirement is different from that of a reader.

**LESSON 28****FUNDAMENTALS OF WRITING NEWS FOR RADIO I**

Writing news for radio is a different task; different from the way employed for writing news for newspaper or television. While writing for radio following fundamentals must be kept in mind.

**1. News for Once only**

Since newspaper can be read for many times a day and it is something that can be picked up for confirming or re-reading news stories whenever one feels like. But this is not the case with radio news. Radio news bulletin goes on air once only. That is why the radio news must be written in such a way that the listener may be able to understand and grasp the contents of the news when he/she listens to it.

**2. Language**

It has been mentioned time and again that the radio is a medium that is meant for ears and not for eyes. Radio is a verbal communication medium and the language to be used for knitting radio content must be spoken, easy and colloquial.

**3. Avoid Written Expression**

Though what is put on air on radio is first, in most of cases, written on paper and then put on air by the newscaster, but the way the message is written must not be in written expression. The example given below will explain the difference between written and spoken expressions.

**Written Expression**

“The government,” said the opposition leader, “had created the problems.”

The same sentence when read out may take the following shape conveying altogether opposite sense.

The government said, “The opposition leader had created problems.”

**Expression for Radio**

The opposition leader said that the government had created the problems.

**4. Avoid Literary Expression**

Literary expression has its own tone and style and is different from journalistic language so must not be used for print or electronic media.

**Literary Expression**

Sweet are the fruits of adversity.

**Expression for Radio**

The fruits of adversity are sweet.

**Literary Expression**

Kuchh huvaa yoon k donon kaideen ki mulakat Karachi mein hui.

**Expression for Radio**

Dono kaideen ki mulakat Karachi mein hui.

**5. Avoid Inverted Sentences**

Because of heavy rainfall, *which came yesterday*, the city life was jammed.

**Radio Expression**

Yesterday it rained heavily and it jammed the city life.

## 6. Avoid Parenthesis

A man, *basically a taxi driver*, overran a pedestrian.

### Radio Expression

A taxi driver overran a pedestrian.

## 7. Avoid Jargons

Jargons, as has been explained, are specific terms and terminologies which only the experts or the related people of a field can understand. Since radio addresses an ordinary person as well so chances are there that an ordinary person may not get the meaning of the word. These kinds of terms must be communicated through their colloquial equivalents.

For instance;

Spinal chord=back bone

Inflation=price hike

Jargons, if necessary, then must be simplified.

For instance;

Hydrophobia = extreme fear of water

Kleptomania = a mental illness in which somebody has a strong desire to steal things.

Schizophrenia= a mental illness in which a person becomes unable to link thought, emotion and behavior that leads to withdrawal from reality and personal relationships.

## 8. Use familiar words

Heavy vocabulary is not encouraged even in written or literary styles. A good news writer, especially when writing for radio, must avoid using difficult words and replace them with easy ones.

Some example difficult words with their respective substitutes are as under:

Difficult words	Substitutes
Remonstrate	Argue
To be in Jeopardy	To be in danger
Obliterate	Destroy
Plausible	Understandable
Antagonistic	Against
Loquacious	Talkative
Veracious	Truthful
Abrogate	Cancel
Penury	Poverty

## 9. Use of Contractions

Since while reading out news bulletin, the news caster gives an impression as if he/she is talking to the listeners, and in conversational style, the contractions of the following expressions are used unless stress is needed to be given, the news must be written by using the contractions.

Is not	Isn't
Are not	Aren't
Was not	Wasn't
Were not	Weren't
Will not	Won't
Would not	Wouldn't
Should not	Shouldn't

May not	Mayn't
Might not	Mightn't
Can not	Can't
Could not	Couldn't
Has not	Hasn't
Have not	Haven't
Had not	Hadn't

## 10. Abbreviations

- Avoid abbreviations especially names of the states, countries, religious titles, months, military designations, holy books etc. For instance, LHR (Lahore), PUN (Punjab), C-in-C (Commander in Chief)
- If necessary write with hyphens. F-B-I , Y-M-C-A, U-N, C-N-N, B-B-C
- Don't use symbols. For example “#” for number, “&” for and, “@” for at, etc.

## 11. Capitalization

Capitalize generously especially all proper nouns, anything that is important.

## 12. Avoid Quotations

The exact statements of newsmakers can go in newspaper but should be avoided in radio news bulletin. The reason behind is, since the news written for radio is to be read out by a newscaster, he can not read out commas or columns. Commas and columns are used in written expressions and a reader after looking at a sentence within commas instantly comes to know that what is given between the commas is an exact statement of the person, the news is about. As far as radio is concerned, a news caster can not read out a sentence in this way.

### Written sentence

President said, “New dams are inevitable for the prosperity of Pakistan”.

### When spoken, becomes

President said commas begin new dams are inevitable for the prosperity of Pakistan commas close.

### Prefer indirect speech

The above sentence, when written in indirect speech, will be like this:

**The president said that the new dams are inevitable for the prosperity of Pakistan.**

## 13. Avoid Punctuations

In written expressions comma denotes a pause and full stop denotes the end of the sentence, where as when you are writing for radio you must avoid supplying the sentence with commas and full stops.

In radio scripts, where there a comma is needed, a slash (/) is supplied and where there a full stop is needed two slashes (//) are inserted.

(/) one slash denotes a pause.

(//) two slashes denote full stop.

## LESSON 29

## FUNDAMENTALS OF WRITING NEWS FOR RADIO II

**14. Figures**

Write figures in words.

30,00,000	30 Lacs/ thirty lacs
5400	5 thousand 4 hundred
Rs. 4000	4 thousand rupees
\$ 6 billion	6 billion dollars
Rs. 90.50	90 rupees fifty paisas

**Complex numbers**

Avoid using complex numbers but give round figures.

84850----- Almost 85 thousand

9.8 million-----Nearly 10 million

59 years, 7 months & 80 days -----almost 60 years

**15. Avoid portraying gender difference**

Policemen---police officers.

Firemen---fire fighters.

*An average teacher* complains *he* is not getting paid according to *his* duties.

**But**

*Teachers* complain *they* are not getting paid according to *their* duties.

**Developing a News Story****WHAT formula**

W....What has happened? (The lead)

H....How did it happen? (The background or context of the story)

A....Amplify the introduction. (Describe main points in the order of importance)

T....Tie up loose ends.(Additional background material)

**First line**

The intro of the news item must be Short, Catchy and Crispy. Don't tell the whole story in the first line.

**Last line**

The last line should conclude the story and point to next development if any. For instance, Foreign Secretaries of SAARC countries met in Islamabad. They will again meet in New Delhi.

The last line of a news item is as important as the lead. It must be positive and strong.

**Weak Ending**

The culprits will be dealt with iron hands- the Prime Minister said.

**Strong Ending**

The Prime Minister said the culprits will be dealt with iron hands.

**Weak Ending**

The union leader threatens to go on strike unless the authorities surrender to them



**Strong Ending**

The union leader threatens to go on strike unless the authorities surrender to their demands.

**SUMMARY**

- Avoid written expression.
- Avoid literary expression.
- Avoid every expression that is particular with newspaper.
- Avoid long word where short one works.
- If it does without a word you have used, cut it out.
- Avoid jargon where colloquial equivalent is available.

## ESSENTIALS OF A NEWSCASTER

### **Newscaster - The Anchorperson**

Newscaster is the person who reads the news to the listeners on radio and conducts interviews if needed.

### **Essentials of a Newscaster**

A good news caster must possess the following essentials:

#### **1. Authority**

Authority as defined by **David Dunhill, BBC Voice Trainer, Former Newscaster.**

*“Authority is not a sound. Authority is a state of knowing what you are talking about and being able to explain it convincingly and readily to somebody else.”*

#### **2. Credibility**

A newscaster must be a good journalist not a good actor. Good journalist means that he has got ample knowledge of what he is reading out to the listeners. It must appear from his tone whatever he is reading out, he must know its worth as well otherwise he has ample chances to commit mistake. Sometimes it happens that the composer of the news script makes some errors in the spellings or in the names of the proper nouns. In such cases, if the newscaster is ignorant of basic facts and figures, he will not be able to correct the information and wrong information will go on air. From event to the broadcast, a news story passes through many hands but the newscaster is the person who enters into the scene at the end and holds the final presentation. It implies that manifold responsibility lies with him/her. Knowledge is confidence and knowledge is credibility.

A newscaster must have an insight of national and international issues. He must know the names of presidents of important countries, prime ministers, capital names, currencies, etc. He must know the names and respective departments of federal and provincial ministers, secretaries and other important government officials.

### **Harry Ratliff – Bureau Chief, CBS News**

*“I am not interested in newsreaders – actors reading the news – it debases the news. Many of them don’t know what they are reading. When they interview someone they read questions somebody else has written. That’s wrong. The news ought to be told by journalists—they have more credibility.”*

### **Language**

We talk about language in terms of grammar, pronunciation and accent. As far as grammar is concerned, a newscaster must be well versed in the rules and principals of the language he is reading news in. Some important areas regarding grammar to be concentrated by a newscaster are: Tenses; Nouns; Verbs; Adjectives; Structures; Use of conditionals; Causatives.

### **Pronunciation**

Whatever the language is if the pronunciation of the speaker is bad it gives bad impression and sometimes it changes the meaning of the word as well. For instance,

**Sentence** (noun) means a set of words that carries a subject and a verb; and conveys a message.

**Sen'tence** (verb) means to announce punishment.

**Rebel** (noun) the person who fights against the government of his country.

**Re'bel** (verb) the act of fighting against the government of his country.

A good and professional newscaster is always curious about the pronunciation of any new word that comes to his knowledge.

To be accurate regarding a professional newscaster knows the art of looking up dictionary for which the knowledge of Phonetics, Vowel Sounds, Consonant Sounds, Syllables, and Stresses- Primary, Secondary, & Tertiary stresses, is a must.

**Accent**

Accent is not necessary to be followed but pronunciation is something that must not be compromised.

**Unbiased**

A professional newscaster is the one who is unbiased at least when he/she is reading out news bulletin. He must be able to hide his feelings of hatred or liking for any one whose news he is reading out.

**Punctual**

Rain or storm, a newscaster is in form. What may come in the way, a newscaster has to reach the studio at least 30 minutes before the bulletin starts so that he may go through the script well in advance.

**Voice**

As far as the voice quality of a newscaster is concerned, it must be:

- Good but not necessarily exceptionally good.
- Comfortable.
- Confident.
- Clear.
- Healthy.
- Lively.
- Microphone friendly.

**PRODUCTION AND PLANNING****To produce**

To produce is to create something especially when skill is needed.

**Production**

Production is the process of creating something (film, drama, documentary, musical) with skill and knowledge.

**Producer**

Producer is the person who is in-charge of the production.

**What is a Program?**

“A plan of things that will be done or included in the development of something; something that people watch on TV or listen to on radio is called a program.

**Format**

Format is the general arrangement, plan or design of a program. The Basic Structure of a Programme is called format. For instance,

- News
- Talk
- Feature
- Drama
- Magazine programme
- Stage show
- Musicals

**Role of a Producer**

Producer’s role in the process of production is to conceive, plan, and produce a programme.

To conceive means to think of an idea

The idea is actually a concept.

To plan is to make detailed arrangements for the idea you wish to materialize in future.

**Where Ideas Come From?**

The important areas where ideas can be obtained from are as under:

Society

Social conflicts

Government policies

Art (literature)

Science

**Principals of Planning a Program****1. Motive of the program (why this program?)**

The first and foremost thing that a producer has to keep forth before producing a program is to face the most important question, that is; why this program? Which means what is the purpose of this program that he wishes to produce. The following are the possible purposes or motives which make a producer conceive a program:

- To create awareness amongst the listeners about social problems, traffic laws, hazards of narcotics, need of education, the law, rights and responsibilities, diseases, etc.
- To give information about government policies, new inventions, advancements in medicine, new techniques in agriculture, sports, etc.
- To educate – the modern methods of sowing, ploughing, harvesting, civic virtues, Qur'aan & Sunnah
- To entertain – music, comedy, drama, showbiz, fashion etc.

## 2. Research of Target Audience

It means, who the program is to be produced for i.e. the target audience. The research of the target audience is very important step in the pre-production process. Unless a producer does not know exactly the nature, desires and needs of the target audience, the effective message can not be written.

While conducting research of the target audience following areas are to be focused upon:

- The Age group of the target audience ----- Kids; Youth; Adults
- The Gender ----- Men; Women; Both
- Socio-cultural Background ----- Rural, Urban, Middle Class, Elite Class

## 3. Content of the program

The very next question is; what is to be given in the programme. It signifies the content or the matter of the program.

## 4. Selection of Format

A producer has to select a format which he thinks will be suitable to convey the message of the program. The following are some important formats:

Talk, Feature, Drama, Documentary, Magazine Program, Interview etc.

## 5. Duration of the Program

The duration plays vital in the effectiveness of the program. While making a program a producer must note that the final duration of the program must be 30 to 40 seconds less than the actual duration so that after the end of a program the announcer may have sufficient time to make the announcement of the upcoming program.

5- Minute Program = 4 minutes and 20-30 sec

15- Minute Program = 14 minutes and 20-30 sec

30- Minute Programme = 29 minutes and 20-30 sec

## 6. Time of Broadcast

Another important question is; what time the program should go on air. It depends on the following points:

The Nature of the Programme

The Availability of the Target Audience

## 7. Frequency of the Program

Frequency of a program means how often a program should go on air; whether once a week or twice a week, or on alternate days or daily basis.

**8. Feedback**

Planning to know the feed back of the listeners is very important. A producer has to arrange for a way the audience may express their views and comments about the program they have listened to. The following are different modes and routes audience may reach to the producer.

Letters; Telephone; E-mail; Personal Contacts etc.

**LESSON 32****PRODUCER & BUDGETING****Strengths of a Radio Program**

1. The very first strength of radio is that it is portable and handy. It does not need to be placed always on table or on any surface. It can easily be adjusted even in pocket. That is why it is the best companion of a farmer, a laborer, a mason, and even a person on road.
2. It does not demand that it must be looked at as requires television. That is why women while cooking or washing up may listen to it and keep themselves amused, informed, entertained and educated.
3. From production point of view, it is very economical kind of production. It does not require costly sets, lavish costumes and the make-up of the performers. It simply stirs up the imagination of the listeners through script, sound effects and music and they create everything in their own mind.

**Limitations of radio**

The major weakness of the radio program is that the listeners can not see the pictures of the performers that is why it is not glamorous. But otherwise the radio production requires more skill and professionalism on the part of the producer because the radio producer is bound to make every kind of impression through speech, music and sound effects where as, on television the production enjoys the facility of sight to create effects that is a pretty easier task.

**Producer – The Captain of the Ship, the Unsung Hero**

The producer is the person who heads the team of writers, sound effects men, and actors. The producer is the person who conceives a program, plans a program, and then makes all the arrangements to materialize what he/she has thought of. If something gets applause from the listeners, the credit goes to the producer and if something fails to get applause and gathers criticism instead; again the producer is held responsible. It follows from it that the producer needs to be different, exceptional, and extraordinary.

The following are the qualities and traits a person must possess if he wishes to be a producer. Some of the qualities can be learned, some can be polished, but still there are certain qualities which are innate ones and a person either possesses them or not.

1. At least masters in Mass Communication
2. Knowledgeable
3. Creative
4. Imaginative
5. Innovative
6. Decisive
7. Active
8. Sharp observer
9. Jack of all trades
10. Good ear
11. Always ready to record.

**Budgeting a Program**

To make the budget of a program is yet another important responsibility of a producer. The cost of the program varies from program to program depending upon the fees of the following talents to be booked for the preparation of the program.

- The script writer
- The commentator
- The compere

- The narrator
- The performers
- The musicians
- The singers
- The composer
- In case of outdoor, crew's expenditure
- Traveling expenditure

The task of budgeting involves the following steps:

1. Plan out the whole program on paper.
2. Pen down talent fees against their names.
3. Write down extra expenditures such as traveling, outdoor expenditures, etc.
4. Sum up the whole cost.
5. Multiply it with the number of total programs or episodes.

### **Jargons of Production**

#### **Absorption**

The process of sound going into the walls, ceiling, and floor of a studio is called absorption.

#### **Amplify**

To make the sound louder is called to amplify the sound.

#### **Bass**

Voice in the lowest tone or frequency is called bass.

#### **Hiss**

A high frequency noise problem in the recording process is called hiss.

#### **Sound signal**

A sound that has not yet been processed into an electronic form is called sound signal.



**LESSON 33****JARGONS OF PRODUCTION (Continued)****Frequency**

The number of cycles a sound wave completes in one second is called frequency. Radio frequency is measured in Hertz that is after a German physicist's name.

**Frequency spectrum**

It is a chart that shows the radio frequencies allocated to different radio stations. Radio frequencies are allocated by Int'l Telecommunication Union-Geneva.

VLF	Very low frequency	10-30 KHz
MF	Medium frequency	300-3000 KHz
HF	High frequency	3-30 Mega Hz

**Dead studio**

A studio with no or very little echo or reverberation is called a dead studio.

**Echo**

The sound that bounces off one surface is called echo.

**Reverberation**

The sound that bounces off more than one surface is reverberation.

**Hum**

A low frequency noise problem caused by leaking of AC current into the audio signal is called hum.

**Noise**

Unwanted sound in electronic equipment or in the final recording is called noise.

**Pitch**

The highness or lowness of sound is called pitch.

**Reflected Sound**

A sound wave that bounces back to its original source is called reflected sound.

**Reverb Ring**

The time it takes for a sound to die out or go silent from full volume.

**Tone**

The quality of sound that distinguishes one sound from the other is called tone.

**Talk**

Talk is a detailed conversation of an expert with the audience on a topic. It is a kind of column.

**Purpose of a talk**

The purpose of this format is to educate, inform, or to create awareness amongst the target audience.

**Types of talk**

The following are the different types of talk.

- Serious talks
- Comic talks

### **Serious talks**

The following are different types of serious talks.

#### **1. Religious talks**

- Eid Milaad-un-Nabi Sallalaho Alaihi wa Aalihi Wasallam
- Shab-e-Birr'at
- Ramadan-ul-Mubarak
- Eid-ul-Fitr
- Eid-ul-Azhaa
- Shab-e-Me'raaj
- Shab-e-Qadr
- Muharram-ul-Haraam
- Youm-e-Aashoor
- **Death Anniversaries or Martyrdom Days** of Azvaaje Mutah'hraat Rizwaanallaho Ta'aala Anhumaa, Ehle Bait Alaihmussalaam, Sehaabe Ikraam Rizwaanallaho Ta'aala Anhum Ajma'een , Bazurgaane Deen Rahmatullah Alaihi Ajma'een

#### **2. National days**

- 23rd March, Pakistan Day
- 14th August, Independence Day
- Defense day, 6th September
- Air force day, 7th September
- Iqbal day, 9 November
- Quaid day, 25th December

#### **3. International days**

- May Day
- Valentines Day,
- Aids Day
- Fathers' Day
- Mothers' Day
- Polio Day
- Hepatitis Day
- Anti Narcotics Day

## TYPES OF TALK

### 4. Social issues

Talks on social issues can be serious and comic talks as well. The following topics are taken from social issues:

- Corruption
- Nepotism
- Dowry System
- Karo Kari
- Cleanliness
- Telling Lies
- Adulteration
- Women's Emancipation
- Women Rights

### Qualification of a Talker

The talker is a person who is listened to or at least is expected to be listened to by the audience carefully and attentively. Therefore the selection of the talker for a specific topic requires a great deal of responsibility on the part of the producer.

In general a talker, whatever his/her area of specialization may be, must enjoy the following attributes:

- Credibility
- Well qualified
- Well reputed
- Authority on the subject
- Good speaker
- Clear accent
- Acceptable pronunciation

### Essentials of a talk

A good talk follows the following pattern:

- Introduction of the topic
- Purpose of the talk
- Significance of the topic
- Explanation of the different aspects of the topic
- Topic's relation with society
- Other experts' opinions if needed
- Name of the reference books if needed
- Closing of the talk

### Vetting a talk

“To vet a talk or any script is actually to make it broadcast worthy.”

While vetting a talk following points must be kept in mind:

- The matter of the talk must be to-the-point.
- The matter must be sufficient enough to cover the title of the talk.
- Any sentence or part of the talk must not hurt the religious or ethnic feelings and sentiments of any faction of society.

- The content of the talk must not go against the national policy of the country.
- The content of the talk must not violate the law of the country.
- The content of the talk must not touch upon any controversial matter of the society.
- The language employed must be spoken.
- The vocabulary used must be easy yet sober.
- Slang and taboos must be avoided.
- The language must be a combination of formal and informal.
- Repetition of ideas, sentences, or words has to be omitted.
- The duration of the talk must not be less than 4 minutes and more than 7 minutes otherwise, in former case, the talk will not be able to cover the topic, and in later case, the talk will fail to sustain the interest of the listeners.

**Scheduling**

The following steps are to be followed while scheduling a talk:

- Title of the talk
- The date/s of broadcast (D/O/B)
- The time of the broadcast (T/O/B)
- Frequency
- Target audience
- Number of the talks
- Purpose of the proposed talk
- Names of the talkers with sub titles

**Example:**

Title of the talk -----Seeratun Nabi Sallalaho Alaihi wa Aalihi Wasallam.

Date/s of Broadcast (D/O/B) ----- 1<sup>st</sup> to 13<sup>th</sup> of Rabi-ul-Awwal

Time of the broadcast (T/O/B) ----- 4:00 p.m.

Frequency -----daily

Target Audience ----- general, especially Muslims

Number of the talks ----- 13

Purpose of the proposed talk ----- to provide the listeners with the knowledge about the different aspects of the holy life of the prophet Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam.

The sub titles with names of the talkers

	Sub-title	Name of the talker	D/O/B
1	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam- The Father	XYZ	X/Y/Z
2	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam -The Administrator		
3	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam - The Humanitarian		

4	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam - The Merchant		
5	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam – The Commander-In-Chief		
6	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam - The Preacher		
7	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam – The Teacher		
8	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam - The Friend		
9	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam – The Statesman		
10	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam – The Conqueror		
11	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam – The Communicator		
12	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam – The Judge		
13	Hazrat Muhammad Sallalaho Alaihi wa Aalihi Wasallam – The Husband		

**DISCUSSION**

Discussion is a format in which people of different opinions on a particular issue sit together with a purpose to reach at a logical or specific conclusion. The discussion is conducted by an anchorperson, or a compere.

**Types of discussion In Terms of Policy****a) Free Discussion**

Free discussion is a kind of discussion in which the conclusion is not set and the participants are free to reach at pragmatic and logical conclusion. Sometimes the conclusion is not drawn but left to the listeners.

**b) Controlled Discussion**

It is a kind of discussion in which the anchorperson and the participants are briefed prior to the discussion about the conclusion of the discussion. The conversation grows and develops to reach at pre-settled conclusion. In simple words in such a discussion the conclusion is defined.

**Types of discussion In Terms of Nature****a) Live Discussion**

Live discussion goes on air direct and without any editing or censor. Such discussions are put on air on special occasions like matches and Election Transmission.

**b) Recorded Discussion**

This kind of discussion is first recorded in the studios and then is put on air.

**Types of discussion In Terms Of Content****a) Social**

In such discussions social issues are brought under discussion. Some of the social issues are: Vanni – Karo Kari – Child Labour – New trends in Fashion etc.

**b) Political**

In such discussions political issues are discussed. Some of the political topics are: Government's Policies – Projects – Controversial Issues e.g. Kala bagh Dam etc.

**c) Scientific**

Scientific topics, especially controversial ones, are discussed. Such as Big Bang Theory, Theory of Evolution, etc.

**d) Religious**

Sectarianism, Interpretation of Islamic Law, etc. kind of topics which are based upon religious teachings and thought are made the points of discussion in religious discussions.

**e) Art & literature**

New trends in art and literature, imports from foreign literature, experiments in prose and poetry; realism, symbolism, abstracts, conservative movement, progressive movement are some kinds of topics to be made a point of this type of discussions.

**f) Business and commerce**

Topics related to business, commerce and trade, such as inflation; budget; poverty; tax system etc. are the hot topics of this kind of discussions.

**g) Current affairs**

The most important and widely listened discussions are on current affairs. Topics like War on terror, Middle East, Kashmir, Pakistan's relations with other countries, etc. are some examples which the discussion can go round.

## DISCUSSION

**Essentials of Producing Discussion****1. Selection of the Topic**

The very first step in the planning and production of a discussion is the selection of the topic. The topic may be assigned by the authorities, may be the demand of the situation, or conceived by the producer.

**2. Knowledge of the Topic**

Whatever the topic is, the very first thing after the selection of the topic is to get maximum available knowledge about the subject. Unless a producer has substantial knowledge about all possible aspects of the topic, he/she will not be able to produce a discussion of standard.

For instance the topic of the discussion is based upon foreign policy of Pakistan with respect to any particular country or countries. To produce such a discussion the producer first must know about the foreign policy to the following lines:

**What is Foreign Policy?****Determinants of Foreign Policy**

- National Interest
- Economics
- Geography
- Security
- Pakistan's foreign policy regarding different countries, e.g., India, USU, UK, Iran, China, Afghanistan
- Pakistan's stand point on different International Issues such as Kashmir issue, Palestine issue, Iraq-America war, war on terror

**3. Narrowing down the topic**

Selection of one topic is not enough to make a discussion program. One topic, as a matter of fact, represents the whole subject that has many aspects and shades to be discussed. Every shade and every aspect requires a separate discussion program. Sometimes, to cover the maximum aspects pertaining to one topic, a series of discussions may also be scheduled.

The process of pin pointing one aspect of a subject is called narrowing down the topic. Following example will further explain the process of narrowing down a topic:

**Women Issues**

To talk about women is a topic but some of the issues and problems related to women may be counted as under:

- Women's Education
- Women's in Professions
- Problems of Working Women
- Women's Rights

Let's suppose that a producer decides to pick up Women's rights as a topic of his discussion. This topic may further be narrowed down. When we talk about women's rights the following aspects come in front of us:

- Universal rights
- Social rights
- Rights given by law



- Rights guaranteed by religion
- Women rights are protected or not?
- Women's misery --- Myth or Reality
- Right to Education
- Right to Cast Vote
- Right to Work
- Right to the Selection of Profession
- Right to get share in Inheritance
- Right to Marriage after her own choice

#### 4. Selection of Anchorperson

The next step in the production of discussion is the selection of the anchorperson. Here again the producer has to be very much careful. The anchorpersons are of two kinds:

##### a) Professional Anchorpersons

These are the ones who have opted for being a compere or an anchorperson as their profession.

##### b) Experts

These are the ones who are the experts in their respective field or subject and in specialized topics they are offered to compere the discussion. For instance if the discussion is to evaluate the recently announced budget, the anchorperson must be an economist.

While selecting this kind of compere following points a producer must keep in his/her mind:

- Area of specialization of the compere must be related to the topic.
- Must be a good & effective communicator.
- Must be spontaneous, witty and sober yet pleasant.

Since while conducting the discussion as a compere he/she is representing radio as well so he/she must have:

- Clear voice
- Accurate pronunciation

Besides all the above said features a compere must not get detached from the whole course of the discussion and must appear involved in the conversation. Another important thing, that he must not be biased or partial and his tilt of mind must not be noticeable at all.

#### 5. Selection of participants

The number of the participants of a discussion must not be more than 4 and less than 2 depending upon the duration of the discussion program.

The participants must be:

- experts in their field
- professionals
- good communicators
- preferably known to people
- well-reputed
- representing different schools of thought or opinions

#### Model Discussion Programs

Topic ---- Government's Policies to improve Agriculture in Pakistan & Benefits to Farmers  
Compere

The compere must know:

- Important crops
- Sowing season
- Harvesting season
- Farmers' problems
- Irrigation system
- Government's different policies
- Land reforms if having been introduced
- Rates of different crops
- Fertilizers
- Diseases of the crops
- Insects
- Pesticides

### **Participants**

In such discussion following participants may be invited:

- Minister of Agriculture – Federal or Provincial  
(If not, any government spokesman)
- Representative of farmers
- Representative of landlords
- Expert of Agricultural Issues

### **Topic ---- Growing price hike in Pakistan**

#### **Compere**

An economist

#### **Participants**

- Market association's representative
- Consumers' representative
- Price control committee's chairman
- An economist
- Government's representative

**LESSON 37****RADIO FEATURE****The Feature – Dictionary Meaning**

Feature is a typical quality or an important part of a person, thing, animal, or place. Anybody's features are the parts of his/her face.

**Feature as a Radio Format**

It is a kind of format in which one aspect of a personality, or place or issue is highlighted in spoken word supported by sound effects, songs, and musical instruments. The script is narrated by normally a male and a female voice.

**Sound Effects**

Sounds incorporated in a production, which reinforce the script by magnifying or beautifying the content of the script are called sound effects.

**Narrator (Raavi)**

Narrator is a person who reads out the script

**Narration**

Narration is the written matter of a feature or a documentary.

**Types of feature in terms of production**

- Narrative feature
- Dramatic feature

**Narrative Feature**

A kind of feature in which the whole content is in the form of narration is called Narrative Feature. The narration is read out by two narrators – male & female.

Sound Effects are frequently yet suitably employed.

**Dramatic Feature**

It is a kind of feature in which the content is written in a dramatic manner. The message is conveyed through dialogues to be spoken by different characters.

**Topics of Narrative Feature****Religion**

Significance of Yaum-e-Aashoor, Rabi-ul-Awwal, Shabb-e-Barat (Birr'at)

**Personalities**

Khulafa-e-Rashideen, Quaid-e-Azam, Allama Iqbal, Muhtarma Fatima Jinnah, Islamic scholars, scientists, statesmen

**Pakistan**

Independence Day, Pakistan day, Pak-India War-1965

**Topics of Dramatic Feature****Social Issues / Problems**

Dowry, Cleanliness, Pollution, Backbiting, Women's Education – Adulteration – Child Labor, Agriculture, Pollution, Social Values, Importance of Joint Family System, Overpopulation.

## Techniques of Narrative Feature

### Script

The script of a narrative feature must cover the following aspects of the topic:

- Introduction of the Topic
- Background of the Topic
- Further Details
- Closing

For instance a narrative feature on child labour is to be produced. Pre-production research must be around the following points:

### What is meant by child labour?

#### Different kinds of child labour

Forced Child Labour – Bonded Child Labour – Voluntary Child Labour

#### Areas of Child Labour

Brick kilns – Carpet Weaving – Surgical Instruments – Sports Wares – Workshops – Hotels

#### Reasons of Child Labour

Poverty – Exploitation – Overpopulation

### How to curb child labour?

Society's Responsibility – Government's Responsibility

## Production of Narrative Feature

The production of the narrative feature involves the following steps:

- Vetting of the script. ( about vetting we have studied in detail)
- Selection of Sound Effects
- Selection of Songs
- Musical Instruments
- Selection of Narrators

## Techniques of Dramatic Feature

### Script

- Research of the topic
- Suitable situation for the characters
- Characterization
- Dialogues
- No conflict
- No climax
- Normally no change over i.e., one act

### Production Techniques

- Selection of the writer
- Discussing the matter with the writer
- Vetting the script
- Selection of voices

**LESSON 38****RADIO DOCUMENTARY****Documentary**

Documentary is a radio or television format that gives facts & evidences about something artistically. Documentary is a combination of two words which are: Document and Commentary.

**Document**

Word document is derived from Latin word *Docere* that means *Proof, Evidence, an attested piece of paper with words.*

So *Document* is an official paper or book that gives information about something and can be used as an evidence or proof of something.

**Commentary**

Commentary is a spoken description of something.

**Documentary**

Documentary is a presentation of evidences of a person, place, or thing which can hardly be denied.

**Purpose of documentary**

The purpose of documentary is to provide people with the information about a person, thing, phenomenon, event, etc., with the help of facts, figures and evidences. A documentary attempts to offer authentication of what is otherwise speculation through the recordings of the informants, witnesses, participants, etc.

**History**

**In 1711 AD** → the word *document* became more active as verb that means *the act of furnishing evidence* such as court records, school reports, letters, journals, newspapers, diaries, etc *with words.*

**In 1802 AD** → word *documentary report* emerged as a description of evidence coupled with imagination.

**In 1935 AD** → the present day use of the word *documentary* emerged.

**Topics of documentary**

There is an unlimited range of topics that can be treated as documentaries. Some of them are as under:

- Topics about tangibles
- Topics about intangibles

**Topics about Tangibles**

Topics about tangibles can further be categorized as under:

- Persons
- Things

**Persons**

The life of a personality that may come from national heroes, leaders, scientists, scholars, players, actors, singers, etc. can be depicted through a documentary.

**Things**

Documentary can be planned and produced on anything such as bazaars, streets, life in dark slums, life in big cities, countries, culture, traditions, fashion, books, the life and culture of animals, etc.

**Topics about Intangibles**

The topics about intangible things can further be distributed amongst the following categories:

- Phenomena
- Abstract topics
- Social topics

**Phenomena**

Documentarily can be produced on different phenomena such as:

- The blooming of a bud
- The functioning of heart
- The making of a missile
- Discoveries, inventions
- Historical facts, wars, riots
- The galaxies

**Abstract topics**

Some of the abstract topics are: anger, insomnia, fears and phobias, habits, attitudes, children's psychology etc.

**Social topics**

- Pollution
- Population
- Child labour
- Women's issues
- Price hike
- Smoking
- Narcotics
- Illiteracy

**Essentials of Radio Documentary**

The following are the essentials of radio documentary.

- Script
- Narrator
- Sound effects
- Interviews of concerned persons to authenticate the information  
The more the interviews, the more authenticated the documentary will be.

**DRAMA**

Drama is a literary form involving actions and dialogues written for actors to perform. It is a Greek word meaning "action", drawn from the "to act".

**Types of drama in terms of Mood**

The following are different types of drama in terms of Mood:

- Tragedy
- Comedy
- Satires

**Types of drama in terms of Making**

The following are different types of drama in terms of Making:

- Solo plays
- Series
- Serial
- Soap opera

**Solo plays**

These are individual plays produced for special occasions, days, etc., such as Independence Day, Eid days, anniversaries of national heroes, etc.

**Series**

A series contains different plays with different sub titles under the same main title portraying different shades of the same theme.

**Serial**

Serial contains one story that goes on to many episodes. Every episode has its own climax and the last episode carries the chief climax that leads to anti climax.

**Soap**

Soap drama actually presents family problems and conspiracies with no definite main character; rather every character, by and large, is equally important.

**Components of Drama**

The following are the components of a drama:

- Characters
- Dialogues
- Screenplay

**Components of Drama Script**

The components of drama script are as under:

**Plot** – the story of the drama that contains the turns & twists is called the plot of the drama.

**Expose`** – the introduction of characters is called the expose`.

**Growth** – the establishment of conflict between different characters.

**Climax** – it is the peak point of the conflict.

**Anti-climax** – it is where the conflicts amongst the characters are resolved.

### **Radio Drama**

**Radio drama** is a form of drama which is intended to be broadcast on radio. With no visual component, radio drama depends on **Dialogues, Music** and **Sound Effects** to help the listener **imagine** the story.

### **Components of Radio Drama**

The components of radio drama are as under:

- Speech
- Music
- Sound Effects

### **Speech**

Speech contains the following elements:

- Dialogues
- Monologue (soliloquy – a character’s verbal communication to himself)

### **Music**

Music in a radio drama can be included as under:

- Background music – as situation demands
- Change over music – marks the change of the scene

### **Sound Effects**

The especially recorded sounds to establish a particular atmosphere are called sound effects. For instance, Birds’ chirping, typewriter’s rattling, jackal’s howling, cricket’s chirping, chairs’ dragging, water pouring into glass, thunder clap followed by rain sound, Azaan.

## **Radio Drama Production**

### **Getting drama written**

First of all, the producer contacts to a drama writer to get it written. Drama may be thematic or entertaining. The producer discusses the theme with the writer and asks him/her to develop a drama portraying the theme.

### **Vetting**

After the drama is written, producer vets the script. While vetting drama script a drama producer must be careful regarding the following aspects:

- Drama must not go against Religious Policy.
- Drama must not go against National Policy.
- Language used must not violate the set standards of the language to be employed while writing for mass medium.
- Length of the script so that it may not exceed the given time limit.

### **Copies of the script**

- Producer’s copy that contains important cues, details of musical instruments that will go with the situation, and the sound effects where they are needed.
- Engineer’s copy that contains all those details that does the producer’s copy.
- Actors’ copy that does not contain any details which are needed from production point of view.



**Characterization**

The act of conceiving a character is called characterization. While selecting a voice for a certain character following essentials a producer must keep forth:

- The voice age of the actor that must correspond to the age of the character conceived by the writer.
- Education of the character. Actor's tone, voice and accent must be in accordance of the character's education that is established by the writer for that particular character.
- Socio-cultural background of the character so that the accent of the actor may conform to the character's accent.

**LESSON 40****SPECIAL AUDIENCE PROGRAM**

These are the programs produced for specific group of the listeners.

The following are the special audience programs.

- Children's programs
- Women's programs

**Children's Programs**

Children can be divided in two categories according to their ages.

Group one ----- play group to 8 years

Group two ----- 9 years to school going age

**Pre-Program Preparation**

The First step is to know about the target audience that is audience research. In this step a producer must know the psyche of the children.

**Psyche of the children falling in group one**

Analyzing the psyche of the children what comes up is that:

- The children of this age group take interest in stories.
- They have a sense of insecurity.

So the producer has to arrange for story based items in the programme and a compere who could get the children familiar with himself/herself and the stranger atmosphere of the studios so that the children may feel free while taking part in the program.

**Format**

The program to be produced for this group of children is normally:

- Children participated program
- That is conducted by compere or comperes– Bhaai Jaan and Aunty (Bachon Ki Baaji)

**Activities of a Children Program**

- Story telling (an interesting character may be made like kahani chacha)
- Little riddles and puzzles
- Short questions
- Poems, stories, jokes

**Selection of the Compere**

The compere of children programme must be:

- Educated
- A storyteller
- Lively
- Friendly
- Compassionate
- Extempore
- Must have the ability to improvise & engage the children in different activities

**School Going Children's Program**

School going children are more mature ones so they can not be entertained by stories. The suitable formats for this group of children are as under:

- Dramas
- Quiz programs

### **Women’s Program**

These programs are produced keeping the needs and requirements of women.

### **Topics of women’s programs**

The following topics may be made part of women’s programs.

1. Household topics such as recipes, embroidery etc.
2. Awareness creating programs.
  - Importance of women’s education
  - Women’s rights
  - Women’s emancipation
  - Suitable professions for women (jobs, entrepreneurship)
  - Rural women’s problems
  - Working ladies problems
  - Working & courageous ladies who made a place in society
  - Health tips
  - Overpopulation

### **Formats for women’s programs**

Following formats may well suit the women’s programs:

- Talk shows
- Anchorperson with guests
- Discussions
- Magazine program

### **Special People’s Programs**

Special people are the handicapped persons in our society such as deaf, dumb, blind, and crippled ones. These programs are with the following motives:

- To encourage special people so that they may take part in life activities more effectively.
- To change common normal peoples’ negative attitude towards special people.

### **Format**

The best format suitable for radio for special people is talk shows. In talk shows special people with different distinctions are invited and interviewed.

**SPORTS PROGRAM**

Broadly speaking the sports programs can be of two types.

- Live Programs
- Recorded Programs

**Live Programs**

Nature wise live programmes are of two types which are as under:

**1. Live Programs from Studio**

These programs normally carry the following matter:

- Updates about what is going on in the world of sports.
- Discussions about the games, players, new records, performances of different teams, etc.
- Experts' opinions about the players, games, performances, etc.

**2. Live Programs from Ground**

These programs are put on air directly from the ground or place where the game is being played and these live programs include the following features:

- Commentary
- Experts' opinions from ground
- Field dispatches
- Progressive dispatch
- Round up dispatch
- Weather
- Crowd

**3. Recorded Programs**

Recorded programs are the programs which are first produced in the studios or first recorded and then are put on air.

The recorded programs may go round the following areas:

- Sports round up
- Different sports events
- Information about schedules of different cups, trophies, tournaments
- News about sports
- Interviews of players
- Discussions
- Sports quiz

**Qualities of a Sports Producer**

A sports producer must possess knowledge about:

- Local sports
- National sports, such as hockey, football, cricket, badminton, table tennis, long tennis, etc.
- Olympics
- SAF games
- Records
- Record holder's history

- International sports
- Special knowledge about different sports
- The history of the tournaments, SAF games, Olympics, World cup, Champions trophy, etc.
- Previous winners
- Currently playing teams with players' introductions

### **Outdoor Broadcast (OB)**

The process of recording or broadcasting a function, event, seminar, speech, or match live from the spot is called Outdoor Broadcast.

### **Preparation of OB**

The OB producer must have the knowledge about:

- The exact timing and date of the function
- The nature of the function
- The personalities supposed to be at the event

### **Technical arrangement**

The kit of an OB producer must contain the following items at any cost:

- Tape recorder
- Battery cells
- Microphones
- Microphone stands
- Cassettes
- AC power lead
- Note book

### **Special instructions to be followed by the OB producer**

An OB producer must

- Get at the spot at least an hour prior to the function.
- Fix the equipment well in advance.
- Check and recheck the working of the equipment.
- Find a suitable place near the stage or rostrum.

### **Ways of getting information back to the studios**

After the recording of the event the first and the foremost responsibility of an OB producer is to take the recordings to the studios so that these recordings may be edited to be broadcast on time. The ways of getting the recordings to the studios are as under:

#### **1. Landline**

Landlines must be booked in advance with Telecommunication Company. Through landlines the material may be sent to studios and broadcast live as well

#### **2. Telephone lines**

#### **3. Couriers**

#### **4. Bringing back the tape in person**

## THE MUSIC I

**Types of Music**

- **Folk Music**

The music in the traditional style of a country or community is called **Folk Music**. It is deep rooted in the soil it belongs to and travels from generation to generation. It consists of typical tunes and melodies given to folk songs. E.g., maaahia, tappa, gidda, etc.

- **Classical Music**

It is a kind of music that involves high skill of the singer who possesses a command on musical notes. (raga, raagni, Thaath, ). Classical Music is purely based on Ragas.

- **Light Music**

Ghazals, geet, thhumri etc.

- **Pop Music**

Popular music – fast beat music – rock n roll, jazz etc.

**Note (sur)**

A single sound of a particular length and pitch, made by a voice or musical instrument is called note. Every note represents a frequency of voice.

Frequency – number of sound waves per second is called frequency.

Minimum cycles/second -----160

Maximum cycles/second -----1800

**Seven Notes**

There are seven notes in music which are:

**SAA, RE`, GAA, MAA, PAA, DHAA, NEE**

<b>SUR</b>	<b>FREQUENCY</b>
Saa (kharaj)	9/8
Re` (rikham)	10/9
Gaa (gandhaar)	16/15
Maa (mudham)	9/8
Paa (puncham)	9/8
Dhaa (dhevat)	10/9
Nee (nikhaad)	16/15

**Teevar Sur**

The sharp notes of a raga are called **Teevar Notes**.

**Komal Sur.**

The soft notes of a raga are called **Komal Notes**.

**Chord**

When two or more notes are sounded together they are said to form a **Chord**

**Concord**

When two or more notes sounded together produce a pleasant effect on the ear, the combination is called a **Concord or Consonance**.

**Discord**

When two or more notes sounded together produce an unpleasant effect on the ears, the combination of the notes is called **Discord**.

**Harmony**

When notes producing concord are sounded simultaneously, the effect is called **Harmony**.

**Melody**

When notes producing concord sound one after the other, the effect is called **Melody**.

**Unison**

When two notes have the same frequency, they are said to be in **Unison**.

**Rhythm**

A strong regular repeated pattern of sounds or movements is called rhythm. Equal Distribution of beats is called rhythm.

**Thaath**

It is a scale of seven notes which ragas are derived from. Thaath is the origin of ragas. Traditionally there are 72 thaaths. Pandat Bhaaskar Rao declared 32 thaaths. Currently there are 32 valid thaaths.

**Raga**

The arrangement of notes that sounds pleasant to the ears is called **Raga**.

- Every raga depicts a time.
- The minimum notes in a raga are 5.
- The maximum notes in a raga are 7.

## THE MUSIC II

**Classification of Raga In Terms Of Notes**

In terms of notes raga can be classified in three categories which are:

- Aado
- Khaado
- Sumpooran

**Aado**

Raga that contains 5 notes is called **Aado**.

**Khaado**

Raga that contains 6 notes is called **Khaado**.

**Sumpooran**

Raga that contains 7 notes is called **Sumpooran**.

**Classification of Ragas In Terms Of Time**

Ragas are classified in terms of the time as well. Some of the ragas according to their respective timing are as under:

**Morning Raga** → Bheron = Mujh KO Aavaz De` Too Kahan He`  
Mian Ki Todi = Jiss Dinn Se` Pia Dill Le` Gaye`

**Noon Raga** → Saarang = Gorh Malhaar = Saavan Ki Ghataao

**Night Raga** → Je` Je` Vanti = Dill Ka Dia Jalaya Mein Ne`  
Bagaishri = Latt Uljhi Suljha Ja Re` Baalum

**Waadi sur (sonant)**

The most frequently used note in a raga is called Waadi sur.

**Summ Waadi (consonant)**

The second most frequently used note in a raga is Summ Waadi note.

**Deo Waadi**

The note that does not adjust in raga and spoils the melodious effect is called Deo Waadi.

**Composers**

Composer is the person who ornaments the poetry by giving it notes and ragas. The tune is given to the poetry by the composer.

Some renowned and acclaimed composers and some of the famous songs composed by them are:

Salem Iqbal -----Chanda tori chandni mein jia jala jaae` re`  
Rashid Atre` -----karaar lootne` wale` too karaa to tarse`  
aaye mousam rangeele` suhane`, chhhti leke aaja balma  
Kh. Khurshid Anwar-----jiss dinn se` pia dill le` gaye`  
vaanjhli vaalararia  
rimm jhimm pare` phuwaar

**Production**

The production of the songs require a producer to undergo the following steps.



**Selection of poetry**

First of all the poetry is selected, i.e., ghazal, geet, nazm etc.

Some important terms regarding poetry are as under:

**Asthai**

The 1st couplet of ghazal is called Asthai.

**Mukhra**

The 1st line of a geet is called Mukhra.

**Antraa**

The second couplet or stanza of a ghazal or geet is called Antraa.

**Selection of composer**

While selecting the composer his history record should be kept in view. Composer must be selected according to the mood of the poetry, i.e. sad, tragic, or romantic.

**Selection of singer**

Following qualities must be kept in view while selecting a singer.

- Pronunciation.
- Delivery
- Stresses
- Pauses
- Capacity of the singer.
- The natural mood of singers if they are not versatile.

**Selection of Musicians**

Musicians are those who arrange the instruments in a song. With the consultation of musician and composer the instruments and instrumentalists are selected.

**The track**

The arrangement of musical instruments and then its recording is actually the track of the song. Professionally the track is recorded separately without the singers' voice. The music between antraas or between asthai & antraas or between antraas is called interlude.

**The mixing**

The process of mixing track and the singer's voice is called mixing. While mixing the producer must be careful that instrumental level must not exceed vocalist.

**Public Service Broadcast**

Public Service Broadcast aims at doing service to the masses of the community. It is non-profitable broadcast and its expenditure is borne by either the state or the radio organization.

**Areas of public service broadcast**

The following are the areas of the public service broadcast.

- to create awareness
  - Civic sense
  - Keep the atmosphere clean
  - Abide by traffic laws
  - Drive with dim lights

- Fasten the seat belts while driving
- Donate blood once every three months and save life
- Health
- Fight against AIDS , Hepatitis , Polio
- Vaccination
- Women's Health
- Women's education
- Women's Rights
- Awareness against Overpopulation
- Child labour
- Cleanliness
- Announcements for lost kids/people

### **Agriculture**

To give farmer information about:

- Seeds
- Seedlings
- Pesticides
- Irrigation
- Bowing Season
- Harvesting Season
- Information & Use of New Technology
- Government policies
- Developments in infrastructure (dams, bridges, roads, schools, hospitals)
- Government policies

### **Commercial Broadcast**

The broadcast by which the radio organization meets its cost and makes profit is called Commercial Broadcast.

Commercial broadcast is divided in two categories.

- Programme is sold
- Airtime is sold

#### **Programme is sold**

In this case the program is produced by the radio organization and is sold to the sponsors.

#### **Air time is sold**

In this case the air time is sold to the sponsor and the sponsor gets the program produced privately and then it is sent on air.

## ETHICS & LIMITATIONS OF MEDIA

### Obligations of Media to the Society

Media should be:

- Truthful
- Accurate
- Objective
- Relevant
- Free but self-regulated
- Following the agreed codes of Ethics and Professional Standards

### Domain of Freedom of Media

#### Article -19 of the constitution reads:

*“There shall be **freedom of press (media)**. It will however be subject to any reasonable restrictions imposed by law in the interest of **the glory of Islam, or the Integrity, Security or Defense of Pakistan, or any part of it, friendly relations with foreign states, public order, decency or morality or in relation to the contempt of court, defamation or incitement to an offence.**”*

It is quite obvious from the above-written article of the constitution of Islamic republic of Pakistan that the media is free in Pakistan but it must follow certain lines of responsibility that it owes to the religion, country, people, and the culture it belongs to.

Analyzing the article we come across the following set of purposes of this article:

- 1) The protection of Islamic values
- 2) The respect of all the sects of Islam
- 3) Integrity, Security and Defense of Pakistan
- 4) The respect of Ideology of Pakistan
- 5) The respect of Minorities, their beliefs, their rituals
- 6) The protection of social Norms and Values
- 7) To respect and honor the Foreign Policy of Pakistan
- 8) Maintenance of Decency and avoidance of Vulgarity
- 8) The honor of the Courts must be protected
- 9) Defamation of any individual or group of persons is to be avoided to safeguard their repute, honour, and respect.

### Contempt Of Court

#### Lord Russell's Definition

“Any act done or writing published calculating to bring a court, or judge of a court, into contempt, or to lower his authority is a contempt of court. Further, any act done or writing published calculated to obstruct or interfere with the due course of justice, or the lawful process of the courts is a contempt of court.”

#### Situations of Contempt of Court

The following are the situations in which a media person or organization has to face the case of the contempt of court.

- 1) The competency of a judge is challenged.
- 2) Honesty of judge is challenged.
- 3) Comments on the proceedings of a pending criminal or civil case affecting the judge, or parties, or witnesses.

- 4) Comments affecting, making or shaping the public opinion for or against a party to the case in the court.

### **Defamation**

Defamation may be defined as:

“The publication or broadcasting of a statement which tends to lower a person or a registered company in the estimation of right-thinking members of society generally; or which tends to make them shun or avoid that person.”

### **Types of Defamation**

There are two types of defamation.

- Libel
- Slander

### **Libel**

A libel consists of a defamatory statement or representation in permanent form, i.e., in black and white.

### **Slander**

If a defamatory meaning about a person or a registered company is conveyed by spoken words or gestures, it is slander.

### **Defamation in case of Radio**

- 1) The defamation is slander if the broadcast is without script.
- 2) The defamation is libel if the broadcast is made from a written script or recorded tape.

### **Who can be defamed?**

- 1) A living person can be defamed.
- 2) A corporation, firm, organization, company, partnership that is registered with the government.

### **Who cannot be defamed?**

- 1) A dead person.
- 2) An illegal company.

### **Elements of Defamation**

The following are the elements of defamation:

- The words must be defamatory.
- The words must refer to the plaintiff, i.e., the injured party or person.

### **Interpretation of Defamatory Word**

Words must be understood in a defamatory sense whether or not believed in by the listeners.

### **Defenses of Defamation**

The ways how a journalist or a news organization can avoid the charge of defamation are as under:

#### **1. Justification or truth**

The reporter or the news organization has to prove that the defamatory statement is based on truth.

#### **2. Fair comment**

The reporter or the news organization has to prove that:

- 1) The defamatory words are in the interest of the public.
- 2) The defamatory words have been put on air without any malicious intention.

## RECAP

**What Radio Is:****Meaning-1**

The broadcasting of programs

**Meaning-2**

The process of sending & receiving messages by converting voice into electromagnetic waves

**History of Radio**

HANS CHRISTEN ORSTED first discovered that **electricity and magnet both can attract and repel objects**. It was the 1<sup>st</sup> step to the present day radio.

**Objectives of Broadcasting in Pakistan**

- ❖ Information
- ❖ Education
- ❖ Entertainment
- ❖ Islamic ideology
- ❖ Ideology of Pakistan
- ❖ Promotion of culture;
- ❖ Promotion of regional languages;
- ❖ National unity
- ❖ To boost up nation's morale at adverse hours

**What news is:**

- An account of an event.
- An account of actual events that change status quo or can do so.
- An account of man's changing relationships with others.

**News Values**

- ❖ Conflict
- ❖ Progress
- ❖ Victory/ defeat
- ❖ Eminence
- ❖ Prominence

**Timeliness** (Immediacy) –“now” is more Newsworthy than “yesterday”

**Proximity** (Nearness) – “Local” is more newsworthy than “foreign”

**Novelty** – Something, strange, amazing.

**Elements of news**

- Accuracy
- Meaningful
- Interesting
- Factuality
- Objectivity
- Concise
- Clear
- Comprehensive
- Cohesive

**Measuring the importance of News**

- Intensity
- Extensity
- Recentness
- Consequence
- Variety of all

**Types of News Stories****1. General News**

- Personals & briefs
- Meeting & events
- Speeches
- Publications
- Interviews

**2. Simple News**

- Illness
- Deaths
- Funeral
- Fires & accidents
- Crimes
- Weather

**3. Complex News**

- Court, trials.
- Government & policies
- Business & commerce
- Industry and labour
- Agriculture
- Medical & psychology
- Science
- Religion

**4. Special News**

- Life style
- Family
- Food
- Fashion
- Social events
- Hobbies

**News Sources**

- Reporters
- Newsroom diary
- Files
- Check calls
- Monitoring
- Press release
- Press conference
- News agencies

- Internet

**Report**

A report is a written or spoken account of an event, to be published or broadcast.

**Reporting**

News coverage and then writing the news for newspaper, radio, or television is reporting.

**Reporter**

The journalist who hunts or covers the news and then writes it for the media organization he is working for is called a reporter.

**Types of Reporting**

- Factual reporting
- Interpretative reporting
- Investigative reporting

**Interview**

Interview is an informal conversation with a person in which a reporter asks questions in order to find out his/her opinions regarding a certain matter.

**Interviewer**

The person who asks the questions in an interview is called an interviewer.

**Interviewee**

The person who answers the questions in an interview

**Types of interview**

- Hard news.
- Informational.
- Investigative.
- Adversarial.
- Interpretative.
- Personal.
- Emotional.
- Entertainment.
- Actuality.
- Telephone or remote.
- Vox pop & multiple.
- Grabbed.

**Production**

Production is the process of creating something (film, drama, documentary, musical) with skill and knowledge.

**What is a Program?**

A plan of things that will be done or included in the development of something; something that people watch on TV or listen to on radio is called a program.

**Format**

Format is the general arrangement, plan or design of a program. The Basic Structure of a Program is its format.

**Role of a Producer**

To conceive, plan, and produce a program is the job description of a producer.

The different formats we studied in this course are as under:

- Talk
- Feature
- Narrative feature
- Dramatic feature
- Documentary
- Drama
- Children's programs
- Women's programs
- Music production

Besides, we have gone through the ethics and the limitations a producer must be careful about while making programs.

-----THE END-----