

What is journalism?

Journalism is a form of writing that tells people about things that really happened, but that they might not have known about already.

As a profession journalism refers to the occupation of presenting information and opinion about an event or issue of general interest to the public in a systematic way by using mass media channels.

The practice includes *gathering* (reporting), *evaluating* (editing/ gate-keeping), and *dissemination* (publication/ broadcasting) of news and opinion of mass interest.

Journalism also refers to the occupation of administering any news organization as a business. Academically, *journalism* refers to a course of study preparing students for careers in reporting, writing, and editing for newspapers and magazines. Word origin: 1825-35

journalism, types and styles: Journalism is the accurate documentation of events in the most possible plain words, nothing more. Journalism is a very broad field with a variety of topics to cover. The purpose of journalism is to research and report events that impact people's lives and society in different ways. Different types of journalism cover various aspects of life that impact society, appeal to assorted audiences and have varying requirements for objectively reporting facts. There are many different types of journalism adopted by journalists depending mostly on the nature of topic and requirements of the audience. All types of journalism are unique based on different usage of techniques to create content for different audiences and to serve a variety of purposes. Out of a huge variety, there following are some of the best known types of journalism:

ACCESS; ADVOCACY; ALTERNATIVE (PRESS); CAMPAIGNING; CHEQUEBOOK; CHURNALISM; **CITIZEN**; CIVIC; COLLABORATIVE; COMMUNITY BROADCASTING; COMMUNITY NEWSPAPERS; CORNY; DUMMY (PRESS); EMBEDDED; GONZO; GUTTER PRESS; HACK; IRONY; JAZZ; LITIGATION; MILITANT; NEW; OBJECTIVE; **ONLINE**; PACK; PAUPER (PRESS); PEACE (JOURNALISM); PHOTO; POPULAR (POPS); PRECISION; QUALITY; THESIS; UNDERGROUND (PRESS); VERNACULAR (PRESS); YELLOW; YESMAN

journalist:

a journalist is a professional involved in the act of identifying, gathering and dissemination of information and opinion of general interest through mass media; generally refers to reporters and news or copy-editors (sub-editors). Depending on the context, the term *journalist* also includes various types of editors and visual journalists, such as photographers, graphic artists, and page designers.

Journalism comes in several different forms:

I. News

A. Breaking news: Telling about an event as it happens.

B. Feature stories: A detailed look at something interesting that's not breaking news.

C. Enterprise or Investigative stories: Stories that uncover information that few people knew.

II. Opinion

A. Editorials: Unsigned articles that express a publication's opinion.

B. Columns: Signed articles that express the writer's reporting and his conclusions.

C. Articles: argumentative analysis of events and issues by experts of the field

Online, journalism can come in the forms listed above, as well as:

- Blogs: Online diaries kept by individuals or small groups.
- Discussion boards: Online question and answer pages where anyone can participate.
- Wikis: Articles that any reader can add to or change.

The best journalism is easy to read, and just sounds like a nice, smart person telling you something interesting.

News writing

Introduction

What is news?

News is difficult to define because it involves many variable factors

- News must be factual; yet not all facts are news
- News is not necessarily a report of a recent event, as stated in most dictionaries. An event which happened many years ago may be news if the event were just disclosed
- News may report events which have not happened.
- What is important news for one community may be little or no news in another community.
- What is news today may not be news tomorrow.
- What is news for one person may not be news for another person.
- What is news for one newspaper in a city may not be news for another newspaper in the same city.

However a definition given below may help understand the concept of news:

A professionally prepared
and systematically presented
report about an
event, situation or statement of
general interest through
mass media.

Word origin: 1425–75.

خبر کچھ؟

ذرائع ابلاغ کے ذریعے
عمومی دلچسپی کے حامل روزمرہ زندگی سے متعلق کسی بھی
اہم واقعہ، صورتحال یا بیان کی
پیشہ ورانہ، منظم، معروضی اور فوری
اطلاع
کو خبر کہتے ہیں۔

Keeping in view various definitions of news the following facts can be deduced:

- News is a report
- News is a report about a real world important event
- News is an immediate report
- News is an objective report
- News is a professionally prepared report
- News is a report disseminated through media

مندرجہ بالا تعارف کی رُو سے ہم خبر کے متعلق مندرجہ ذیل نتائج اخذ کر سکتے ہیں :

- خبر اطلاع ہے
- خبر فوری اطلاع ہے
- خبر معروضی اطلاع ہے
- خبر پیشہ ورانہ اور منظم اطلاع ہے
- خبر عمومی دلچسپی کی حامل اہم واقعات کی اطلاع ہے
- خبر ذرائع ابلاغ کی وساطت سے پہنچائی گئی اطلاع ہے

Basic elements of news

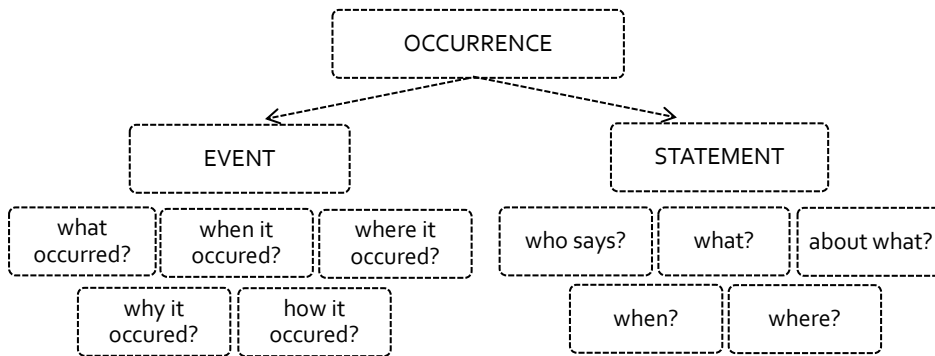
- a. News must be factual.
- b. News must be interesting.
- c. News must be of interest to a number of readers
- d. news must add to wellbeing of society



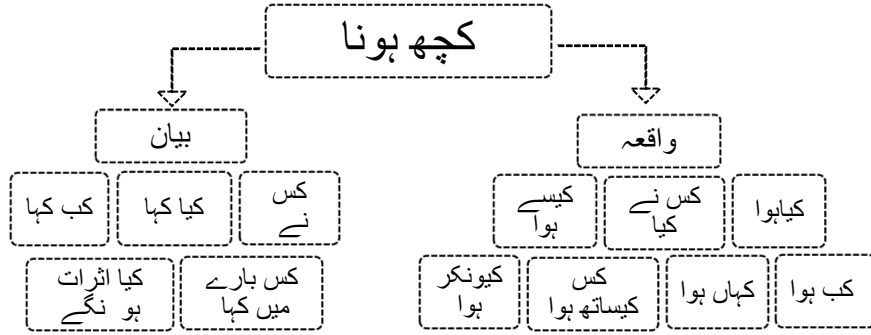
News: the underlying factor

Any event that is to be reported by media as news must **have occurred, is occurring or is expected to occur**. So 'occurrence' or 'happening' of something is a must for news reporting.

News: the underlying factor



خبرنگاری: بنیادی محرک



News or news hook

A news peg is the most significant or interesting fact in a story. It is featured in the first paragraph, and all other facts revolve around it. In other words, it is a foundation around which reporter construct the facts of the story.

News values

News values are criteria that influence the selection and presentation of events as news. These values help explain what makes something "newsworthy".

Initially labeled "news factors", news values criteria is widely credited to Norwegian professors Johan Galtung and Mari Holmboe Ruge.

In 1965 these two media researchers, Galtung and Ruge, analyzed international news stories to find out what kind of stories came top of the news 'agenda' worldwide.

Their findings led to them creating a list of 'news values' – a kind of scoring system.

A story that scores highly on each news value is very likely to make the front page, or the start of a TV news bulletin.

It is not just down to news values that decides which stories come top of the news agenda: journalists and news editors draw on their own experience to decide what should be deemed the most important, or what should come top.

Different news organizations have their own system of setting a news agenda: what one newspaper will put on the front page is not necessarily what another paper will put on the front page.

Galtung and Ruge came up with the following list of news values: -

- Immediacy: Has it happened recently?
- Familiarity: Does it mean something to us where we live?
- Amplitude: Is it a big event?
- Frequency: Is it something that has happened fairly quickly?
- Unambiguity: Is it clear?
- Predictability: Do we expect it to happen?
- Surprise: is it a rare or unexpected event?
- Continuity: Is it a running story?
- Elite Nations: Does it concern well-known people?
- Personalization: Is it personal?
- Negativity: Is it bad news?
- Exclusivity: Are we the only newspaper to have this story?
- Visual Impact: Is there really a strong Image?
- Balance: Is it being used to counterbalance other stories?

News values refer to factors or elements which determine the value or news-worthiness of an event, situation or issue. (Not to be confused with Qualities of a (good) news stories, that refers to the characteristics of a (good) news story.

خبری اقدار

خبری اقدار سے مراد وہ عوامل یا عناصر ہیں جو نہ صرف کسی واقعہ کی خبرییت کا باعث بنتے ہیں بلکہ

بڑی اور چھوٹی خبر کا تعین بھی کرتے ہیں۔

خبری اقدار (News Values)

- | | |
|-------------------------|-------------------|
| 1. Timeliness | قرب زمانی/تازگی |
| 2. Proximity | قرب مکانی/ نزدیکی |
| 3. Impact/ consequences | نتیجہ/اثرات |
| 4. Prominence | نمایاں پن |

- | | |
|-----------------------|--------------------------|
| 5. Uniqueness/ oddity | انوکھا پن/ غیر معمولی پن |
| 6. Conflict | تصادم/ مقابلہ |
| 7. Human interest | انسانی جذبات |

1. Timeliness

A story that has just happened is news; one that happened a day ago is history. However, an event that occurred sometime ago may still be timely if it has just been revealed.

1. تازگی یا قرب زمانی

خبریت کا درجہ حاصل کرنے کے لئے کسی بھی واقعہ کا تازہ ہونا سب سے بنیادی شرط ہے۔ کوئی بھی واقعہ جتنا تازہ ہوگا خبریت کے لحاظ سے اتنا ہی اہم ہوگا۔ موجودہ نیز رفتار دور میں آج کی خبر صرف آج ہی خبر ہے آنے والے کل وہ قصہ پارینہ بن جاتی ہے۔ باسی اور پرانی خبروں کی عوام کے لئے کوئی اہمیت نہیں ہوتی اور ایسی خبروں کی میڈیا میں کوئی جگہ نہیں ہوتی۔

2. Proximity

Readers are interested in what happens close to them. Proximity is the nearness of an event to the audience and how closely it touches their lives. People are interested mainly in themselves, their families, their friends, their home towns, their country, their region and their cultural, ethnic or religious groups.

2. نزدیکی یا قرب مکانی

کسی بھی واقعہ کی فاصلاتی یا ذہنی قربت بھی اس کی خبریت کے تعین کا لازمی جز ہوتا ہے۔ کوئی واقعہ جتنا ہمارے قریب ہوگا اتنا ہی ہمارے لئے اہم ہوگا۔ فاصلاتی اعتبار سے پاکستان میں سڑک حادثے کی خبر کے نسبت فلپائن یا برازیل کی سڑک حادثے کی خبر شائد ہی ہمارے ذرائع ابلاغ میں جگہ پا سکے۔ دوسری طرف ذہنی قربت کے لحاظ سے سعودی عرب، بوسنیا، افغانستان، عراق، فلسطین اور اسی طرح سارے اسلامی ممالک یا یورپ، امریکہ وغیرہ میں کسی بھی مسلمان مرد، عورت یا بچے کے متعلق خبر ہمارے لئے غیر اسلامی ممالک یا غیر مسلموں سے متعلق اسی درجہ کی خبروں سے زیادہ اہمیت کی حامل ہوگی۔

3. Impact/ Consequence

Impact or consequence refers to the significance, importance, or relative consequence of an event or trend. The more the people are affected, the greater is the news value of the topic.

3. اثرات یا نتائج

کسی بھی واقعہ کو خبر بنانے میں اُس واقعے کے ممکنہ اثرات یا نتائج کا بڑا دخل ہوتا ہے۔ کسی واقعہ کے اثرات جتنے وسیع اور دیرپا ہوں گے اس واقعہ کی خبر اتنی ہی بڑی ہوگی۔ وسیع پیمانے پر اثرات کے

حامل واقعات اور فیصلے وغیرہ کے بارے میں خبریں نشریاتی اداروں کے ہاں خصوصی اہتمام اور توجہ کے ساتھ ترتیب دی جاتی ہیں۔ ایک پرائمری سکول یا بنیادی صحت مرکز کی تعمیر کی نسبت ایک یونیورسٹی یا ایک ۵۰۰ بستروں کے ہسپتال کا قیام یقیناً ایک بڑی خبر ہوگی۔

4. Oddity

Uniqueness; oddity is considered as one of the key elements of news that makes a story newsworthy and interesting as the unusual, unorthodox, or unexpected attracts random attention.

4. انوکھا پن یا غیر معمولی پن

واقعے کا غیر معمولی پن بھی اُس کی خبریت کے تعین میں اہم کردار ادا کرتا ہے۔ کسی دریا کا اٹھے رخ بہنا، کسی گرم علاقے میں ژالہ باری ہونا، بلی اور کتے کا اکھٹے رہنا، صدر پاکستان کا سا ینکل پر دفتر آنا، کسی بچے کا کوئی کرشمہ یہ سب غیر معمولی باتیں ہیں اور خبر کا درجہ رکھتی ہیں۔ یہی انوکھا پن خبر کی ایک مشہور تعریف کی بنیاد بنا جس میں کتے کا انسان کو کاٹنا نہیں بلکہ کسی انسان کا کتے کو کاٹنا خبر کہلاتا ہے

5. Prominence

In journalism they say names make news, but some names make more news than other because of their prominence. Prominent can be a person, place, object or situations by reason of social status, achievement or unique nature.

5- نمایاں پن

خبر میں مذکور کوئی نمایاں شخصیت یا مقام یا ان سے کسی قسم کا تعلق بھی کسی عمومی واقعہ یا صورتحال کو خبر بنا سکتی ہے۔ خبر میں مذکور شخصیت یا مقام جتنا نمایاں ہوگا خبر بھی اتنی ہی اہمیت کی حامل ہوگی۔ مشہور فنکاروں، نامور کھلاڑیوں، بڑے سیاستدانوں وغیرہ کے روزمرہ کے معمولات عوام کے لئے بڑی دلچسپی اور تجسس کا پہلو رکھتے ہیں۔ اسی طرح مشہور مقامات اور جگہوں سے وابستہ اطلاعات بھی خبریت کا باعث بنتی ہیں۔ مشہور شخصیات کی شادیاں، طلاق، گھریلو جھگڑے، ان کے سالگرے، مکہ معظمہ میں حرم شریف کا غلاف تبدیل کرنا، عدالت میں چیخ کر بولنا، اسمبلی کی عمارت میں اسلحہ لے کر داخل ہونا، کسی یادگار کا افتتاح وغیرہ نشریاتی اداروں کے ہاں گرما گرم خبروں کا موجب بنتی ہیں

6. Conflict

A prime news value; a state of opposition, disagreement or incompatibility between two or more people or groups of people, may sometimes is characterized by physical violence. Controversy and open clashes are newsworthy, inviting attention on their own, almost regardless of what ends the conflict.

6- تنازعہ یا مسابقت

کسی بھی واقعہ میں تنازعہ، تصادم یا مسابقت کا پہلو اُس کو خبر بنادینا ہے۔ تنازعہ یا مسابقت کی شدت جتنی زیادہ ہوگی اس کے متعلق خبر بھی اتنی ہی اہم اور بڑی ہوگی۔

جنگ و جدل کی اطلاعات ہمیشہ سے بڑی خبروں کے موضوع رہے ہیں۔ ضروری نہیں کہ ہر تنازعہ یا مسابقت منفی ہو، کھیل یا تعلیم کے میدان میں مقابلہ ایک مثبت سرگرمی ہے، پاک بھارت کرکٹ ٹیموں کے درمیان کھیل کا مقابلہ زمبابوے اور بنگلہ دیش کے مابین میچ کی نسبت ایک بڑی خبر ہو گی۔

7. Human Interest

People identify with stories that involve them emotionally. They like to follow stories that make them sentimental, proud, nostalgic, sympathetic, etc.

7. انسانی دلچسپی

دوسرے انسانوں کے کارناموں، ناکامیوں، حالات زندگی کے بارے میں کہانیاں بہت سے لوگوں کی ذہنی تسکین و انا کا باعث بنتی ہیں۔ ایسے واقعات ان لوگوں جذباتی طور سے متاثر کرتی ہیں اور ان میں خوشی، غم، مسرت، فخر، ہمدردی جیسے جذبات کو تحریک دیتی ہیں۔ کسی بھی کہانی میں یہ عناصر جتنی شدت سے نمایاں ہوں گے اتنی ہی اس کی نمایاں خبر بنے گی۔

News modifiers

There are factors other than news values which modify news treatment in actual practice.

These include:

- The policy of a news organization.
- The inclination of a journalist toward a particular issue.
- The class of readers.
- Time and space available in the publication /broadcast

Qualities of a (good) news story

Qualities of a (good) news stories refer to qualities or characteristics that are considered a must for a (good) news story. These include: accuracy, freshness, objectivity, balance, clarity, brevity, attribution and decency.

﴿اچھی﴾ خبر کی خصوصیات

وہ خصوصیات جن کی موجودگی یا عدم موجودگی ایک اچھی یا بُری خبر بننے کا باعث بنتے ہیں۔

Qualities/features of (a good) news story

1. Accuracy درستگی

2. Brevity	اختصار پن
3. Clarity	صراحت
4. Objectivity	معروضیت/غیر جانبداری
5. Balance	توازن
6. Freshness	تازگی
7. Coherence	روانی ربط /تسلسل
8. Reference	انتساب/حوالہ
9. Decency	شائستگی

1. Accuracy

The condition or quality of being true, correct, or exact; exactness of facts- accuracy is one of the key features of good journalism. All facts given in the news item should be accepted by readers without questions. What factual accuracy really means is that every statement, name and figure reported in news must be correct.

Accuracy means correctness not only be evident in details but also be reflected in general impression of the story.

1. درستگی

کسی بھی خبر کے معیاری ہونے کی اولین شرط یہ ہے کہ اس میں مذکور تمام معلومات ممکن حد تک درست اور مصدقہ ہوں۔ غیر مصدقہ اور غلط معلومات پر مبنی اطلاع خبر تو ہو سکتی ہے تاہم صحافت کے مسلمہ آفاقی اقدار کے حساب سے یہ عمل جرم تصور کیا جاتا ہے۔ غلط اطلاعات پر مبنی خبرنگاری نہ صرف صحافی کی کم علمی، لا پرواہی اور پوشیدہ عزائم ظاہر کرتی ہے بلکہ نشریاتی اداروں کی بد نامی کا باعث بھی بنتی ہیں۔

2. Brevity

In any sort of writing brevity refers to concise and exact use of words. Like many other forms of writing brevity is regarded as one of the chief characteristics of (good) journalism which calls for economy of words.

2. اختصار پن

معیاری صحافت میں اچھی خبر وہ ہے جو مختصر مگر جامع ہو۔ طویل اور غیر ضروری تفصیل پر مشتمل خبریں نہ صرف قارئین کے لئے کوفت کا باعث بنتی ہیں بلکہ اخبار کے مدیران کے لئے بھی مشکلات پیدا کرتی ہیں۔

طویل خبریں چونکہ زیادہ جگہ گھیرتی ہیں اس لئے بہت سے دوسرے خبروں کے لئے کم گنجائش رہ جاتی ہے۔ اگر خبر مختصر اور جامع ہو تو اس طرح بہت سے خبروں کو شامل کرنے کے لئے جگہ نکل آتی ہے اور قارئین کو زیادہ سے زیادہ اطلاعات پہنچانا ممکن ہو جاتا ہے۔

3. Clarity

Clarity is a prime feature of good news reporting, requiring simple, fluent and effective presentation of facts. A story that is disorganized and ambiguous in meaning does not have the characteristic quality of news. It should be well-paced, coherent so that the meaning of the story is absolutely plain to the audience.

3. صراحت

اچھی اور معیاری خبر وہ ہے جو زبان و طرز بیان کے حوالے سے آسان اور عام فہم ہو۔ تمام حقائق ایک منطقی ترتیب سے بیان کئے گئے ہوں۔ واقعہ کا بیان صاف اور رواں ہو، اس میں مشکل اور دقیق الفاظ نہ ہوں، پیچیدہ تراکیب نہ ہوں اور بات گھما پھرا کے نہ کی گئی ہو۔ قارئین اور سامعین خبر کا وہی مطلب لیں جو خبر نگار بتانا چاہتا ہو۔

4. Objectivity

Impartiality; refers to keeping aside one's likes and dislikes and other feelings while reporting an event. News is a factual report of an event as it occurred. Facts must be reported impartially as they occurred. Objectivity is regarded as a prime, but a debatable and tricky, characteristic of good journalism.

4. معروضیت یا غیر جانبداری

کسی بھی خبر کی ایک بنیادی شرط یہ ہے کہ اس میں شامل تمام حقائق اور معلومات و نکات کو غیر جانبدارانہ طور سے بیان ہوئے ہوں۔ اس میں کسی تاثر، احساس یا جذبے کو شامل نہیں ہونا چاہیئے۔ واقعات اور اس سے متعلقہ بیانات جیسے ہیں انہیں اسی طرح بے لاگ اور غیر جانبدارانہ انداز میں پیش کیا جائے۔ رپورٹر کی ذاتی رائے یا پسند ناپسند کو اس میں بر گز دخل نہیں ہونا چاہیئے۔

5. Balance

Balance is one of the prime characteristics of good journalism, calling for due and appropriate treatment of almost all the elements/ aspects of a story.

5. توازن

ایک اچھی خبر کیلئے ضروری ہے کہ وہ متوازن ہو۔ مراد یہ ہے کہ خبر میں شامل تمام نکات ان کی اہمیت کے لحاظ سے بیان ہوئے ہوں۔ تفصیل بیان کرتے وقت کسی اہم نکتے یا پہلو کو نہ صرف نظر انداز نہ کیا جائے بلکہ اس کو سرسری طور سے بیان بھی نہ کیا جائے۔ اسی طرح کسی کم اہم نکتے یا ثانوی پہلو کو غیر ضروری طور سے بڑھا چڑھا کر غیر مناسب انداز سے پیش نہ کیا جائے۔

6. Freshness

News stories require immediacy in reporting events. A good news story is the one that instantly report what is happening now, or has just happened.

6. تازگی

ایک اچھی خبر کے لئے بنیادی شرط یہ ہے کہ وہ تازہ ہو۔ آج کل کے اس تیز رفتار دور میں جہاں پل پل کی خبریں دم بدم دستیاب ہوتی ہیں وہاں باسی اور پرانی خبروں کیلئے کوئی جگہ نہیں کوئی واقعہ اگرچہ کتنا ہی اہم کیوں نہ ہو اگر اس کی اطلاع ہر وقت نہ دی جائے تو بعد میں شائد اس کی وہ افادیت باقی نہ رہے۔ کوئی بھی باسی اطلاع صحافت کے معیار پر خیر نہیں کہلائی جا سکتی۔

7. Coherence

Coherence means sticking together, and that is what good news stories and articles should do. Facts should follow facts in some kind of reasonable order. Good news stories normally follow a logical order, where facts are arranged according to descending order of importance.

7. روانی یا ربط و تسلسل

اچھی خبر کے لئے ضروری ہے کہ وہ رواں اور مربوط ہو۔ یہ روانی اور تسلسل نہ صرف زبان کے حوالے سے ہو بلکہ واقعات یا نکات کی ترتیب میں بھی ایک منطقی ربط موجود ہو۔ یہ اس لئے بھی ضروری ہے کہ خبر واقعاتی ترتیب کے برعکس مثلث معکوس انداز میں تفصیلات کو آگے بڑھاتا ہے۔ خبر میں واقعہ کا اختتام یا نتیجہ آغاز ہی میں بیان کیا جاتا ہے۔ اس کے بعد کی تفصیلات کو اہمیت کے لحاظ سے ترتیب دیا جاتا ہے۔

8. Attribution

Attribution means linking information to its source; to identify who said something, either as a quote or as reported speech. Attribution is important to maintain credibility (of news).

8- انتساب یا حوالہ

اچھی خبر کی صداقت کے لئے ضروری ہے کہ اس میں شامل تمام حقائق باقاعدہ طور پر معلومات کے ذرائع سے ممکنہ طور پر منسوب ہوں۔ مستند حوالہ اور انتساب کے بغیر کوئی بھی اطلاع بہت حد تک مشکوک اور ناقابل اعتبار ہوتی ہے اور معیاری خبریت کے درجے سے گر جاتی ہے۔

9. Decency

A news quality that calls for respectability and politeness in reporting news. Good news stories always maintain good taste and shun anything that is improper, vulgar or offending.

9. شائستگی:

ایک اچھی اور معیاری خبر وہ ہے جس کے زبان و بیان میں شائستگی کا پہلو نمایاں ہو۔ روزمرہ زندگی کے ہر قسم ابلاغ کی طرح صحافت میں بھی غیر شائستہ، عامیانہ اور بیہودہ طرز بیان کسی بھی صورت قابل قبول نہیں۔ یہاں تک کہ اگر حقیقت میں بھی اس قسم کے الفاظ یا جملے خبر میں مذکور کسی فرد کے منہ سے نکلے ہوں تو بھی صحافی کا فرض بنتا ہے کہ وہ ایسے کلام کو یکسر حذف کر دے۔ خبر میں شائستگی کا تقاضا ہے کہ نہ صرف الفاظ کے چناؤ میں بیہودگی اور عامیانہ پن نہ ہو بلکہ خبر کا عمومی تاثر بھی انتہائی مہذب اور سنجیدہ ہو۔

Types of news

It is important to distinguish the various types of news stories because the term “news” is very broad. In categorizing news, we have to consider many aspects of the concept, such as:

- The subject of the news,
- The importance or value of the news
- The intent of the news,

- The source of the news,
- The origin of news,
- The scheduling of the news

News can be classified into different categories according to the nature of the respective category, such as:

- Topic-wise classification:
- Location-wise classification
- Source-wise classification
- Intent-wise classification
- Style-wise classification
- Schedule-wise classification

Topic-wise classification: politics, accidents, crime, sports, economy, entertainment, civic issues, health & education, etc.)

Location-wise classification: local, national, regional, international

Subject base-wise classification: event-based, statement-based

Source-wise classification: own reporters, special correspondents, news agencies, PR departments, media monitoring, free lancers, private` individuals, etc.

Schedule-wise classification: spot news, schedule news

Intent-wise classification: only to inform, to amuse and inform

Two important type categories

Though news can be classified into various categories however, the two important categories are the

- a. Intent-wise types (hard and soft news)
- b. Scheduled-wise types (spot news and scheduled news)

Hard news

Hard news refers to immediate and factual reporting of important events or developments. Hard news deals with formal or serious topics and events in typical news story format and whose primary purpose is to convey information. e.g. Crime, accident, politics, international affairs, economy, etc.

ٹھوس یا سادہ خبر (hard news)

ایسی خبریں جن کا بنیادی مدعا لوگوں تک روزمرہ کے واقعات پر مبنی فوری اور ہر وقت اطلاع پہنچانا ہو۔ حادثات، جرائم، ملکی و بین الاقوامی سیاست، معاشیات، تنازعات، عمومی شہری مسائل، پالیسی سازی، معاہدوں وغیرہ کے بارے میں اطلاعات ٹھوس خبر کے دائرہ کار میں آتی ہیں۔ جب ان خبروں میں تجزیہ وغیرہ کا عنصر غالب آجائے تو پھر یہ تشریحی یا توضیحی خبریں کہلاتی ہیں۔ خبروں کی اس قسم کی خبروں کو صحافتی اصطلاح میں "فوری یافت" کی خبریں بھی کہا جاتا ہے۔

ٹھوس، سادہ یا عمومی خبر کی بناوٹ مثلث معکوس شکل کی ہوتی ہے۔ اس طرز کو انگریزی میں inverted pyramid style کہتے ہیں۔ اس طرز میں خبر اہم نکات سے شروع ہو کر کم اہم نکات یا جزئیات پر ختم ہوتی ہے۔ ایسی خبر کی نہ صرف بناوٹ اور ترتیب سادہ ہوتی ہے بلکہ اس کی زبان بھی آسان اور عام فہم ہوتی ہے۔ اس میں خبرنگار انسانی جذبات اور احساسات سے ہٹ کر واقعات بیان کرتا ہے۔

Soft news

Light news that is more colorful, witty and interesting and that does not deal with formal or serious topics and events. The leading purpose of such news is not inform but to entertain; sometime called infotainment. E.g. news about human achievements, setbacks, courage, contribution as well as nature, showbiz, animals, kids, etc.

لطیف خبر (soft news)

ایسی خبریں جن کا بنیادی مقصد اطلاع پہنچانا نہیں بلکہ خبر میں موجود انسانی دلچسپی کے پہلو کو اجاگر کرنا ہوتا ہے۔ ایسی خبریں عموماً خبریت کے حامل سنجیدہ اور وقتی معاملات کی بجائے انسانی زندگی لطیف پہلوؤں کا احاطہ کرتی ہیں۔ انسانی کارنامے، ناکامیاں، عزم، جذبہ، خدمت وغیرہ جیسے موضوعات لطیف خبر کی صورت میں بیان کی جاتی ہیں۔ فنکاروں، کھلاڑیوں، خواتین، بچوں، جانوروں، خاص مقامات، تہوار وغیرہ کے بارے میں خبریں اسی زمرے میں آتی ہیں۔ یہ خبریں اگر طویل ہوں، تصاویر سے مزین ہوں اور ان میں مزید تفصیلات وضاحت، تشریح اور توضیح کی صورت شامل ہو جائیں تو پھر یہ فیچر کہلاتی ہیں۔

Scheduled-wise types of news

Spot news

News of the unexpected, unplanned events, such as accidents, crimes, etc. i.e. news of the moment, breaking news, reported as it occurs.

مجبور خبر (spot news)

اس قسم کی خبر کو 'موقع کی خبر' بھی کہتے ہیں۔ وہ خبر جو ایسے واقعات سے متعلق ہو جو کسی بھی وقت وقوع پذیر ہوسکتے ہیں۔ یعنی خبریت کے لحاظ سے ایسے اہم واقعات کی خبر جس کے بارے میں خبرنگار پہلے سے نہ جانتا ہو، جیسے جرائم، حادثات، انکشافات وغیرہ کے بارے میں خبریں۔ کوئی حادثہ کب رونما ہوگا؟ کوئی جرم کب سرزد ہوگا؟ ان کے بارے میں صحافی پہلے سے پیش بندی نہیں کرسکتا۔

Scheduled news

News stories of the schedule topics. News that can be planned in advance; sometimes called as *diary piece*. E.g. covering press conferences, press releases, meetings, protests, election, visits, public gatherings, sports events, etc.

معروف خبر (scheduled news)

ایسے واقعات سے متعلق خبریں جن کے بارے میں صحافی کو پہلے اندازہ ہو اور وہ ان سے متعلق بنیادی معلومات رکھتا ہو۔ معروف خبر کے لئے صحافی پہلے سے پیش بندی کر سکتا ہے کہ کیا کب، اور کہاں ہو رہا ہے؟ جیسے اسمبلی کا اجلاس، عدالتی کارروائی، کھیل کا مقابلہ، کوئی جلسہ، تقریب، اخباری کانفرنس وغیرہ۔ کچھ ماہرین اس قسم کی خبروں کو تاخیری یافت کی خبریں بھی کہتے ہیں۔

News feeding channels for media

Introduction

A typical news media office is flooded with hundreds and thousands of news material for each issue and broadcast program, thanks to the more sophisticated means of communication.

The news media receives its publishing material form different news-feeding channels, like

1. Staff reporters & correspondents

This is top-priority source of news-feeding for news media. It is a common tradition that every news organization assigns top priority to reports filed by its own reporters and correspondents irrespective of the availability of the information or report on the same issue by other sources.

This category include: staff reporters (regular and full-time city and bureau reporters), district correspondents, special correspondents, stringers, liners and free-lancers. This category also includes staff photographers.

2. News agencies

In general, news media largest source of news collection is news agencies' service.

Depending upon its level, a newspaper may subscribe to a single or many news agencies' service providing it with bulk of news stories from within in the country and around the world.

Apart from being the largest source of news, another advantage of news agencies stuff is that it is almost ready-made for printing as it is thoroughly edited and formatted by agency's news editors prior to its distribution.

3. Media monitoring

Media monitoring is becoming another important channel of news feeding to the newsrooms of news media. In past newsroom have to rely on radio broadcasts and some newspapers for breaking news or collecting updated and background information.

But now with easily accessible TV channels and fast internet service, providing data of media interest, the scope of media monitoring at newsrooms is extending. In fact, in every newsrooms there are people (copy-editors-cum-reporters) assigned with the duty to monitor media contents and retrieve material for possible news-making.

4. Miscellaneous channels

Apart from these major sources of news collection newsrooms are also fed by other comparatively small channels as well. These Include:

- Press release by various government departments,
- Political groups,
- Non-government organizations
- Press conferences and
- Press statement by
- individuals, etc.

Reporters' sources of news

Introduction

News-worthy events are happening all the time: People are being born or dying, officials make announcements, critics denounce officials, protest are being held, roads are being planned, businesses are making profits or losses, heavy rains are destroying homes and fields, courts are sending people to jail or freeing them, scientists are discovering new drugs. In fact, every minute of every day something newsworthy is happening somewhere in the world.

In news writing source is anything of a news value that provides information to news reporters for a news story.

A source can be an individual, institute, written record , social media, etc. that can be accessed to gather timely information for news content.

Reporters are expected to develop and cultivate sources, especially if they regularly cover a specific topic, known as a "beat". **Beat** refers to a specific geographical area or subject assigned to a reporter for regular coverage, for example, *university beat*, *parliament beat*, *police beat*, *sports beat*, etc.

While picking a news source, a reporter should determine the value and the liability of news source in its content to disseminate factual news.

Since news worthy event can occur any time anywhere in the world so it's very hard to refer to a fix number of news sources, yet the most frequent news sources for a reporter can be identified. The list of such sources include:

- Police stations
- Hospitals,
- Government offices,
- Political parties
- Non-political bodies
- Parliament, etc.
- courts
- Education institutions
- Business organizations
- Sports arenas
- Markets
- Bus and train stations,
- Airports and seaports
- Public places

The news path

News story structure

Introduction

A typical news story is an account of an important or interesting event of general interest, specifically prepared for dissemination through news media.

News stories are normally arranged in what they call inverted pyramid style. Under this arrangement the most important information is given at the top, followed by less important and then least important information or details.

A print media news story has the following six parts:

1. headline
2. byline
3. dateline
4. intro or lead or lede
5. body of the story
6. end of the story

1. **Headline:** Refers to a line or lines of words given at the top of a news story in large boldface type letters summarizing the contents of the story that follows or sometimes telling about the theme of it.
2. **Byline:** Refers to the name of the journalist or author placed at the top of the story/ article and below the headline or title. It is called a byline because it is the line which tells *by* whom the piece is written. *Bylines* are generally, given on non-routine (exclusive) stories. Word origin: 1926.
3. **Dateline:** A word or phrase at the beginning of a news article that describes *when* and *where* the story was written or filed. Now-a-days many newspapers often avoid mentioning date in *dateline* and even name of the place is omitted in case of city (local) news.
4. **Intro/lead or lede:** The opening paragraph of a typical news story, usually containing the gist or main theme of the story.

Intros generally attempt to answer some of the basic questions popularly known as *5 Ws and H* (*who, what, where, when, why* and *how*), presumably developing in the mind of the reader or listener while going through a news story.

Also called lead or lede, the intro is written this way because most people do not read an entire newspaper article all the way through. Word origin: 1927.

5. **Body:** Everything that comes after the intro is called the body of the news story. It includes a more detailed description of what happened, how and why it happened. The *body*

usually describes the information in descending order of importance. By doing so the body revolves around the hook or peg of the story. The hook or peg is usually the most newsworthy aspect of the story and is specifically highlighted and elaborated upon. The body may normally include quotations.

- 6. Detachable end or the tail:** The end or tail generally contains the least important information. The tail is normally added to fill unwanted space at the end of the story. This, however, can be omitted by the newspaper editors if there is not enough space left in the newspaper.

خبري ترتيب و بنلوت

News story writing procedure

Introduction

News story writing might be a tricky job for a cub reporter; however, the great thing about news writing is that it follows a fixed but simple format. Once a reporter is familiar with that news story format he/she is able to write strong stories. A standard news story is usually written in the inverted pyramid style.

News story writing do's & don'ts

News stories have certain "rules" that govern their format.

- New stories give mostly factual information, but not the writer's opinion.
- News stories are written in third person voice, never first or second.
- News articles begin with the dateline.
- After dateline the story formally begins with a short, first paragraph, usually just one sentence that gives the reader the most important, most interesting, or most unusual of the 5 W's and 1 H: who, what, when, where, why and how. This sentence is called an intro, lead or lede. Good intros almost never begin with "when" or "where." Also, good intros do not begin with articles like "the," "a," or "an."
- News articles include many direct quotations from people the reporter interviewed in order to get facts. A direct quotation should normally be used by the fourth paragraph.
- When a quotation is used, begin a new paragraph. Use the word "said" when you add a person's name for a quotation. The quotation comes first and is given

in quotation marks. Then, the person's name comes next (full name on first reference, meaning the first time you use that person's name, and last name only each time you quote that person following the first time), then said. For example: "We are the first tobacco-free campus in Pakistan," Dr. Ajmal said. It's also good to include information about the person, like their job title or organization affiliation. See the sample story.

- News paragraphs are short, usually one or two sentences at most. They are not constructed like typical essay paragraphs.
- Information in news articles is given in order of importance. The most important information comes first, the next most important goes next, and so on until the least important at the end.
- A news writer never concludes the news story with a personal comment at the end. A reporter's opinion is not to be included in the news story. Articles that allow for opinion are editorials, columns, or even letters to the editor.
- News stories have headlines that summarize the main idea of the story. There may be a subhead that gives more details. The headlines are typically given by copy-editors and not reporters. The reporter's name is given in a byline.

News story writing steps

Though experienced reporters start writing stories instantly in an automatic way. However, cub reporters need to observe certain steps to file a publishable story. These include:

1. Figure out why and for whom the story is to be reported.
2. Collect every possible information relevant to the story (For collecting authentic information approach the most relevant source(s).
3. Pinpoint the key facts to be used in the story.
4. Set aside the less important facts for possible later use.
5. Establish the news peg. (e.g. in a typical theft story the peg can be the scene, the criminals, the victims, the police, etc.)
6. Arrange the selected information in descending order of importance. Follow the inverted pyramid style.
7. Identify the 5 Ws and H for your intro
8. Write an appropriate intro (lead)
9. Stick your intro to one main idea. Don't jumble it with multiple information.
10. Follow the intro by giving details of the key W or the H.
11. Conclude the story by mentioning the least important details at the end.
12. Read your story a loud as a reader and make sure that it makes any sense. Make sure the readers will get what they need to know and the same impression the story intends to convey.
13. Make sure the following is carefully observed while writing the story:
 - a. The facts in the story are correct and authentic

- b. The sources of information are relevant and clearly mentioned in the story
- c. The language and sentence structure is simple and easy to follow.
- d. The story is devoid of any bias
- e. Each and every aspect in the story is covered accordingly.
- f. Details are organized in a fluent manner.
- g. The story is able to communicate the information in fewest possible words
- h. The language and overall impression of the story is decent, polite and respectful.

Finally make sure that this story makes a positive addition to the society

If the answers to the above questions are yes then be sure you have not only fulfilled your responsibility as professional journalist but also contributed to the wellbeing of the society.

خوبی ترتیب و بناوت۔ طریقہ کار

تمام معلومات کو اکٹھا کر لیں
 ضروری نکات کو علیحدہ کر کے اہمیت کے لحاظ سے ترتیب دیں
 ابتدائیہ کیلئے چھ کاف (کیا، کون، کب، کیسے، کہاں اور کیوں) کا تعین کر لیں
 ایک مختصر مگر جامع اور پُر اثر ابتدائیہ لکھ لیں
 اسکے بعد متن میں ابتدائیہ میں دئے گئے نکات کو اہمیت کے لحاظ سے قدر تفصیلاً بیان کریں
 متن میں تفصیلات دیتے وقت منطقی ترتیب مدنظر رکھیں
 تمام اہم نکات کا ذکر اُن کی اہمیت کے لحاظ سے کریں۔

لفظی اور عبارت آرائی سے مکمل گریز کریں۔

گھسے پٹھے الفاظ خاص کر حشو و زوائد سے اجتناب کریں۔

غیر جانبداری اور اور منطقی توازن کا خاص خیال رکھیں۔

خبر کی عبارت میں شائستگی کا خیال رکھیں۔

آخر میں کچھ کم اہم نکات (قابلِ اتلاف جزئیات) بھی شامل کئے جا سکتے ہیں۔

خبر تحریر کرنے کے بعد اُسکو ایک قاری کی نظر سے پڑھ لیں اور دیکھیں کہ آیا خبر پڑنے کے بعد آپکو کوئی تشنگی تو محسوس نہیں ہوئی۔

خبر کی پڑتال

کیا اس خبر سے معاشرے کی اصلاح کی بجائے بگاڑ اور بے چینی کا کوئی پہلو تو اُجاگر نہیں ہوتا؟

اور آخر میں یہ تسلی کر لیں کہ یہ محض خبر برائے خبر تو نہیں؟

اگر ان سوالات کا جواب ہاں میں ہے تو یہ یقین کر لیں کہ آپ نے نہ صرف اپنی صحافتی ذمہ داری احسن طریقے سے پوری کی بلکہ معاشرے کی فلاح میں اپنا کردار بھی ادا کیا۔

Story writing procedure example

Story points:

- The VC office of Peshawar university issued a press release today (Monday, Jan.1, 2020)

- The press release informed that an emergency meeting held at the VC office.
- The meeting was attended by senior administrative staff and faculty of the university.
- The meeting took a noteworthy decision.
- The meeting decided that from today onward no cigarette and *naswar* will be allowed to be sold anywhere on the campus.
- The registrar of the university told that this is a worthwhile decision.
- The decision came after frequent complaints by parents in this regard
- It will discourage the increasing trend of smoking among the students.
- This decision will make the university of Peshawar the first university in the country to do so.

Key points

- | | |
|-----------------------|--|
| 1. What happened? | Selling of cigarettes and naswar <u>banned</u>) |
| 2. Who did it? | Peshawar university |
| 3. When it happened? | Monday, 1 st January 2020 |
| 4. Where it happened? | Peshawar university campus |
| 5. Why it happened? | To discourage smoking, etc. on the campus. |

Possible intros

1. What? —

PESHAWAR: Selling tobacco products have been banned on the University of Peshawar campus with immediate effect. (appropriate intro)

OR

PESHAWAR: on the first day of the new year, the University of Peshawar has become the first-ever tobacco-free campus in the country.

2. Who? —

PESHAWAR: The University of Peshawar on Monday banned selling of tobacco products on the campus with immediate effect. (appropriate intro)

3. Why? —

PESHAWAR: Citing the increasing hazards of

smoking, the University of Peshawar on Monday banned selling of tobacco products on the campus with immediate effect. (appropriate intro)

4. Where? —

PESHAWAR: In an emergency meeting held at the vice-chancellor office on Monday, the University of Peshawar banned selling of tobacco products on the campus with immediate effect. (not so appropriate intro)

5. When? —

On the first day of the new year (Monday), the University of Peshawar banned selling of tobacco products on the campus with immediate effect. (not a good intro)

6. How?—

After some serious debate by the varsity administration the University of Peshawar on Monday banned selling of tobacco products on the campus with immediate effect. (poor intro)

body of the story

According to a press release issued by the VC office, the meeting was attended by all concerned.

Commented [I1]: Source of information

The meeting was specifically convened to address the menace of smoking on the campus. After detailed discussion the participants unanimously decided to ban selling of tobacco products instantly.

Commented [I2]:

When contacted the registrar, University of Peshawar, Dr. Ajmal informed that the decision was taken in the wake of

frequent complaints by the parents regarding the increasing trend of smoking among students on the campus.

“By implementing this ban the University of Peshawar has become the first tobacco-free campus in the country”, the registrar added.

Dr. Ajmal hoped that more campuses may follow the example of Peshawar university and help discourage the trend of smoking among students.

Accidents can happen anytime and anywhere. Because they are unpredictable, unfortunate and undesirable as a source of news, the reporter who covers and writes accident stories must be especially careful in handling them. Accidents involve both life and death. They may cause human suffering, heartache and anxiety.

Also, because accidents sometimes result from carelessness or negligence, they may injure reputations or lead to disciplinary action. A careless word or phrase in an accident story may cause great damage to the Navy, to individuals involved and to the careless writer. Therefore, accuracy is of utmost importance in the accident story.

In collecting information for a story, the journalist must be careful to avoid gossip and conjecture. The reporter must be able to seek out proper authorities and get his/her information right the first time. The reporter generally may not have the opportunity to verify it later. The reporter must stick to the concrete facts, resist any temptation to hide or cover up legitimate news, maintain high standards of good taste and, above all, be familiar with security restrictions and other limitations. The reporter must know what to release and what not to release.

STRUCTURE

In any accident where a number of persons are killed or injured, the quickest and simplest way of writing the story is to use the accident/disaster story structure shown in figure 3-6. This structure is adaptable to all types of accidents and enables you to get the most important facts into the beginning of the story.

Lead

The lead of an accident story introduces the reader to the basic facts in the situation by summarizing the five Ws and H (who, what, when, where, why and how). Consider this example: "Two San Diego sailors were killed and three others seriously injured today when their automobile blew a tire and smashed into a tree on Highway 80, five miles east of El Cajon."

Note that the lead answers all of the five Ws, but does not elaborate on any of them. The most important facts in any accident story are the number and identities of the casualties and the cause of the accident. This lead immediately satisfies the reader's initial curiosity about these facts, but more detailed explanations are saved for the body of the story. Since five people are involved in this accident, it would not be practical to list their names and complete identities in the lead. Therefore, they are included in the next segment of the story.

Casualty List

The casualty list contains the names, ranks or ratings, ages, next of kin, hometown addresses and other pertinent information available on the dead and injured. A casualty

list for the above lead might be presented in the proceeding manner (listing should be in alphabetical order to facilitate readers in scanning the list for known names):Dead are:
Seaman Apprentice David K. Becker, 19, son of Mr. and Mrs. Daniel M. Becker of 821 Sherman Dr., St. Louis, Mo. Seaman Jackson B. Painter, 22, son of Mr. and Mrs. Carl H. Painter of 680 Deamond St., Elmsdale, R. I., driver of the car.3-18

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- A road accident has occurred in Skardu on Monday
- The accident has occurred onroad near ...
- A bus has fell into Indus River
- All 25 onboard have been killed
- The bus was going from Rawalpindi to Skardu
- Rescue work has been started
- DC Skardu informed that army helicopters are used in rescue work.
- Investigation has been ordered

[Accident story](#)

All 25 individuals on board a passenger coaster were killed after the vehicle fell into River Sindh in Rondu tehsil in Skardu district on Monday, Deputy Commissioner Skardu Khurram Pervaiz confirmed.

The coaster was travelling from Rawalpindi to Skardu when the accident took place.

Pervaiz said that the process of recovering and shifting bodies was underway, adding that they are being shifted to a hospital via Pakistan Army helicopters and ambulances.

Earlier, Gilgit-Baltistan government spokesman Faizullah Faraq had said the dead include two children.

The spokesman added that Gilgit-Baltistan Chief Minister Hafiz Hafeez ur Rehman has given orders for an investigation into the incident.

Taking notice of the incident, Gilgit-Baltistan Governor Raja Jilal Hussain Maqpoon expressed his grief over the lives lost in the accident, adding that his thoughts and prayers were with the families of the victims during this difficult time.

In September of last year, 26 people died and at least 20 others suffered injuries when a Rawalpindi-bound bus from Skardu hit a small hill near Babusar Pass in Diamer district.

Accident story 2

KHAR: One person was killed and six others were injured in a road accident in Bajaur Agency's Khar tehsil here on Monday.

Local residents said that the accident occurred in Nisarabad area on the Khar- Peshawar highway when two cars collided head-on due to over-speeding, killing one person identified as Abdul Qayum and injuring six others, including two women.

Following the accident, the locals and Bajaur Levies personnel reached the site of the accident and shifted the wounded to the agency headquarters hospital, Khar.

A doctor at the hospital said three wounded persons belonged to the same family, adding condition of all the injured was out of danger.

Published in Dawn, January 2nd, 2018

Quote story

Covering a speech

Tips for covering speeches and meetings

To cover speeches, reporters should:

1. Research the speaker and topic.
2. Get advance copies of the speech.
3. Find a seat at the end of an aisle.
4. Estimate the size of the audience, if appropriate.
5. Monitor the crowd's mood.
6. Use a recorder when possible.

To write a speech story:

1. Start with a compelling lead, usually the most newsworthy point in the speech.
2. Include the speaker's name and a small amount of background.
3. Highlight the speaker's key points.
4. Convey the speech's tone.
5. Beware of false statements by the speaker.

Avoid topic leads in speech stories. It's not important that the speaker talked about a certain topic. What's newsworthy is what the speaker **said** about the topic.

Other essentials in a speech story include:

1. Relevant credentials of the speaker.
2. The reason for the speech.
3. Who sponsored it.

4. The time, day and location.
5. Quotes.
6. Comments from those attending.
7. Responses to allegations or remarks.
8. The speaker's fee, especially if it is exorbitant.

To cover meetings, reporters:

1. Start with research. Clarify, condense and concentrate on the meeting.
2. Encourage readers to attend by writing advances or including a fast-facts sidebar.
3. Arrive early.
4. Dress appropriately.
5. Hang around after the meeting to get explanatory comments from sources who made decisions or comments during the meeting.

Reporters must choose what's important during the meeting and cut through the bureaucratic language to write what happened.

What happened is the news. Simply stating a meeting was conducted is not news.

Meeting stories should include:

1. The group or agency's name, location and length of meeting.
2. Topics of debate.
3. Important decisions made and how they will affect the reading/viewing audience.
4. Interesting, compelling quotes.
5. Reactions.
6. Crowd size, if appropriate.

7. The atmosphere of the meeting. Tense, confrontational, informational, etc.
8. Graphics to illustrate the decision.
9. Any unusual events that occurred.
10. What happens next.

Consider personalizing meeting stories by writing about the issues and the **people** involved.

Don't take sides.

Remember, What happens – the action taken – at the meeting is the story, not that a meeting was conducted. Avoid jargon.

9/11 Speech

[President Bush's speech](#) to the joint session of Congress on Sept. 20, 2001, nine days after the 9/11 attacks. How would you have covered it?

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COM 2600 (Introduction to Journalism) COM 2610 (Print Newswriting) SUPPLEMENTAL NOTES: Covering Speeches, Meetings, Workshops, Panels, Presentations and Symposiums Some General Tips • If covering a speech, be sure to get the speaker's full name, title and qualifications. • If covering a panel or workshop, get the title of the panel/workshop or speech and the place or location of it or note whether or not it was at a conference. • If you are covering a panel, get the names of all members, including the chairperson or moderator. For speeches, get all the names of guests on the platform and the introducer. For presentations, such as readings by an author, be sure to get the name of the introducer, as well as the name(s) of the group or groups sponsoring the event. • Get information about the audience — who they are, the number of people in (count if you need to). • Follow up the presentation with an interview to get further information or to ask questions about anything you did not understand. Note-taking Tips • Take plenty of notes, just as you do when you interview. • Determine as early as possible what the purpose of the speech/presentation/workshop is. To entertain? To inform? To inspire? • You won't be able to get every word the speaker says, so try to concentrate on the central theme of the speech (or topic if it's a workshop or panel) and relate your notes to it. • Use shorthand so that you can keep up with what's being said. Writing tends to disrupt listening, but you need notes to add to and improve the recall of what was said. • Try to get a number of direct quotations. Check them so that the speaker is not

misquoted. • Make sure that your notes are understandable when you reread. Write Clearly. Writing Tips: • Organize your notes in order of decreasing importance. Speech/Workshop/Meeting stories are just like other news stories. You do not have to indicate the order of the speaker's comments. Discuss the most important parts of the speech in the first half of the story, using summarizing statements and supporting quotes just as you do in regular news stories. However, if you are covering a presentation by an author, you are actually covering the discussion or question-and-answer session by the author that takes place after the author reads from his or her work. • Remember that writing a speech or presentation story is no different than writing any other - news story. 2 Constructing Your Story Step 1.

Present the Lead. Present the most significant point(s) or idea(s) from the speech/meeting/workshop/panel discussion in a single summary lead. Look at the examples below: Example: Because technology is such an important part of the communications field, students should maximize their opportunities to gain experience working with computers, James Smith, head of media technology at Utopia Technologies, told members of the audience during his keynote speech at the Media Days conference on [day of the week/date]. Example 2 (using a delayed-identification lead): The head of media technology at Utopia Technologies told the audience that if students wish to gain work experience while they are in college, there are plenty of communications-related internships available this year. James Smith, the second industry professional to visit campus as part of the Blue Ridge University Technology Department's Visiting Professionals series, discussed technology careers during his presentation in Walker Auditorium on [day of the week/date]. Step 2. Present explanatory material. Develop your story by presenting paragraphs of summarizing statements and direct quotations. Move from the most important ideas to the least important. Repeat the pattern throughout your story. Don't forget transitional words and phrases! Try to compose sentences similar to these models: Example: Smith also stated that students should learn how to use the Internet because communication is beginning to rely more and more on its use. Knowing how to use World Wide Web may mean the difference between a job that pays well and one that doesn't. "We just hired a college graduate as a communications specialist in our company," he said. "Because she knew how to create web pages, she got a starting salary of \$45,000 instead of \$30,000, which is what we usually pay new hires." Step 3. If you are writing about a panel, repeat the pattern in step 2 by presenting ideas expressed by other members of the panel. Don't forget transitional words and phrases! Step 4. Add depth to the story by presenting paragraphs of summarizing statements and direct quotations of reactions to the speech/panel/workshop from members of the audience. Try to compose sentences similar to these models: Model: Listeners in the audience found Smith's ideas interesting and informative. "I thought his speech was fascinating," said I. M. Dunn, a Blue Ridge University freshman who is undecided about her major. "It made me really think hard about majoring in communications."