



# **COLLEGE OF AGRICULTURE, LATUR**

**TEACHING NOTES ON**

## **AGRICULTURAL JOURNALISM**

**COURSE NO.: ELE. EXTN 244**

**CREDITS: 3 (2+1)**

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## CHAPTER 1

### JOURNALISM

#### Meaning, definition and importance

The word journalism is derived from Journal which means a daily register or a diary. Today the word journal also connotes a newspaper, published every day or even less often or a magazine. Thus Journalism means the communication of information regarding the events of a day through written words, sounds or pictures. And a journalist is a person who writes for or conducts a newspaper or a magazine. He is also called a press man.

#### History

##### Development of Print Media

- Printing Press by Chinese in 868 A.D. The Chinese “Court Gazette” was the 1st printing work.
- West borrowed the art of printing from Chinese.
- Movable type developed by the Chinese between 9th to 11th Century.
- In 14th Century in Europe.
- In 15th century Johan Gutenberg of Germany developed moveable type. Replaced wooden block; developed ink for metal type.
- In 1456, printed 300 copies of Bible.
- Printing presses were established in other countries of Europe.
- Venice, in Italy printing became a flourishing centre. Churches and Government patronized the printing presses.
- In 1476, Caxton, set up a Press in West-minister. He printed books in English before that printing was in Latin.
- In the ancient and early medieval times information and propaganda materials used to be pasted on the walls or inscribed on stones. In India during the Mughal regime, News writing had become a much prevalent – institutions.
- In 16th century, morning Newspaper took place in Europe.
- The trading houses published news-books and newsletters.
- In 1560, in Germany and Switzerland serial numbered news sheets namely ‘AVISA’ (Germany) and ‘RELATIONS’ (Strasbourg) published.
- In 1618 weekly newspapers published in English, French, Dutch and German language from Amsterdam in Holland.

- In 1621, 'Coranto', a single newsheet published in England.
- In 1660, weekly publications from U.K. coming up. In 1665, "Oxford Gazette". Later on became "London Gazette" made its appearance.
- In 1702, the first daily newspaper published from England (The Daily Courant).
- The 1st newspaper of USA was published in 1690, "Public Occurrences both Foreign and Domestic" by a British Benjamin Harris. The "Boston Newsletter" was published in USA by an American in 1704.
- In 1783, 1st daily of USA "Pennsylvania" was published.
- In 1703, the 1st Russian journal was printed.

### **In India**

- 1550: 1st Printing Press was used in India
- In the beginning only religious books were published in Portuguese, Tamil and Malayalam.
- During Mughal's regime news printing was quite prevalent.
- William Bolt attempted 1st for newspaper printing in Calcutta. But in reality, J.A. Hichey started the first newspaper "Bengal Gazette" at Calcutta. His paper was consisted of 2 sheets. The paper exposes the private lives of the servants of East India Company.
- Messink and Read started the next newspaper named as "India Gazette".
- In 1784, "Calcutta Gazette" was started.
- In 1785, Richard Johnson started the "Madras Courier" from Madras.
- In 1789, "Bombay Herald" was started in Bombay. It publishes the personal grievances of the Englishmen against the East India Company.
- In 1832, "Bombay Samachar" in Gujrati published from Bombay.
- In 1838, "Times of India" in English published from Bombay.
- In 1885, 'Pioneer in English' published from Lucknow.
- In 1886, "Amrit Bazar Patrika" in English published from Calcutta.

### **Journalism is:**

- Providing information that the public needs to know
- Giving fair and truthful account of news
- Emphasizing the importance of free speech
- Spurring people to action

## Meaning

- Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities.
- Journalism can be distinguished from other activities and products by certain identifiable characteristics and practices. These elements not only separate journalism from other forms of communication, they are what make it indispensable to democratic societies. History reveals that the more democratic a society, the more news and information it tends to have.
- Journalism is that part of social activity, which is concerned, with the dissemination of news and views about the society. Modern journalism feeds five departments of mass communication. (1) Newspaper and periodicals, (2) Radio, (3) Television, (4) Films and (5) Advertising.
- "Journalism is a service oriented profession because it is not just about providing raw information. It is telling them how to use it to improve their lives and inspiring them to want to" -*Swanson*

## Journalism is defined as:

- Welsley (1969) defined journalism as the systematic and reliable gathering, writing, interpreting, processing and disseminating of public opinion, public information and public entertainment for publication in news papers, magazines and telecast.
- Written form of journalism *i.e.* Printed matters, photojournalism and broadcast journalism are some of the types of journalism.
- Bond F. Fraser: According to him "The term journalism embraces all the forms in which and through which the news and the comments on the news reach the public. All that happens in the world, if such happenings hold interest for the public and all the thought, action and ideas which these happenings stimulate become the basic material for the journalist."
- According to Leslie Stephens, "Journalism consists of writing for pay on matters of which you are ignorant."
- Eric Hodgins of Time Magazine defines it as, "Journalism is the conveying of information from here to there with accuracy, insight and dispatch and in such a manner

that the truth is served and the rightness of things is made slowly, even if not immediately, more evident".

- According to Webster's third International Dictionary Journalism is defined as "The collection and editing of material of current interest for presentation, publication or broadcast".

### **Importance**

Journalism contributes a literacy of the business of publishing and editing newspapers, periodicals, journals etc. Thus, it is one of the most learned professions of modern times. The importance of it lies in the following points.

#### ***1. It informs and disseminates news***

It is basically communication of information. The daily events are disseminated through few words, sounds, pictures etc. to satisfy curiosity of the people about the environment and world. The news create awareness among the people about various fields like politics, history, laws, science, geography, socio-economic aspects, sex, crime, violence, racial conflict etc. in day to day manner. The media like radio, television, newspaper, magazines, journals etc may take help of satellite and other technologies to spread quick and urgent information.

#### ***2. It influences the public opinion and ways of thinking by giving social or commercial messages***

It provides the information on the events by providing various aspects of facts concerning past, present and future. It guides the thoughts of the people by discussing the truth, problems, possible solutions, possible consequences about the particular event or thing. It acts as a guardian of thought and expression of the people i.e. express their views without any hesitation through these media of journalism.

#### ***3. It provides opportunity of entertainment***

The various media of journalism provides the entertainment to the people through the various programmes like publishing feature, humour, comics, fictions and by broadcasting / telecasting music, songs, dances etc.

#### ***4. It educates the people***

The various media of journalism play vital role in providing variety of information on various fields like health and sanitation, laws, cultural aspects like customs, traditions, norms etc. and other related human activities. In the developing country like India having r 35 per cent illiterate population, journalism plays vital role in educating them by using audio-visual aids. These media help in changing the knowledge, skills, attitudes, values, norms, understandings, beliefs of the people in the desirable direction.

#### ***5. It helps in maintaining democracy***

The news and related information of parliament and legislature is being spread over the country through the media of journalism. At the time of election and other related aspects, the people can reach to the Government through their thoughts and expression in the various media. It also helps in fighting against injustice to particular group or community or strain. It also helps in decision making about voting and other aspects.

#### ***6. It helps in developing national sense***

The news and non-news about national and international issues are spread over the country by these media. The exchange of ideas, facts, scientific information in different fields help in developing national sense. It also helps in building national unity and integrity by providing the facts throughout the various sections of the community and country.

#### ***7. It acts as a agent in collection, preservation, presentation of news, reading matters to various journalistic media***

Now-a-days, the stock exchange news are available on computer from data bank. The electronic or word processes typewriter saves the retyping of drafts and letters. The evolution in electronic and computer technologies has helped in improving the information dissemination and its use. It helps in providing the information on every underground news besides current events.

#### ***8. It motivates the people in adoption of modern agricultural technologies***

The information about the improved technologies and package of practices about agriculture, dairy, poultry, horticulture, forestry, etc. are being continuously spread over to the farming community through the various media of journalism. It also provides the information related to cost, price, market, weather records etc. for the benefit of the farmers.

Thus, journalism has opinion of every issues at national, international, social. political, scientific, geographic, historic and commercial importance.

### **Principles of Journalism:**

1. **Responsibility:** the right of a journalist is to write and attract the readers to the issues of public welfare
2. **Sincerity, truthfulness and accuracy:** Good faith of the readers can be obtained through sincerity, truthfulness and accuracy which is the foundation of journalism
3. **Objectivity/impartiality:** maintaining impartiality in reporting is the basic lesson for a journalist, otherwise reaction of the readers to the report will be lopsided
4. **Fairplay :** right practice of journalism is to treat the public equally
5. **Independence:** Journalism is free from all obligations except issues of public interest
6. **Freedom of press:** Foremost duty of journalism is to guard its freedom
7. **Decency:** Journalism tries to shape public conduct for a given situation

### **Basic Functions of Journalism**

#### **1. News function**

The primary function of press is to inform. Examining the glut of public occurrences, ideas and situation, newspapermen must determine which will interest the public. Apart from factual presentation of news, for the complex situation the interpretation and explanation are also required.

#### **2. The opinion function**

Modern man frequently finds himself in the midst of confusion which product to purchase? What decision to take? Whom to vote? He requires a medium of communication, which will guide him to understand the positive and negative points of the situations because of logical arguments. Thus, the modern press has to be both a daily teacher and a daily tribute. Therefore, the editorial is the only means of building public opinion.

#### **3. The entertainment function**

Entertaining the public is the function and a business too. Since it is too big a job for the local staff, newspaper relies upon syndicated materials. Entertainment is where you find it. It pops up in human-interest stories and news features. Public interest in various features, comics in particular sometimes determine the choice of a newspaper.

## Other functions of Journalism

- *Journalism* is for the 'voice of a voiceless'- expressing opinions of all those in our society. It's like a bridge between the authorities and people. Therefore its primary purpose is to make sure all citizens are aware of their rights.
- The most *important* function of *journalism* is to convey information. Conveying information is an *important* part of the democratic decision-making system, as it brings transparency into society and for its part makes sure that the made decisions go along with the people's sense of justice.
- Journalism is the investigation and reporting of events, issues and trends to a broad audience for different purpose. Journalism's role at the time was to act as a mediator or translator between the public and policy making elites. The journalist became the middleman. When elites spoke, journalists listened and recorded the information, distilled it, and passed it on to the public for their consumption.
- Journalism also acts as a two-way channel between the public and policymakers.
- The importance of journalism comes from the people's right to opinion and expression.
- The press performs a very important role as means of mass communication in the modern world. The press tries to inform its reader objectively about what is happening in their community, country and the world at large.

### Types of Journalism:

1. Advocacy journalism
2. Interpretative journalism
3. Development journalism in agriculture
4. Convergence journalism
5. Ambush journalism

#### 1. Advocacy journalism

- Initiated by USA in early 19th century
- Advocacy journalism is a genre of journalism that *intentionally* and *transparently* adopts a non-objective viewpoint, usually for some social or political purpose.
- Because it is intended to be factual, it is distinguished from propaganda.
- It is publicity oriented

Here, journalists supports any issue in the public form

## **2. Interpretative journalism or Reporting**

Interpretative or explanation oriented reporting

The farm reporters explain Why, How, What, etc.

Here, farm reporter is not only writer of news but he is also orator

He publishes news in such a way the readers are motivated and enthused to adopt any new technology that he writes about

## **3. Development journalism in agriculture**

Separate school of thought which increases the sense of people

It focuses on protection of farming community and their development .

It creates sense of improvement in the people for their own development

## **4. Convergence journalism**

A form of journalism which combines different forms of journalism such as print, photographic and video into one piece or group of pieces.

Convergence journalism can be found in the sites of CNN and many other news sites

## **5. Ambush journalism**

Refers to aggressive tactics practised by journalists to suddenly confront and question people who otherwise do not wish to speak to a journalist

This particularly has been applied by television journalists.

## **Theories of press:**

**1. Authoritarian:** The authoritarian system is owned by the state, which controls mass media. This is practiced around the globe.

**2. Libertarian:** Complete freedom of expression of ideas with no controls

**3. Social Responsibilities:** It was initiated in USA. Muckraking and media investigation of wrongdoing is practiced.

**4. Soviet System:** Like authoritarian, Soviet System regulates its own content

## **Yellow journalism**

Journalism that exploits distorts or exaggerates the news to create sensation and attract readers

## **Journalistic Writing (5 W's & H)**

Based on the queries:

The **why** of writing

- The **whom** of writing
- The **what** of writing
- The **where** of writing
- The **when** of writing
- The **how** of writing

ABC of Journalism: **Accuracy, Brief & Clear/ Convincing**

COA, LATUR

## CHAPTER 2

### AGRICULTURAL JOURNALISM

#### Meaning, Definition, agricultural journalism in rural areas, problem and prospectus of agricultural journalism

##### Meaning & Definition

*Agricultural journalism is a specialized branch of journalism which deals with the techniques of receiving, writing, editing and reporting from information through the media like newspapers, periodicals, radio, TV, advertising etc. and the management processes connected with such production. It is the timely reporting and editing with words and photography of agricultural news and information for newspaper, magazine, radio and television.*

Agricultural journalism is otherwise known as Farm journalism. Farm journalism is playing a great role in communication with farm people, homemakers, etc. Newspaper stories, magazine article, leaflets, pamphlets, bulletins, circular letters, wall newspapers and radio scripts are increasingly being written by the extension staff and read or listened to. The written work is helping to make advisory work with farm people more interesting.

It covers a wide range of subject areas, assessing all stages from agricultural research and production to processing, marketing, consumption, nutrition and health.

It is easy enough to guess from the name, journalism which specifically focuses on agriculture-related issues constitutes Agriculture Journalism. An agriculture journalist is expected to bring with him or her, an appreciation for the agriculture industry while simultaneously, also ensuring that they ask critical questions related to their field.

The subject areas include complex enterprises related to food, feed, fiber, renewable energy, natural resource management and rural development.

The training of agriculture journalists is similar to traditional journalists, except that they bring with them an understanding of agricultural systems. Thus, agricultural journalism is an applied theoretical field which is slowly emerging as a rewarding career option.

Journalism has got many branches such as medical journalism, engineering journalism, industrial journalism, agricultural journalism etc.

It is a practice of journalism applied to the extension of farm information

It is considered as two way vehicle

- ✓ To convey agricultural information
- ✓ To get genuine problems

### **History of Farm Journalism :**

- ❖ First farm journal in the world was published in Paris in 1763, name was “De Agriculture De France”.
  - ❖ This was followed in 1840 by census of agriculture by U. S. commerce department in Washington.
  - ❖ 1842 – Americal Agriculturist Rural New Yorker – First for farmer.
  - ❖ 1849 – First private publication by the farmers of Wisconsin – namely “Wisconsin Agriculturist”.
  - ❖ 1847 – First journal for poultry – “Poultry World” from London.
- During middle of 19<sup>th</sup> century there were so many journals published from USA, U. K., and other countries covering various topics in agriculture.
- ❖ 1884 – “Wyoming Stockman” on livestock.
  - ❖ 1897 – “Livestock reporter Weekly” U. S. (22,000 circulation)
  - ❖ 1903 – “Denmark Dairyman” journal on Dairy.

At present total number of farm journal is more than 3,000. Out of 2200 have documented and 884 were from U. S. alone.

### **History of Farm Journalism in India :**

History of farm journalism is 75 years old.

1914 – “Krishi Sudhar” (Hindi) –Agra.

1928 – “Zamin Ryot” – Nellore (A> P. ) – First regional farm journal.

1931 – Government department started publishing farm magazine – “Agriculture and Livestock” – by Imperial council of Agril. Research.

1938 – Ryot – by Ryot Seva Sangh.

1938 – “Gaon” – Bihar government.

1946 – “Krishak Jagat” – Nagpur (weekly).

1948 – “Kheti” – ICAR.

1953 – Seva gram

In 1987 – There were 561 total farm journals.

- Maximum farm periodicals are in English followed by Hindi, Bengali, Marathi.
- More than 5 periodicals – Gujarat, Tamil Nadu, A. P., Karnataka, Kerala, Punjab.
- Last seven years 40 % increase in number of farm journals.
- Average circulation in India of farm periodicals is 3000.

To more than 5 lakhs total circulation

- a. Shetkari – maximum circulation -1.51 lakh.
- b. Intensive agriculture – Second number – 45,000 total circulation.
- c. Karshakan – Third 36,000 total circulation.

**ICAR Publication :**

1. Indian horticulture
2. Indian livestock
3. Indian Journal of Animal Science
4. Indian farming
5. Krishi Chayanika
6. Kheti (first started)
7. Phal – Phool

**Ministry of Agriculture through Directorate of Extension :**

1. Unnat krishi
2. Intensive Agriculture
3. Home Science
4. Gharni
5. Agricultural Extension Review
1. Kurukshetra ( Hindi & English) – Dir. Of Rural department

2. Yojana (Planning Commission)

**Agricultural Universities :**

1. Kisan Bharti – Pant Nagar
2. Farm Digest – Pant Nagar
3. Apna Patra – Udaipur (Raj.)
4. Sugi – Rahuri (Upkar)
5. Sheti Bhati – Parbhani (MAU)
6. Parvatiya Kheti – Palampur (H. P.)
7. Changi Kheti – PAU, Ludhiana
8. Krishi Lok – Kannada
9. Haryana kheti – HAU, Hissar
10. Krishi Sansar – Bhubaneswar (Orissa)
11. Krishi-Go-Vidya – GAU, Anand

First Agriculture University are offering courses in Agricultural Journalism in U. G. level at G. B. Pant University and offers four courses of journalism at P. G. level.

**Printing :**

1. printing processes – letter press, offset, gravure / intast screen printing, duplication.
2. Composition – conventional.
3. Page make up – design and layout of a magazine / folder.
4. process work.

Offset – complete page make up.

**Beginning Of Agricultural Journalism In India :**

- 1) In India in 1905 imperial department of agriculture published the first Indian publication on agriculture.
- 2) First Hindi journal "KRISHI SUDHAR" was published from Agra in 1914.
- 3) In 1928 local weekly farm journal "Zamin Ryot" was started from Andhra Pradesh. It was first farm journal of India.
- 4) The imperial council of agricultural research initiated arm. Journalism in India through the publication of "Agriculture and livestock in India" in 1931. It was the first Indian farm

journal on both the research and extension. By the end of 1993, 'Indian Journal of Agriculture Sciences' was brought out

- 5) Young farm graduate Mr. M. C. Bondriyo started first Hindi farm weekly "KRISHAK JAGAT".
- 6) The Imperial Council of Agriculture Research became the Indian Council of Agriculture Research. It undertook the publication of a dozen journals including "Indian horticulture", "Indian livestock", "Kheti", "Pashupalan", "Indian journal of animal science" and others.
- 7) Other agencies brought out "Yojana", "Panchayati Raj.", "Kuruksheetra", "Rajasthan Vikas", "Kisani Samachar", "Kirshi aur Pashupalan", "Pragati" etc.
- 8) During mid sixties some farm writers and reporters founded "Indian Farm Journalist Association" (IFJA).
- 9) In New Delhi, Indian Farm Journalist Association (IFJA) for the first time organized world Exhibitions of farm journalism 1970 and documented the world dictionary of farm journals.

### **Principles of Farm Journalism**

Our purpose in writing is to communicate information. Therefore, our first consideration is our reader audience. If you were writing for a scientific paper, you would use a vocabulary and style different from what you would use when writing for the general public.

How clearly you communicate information to average readers depends on how well you select, sift and sort your facts

#### **1. Select Facts**

- a) Suitable subject matter. Does it meet a need? Is it timely? Is it of current interest? Does \_\_\_\_\_ it.
- b) Readers: Who are the people you want to reach? What are their problem, interests and educational levels, Do they have the environment and capacity to make use of the information?
- c) Purpose of Publication: What do you want it to teach and accomplish? Do you want to stimulate interest in a programme or do you want to influence the people to do something?

#### **2. Sift Facts**

1. Sift essential facts necessary to give information clearly.

2. Screen out difficult concepts, which are beyond reader's experience or understanding (e.g.) pH value, calorific value.
3. Give layman an application of subject rather than a detailed explanation.
4. Express highlights.
5. Do not try to impress the lay reader with all you know.
6. Do not document everything.

### **3. Sort Facts**

1. Arrange facts in logical order
2. Set out important points in 1-2-3 order(step y step)
3. Guide reader with attractive subheads and suitable illustrations and pictures.

### **4. ABC's of Journalism**

Accuracy, Brevity and Clarity which are fundamentals of good writing.

### **5. Adopt the following Tips for Readability**

1. Short sentences, clear in meaning, simple in construction with few prepositional phrases and dependent clauses.
2. Simple words which are familiar and concrete words.
3. Personal or human - interest words.

### **Role Of Agricultural Journalism In Agricultural Development:**

- (1) Nowadays in modern agriculture, the need of exchanging agricultural ideas from one person to another is realized. In this process of communication, agricultural journalism plays pivotal, role to create awareness and overcome ignorance.
- (2) Effective communication through agricultural journalism in India is emphasized to narrow down gap exists between the level of research finding available at agricultural research stations and the actual adoption and use of those by the farm people.
- (3) The need of the time is the continue flow of superior scientific technology from agricultural research stations to the farming community through different media within the shortest possible period. This is possible through agricultural journalism.
- (4) The effective communication between the research scientists and the farmers' needs for immediate feedback to bridge up gap, the journalist's role is understood as linking system. The effective communication through agricultural journalism of new knowledge from its

source of origin to its users provides useful involvement and active participation of technology generators and technology users. "

- (5) The role of agricultural journalist comprise of functions facilitating the effective communication of new agricultural knowledge in such a way that it results effective use and adoption. '
- (6) The crucial aim of the agricultural extension education is to bring about the advantageous changes into the farmers' and rural peoples' knowledge, skill, attitude, understanding, activeness, involvement in developmental efforts, participation and psychology; this could be brought about only through communication. Communication is interaction between the communicator the journalist and the people.

### **Problems of Agricultural Journalism**

#### ***1. Low literacy percentage***

Any literature or written communication is not useful for about 35 per cent of illiterate people in India.

#### ***2. Inaccessibility of printed and other media***

In India there are about 250 regularly published farm periodicals. However, these are not reaching to remote places, upto the desired extent. Some television and radio programmes also not reach beyond certain boundaries around the TV centre or radio station.

#### ***3. Lack of farm writers***

The farm writers are less in number as compared to other writers. Most of the scientists do not take interest in writing for farm families.

#### ***4. Lack of research***

The various aspects such as peoples' liking, taste, readability, needs and interests. change etc. and other kinds of research is the basic requirement for better role performance of journalists. However, there are lack of research institutes, staff and funds for such researches.

#### ***5. Low circulation***

Circulation of farm periodicals in India is comparatively low due to price and other factors.

**6. Lack of trained manpower:**

A few farm periodicals and other mass media are equipped with and managed by trained personnel in farm journalism

**7. Financial constraints**

Day by day, there is an increase in cost of printing papers, labour, machinery etc. for preparing various farm messages through the journalistic media.

**8. Low readership**

Only 35 per cent of the farm periodicals in India have rural readership of about 80 per cent.

**9. Poor coverage of agricultural news**

The non-agricultural newspapers and periodicals take very little care in covering agricultural activities, news etc.

**10 . Irregular and inadequate supply of research based information**

The factual information about agriculture coming to the various journalistic media is irregular and comparatively inadequate in supply.

**11. Low purchasing power**

As most of the people from rural area are below poverty line they do not afford to purchase the newspapers.

**12. Poor means of transportation for timely delivery**

Transportation facilities are not upto the mark so as to deliver the newspapers in time in the remote places of India.

**13. Unable to tap advertisement support**

Rural papers are not getting the advertisements because of its low circulation.

- 1) The Indian rural press is largely developing as there is further scope for development.
- 2) The rate of literacy in India is increasing day by day .

- 3) The attitude of journalists and editors about the agricultural messages is also changing in favourable direction.
- 4) The technological development in various media helps in supplying agricultural information to remote places.
- 5) Farm journalists are coming together.

### **Prospectus in Agricultural Journalism**

1. It offer more radio and newspaper space to scientists/ extension workers/agriculturalists/farmers for them to “talk” or write” directly about their work in order to promote more synergy and collaboration between the two groups.
2. Be more attuned to ‘gender’ in broadcasting and journalism as rural women are often invisible or marginalized in the media in spite of their paramount role in rural development.
3. Create ‘agricultural information centers’ at village level, which revolve around creating platforms where “*communities can document their knowledge, listen and learn together.*” More efforts should be made to involve the media in networks, partnerships and multi-stakeholder platforms.
4. Development organizations should make more efforts to transport journalists to visit projects in return for giving greater coverage to agriculture
5. To promote more participatory media e.g. participatory radio and video.
6. Use of innovative approaches for communicating agricultural information. The role of community-based FM radio stations and agricultural information centres was repeatedly highlighted, particularly in Africa, as an effective means of providing agricultural information in local languages to rural communities. In the Pacific, the role of radio is also seen as a vital tool for extension. However, the following innovative examples were also provided
7. Going Public – approach piloted by Global Plant Clinic, CABI to encourage information exchange at market places. Helps build relationships between researchers, extension, farmers and others.

8. Research into Use programme, Tanzania – developing a public-private partnership model in stimulating private companies to disseminate agricultural information through advertising.
9. Community radio supported by tapes, flyers and additional information to remote communities.
10. The Indian rural press is largely developing as there is further scope for development.
11. The rate of literacy in India is increasing day by day.
12. The attitude of journalists and editors about the agricultural messages is also changing in favourable direction.
13. The technological development in various media helps in supplying agricultural information to remote places.
14. Farm journalists are coming together.

## CHAPTER 3

### AGRICULTURAL JOURNALISM

#### **Nature & Scope of agricultural journalism, characteristics & training of agricultural journalist, similarity and difference between agricultural journalism and other types of journalism**

##### **Scope of Agricultural Journalism**

Journalism, in its wider sense, includes reporting and commentaries delivered on television and radio. Even news events and film documentaries come within the scope of journalism. The editors, and the reporters working for television, radio or film industry claim that when they deal with news and views, they too are as much covered by the term "the Press" as people belonging to the print media. What qualifies a person to be called a journalist is the nature of the function performed by him and not the media for which he is working.

##### **Opportunities of agricultural journalism are**

- The farmers are information hungry and present public extension system is not able to meet the demand of the farmers for information. The farmer and extension worker ratio is widening. On the other side, communication tools development is enormous.
- Private extension is also coming into picture. Today, journalism in India has got lot of scope with media barons opening new channels or newspapers or publishing houses on a regular basis. The competition is so rife that each channel or newspaper tries to produce something exclusive, which in turn has given the audience a great deal of variety
- Employment generation
- Provide timely information to the local people
- Development of the nation
- Food security and sufficiency
- Enhance socio-economic status of local people
- Decrease disparities among the people
- Increase educational level among the society
- Empowerment of the people

## Characteristics of Journalist

Anyone can be a journalist, but as it is in any industry, there are those who make the field look good, and those who drag the public perception of journalists down. Here is a list of 10 essential characteristics shared by the former—successful, or at least respectable—journalists.

1. **Honest:** Honesty is the primary characteristic of a respectable journalist. Your readers and viewers must trust you, and dishonesty is the surest way to violate that trust.
2. **Tireless:** If you know there's a story to be had, tracking down the right sources (not just the convenient ones), convincing them to speak to you, crosschecking information, and spending hours researching are critical—and exhausting.
3. **Bold:** Fortune favors those who take risks, ask uncomfortable questions, and get down and dirty when the job demands it.
4. **Courteous:** If you want people to speak to you about a sensitive subject, a little courtesy—a "please" or "I'd really appreciate it"—is very much required.
5. **Compassionate:** You won't spend your career writing only fun, lighthearted pieces. Hard news is hard because it often involves pain or loss. A reporter who understands the human element and sympathizes with their subject or source will produce a story that interest readers. He will also see that he didn't hurt anyone for the sake of that story.
6. **Humble, yet proud:** Journalist may recognize that he is the only one voice in a world. He may be proud to see his name in each article's byline. But at the same time he should recognize that his name is linked to every word in that article, even if those words end up being untrue or misleading.
7. **Curious:** The world is vast and beautiful, filled with more information. Maintaining a hunger for information and a healthy curiosity for all things around us helps to make us the best journalists we can be, and keeps us in the game longer.
8. **Creative:** The most memorable stories are those told in a fresh, creative fashion. The successful journalist doesn't just recite what happened, they craft the story and wield their words like the tools of an artisan. Most readers and viewers know what to expect in the average story; make them blink and lean forward in their seats.

9. **Shrewd:** Even if you're honest, you must recognize that others are not. You will encounter sources that lie, bend the truth, or misremember. Maintaining a high level of skepticism doesn't make you a pessimist, it makes you a realist, and a better reporter. As President Reagan once said, "Trust, but verify."
10. **Jack of all trades, master of none:** You are writing on various subjects. You may be having shallow or wide knowledge. You should have a conversation with anyone, strangers included, on just about any topic.

## CHAPTER 4

### NEWSPAPERS AND MAGAZINES AS A COMMUNICATION MEDIA

#### Communication media

Communication media refers to the means of delivering and receiving data or information

Communication media is a process of sending or receiving data through a channel of communication. It is the powerful tool in today's world, which removes social irregularities and social evils.

#### Popular types of communication media

- Television is a telecommunication medium for transmitting and receiving moving images that can be monochrome (black-and-white) or coloured, with or without accompanying sound. "Television" may also refer specifically to a television set, television programming, or television transmission
- Radio is the transmission of signals by modulation of electromagnetic waves with frequencies below those of visible light. In electronics, modulation is the process of varying one or more properties of high frequency periodic waveform, called the carrier signal, with respect to a modulating signal. Radio was the first truly mass medium of communication, reaching millions of people instantly and altering social attitudes, family relationships, and how people related to their environment.
- Print industry tried to grasp the new situation and shaped itself into a regular and formal sector but from the start of the 19th century, print media in most countries started specializing in certain areas. Print media is classified in to three categories namely magazine, Newspapers, Books.
- Outdoor media are a form of mass media that comprises billboards, signs, or placards placed inside and outside of commercial buildings, sports stadiums, shops, and buses.
- The Internet media Communication which is largest mass media by Internet technologies for various communications in both Internet and mobile networks. Common channels in internet media are Email, Search engines.

### NEWSPAPER

#### What is newspaper?

A printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence.

A newspaper is a periodical publication containing written information about current events.

A newspaper is a publication printed on paper and issued regularly, usually once a day or once a week. It gives information and opinions about current events and news. Usually people like to read them to stay informed about their local city, state or country. Newspapers can be delivered to one's home, by subscription. One also can buy a newspaper at a store or at a newsstand. Recycling of paper is common. It may be converted to new paper, for example.

Newspapers usually have many topics. They usually include political events, crime, business, sports, and opinions. Many also include weather news. Newspapers use photographs to illustrate stories; and also often include comics and other entertainment, such as crosswords and horoscopes. Many have opinion sections. These sections print the opinions of people who work for the newspaper. The opinions, which are usually on stories in the news, are called *editorials*. Opinion sections usually also print short letters from people who read the newspaper

#### **Newspapers typically meet four criteria**

- ***Public accessibility:*** Its contents are reasonably accessible to the public, traditionally by the paper being sold or distributed at newsstands, shops, and libraries, and, since the 1990s, made available over the Internet with online newspaper websites. While online newspapers have increased access to newspapers by people with Internet access, people without Internet or computer access (e.g., homeless people, impoverished people and people living in remote or rural regions may not be able to access the Internet, and thus will not be able to read online news). Literacy is also a factor which prevents people who cannot read from being able to benefit from reading newspapers (paper or online).
- ***Periodicity:*** They are published at regular intervals, typically daily or weekly. This ensures that newspapers can provide information on newly-emerging news stories or events.
- ***Currency:*** Its information is as up to date as its publication schedule allows. The degree of up-to-date-ness of a print newspaper is limited by the need of time to print and distribute the newspaper. In major cities, there may be a morning edition and a later edition of the same day's paper, so that the later edition can incorporate breaking news that have occurred since

the morning edition was printed. Online newspapers can be updated as frequently as new information becomes available, even a number of times per day, which means that online editions can be very up-to-date.

- **Universality:** Newspapers covers a range of topics, from political and business news to updates on science and technology, arts, culture, and entertainment

### **Functions of newspapers**

The four basic functions of a newspaper are:

1. **To inform:** Newspapers provide facts that readers must have in order to be informed citizens and to make decisions.
2. **To interpret the news:** Newspaper stories interpret or explain the meaning of news to us. These stories often have opinions of the writer.
3. **To provide a service to readers:** Newspapers provide information that helps readers solve their business, home, recreation and daily living problems. Advertising assists in informing readers about products and services.
4. **To entertain:** Some sections of the newspaper are designed to amuse or give enjoyment to readers.

### **Different types of newspapers**

- **National Newspaper:** Contain some national and international news, but focus on news relating to a specific area of the country.
- **Regional Newspapers:** Contain some national and international news, but focus on fairly local news topics in detail. Usually based around towns, cities or groups of village
- **Local Newspapers :** A newspaper that reports news and information in a variety of format relevant to a locality, community or specific local area in print or available online
- **Tabloid Newspapers:** The largest type of newspaper! Cover all national and international news, often in a serious or formal way.

## MAGAZINE

### What is magazines ?

A periodical publication containing articles and illustrations, often on a particular subject or aimed at a particular readership.

A magazine is a publication, usually a periodical publication, which is printed or electronically published (sometimes referred to as an online magazine). Magazines are generally published on a regular schedule and contain a variety of content. They are generally financed by advertising, by a purchase price, by prepaid subscriptions, or a combination of the three. At its root, the word "magazine" refers to a collection or storage location. In the case of written publication, it is a collection of written articles.

### Characteristics of magazines

- While popular magazines provide broad overviews of topics, scholarly journals provide in-depth analysis of topics and report the findings of research, and trade magazines report on industry trends, new products or techniques.
- A popular magazine which caters to the general public uses non-technical language.
- The contents of these magazines include interviews, general interest articles and various types of features.
- They usually cover a wide range of topics based on research, source comments and generalizations.
- Articles are usually written by a staff writer or a journalist; in some cases, interesting articles of freelancers are also encouraged.
- They generally contain many interesting and sometimes sensuous photographs to attract readers.
- In general, magazine articles are easy to read, fairly brief in length, and may include illustrations or photographs.
- Magazines don't necessarily follow a specific format or structure in writing the articles.
- Its attractive appearance, eye-catching cover pictures and illustrations on quality paper make it more appealing to the reading public.
- Magazines also contain many colourful and impressive advertisements.

## Types of Magazines

Following are the most common types of magazines.

1. **Magazines of general interest:** these magazines cater the need of entire population and have large circulation. The world famous reader digest is also in same category.
2. **News Magazine:** these are periodicals which are produced weekly or fortnightly. Articles on situation, politics, Economics, Religion, industry, sports etc are published
3. **High Class Magazines:** These magazine are aimed at selected audience, they appeal to a particular class. These magazines are serious minded periodicals offering high level reporting with emphasis upon literacy, ethical, social, political or scientific problems.
4. **Magazine of Men's Interest:** e.g. sports, love stories, fashion, photos
5. **Technical Magazines:** these magazines are for specialized sections of society i.e. engineering, medicine, agriculture etc.
6. **The House Magazine/ Journals:** These are produced by companies, organizations etc and are distributed free of cost to employees, customers. The purpose behind is to present the products of a company. House journals are produced by the public relation department of any organization.
7. **Religious Magazine:.**
8. **Film Magazine:.**
9. **Sports Magazine:** cricketer, sports times etc
10. **Magazine For Children:**

## Functions of magazines

Magazines are something that people in the world read every day. A magazine should never be confused with a newspaper and there are three factors that distinguish the difference between them.

1. A magazine offers a more long-form writing. This is instead of having shot clips of a story in a newspaper.

2. Another factor is published on a regular basis. Magazines are published on a monthly basis and sometimes a weekly basis; on the other hand, Newspapers are published every day for people to read.
3. Finally, magazines are published on a better paper than Newspapers are because they are meant to be kept longer.

In society Magazines are very important because they offer things that a newspaper cannot. Magazines serve specific functions to society such as, surveillance, correlation, entertainment, and marketing goods and services.

- **Surveillance:** They specialize by subject matter covering narrow topics such as science, health, agriculture etc.
- **Correlation :** They do by interpreting aspects of the content for their readers
- **Entertainment:** They usually contain a lot of entertaining content.
- **Marketing goods and services:** Often readers spend more time looking at ads than reading editorial contents as they browse a magazine.

## CHAPTER 5

### FORM AND CONTENT OF NEWSPAPERS AND MAGAZINES

#### Language and style basics

##### *The importance of language*

Your main task as a journalist is to help people understand what is happening around them; in their village, in their country and in the world. Most readers or listeners will not have your knowledge of language, so you must simplify it for them. You should be able to examine the most complicated issues and events then translate them into language which your audience can understand. If you fail in this, people will stop buying your newspaper or tuning in to your radio or television station. You will be failing in your job

##### *Short, sharp, clear sentences*

Whether you write for newspapers, broadcasting or the Internet, you should always aim for words and sentences which provide the maximum amount of understanding with the minimum risk of confusion. This generally means keeping words and sentences short and simple.

##### *Sentence length*

There is no single rule about the length of sentences in news writing, but you should set yourself a target for the maximum number of words you use. We suggest that you never use more than 20 words in any sentence, except in special circumstances. If you follow this rule, your sentences will be simpler, there will be less room for error and you will make a more efficient use of words.

##### *Lively language*

The words you use will help to make your story easy to understand.

Long words are not bad in themselves, if they are the only words available to explain a particular meaning accurately. Many young journalists think that they have to use the whole of their vocabulary when writing even the simplest news story. You may wish to show off your knowledge of the language, but remember that your knowledge is not what matters. The vocabulary of your reader or listener is more important.

### ***Using new words***

Many careless writers introduce new words without thinking how they will be understood by ordinary people.

Sometimes they change nouns into verbs, in order to make sentences shorter. The danger with this is that the resultant verb is often less precise than the original phrase and is less readily understood by people.

You must be very careful about introducing new words which your readers or listeners might not understand. This is especially important if the word is in their second language. Stay with familiar words.

However, if you cannot avoid using a new word, you must follow it immediately with an explanation.

### ***Sentence structure***

It is not enough to write short sentences using simple words. You also have to construct your sentences in such a way that the ideas are easy to understand.

### ***And and but***

Even simple joining words like *and* and *but* can cause confusion if they are not used wisely. These words are called conjunctions because they join things together. The word *and* is quite acceptable when used to join together two words or phrases:

The man *and* the woman had two daughters *and* a son.

However, it should not be used to join together long lists of ideas which can quite easily be split into separate sentences.

### ***Paired negatives***

Paired or double negatives in English are not only bad grammar ("he has not got no pawpaw"), they usually create confusion, especially in the spoken word. Although logically paired negatives simply cancel each other out, many people do not use them in this way. Many other languages have totally different rules about paired negatives.

For example, the sentence "He was happy" is easy to understand. So is the sentence "He was unhappy". But what do you understand by "He was not unhappy". Was he happy or unhappy? Do you see the confusion? Make it a rule: avoid paired negatives.

### **Objectivity**

Your language must not only be easily understood, it must be fair. You should not use words which give a biased view of a person, an event or a situation.

### **TO SUMMARISE:**

- You must keep your language clear and simple so that your readers or listeners can understand.
- Sentences should be short - no longer than 20 words or three concepts (ideas).
- Sentence structure should be simple; it is best to write in the active voice.
- Explain any new words whenever you use them

### **Basic Parts of a Newspaper**

1. **General news:** This contains the most important news both here and abroad. It is usually found on the front page of the newspaper. The title of the most important news is printed in big bold letters. It is called banner headline.
2. **Local and Foreign News Section:** Part of this section contains news from the towns and cities of the nation. Another part contains news from abroad.
3. **Editorial Page:** Printed in this section are articles called editorials. An editorial gives views or opinions of the editor or publisher on certain issues or events.
4. **Weather Section:** This section can find the weather, wherever you may need to know.
5. **Sports Page:** This page contains news about sports events in and out of the country. It also contains people well-known in sports.
6. **Classified Ads Section:** This section contains advertisements which fall under headings like Help, Wanted, For Lease or Sale, Wanted to Buy. Also found in this section are personal and legal notices.
7. **Business and Finance Section:** This section provides businessmen and people interested in business with information on banking, foreign exchange rates, imports and exports, and prices of prime commodities.
8. **Entertainment Section:** This section contains information about movies, radio, television and other objectives for entertainment. It also includes games and puzzles, comic strips and cartons and daily horoscope.

9. **Home and Culture Section:** This section provides ideas about budgeting, food preparation, house improvement, proper plant care, and the like.
10. **Society Page:** This section contains news about important well-known people who are celebrating special occasions or performing at particular place.
11. **Travel and Tourism Section:** This section provides a guide to enjoyable travel. It directs tourists to scenic vacation spots and gives information on the activities in these places. Also found in this section are the schedules of the departure and arrival of ships and airplanes. both domestic and international.
12. **Announcement and Obituary Page:** This Section provides news on the activities of the different religious sects, such as fellowships, seminars, prayer meetings and the like. A list of people who died and the time and place of their burial is found in the obituary page.
13. **Reader's Opinion:** This part publishes the reader's opinion, reactions, comments, and the like. Readers send their messages to the newspaper publisher. Most of those publishers allot at least half on a page for the letters coming from the readers.

### **Major Parts of a Magazine**

The Parts of a magazine Main are the cover page, cover pages, table of contents, imprint, publisher letter, articles and back.

A magazine is a periodical publication of content - articles and interviews especially - accompanied by advertising, horoscopes, and thousands of creative ways of representing information.

A great way to share your own vision is through a magazine. To make a magazine, you only need to create meaningful content around a solid subject that can attract a specific market, then organize that content with an attractive design and publish it digitally or through print.

Even a single person can make a handmade magazine, or use software to design and print a professional quality magazine.

In general, today's magazines follow the same structure and although there are magazines that do not, this approach is predetermined. It is a point of reference that can be modified in many ways for the needs of each particular publication.

## **Main parts of magazines**

Magazines consist of seven parts: the cover page, the cover pages, the table of contents, the imprint, the editor's letter, the articles and the back.

### **1. Cover**

This is the first page of the magazine, so in some ways it is the most important. It is never too early to start thinking about what could be a good photo for the cover. Most editors use an image related to an important feature that will be developed within the journal.

### **2. Cover pages**

They come after the cover, usually the same material as the cover and almost in 100% of cases are advertisements. The second page of the cover is reserved for advertising. This is the second most expensive ad page. The third cover page is again reserved for advertisers and is the magazine's third most expensive ad page. The last cover page is on the back of the magazine and is the most expensive ad page.

### **3. Table of contents**

After many ad pages, the table of contents serves as a quick breakdown of how the magazine is organized. It is especially useful when a reader is intrigued by the cover and wants to read more, to flip to the content and easily find the item they were looking for.

The table of contents can be designed with or without margins, but it is important to distinguish the content elements so that the reader can understand the page number, the title of the subject and a brief description of the topic if you wish to include it. A good typographic choice is crucial in this part.

### **4. Imprint / Contributors / Writers**

This is the part of the magazine that is usually placed in the front of the book, although some magazines place it in the back. Imprint or "masthead" is the list of all the people who work in the magazine. From writing to marketing people, sales, ads, to editors and key people in the publishing house that is producing the magazine.

The design of this page is quite simple and clean. The logo is usually placed at the top of this page.

## **5. Letter from the Editor (s)**

It is the first editorial page of the magazine. It is a welcome letter from the editor in chief explaining the content of the topic.

It depends on the publisher's style and journalistic voice. It basically covers the main topics, but it may also contain some reflections on the topics covered by this journal in general. It is usually a page and includes an image related to the message or the editor (s).

## **6. Articles**

This is the bulk of the magazine. Articles can be brief, medium to longest, spanning more than ten pages. When the magazine is organized, short and long articles usually happen. For example, a 10 page article may be followed by a 4 page article instead of another 10 page article. This gives a better flow, or rhythm to the magazine.

The designs related to these pages are where designers have the greatest freedom, although a certain style of publication must be fulfilled. It is important to state that each article should be visibly different than the other because the reader may be confused if he does not know where it ends and the other begins

## **7. Back of the book**

This part of the magazine contains the remaining content, shorter articles, news, listings, remaining columns and horoscopes. Again, just as at the beginning of the magazine, this part of the magazine follows a rigid structure and the design is not changed to just.

In general, here you can find so-called "classified" ads. Smaller ads, 1/4 of a page to 1/16 of a page, are grouped and placed on these pages.

Depending on the nature of the journal, the last page is reserved for a columnist, short essay, short interview or similar relaxed content.

## CHAPTER 6

### AGRICULTURAL STORY (FARM MAGAZINE STORY)

#### Characteristics of farm magazine article:

- The article must be on any one topic of farmers interest
- It must have around 1500 and 2000 words
- It should have a supporting illustrations
- It should have an attractive opening

#### Difference between news story and magazine story:

News Story	Magazine story
Present Facts to ideas	Explores the background and the birth and growth of event
Event has to be recent	It is not necessary that the event has to be recent
Not necessarily seasonable	The feature has to be seasonable
Except in exceptional cases News writer does not give his name	The magazine article bears name of the writer
News writing, follows a certain set of pattern or form	You can try out the various ways such as flash back, experience, inverted pyramid, logical sequence etc.

#### Agricultural story types:

##### 1. News features

These are based on news, or related to something that is news. In many cases, these are news follow ups, coming in the wake of the news. The fact that some farmer has won a prize for producing the best crop in the district goes as a news story soon after it is known. But you make use of this news to get more details not only about the cultivation practices which led to the prize crop but about the background to the farmer's decision to raise such a crop, the farmer himself, his farming history, your own impressions about the farmer and his crop, such details will go to make a good news feature.

##### 2. Process or utility feature:

This type of story explains 'how to do' definite, concrete piece of work or 'how to build' some specific thing that will be useful in the farm or in the home.

Your main idea in writing, a process story is to give the reader step by step directions for performing some helpful process or for making some useful construction.

##### 3. General information feature;

The purpose of this type of feature is to 'tell' the reader about some problem of everyday interest and significance to him and how it is to be solved. Such stories can help him to improve his living to become successful in his farming, to try and do himself what others have done and do the everyday things better.

#### **4. Experience feature:**

Another type frequently used by farm and home writers and popular with readers is the experience feature which makes good use of human interest.

A purely technical article, say, on improved practices of paddy, however, well written, tends to be sermonizing. But, if you were to write about how farmer Ram Singh was able to get a good harvest by following the package of practices, it changes its complexion, and farm readers will avidly read it and like it. The experience feature is of three kinds - the personal experience story, the confession story and third person (or persons) experience story.

*(i) Personal experience story:* In this type, you present the actual testimony of someone who is identified. The story itself is written in the first person and in a chatty conversational style, giving the reader a real, human interest story.

*(ii) Confession story:* The person who 'confesses' gives again a personal life and experience story (in the first person singular), giving a much more intimate glimpse into not only his good points and success but also his omissions and failures.

*(iii) Third person experience story:* An experience story can also be written about the experience of a third person or group of persons.

#### **5. Personality feature**

This is a kind of feature which devotes itself to 'describe' a single person. This story talks of the strong personality of someone well-known for his achievement and is meant to entertain and inspire the readers. This is always written about a person who is interesting. He must have to his credit something outstanding or unusual or unique views about life. The emphasis here is on the person and much less on his work or achievement.

#### **Writing the agricultural story:**

##### **(a) Points to be considered before writing the story:**

You have to think of a few things before you settle down to write a story for farm magazine.

1. Select the subject for a story which caters to one or more of people's interest.
2. The subject chosen should have seasonableness.

3. The subject should not be of use only to a small section of the readers.
4. Consider next whether there is enough material.
5. Write an article on specific subject.
6. Prepare the plan.
7. Think about the title, the lead, the body, the conclusion and the photographs and Other illustrative material that should go with the article.

**(b) Build your story now**

1. Start writing the story by taking the lead. Let it contain your central idea
2. After the lead, follow your plan and write out the body and the conclusion.
3. Associate the name, of men, place and thing to enable the reader to identify them
4. In writing the article adopt one of the following techniques
  - (a) If it is a news feature, follow the 'inverted pyramid' pattern
  - (b) If it is an experience feature, chronological order will be more fitting.
  - (c) The 'flash-back' is another good 'technique- for writing an article
  - (d) While writing a process story, keep the logical sequence of steps in mind
5. Once you start writing story, keep on writing.
6. After you have finished writing, check on names dates, quotations and statistical data given in the story
7. Now keep the story in 'cold storage' for a day or two or for week or more.
8. Then take it out. If you do not like any part, rewrite it. Remember that your aim is simple and clear
9. Never Preach. Never sermonize.
10. The farmers are with the opinions of specialists and progressive farmers
11. Thus, make all changes you think are necessary. Make a final, clean copy.

## CHAPTER 7

### GATHERING INFORMATION

#### SOURCES OF INFORMATION

News is happening all the time. People are being born or dying, banks are being robbed, roads are being planned, companies are making profits or losses, storms are destroying homes, courts are sending people to jail or freeing them, scientists are discovering new drugs. Every minute of every day something newsworthy is happening somewhere in the world.

Even if you are a journalist working in a small country, something newsworthy is probably happening in your country at this moment, while you are reading this book. Your job as a journalist is to get information on those events and present it to your readers or listeners. But you cannot be everywhere all the time to see those events for yourself. So you need other ways of getting information on all those hundreds (maybe millions) of events you cannot witness yourself. When someone or something provides you with information, we call them a **source**.

Sources of information can be people, letters, books, files, films, tapes - in fact, anything which journalists use to put news stories together. Sources are very important if you want to report on events or issues and explain the world to your audience. Journalists try to work as much as possible from their own observations, but this is often not possible. Some events or issues are finished before the journalist gets there. Others are like plants which only show their stem and leaves above the ground - the all-important roots are hidden from sight. Journalists who only report what they see can miss much of the news unless they have sources to tell them of more details or other aspects which are out of sight.

#### **Types of sources**

Journalists should deal in reliable facts, so it is important that the sources you use for writing stories can give you accurate information about what happened or what was said. But just as there are lots of different news events, so there are many different sources of information. Some of them will give you very accurate information and we call these sources *reliable* (because we can rely on what they say). Others are less reliable, but still useful, while some can hardly be trusted at all. The main way of judging sources of information is on their reliability.

#### **1. Reporters**

One of the most reliable sources of information (although not completely reliable) are other journalists. They may be your colleagues or reporters from a news agency which supplies your organisation. If they are well trained, experienced and objective, their reports will usually be accurate and can be trusted. However, if there are any essential facts missing from their reports, these will have to be provided. Either they will have to provide them or you will have to find the missing facts yourself. Mistakes can happen. This is why news organisations should have a system for checking facts. A reporter's story should be checked by the news editor then the sub-editor. In small newsrooms, where the reporter may also be the editor or newsreader, the reporter must be especially careful in checking facts.

There is also the danger that reporters misinterpret what they think they see and then present that as a fact. This often happens when reporting such things as the size of a crowd. Unable to count every person in it, they make an estimate, often sharing their guesses with other journalists on the scene. This is just an estimate and any report which says "there were 40,000 people present" should be treated with caution, unless the reporter knows the exact number who came through the gate.

All sources, including reporters, are said to be reliable if we think they can be believed consistently. If a source is always correct in the information they provide, we will believe them next time. If they make a mistake, we may doubt what they say. Reliability is built up over time.

## **2. Primary sources**

Often the source is someone at the centre of the event or issue. We call such people *primary sources*. It might be a man who fell 1,000 metres from an aircraft and lived to tell the tale; or a union leader who is leading wage negotiations. They are usually the best sources of information about their part of what happened. They should be able to give you accurate details and also supply strong comments.

Of course, just because a person was present at an event does not mean that they are either accurate or fair. The fall survivor may have injured his head after landing and so be confused. The union leader will want to present his side in the best light. It is vital to double-check and cross-check facts with other sources.

A word of warning here: If any of your sources, however reliable, gives you information which is defamatory, you can still be taken to court for using it. You are responsible for deciding whether or not to publish the defamatory material.

### 3. Written sources

Not all primary sources will be spoken. Written reports can make an excellent source of information for a journalist. They are usually written after a lot of research by the authors, they have been checked for accuracy and are usually published with official approval.

However, just because information is printed, that does not mean that it is reliable. With typewriters, computers and modern technology, it is relatively easy to produce printed material. You must look at who has produced the document. Are they in a position to know enough about the topic and have access to the reliable facts? Do they have a reputation for reliability?

This is especially important with information on the Internet. Anyone can put information onto the Internet and unless you know how trustworthy they are you cannot judge the reliability of what they write.

One advantage of the Internet is that you can quickly cross-check numerous sources, but beware: a mistake on one site can easily and rapidly be repeated by people writing on other sites. Even major online references such as Wikipedia rely on volunteers writing the entries and checking their accuracy and there have been numerous cases of people using entries in Wikipedia and other online reference works to spread untruths.

In many countries, official transcripts of the proceedings of a court or parliament have some legal protection from actions for defamation.

### 4. Leaked documents

You may occasionally be given documents which have not been officially released to the press. They may be given to you by someone in a company or government department who does not want to be seen giving them to the media. We call these *leaked* documents.

Documents are often leaked by people who believe that the public should know the contents (such as an environmental report), but who are unable to reveal it in public themselves, perhaps because they do not have the authority to do so. In some cases, documents are leaked by a person to gain an advantage over someone else, perhaps someone who is criticised in the report.

Leaked documents are often excellent sources of news stories because they can contain information which someone wants to keep secret. This might be a plan to do something which the public might oppose, such as bulldozing homes to make a new road. It might be a report on corruption within an organisation which the heads of that organisation do not want to be publicly

known. Just because a government, company or other group does not want information to be known, that does not mean that you should not report it. If you believe that it is important to inform your readers or listeners of certain facts, you must do that, even if the information was given to you unofficially. Of course, like any information, leaked documents must still be checked for accuracy before they can be used.

There are also legal dangers to consider when using leaked documents. They might, for instance, have been stolen. It is usually an offence to receive stolen property if you think it could have been stolen, even if it is only a few sheets of paper. As we explain in the chapters on investigative reporting, photocopying the document then returning it is often a way to overcome this problem.

Leaked documents could also be covered by copyright, so you could be breaking the law by quoting directly from them. You are on safer ground in reporting the substance of what was said, in your own words.

## **5. Secondary sources**

Secondary sources are those people who do not make the news, but who pass it on. The official police report of an incident or comments by someone's press officer can be called secondary sources. Secondary sources are not usually as reliable as primary sources.

Most eyewitnesses should be treated as secondary sources for journalists because, although they are able to tell what they think they have seen, they are often not trained for such work and can be very inaccurate, without meaning to be.

You have to assess the reliability of secondary sources and if necessary tell your readers or listeners where the information came from.

## **6. Tip-offs**

Occasionally someone will call with a story tip-off but refuse to give their name. These are said to be *anonymous* (meaning "no name"). These are the most dangerous sources of information and should only be used with extreme caution. Although anonymous tip-offs can provide good story ideas, they must never be used without a lot of checking. If they are wrong, you will be held directly responsible unless you have checked what they said with other more reliable sources.

Often people who ring up with a tip-off will tell you their name if asked, but on the promise that you do not reveal their name to anyone else. You must still cross-check what they

say because, of course, you cannot quote them as your source if there is any dispute about accuracy, for example if you are taken to court for defamation

### **7. Press release**

Press Releases are generally used for the release of a particular news. The Press Release contain worthwhile material which has some news value. A Press Release provide facts and information of interest to readers and cover all aspects of a specific subject.

### **8. Press notes**

The press notes are less formal in character. These are also issued on important official matters e.g. raising or lowering of tariff rates, price fixation of food grains, subsidy announcement of seeds, fertilizer etc. Apart from the name of department, place and date, a press note mentions headings. Unlike the press communiqué, the newspaper can edit or condense the press notes.

### **9. Handouts**

The handouts are issued on a variety of subjects like the day-to-day activities of the ministry or departments, VIP speeches, question and answers in Parliament or legislature and the developmental programmes of government departments. It covers the name of the information department. No official handout is issued, if the minister or a government official has spoken in his personal capacity.

### **10. Press statement**

The statements are usually given by known people, then he shares his statement with media and later this becomes press statement.

### **News Agencies**

#### ***1. Press Trust of India***

Press Trust of India (PTI) is India's premier news agency, having a reach as vast as the Indian Railways. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day to feed the expansive appetite of the diverse subscribers, who include the mainstream media, the specialized presses, research groups, companies, and government and non-governmental organizations.

PTI correspondents are also based in leading capitals and important business and administrative centres around the world. It also has exchange arrangements with several foreign news agencies to magnify its global news footprint.

Currently, PTI commands 90 per cent of new agency market share in India. PTI was registered in 1947 and started functioning in 1949. Today, after 65 years of its service, PTI can well and truly take pride in the legacy of its work, and in its contribution towards the building of a free and fair Press in India.

## ***2. United News of India***

The United News of India (UNI), founded in 1961, has emerged as one of the largest news agencies in India with several hundred subscribers across the length and breadth of the nation.

The agency's subscribers include newspapers published in 14 languages, All India Radio and Doordarshan, the Prime Minister's Office as well as Union Ministers' offices, Central and State governments, corporate and commercial houses besides electronic and web based media. Having started its commercial operations on March 21, 1961, UNI has developed over the years to launch innovative steps and ideas that proved to be of immense benefit not only for its subscribers but to journalism as a whole. It has News Bureaus in all state capitals and other major cities. The agency also has representatives in key world capitals.

UNI was the first to start a multi-language news service UNIVARTA on May 1, 1982 that continues to provide Hindi newspapers and media organisations a comprehensive package of national, international, regional, sports and commercial news in their language of publication. UNI pioneered a national news photo service in 1987. From dispatching just about a dozen black and white photographs through courier to subscribers, it now uses the latest technology to make available digital colour photos numbering nearly 150 from all over the country. The agency also has a tie up with Xinhua to supply international photos.

UNI remains the first and only news agency in the world to supply news in Urdu. UNI Urdu Service was launched on June 5, 1992. The service caters to newspapers, radio and television stations and government offices. Its ever expanding network covers Delhi, Uttar Pradesh, Madhya Pradesh, Bihar, Maharashtra, Karnataka, Andhra Pradesh and Jammu & Kashmir.

## ***3. Hindustan Samachar***

It is a multilingual news agency in India subscribed by more than 200 newspapers and almost all the news channels including Door Darshan (DD). It was set up in 1948 by S. S. Apte, offering its services in languages i. e. Bengali, Oriya, Assamese, Telugu, Malayalam, Urdu, Punjabi, Gujarati, Hindi and Marathi.

In 1951 the Government of Bihar subscribed to the Hindustan Samachar, followed by many states in India. All India Radio and Radio Nepal were once subscribers. A year after a state of emergency was declared in India in 1975, Hindustan Samachar was merged with Press Trust of India, United News of India and Samachar Bharati to form the media monopoly Samachar.

#### **4. Samachar Bharti (SB)**

It is a news agency based in India. It is headquartered in Bhopal and is a nonprofit cooperative among more than 500 Indian newspaper. Its main focus is the production of independent news and analysis about events and processes affecting economic, social and political development Samachar bharti began its operation in 1967 supported by the governments of Bihar, Gujarat, Rajasthan and Karnataka which held almost fifty per cent of its shares. Jayaprakash Narayan was its first Chairman. In 1973, it started an annual reference manual in Hindi called "Desh Aur Duniya". It also had a feature service "Bharati". On 26 July 1975, during the emergency period, the government of India took a decision to merge Samachar Bharti with Press Trust of India, United News of India and Hindustan Samachar to form a single nationalised news agency of India. The employees' unions of the four agencies passed the resolutions accepting the idea of forming a single news entity. Finally in February 1976, Samachar Bharti was merged along with other three agencies to form a nationalised news agency, Samachar.

#### **5. Samachar**

**Samachar** was founded in February 1976, after the merger of United News of India, Press Trust of India, Samachar Bharati and Hindustan Samachar. The news agency was directly under the control of the government of India.

After the defeat of Indira Gandhi's government in 1977 election, Kuldip Nayar Committee was formed to examine the structure of Samachar as news agency. On 14 November 1977, the committee recommended the independence of the four news agency as they were before the emergency period. Thus on 14 April 1978, all four news agencies split from Samachar, and Samachar became the news portal of Government of India.

## ***Interview Techniques***

You interview people for getting information, ideas opinions and experience which would be of interest to our farm people. Material got from such persons will help you write news and radio release, features and picture stories for your magazine. Personal experience articles based interviews are looked for with great interest by farm readers because of the human element in them; they will read such stories with relish (like). It is a success story, it helps them make decisions.

Writing articles which have human interest and appeal to even an average reader is very popular everywhere. We should pay attention to this aspect of effectively transmitting farm information. As far as the art of interviewing is concerned you can best learn it by your experience. In this regard, you must remember the following points:

### **Points to be remembered before the interview :-**

1. First get to know something the person you are going to interview. Find out who he is what his name is what the nature of his work is, and what his achievement are.
2. Decide on what information you want to get out of the interview.
3. Arrange a place, a time and a date to meet him and interview him.
4. List down the important question you would like to ask him to get the information you need. The question must extract the information bit by bit without confusing the interview.

### **Points to be remembered during the interview:-**

1. Do not ask questions which bring out yes and no answers. Give him the chance to talk in his own way. This will bring out many interesting things.
2. Never convey the impression that you are superior the interviewee or that you are trying to boss him. . Talk to him in a very friendly manner. Thus dispelling his shyness.
3. Note down all important statements and details during the interview.
4. Put the persons you are interviewing at ease (frankness or feeling comfortable) as early as possible. Show that you are immensely (greatly) interested in him and his doings. Then ask your question. Don't be cowed down by them. Always be polite and give respect where it is due.
5. Make the interviewee tell you all the facts, and also unusual happenings in detail. The latter may be of much importance in making your writing spicy and interesting.

### **Points to be remembered after the interview :-**

1. Plan your writing.
  - Select the main points which are unusual and interesting to the readers. Write these down.
  - Decide what to retain, what to excluded and what to add.

- Decide what language to use, what lead to be given.
2. Write down an article as early as possible after the interview when things are fresh in your mind. While writing, keep the following points in view.

- Add something sparking here and there so that the interest of the readers does not flag.
- Keep the writing as brief as you can make it.
- Decide what 'slant' to give to the article. 'Slant' implies the point on which you want to lay stress. For example, application of fertilizers may have produced good results. This will make a good slant.
- Think a good lead. Give a new angle to the article.
- Never give the impression that your question was important and that is why necessary information could be obtained. The question is less important in such articles than the answer. You are writing to show yourself off.
- Quote dialogues. Quotations always give life to the article and are of much human interest. Don't misquote. Give correct quotations.
- A good writing will have a good sprinkling of direct and indirect quotations and your own comments. Interest will be more in such writing.
- If possible, show the article to the interviewee before publication. He will know how you have used the information he gave, and collect any misstatement which might have crept in.

If you have not made a good job of your first interview, don't worry. Nobody did it that way the first time. You will gain experience as you go along with more interviews.

After a reporter has brought his information he has to write it properly. He has to write something which is readable. Therefore, after obtaining the facts a reporter should put them in order, make a good story. If the news is very urgent, the reporter can tell it to his office over the telephone. In fact, a good reporter should always keep in touch with his office.

While writing a news story you should write the most important facts, in the first few paragraphs. After writing a news story you must check up the following things:

1. That you have mentioned the facts and figures correctly.
2. That you have mentioned the makes with their correct spelling.
3. That you have quoted your interviews accurately.
4. That you have explained the technical terms has been lift out.

### **Points to be kept in mind while intervening:-**

As far as the art of intervening is concerned, you can best learn it by your experience. In this regard you must remember following points:

1. Prepare yourself.
2. Find out background information.
3. Prepare list of question.
4. Check list before ending.
5. Do not follow TV question technique.
6. Mode of approach.
7. Interview person at top.
8. Don't afraid interviewing with influence person.
9. Time limit with VIP.
10. Carry small notebook.
11. Note down starting statements of interviewee.
12. Establish rapport.
13. Note figures and statistics and recheck if necessary.
14. Maintain confidence.
15. Do not expose his name when he restrict.

### **Types of interview:-**

For preparing news stories and features it is necessary to interview different people. Interviewing people has developed into fine art. As such, interviewers should know the different types of interviews and also the techniques of successful interviewing. Though interview stories are of many kinds, they can be broadly classified in three categories:

1. Interview for getting facts or 'news interview'.
2. Interview for opinions or 'symposium interview'.
3. 'Personality interview'.

#### **1. News Interview : -**

It is intended to give readers' expert comments and illumination (enlightenment or clarification) on a subject current in the news from persons directly or indirectly connected with the news item. In the case of accident, the news reporter tries to meet as much eye witness as possible to prepare his story. The feature based on interviews of different persons would add significantly to the public knowledge and understanding of the subject. The interviews carried on with different people will not only

illuminate and explain several points but also provide better understanding of the subject by clearing many clouded and puzzled facts.

## **2. Symposium or Group Interview : -**

The reporter gets his information not only from a few persons who are connected with the event as in the case of accident but from several other persons who may not be connected with the event.

In symposium interview, the interviewees are selected not for their authority on the subject or topic but as ordinary citizens whose views are worth reporting. There are no fixed rules as to how extensively the survey was conducted. Also, the same question, in substantially the same words and in the same manner should be asked from different respondents. For instance, the desirability or otherwise of dissolution of State Assemblies consequent on the defeat of the congress party in the Lok Sabha can be referred to a number of persons and their views obtained. A feature can be built on that basis. This will yield the opinion of a cross-section of the people who are not necessarily experts on the subject.

## **3. Personality interview:-**

It is done to reveal the personality of a person who is interviewed. It is different from biographical sketch. The biography gives all the details as to when the person was born, number of children, when he became ambassador, etc. Biography is helpful in writing obituaries but it rarely brings out the qualities of a person and also lacks the warmth and intimacy (familiarity).

In personality interview, the interviewer selects a man or woman who is either a newsworthy personality or has become newsworthy because of certain traits in personality – eccentricity, oddity of habit or because of certain circumstances. For instance, a beggar becoming a millionaire is certainly a newsworthy personality.

## **TIPS ON COVERING EVENTS**

Here are some tips on event coverage:

### **Prepare**

Before the event, learn what you can about what's going to happen. A sporting event might have a program or roster with the players' numbers and names. A public meeting might have an agenda. A conference program will list the speakers. A more informal program will have an organizer who can provide an overview and some background.

But sometimes you need to go beyond the handouts and the organizers. Find some contrarians who can let you know about interesting turns the event might take.

## COVER EVENTS LIVE

### Take good notes

A helpful note-taking technique for events is to use initials or other abbreviations for people. For instance, if I'm going to be a speaker at the event, you might identify me as —JM. But look the program over and be sure I'm the only person with those initials who's speaking. If another JM is on the program, you might use —JM 1 for me.

If you're live tweeting or live blogging, your tweets or blog can become your notes, for the most part. But keep a notebook handy (or perhaps a Word doc on your laptop or tablet) for actual notes: facts you want to check before publishing, items to pursue in interviews during a break or after the event, possible follow-up ideas.

### Take a 360-degree view

At any event, the audience might provide some potential stories, sometimes a better story than the speaker or other focal point of the event. The great Canadian writing coach Don Gibb encourages what he calls a 360-degree view, looking around and behind you during an event, rather than just being riveted on the speaker.

### Watch for the surprise

Most events unfold as planned. But sometimes a surprise happens. A player gets injured. A coach gets fired. Protesters disrupt a meeting. You can't plan for the surprise, but you must remain alert and adjust your plans when surprises happen.

### Visual content

Event coverage needs to include visual content. Unless you're working with a visual journalist, you need to plan to provide the photos and/or videos needed as part of your coverage. Shoot photos of the speaker(s) and crowd. Don't shoot from the back of the room (unless trying to depict a packed room). Get close enough to provide a clear shot of the speaker.

Video coverage can be a live stream using Periscope, Facebook Live, Livestream or another live video service, a video story summarizing the event or video highlight(s) to run with a text story.

### Write

The sooner you can write after an event, the fresher and more accurate your story will be, even if you don't have an immediate deadline. If you can write a few paragraphs during a break,

before you know what your final story or your lead will be, you will help yourself write more quickly and accurately after the event.

Answer the question: —What’s this story about?‖ and that should give you the focus of your story, as well as helping with your lead.

### **Follow up**

Many times a meeting story isn’t as important as the enterprise story that follows as you explain the impact of an action taken by a board or council. If an event is important to your community, follow up by gathering reaction.

If politicians are speaking or debating, follow up by fact-checking their statements. Beat reporters particularly might get good enterprise stories from the reports and other documents that are distributed, approved or handled routinely in meetings. Sports enterprise and feature stories often grow from what happens in the games: A feature on an emerging star or analysis of a struggling offense or defense.

### **Social media**

Keep an eye on social media during or after an event. You might gather some reaction quotes or a few embeds for your story or curate reaction for a sidebar. Social media might raise questions for you to pursue in your reporting.

### **Types of events**

The type of event will sometimes present different twists and challenges in how you cover it:

**Meetings.** Most public bodies’ meetings are open, governed by state or federal laws. Know the appropriate laws, so that if a body votes to close a meeting, you can ask for the reason and cite a legal reason or note that the reason did not meet your laws. Work sources to learn what happens at secret meetings.

**Trials.** Know whether your jurisdiction allows computers and/or phones to provide live coverage. If that decision is left to the judge, ask a judge early enough that you can plan your coverage (or challenge a ruling).

**Press conferences.** Journalists generally prefer their own interviews to press conferences, but newsmakers sometimes prefer them as efficient ways to deal with the press. If you can get a private interview, don’t ask questions at a press conference if you’d prefer to have the answers exclusively. But if the press conference is your only shot to get a question answered, take it.

**Sporting events.** The —game story| is undergoing some evolution as live coverage and post-game enterprise grow in importance. In a game story, outcome and importance are more important than play-by-play, even if notes or live coverage unfold in play-by-play style. What's the big thing that happened in this game? That should be the focus of your coverage.

**Concerts or festivals.** If you're covering a concert or festival, be clear with your editor or news director whether you're covering a news event or providing an entertainment review. In either case, consider the relative importance of the performance and audience reaction. If the audience loved something that you thought was lacking, you should at least consider mentioning the audience reaction along with your criticism.

**Debates.** Don't let post-debate —spin| override your reporting of what actually happened. No one knows immediately after a debate who —won,| but everyone claims victory, so the spin should be secondary to reporting what the candidates actually did and said.

**Conferences, etc.** In covering events such as speeches, conferences, conventions and symposia, you need to consider your audience and the relative newsworthiness of different mini-events within bigger events. Should you cover the whole event or are you just covering one speaker or panel? If you can't attend simultaneous events, you can catch up with one you miss by following social media, interviewing a speaker or interviewing people who did attend.

**Funerals.** Journalists covering funerals need to show sensitivity to the mourners.

#### **WIRE SERVICE**

- A news agency that supplies syndicated news by wire to newspapers, radio, and television stations.
- An organization **that** supplies news **to** newspapers, radio, **and** television stations, **etc.** **using an** electrical communication system.
- A **news** agency is an organization that gathers **news** reports and sells them to subscribing **news** organizations, such as newspapers, magazines and radio and television broadcasters. A **news** agency may also be referred to as a **wire service**, newswire, or **news service**

**Wire services** provide news reports to media outlets, and are also called **news agencies**, **news cooperatives**, and **news services**.

Wire services prepare hard-news articles, features, and other material to be used by media outlets, with little or no editing needed. Some wire services also send photos, infographics and broadcast reports.

The service charges for to access their material. Some also charge for separate items. The form of the wire service is not uniform. Corporate models may simply sell their service while cooperatives of news outlets share their articles with other members. Press release wire services charge creators of content to distribute their news. Government-operated, nonprofit, and alternative media networks are other forms of wire services.

International wire services:

- ✓ Agence France-Presse
- ✓ All Headline News (AHN)
- ✓ ANP (The Netherlands)
- ✓ ANSA (Italy)
- ✓ Associated Press (USA)
- ✓ Australian Associated Press
- ✓ BASA-press (Republic of Moldova)
- ✓ British Broadcasting Corporation, <http://www.bbc.co.uk/> and <http://www.bbcworld.com/>
- ✓ Bloomberg L.P., Web site, USA
- ✓ Canadian Press, Web site
- ✓ Canadian University Press, Web site
- ✓ China News Service (China)
- ✓ City News Bureau of Chicago
- ✓ Cox Enterprises
- ✓ DPA (Germany)
- ✓ EFE
- ✓ EIN News
- ✓ Independent Television News
- ✓ Israel News Agency (Israel)
- ✓ ITIM (Israel)
- ✓ ITAR-TASS (Russia)

- ✓ Kyodo News (Japan)
- ✓ Nippon News (Japan)
- ✓ OANA

Some major newspapers or newspaper chains also operate wire services

### **ABSTRACTING**

Writing a decent abstract is not difficult—if you know what information needs to be included and how to structure it. Essentially, an abstract should reflect all the parts of research paper, but in shortened form. In other words, a person reading only abstract should be able to understand why researcher has conducted the study, how it conducted, what are the major findings, and why the work is important.

Following four-part structure will serve as a basic guideline for preparing abstract. If you follow this formula, your abstract will be well organized and will contain all the essential elements.

1. **What problem did researcher study and why is it important?** Here, you want to provide some background of the study, the motivation behind the study, and/or the specific question researcher addressed. You may be able to set the stage with only one or two sentences.
2. **What methods did researcher use to study the problem?** Next, you want to give an overview of methods. Was it a field study or a laboratory experiment? What experimental treatments were applied?
3. **What were key findings?** When describing results, strive to focus on the main finding(s) and list no more than two or three points. Also, avoid ambiguous or imprecise wording.
4. **What did researcher conclude based on the findings and what are the broader implications?** What is new or innovative about the findings? How do findings affect the field of study? Are there any applications?

Writing good abstracts is not an art, but a learned skill. Developing such a skill takes practice.

## CHAPTER 8

### WRITING NEWS STORY

#### What is news ?

News is any timely information that interests a number of persons. It is a current event that is of interest to the readers of the news papers. The ornament of a news paper is news. It should be any accurate fact or idea. News is the record of the most interesting, important and accurate information. News is anything you didn't know yesterday.

#### What is news story ?

News is a report of anything new that interests people. The more people interested in it, the greater the news value. **A news story is an account of events in sequence.** It is used mainly to get information to many people quickly.

#### The purpose of news story is

- To develop interest
- To inform general public
- To disseminate information
- To create favourable attitude

#### News should be

- Something that actually happens
- Unusual
- Important
- New, recent or timely
- Something that interest farmers
- It should be a new knowledge

#### Characteristics of good news

- The objectivity of news and news paper
- Inverted pyramid form
- Completeness
- Write in short paragraph
- Accuracy. Brevity and clarity (ABC of News)
- Adherence of style of news
- Arrangement of news in sequence
- Importance of the news
- Use accepted principles of news writing
- Write the lead sentences
- Use five W's and one H as guide
- Avoid use of personal opinion.

### Factors determining news values

Bherens and Evans (1984) mentioned six ingredients which determine news worthiness of information. They are

- Timeliness** - the more timely the information the greater is the news value
- Nearness** - the closer the information to the receiver geographically and psychologically greater is the news value
- Consequence** - the more the audience are affected by the information the greater is its news value
- Human interest** - information concerning human interests elements have more news value
- Prominence** - prominent people places things, events carry more news value
- Editorial policy** - the editorial policy of the organization broadly determines the kind and amount of information it shall present to the audience

In addition to this there are some other factors which determine news value include Uniqueness, impact, suspense, conflict, emotions, progress, importance, surprise, numbers, sex and novelty.

### Principles of writing news stories

- There should be specific purpose in writing that is either to inform, educate or entertain
- Know about the people to whom we are writing
- Know the subject on which the readers are interested
- Information communication has to be timely and immediate
- Simple and clear writing is a must
- Sound convincing should be there
- Avoid exaggeration
- Use personal words to make it interesting
- Select right and short words
- Avoid unusual words
- Follow the one sentence one idea approach

- Use short paragraph and short sentences
- Smooth transition from paragraph to paragraph
- News writing must be specific
- Direct and meaningful quotations can increase interest honesty is essential
- Don't use rumors
- Use qualities when necessary
- Use past tense avoid distortions
- Use elegant variations
- Use active voice
- Avoid jargons, use simple terms
- Make the captions attractive
- See the lead paragraph is interesting
- Ensure that news story answers five W's and one H

**Rules for writing news**

- News reporting must be short and brief
- Unnecessary words should not be repeating
- Negative words should be avoided
- Passive voice should be avoided too
- Much use of words or ornamental words should be avoided
- Reporting should be done on a specific subject
- Write so as to create interest in readers
- Follow good language and correct grammar
- Avoid mistakes
- Select good words and correct use of words

- Correct spelling of the word should be ensured
- Avoid mixture of present and past sentences
- Use current traditional words
- Traditional words can also be incorporated
- Use simple words timely use of right words should be ensured
- Each news paper should have its own style of writing
- Slang words or languages should be avoided
- Any complex technical information should be written in very simple language

### **How to Write a News story?**

Six elements are considered for writing news and they are the five "W"s and the "H." i.e. Who? What? Where? When? Why? How? Any good news story should provide answers to each of these questions.

#### **Who?**

Several questions should be asked in order to highlight any people who may be involved in the story.

#### **What?**

What is going on?, What had happened? , What do the readers? , What can people do about it?. Answers to these simple questions should be driven by key moments in the story and the forces that have created the issue or alternately, fixed the problem. This factor is the basic premise that supports why the story is news worthy.

#### **When?**

It is important to include a timeline of events. At what point does the story begin?

#### **Where?**

Where is the action? This includes more than just an address. What the location looks like, sounds like and smells like as well as any surrounding locations that might impact the story. A great news writer would be able to describe the location with minimal words.

#### **Why?**

Are there circumstances beyond the immediate story that contribute to the question, why?

## How?

'How' is an important factor for people to make sure something terrible and that never happens again. 'How,' will add insight to a story.

### Procedure in writing the news story

- Be alert in what is happening around you
- Know the format and the standard of your news paper
- Equip yourself with the literature and clippings on the subject allotted to you
- Establish contacts with people for information
- Collect all the facts you want
- Write them in the order of importance
- Pick the most important and most interesting facts for the lead
- Write the story in logical and organizing manner
- Develop the rest of the story
- Edit and rewrite
- Give an interesting caption

### Kinds of news story

Extension news stories tend to group themselves into one or more of the following categories.

1) **Advance event articles** : It include announcements of approaching extension meetings, tours, speeches, and other events. Such articles are often brief, but should include details that would permit a reader to attend if interested i. e. the date, starting time, location, sponsor, nature of the event, agenda, and possibly the name of contact person who could answer further questions.

2) **Follow-up event articles** : These report to readers about recent meetings, tours, speeches, or other extension events. Their main purpose is to report results, so they are often longer than advance event articles. They should include the date, location, sponsor, and nature of the event, to provide background for the reader, but the greatest emphasis should be placed upon the outcome of the specific event. For example, an article about a field tour should summarize what the participants saw and heard. An article about a business meeting should summarize the decisions that were made.

3) **Information articles** : These are used widely in extension to provide helpful information of various kinds, timely advice, 'how-to' descriptions, reports of research findings, market news, relevant statistics and others. Such articles are not tied directly to events.

4) **Feature articles** : These are informational and sometimes involve news, but are distinct in several ways from the types of articles mentioned earlier. Feature articles often interpret the news and provide background for readers. Often they are intended to entertain or inspire as much as to inform. They may feature ideas, places, techniques, persons, organizations, goals successes, challenges and almost any other aspect of human activity. They often involve more human interest than do news or information articles.

5) **Experience and success stories** : It should include the experiences and success of the progressive or prize winning farmers.

6) **New developments** :Such as pest outbreaks, scientific discoveries, weather and crop conditions, progress made on problems, plans. Predictions - such as • long range crop and livestock reports, economic outlook information, long range weather outlook.

7) **Subject matter** : When tied to an event, situation, development, or problem of news value. But usually straight subject matter stories are deadly from the news standpoint.

### **News Structure**

#### **a) Heading**

It is capsule opening centre at the top of news. Heading must summarize the entire news which arouses interest it should be apt and short it should be apt and stimulating. Effective words should be used to make it meaningful and catchy:

#### **b) Lead**

The lead is the opening part of a news story. The beginning of the story. The introduction of the story. It is a condensed news which gives abstract of entire information . It creates informs about subject and helps in developing receptive mood.

The purpose behind writing the leads is that readers expect basic facts in a story's first one or two paragraphs. The story with unimportant facts can never assure the interact among readers therefore it must attract attention.

#### **Types of lead**

Most of the news lead falls into following two major forms.

**Summary lead** : The name is self-explanatory, because a lead written in this form summarizes its story. A summary lead is expected to answer as many as possible of the six questions - Who? What? When? Where? Why? and How?

**Suspended interest lead:** Placing the real climax or feature of story somewhere other than in the lead is effective and exciting in what is known as the suspended interest story. Often the climax in a story is in the final paragraph. To write a lead for a story of this kind, you must pick from your material a teasing question to incite the curiosity of the reader. But the real answer to the tantalizing question must be withheld until the last paragraph.

The other types of lead are as follows :

**Dialogue lead :** When lead begins with a dialogue.

**Crowded lead :** When many points are boiled into a single but crowded paragraph.

**Cartridge lead :** It is brief and contains one single news incident.

**Historical or literary lead :** It draws some character or event in history or literature in relation to an event or person in the news.

**Descriptive lead :** It tries to point a word picture of an interesting person, place or thing to help create mood for the story.

**Preface lead :** When a brief quotation or a few appropriate lines from a poem or familiar saying precedes a story to form a background that helps increase enjoyment of the article.

**Question lead :** The lead which starts with a question addressed to the reader.

**c) Body :**

It gives detail information about the event. It should be made simple, clear and easy to read.

**Forms of News Writing**

Different kinds of writing take different forms. Each kind serves a definite purpose. So does the news story or news report.

**a) Inverted pyramid pattern**

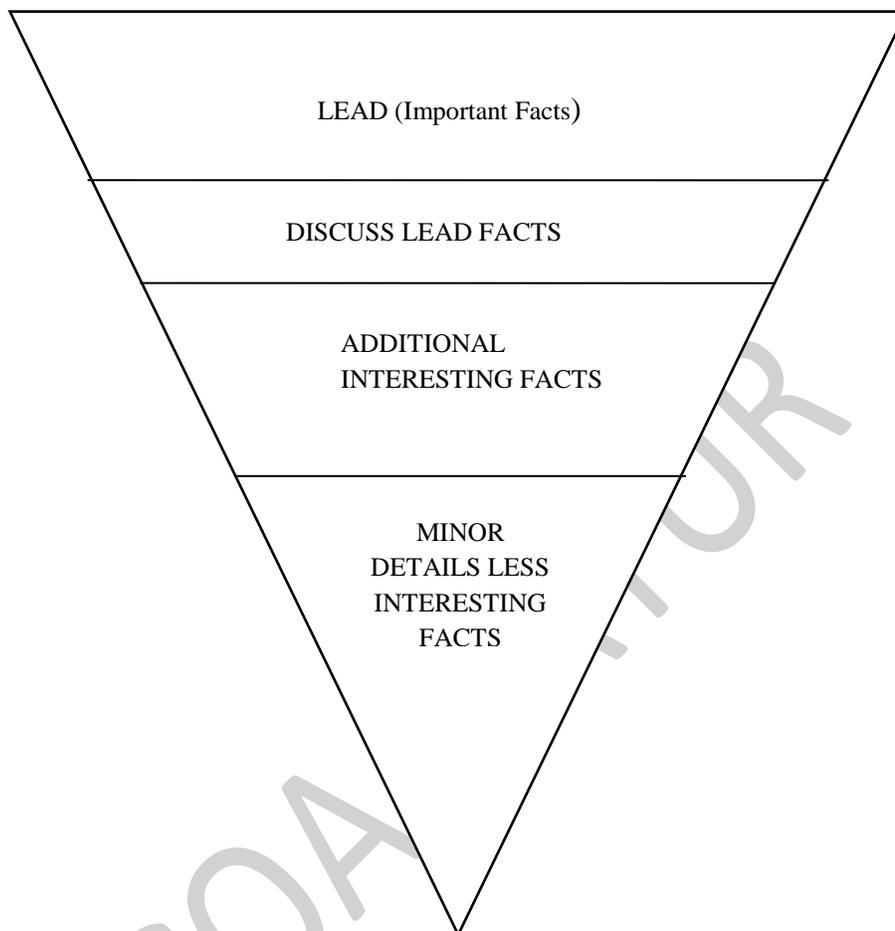
It is common to represent the structure of the news story in the form of an inverted pyramid, with lead or the summary or the most important facts forming the base, at the top and the more important details in one or two paragraphs, followed by more details and additional facts supporting the main news. The minor details and the less important facts form the apex at the bottom

Diagrammatically this can be presented as below.

Probably more than 90 per cent of all news stories you write should be in this form. There are excellent reasons why this arrangement is so widely accepted.

1. It catches reader's interest.

2. It is the natural way to tell an exciting story
3. It gives essential facts quickly.
4. This style facilitates the make-up a newspaper.



#### **b) Chronological form**

Sometimes it's used to tell a series of events in order in which they occurred, if you want the reader to catch readily the sequence of incidents.

Frequently you will find accounts of sports events told for the most part in chronological order to preserve the pattern of the game as it was played. Sometimes detailed accounts of trials must be told in chronological order to make clear the progress of the arguments.

#### **C) Suspended interest form**

Sometimes you can play upon the feeling of suspense in the minds of the readers in writing the story. Instead of starting with the climax of the story, you do not give it out at the beginning, but make the reader find it later in the story. This form of writing calls for a certain

amount of imagination, sense of suspense and ability to think out a good and interesting way of writing.

**Story length**

It is impossible to set any-hard and fast rule on how long a particular news story should be. News value, story treatment and available space all influence the space on editor will devote to a story, The ABC's of news writing - accuracy, brevity and clarity - are our best rule.

COA, LATUR

## CHAPTER 9

# READABILITY

Among many essential characteristics of farm literature, readability is one of the most important characteristics as the readability is antecedent to many of them. SAUs and extension agencies heavily rely upon the farm publications for dissemination of knowledge of modern agricultural technology in spite of rich network of electronic media like radio and television. The reason that it has been realized that electronic media cannot replace the print media for their many advantages of which two important advantages are :

- 1) The print media can be adjusted to the pace of comprehension of the reader and
- 2) They can be preserved and repeatedly referred whenever required.

Therefore, the farm literature has its own place and is produced by SAUs and used by farmers on large scale. However, the farm literature to be effective must have certain qualities and one important of them is the **readability**.

When you produce farm publications as agricultural scientists and extension experts, you need to keep in mind your readers (farmers) who are a peculiar section of Indian population. Particularly, take into account their level of literacy, education, language, socio-economic status, experience and level of knowledge of agricultural technology. Do not overrate their reading habits and skills and also do not underrate them as human beings. Correct perception of your readers ensures your success in writing. Your readers are farmers. So you have to tailor your writing to meet their requirements and you are not expected to exhibit your competence and mastery over verbosity and language.

### Concepts defined

Let us first get clarity of the concepts involved in measurement of readability. Rudolf Flesch has defined the terms as below.

**Readability** : Readable means easy or interesting to read.

**Reading ease**: It is an estimate of ease with which a reader is going to read and understand.

**Human interest**: It is an estimate of the human interest that the presentation will have for the reader.

**Personal words** : Personal words are about persons or addressed to persons.

Personal words are

- (i) All first, second and third person pronouns except the neuter pronouns like it, its, itself and pronouns like they, them, theirs, themselves if referring to thing rather than people. But words like he him, his, and she, her always will count for personal words even where these refer to animals or inanimate objects.
- (ii) All words that have masculine or feminine natural gender but not common gender like teacher, doctor etc.
- (iii) The group words like people and folks.

#### **Personal sentences :**

Personal sentences are

- (i) Spoken sentences marked by quotation marks or otherwise, often including speech tags like 'he said' set off by colons or comas
- (ii) Question, commands, requests and other sentences directly addressed to the reader.
- (iii) Exclamations or sentence fragments, whose full meaning has to be inferred from the context.

#### **Measuring readability :**

It seems that as on today, no other reliable and valid measure than the Readability scale of Rudolf Flesch is available. Rudolf Flesch has developed the scale for popular writing in English.

There are two major components of the scale as reading ease and human interest. The reading ease simplifies the job of reading and human interest provides motivation to reader. Reading ease and human interest go in hand. Therefore, both of them should satisfy the standard fixed for proper discrimination of information to the farmers.

Each of the two components include two sub components to measure readability as :

#### **Ease in reading :**

1. Average number of words per sentence
2. Syllables per 100 words

#### **Human interest :**

1. Number of personal words
2. Percentage of personal sentences

#### **Steps in measuring readability**

##### **1. Pick the sample**

Select a sample from whole article or publication. Do not incline to select good or a typical sample. It is better to go strictly by numerical scheme say every third page or every third paragraph. Each sample should start at the beginning of paragraph. Sometimes you can examine whole article for testing its readability. As a thumb rule introductory paragraphs may be avoided, as they are not the typical of the writing.

### **a) Ease in Reading**

#### **2. Count the number of words**

First count the number of words in your sample upto 100. Count abbreviations and hyphenated words as one word. For example, Rs., Eg., MAU, agro-climatic, two-way, sub-editor, etc. Count numbers and letters as words, if separated by space. For example, Rs. 250, 40° C, 20 Ltr.

#### **3. Count the average sentence length**

In 100 word sample, find the sentence that ends, nearest to the 100 word mark that might be 94th word or 109th word. Count the sentence upto that point and divide the number of words by the number of sentences in your sample.

#### **4. Count the syllables**

Count the syllables in your 100 word sample. If you are testing a whole piece of writing, divide the total number of syllables by the total number of words and multiply by 100. This comes to number of syllables per hundred words. Count the syllables the way you pronounce the word. For example, asked (one syllable), total (two syllables), 1940 (three syllables). Nineteen-fifteen (four syllables).

Now make use of "How easy chart' prepared by Flesch. The words per sentence and syllables per hundred words are compared with the reading ease score which ranges from very difficult to very easy.

### **b) Human Interest Level :**

#### **1. Count the personal words :**

Count the personal words in your 100 word sample. Calculate the percentage of personal words if you are appraising readability of whole piece of reading material. Personal words include all proper names and all pronouns like I, we, he, she, you, they, him, her, us, etc. The nouns like mother, father, son, man, woman, daughter, people, persons, folks, etc. but not

persons indicated by their vocation/ profession like doctor, engineer, teacher, professor, lawyer, agricultural officer, businessman etc.

## 2. Count the personal sentences

Count the personal sentences in 100 words samples and divide the number of personal sentences in all your samples by the number of sentences in all your sample. If you are testing a whole piece of writing, divide the total number of personal sentences by the total number of sentence and multiply by 100. By this way you get the percentage of personal sentences to total sentences. The personal sentences are those sentences having direct commands (e.g. You do it first), suggestions (e.g. You may do it first), quoted conversation (The scientist said, —You should do it"), indirect addressing sentences (e.g. You see friends/Gopal, This is the point to be considered first) and exclamatory sentences (e.g. What a pleasant)

Now considering the number of personal words per 100 words and the number of personal sentences per 100 sentences, find the human interest score on "How Interesting Chart" provided by Flesch. The human interest score ranges from "Dull" to "Dramatic".

Thus, by following this procedure you can come to know how easy and how interesting the piece of writing or a publication as whole is.

### RUDOLF FLESCH FORMULA

#### *Reading Ease*

Reading level	Very easy	Easy	Fairly easy	Standard	Fairly difficult	Difficult
Average sentence length in words	8	11	14	17	21	25
Syllables per 100 words	127	134	142	150	158	166

### Human Interest Level

Number of personal words in 100 word sample	Human interest level	Percentage of personal sentences
17	Dramatic	58
10	Very interesting	43
7	Interesting	15
4	Mildly interesting	5
2 or less	Dull	0

## CHAPTER 10

### ILLUSTRATING STORIES

#### What is illustration ?

An **illustration** is a decoration, interpretation or visual explanation of a text, concept or process, designed for integration in published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films.

An illustration is a drawing, painting or printed work of art which explains, clarifies, illuminates, visually represents, or merely decorates a written text, which may be of a literary or commercial nature

The origin of the word —illustration is late Middle English (in the sense ‘illumination; spiritual or intellectual enlightenment’): via Old French from Latin *illustratio(n-)*, from the verb *illustrate*.

#### USING ILLUSTRATIONS

It’s easier for us to understand information using illustrations. One of our very first means of communication were illustrations, way before any form of modern writing. as a matter of fact, cave drawings from over 35,000 years ago were recently found, so communicating through illustrations is something we’ve been practicing for a long time.

This didn’t happen by chance, a big part of our brain is devoted for visual processing and researchers claim that over 90% of the information we process is visual.

#### *Illustrations help bridge cultural gaps*

To convey an idea in writing, we need to create multiple versions of our text according to the different languages of our readers. When we use illustration, we can convey the same idea to people who don’t share a common language.

#### *Illustrations add delight to our products.*

Illustrations that create a delightful experience not only help us convey the idea of our product, they help us inject content and character into a product that otherwise, might have been a bit boring.

#### *Illustrations spark your user’s imagination.*

Illustrations grow your imagination. Illustrations give our users just the right amount of room for interpretation and help them imagine themselves in that situation.

## USE OF PHOTOGRAPHS

The advent of photographs mechanically printed into newspapers opened up market for press photography. Pictures were mostly taken for their action and content rather than any aesthetic consideration. Today, they are used in the newspapers for different reasons.

Photographs in Journalism inform, educate and enlighten readers about current issues and also reflect on the past as well. Photographs in Newspaper enhance the credibility of the stories. As they depict reality, they also furnish evidence to show the authenticity of a news story or give proof of an event that occurred.

Its aesthetic values enable a photograph to serve as a tool to attract reader's attention and break the monotony of news content. Thus, photographs enhance and beautify the pages of a newspaper.

A photograph in Newspaper speaks more than a thousand words. No formal education is required to understand a picture. Photographs are therefore able to break through literacy barrier to effectively communicate a message. It is a universal language

Here are a few ways images can enhance a story:

- **Images grab attention:** If you include an image in a media release, article in a magazine, or blog post it will grab the reader's attention better than a block of text. This may lead to more people reading the article that accompanies the image.
- **Images tell a story:** Sometimes a picture is better at communicating a story than the written word. For example a very emotional scene of a family that has just been reunited after a traumatic event may connect with a reader more than if the scene was only written.
- **Images can convey a message quickly:** People often skim through website articles without stopping to read the full article. A picture is a great way to convey your message quickly to an audience without them reading through a lot of text.
- **Shareability:** Images can be easily shared by other people, which means your story will be seen by a larger audience. You could even link the image back to an article you want your target audience to read

## USE OF GRAPHS

Graphics journalism is a specialized form of journalism that uses graphic forms to present information. These forms often use words as well as illustration, so the graphics journalist must have the ability to write -- especially to use words efficiently.

Graphics journalism generally backs up and adds information to other reporting and writing that the publication has done. Graphics journalists usually take one part of a story -- that which lends itself to graphic presentation -- and do additional reporting so that a graphic can be developed for the story. Such reporting is very difficult because it must be precise and complete. And it must produce the information that can be properly used in a graphic form.

The most common types of charts the journalist uses are bar charts, line charts and pie charts. These are used to present numerical data. Certain principles apply to using these different kinds of charts, and the graphics journalists must know what they are and follow those principles precisely. For instance, a pie chart can only be used to show the parts of a whole and for no other purpose.

Maps are widely-used graphic forms for many publications, and a good map can give the reader a sense of place and location for the events being reported on. Maps are also subject to certain conventions. For instance, the top part of the map is usually the most northern point. Graphics journalists must understand and observe these conventions. Even a simple map -- if it is to be informative for the reader -- takes a good deal of skill to report and construct.

The chief goal of the graphics journalist is to present accurate information in a form that is understandable and engaging.

## **WRITING PHOTO CAPTIONS**

### **Photo caption**

Photo captions, also known as cutlines, are a few lines of text used to explain or elaborate on published photographs.

In some cases captions and cutlines are distinguished, where the caption is a short (usually one-line) title/explanation for the photo, while the cutline is a longer, prose block under the caption, generally describing the photograph, giving context, or relating it to the article.

Photo captions are often the first elements of a publication to be read. Writing photo captions is an essential part of the news photographer's job. A photo caption should provide the reader basic information needed to understand a photograph and its relevance to the news. It should be written in a consistent, concise format that allows news organizations to move the photo to publication without delay.

Professional standards of clarity, accuracy and completeness in caption writing should be as high or higher than any other writing that appears in a publication. A poorly written caption

that is uninformative or worse: misleading can diminish the impact of a good photo and undermine its credibility as journalism. If readers can't trust the accuracy of the simple information included in a caption, why should they trust what they read in the rest of the publication?

### **How to Write Good Captions in Photojournalism**

Captioning photos is an important part of journalism. Captions must be accurate and informative. [1] In fact, most readers tend to look at the photos, and then the captions, in a story before they decide whether they want to read the story itself.[2] Use the following points to help write a caption that will intrigue the reader enough to read the story.

#### **Learning Caption Basics**

##### **1. Check your facts.**

One of the most important aspects of any type of journalism is accuracy. If you use incorrect information, the story or photo loses credibility. Before uploading or printing any photo captions, make sure you've checked that anything stated in the caption is accurate.

Don't print an incorrect caption if you have trouble checking your facts, either because you can't find an appropriate source, or because you're on a deadline. It's better to leave the information out if you aren't sure it's accurate

##### **2. Describe something that isn't obvious.**

If a photo caption simply describes the visuals in the photo, it's fairly useless. If you have a photo of a sunset and simply caption is as —a sunset|| you're not adding any additional information for the reader. Instead, describe details of the photo that are not obvious, like the location, the time of day or year, or a specific event that is taking place.[4]

For example, if you have a photo of a sunset you might want to caption it as: —Pacific coast sunset, March2016, from Long Beach, Vancouver Island."

Also avoid using terms like: —is shown,|| —is pictured,|| —and looks on,|| or —above.

##### **3. Do not start a caption with certain words.**

A caption should not begin with the words \_a, ' \_an, ' or \_the. ' These words are too basic and take up valuable captioning room when they aren't necessary. For example, instead of saying: —A blue jay in the boreal forest;|| simply say: —Blue jay flying through boreal forest.||[5]

Also, do not start a caption with the name of someone, start the caption with a description first and then include the name. For example, don't say: —Stan Theman near Sunshine Meadow Park. Instead say: —Jogger Stan Theman near Sunshine Meadow Park."

When identifying where someone is in a photo, you can say —from left. You do not have to say —from left to right."

#### **4. Identify the main people in the photo.**

If your photo includes important people, identify who they are. If you know their names, include them (unless they've asked to remain anonymous). If you don't know their names, you might want to put a description of who they are instead (e.g. —protesters on the streets of Washington, DC).

While it shouldn't need to be said, make sure any and all names you use are spelled correctly and have the proper title.

If the photo includes a group of people, or some people who are not relevant to the story (i.e. their names are not required to tell the story), you do not have to name each of them in the caption

#### **5. Be as specific as possible.**

This advice goes hand-and-hand with being accurate. If you are unsure of where the photo was taken, or who is in the photo, find out. Showing a photo without any specific information may not be useful to the reader, especially if you cannot inform them of the context in which the photo was taken.[8]

If you were working with another journalist for the story, contact them for more information if needed.

If you are trying to identify a specific person in the photo, describing where in the photo they are is very useful. For example, if Bob Smith is the only one in a hat, you can say: —Bob Smith, back row in hat."

While specific is good, you can also phrase your caption so that it starts general and becomes more specific, or starts specific and ends more generally. Either method ensures specificity, but creates easy-to-read statements

#### **6. Label historical photos properly.**

If you're using an historical photo in your story, make sure it's labelled properly and includes the date (at least the year) it was taken. Depending on who owns the photo, you may also need to credit another photography and/or organization (e.g. museum, archive, etc

### **7. Use the present tense in captions.**

Because most photos being shown as part of a news story are of things happening —right now, use the present tense in the caption. An obvious exception would be any historical photos, where using the past tense makes sense.[11][12]

The nice thing about using the present tense is that it portrays a sense of immediacy and increases the impact of the photo on the reader

### **8. Avoid humour when the photo isn't intended to be humorous.**

If the photo you're captioning is of a serious or sombre event, don't try to be funny in the caption. Funny captions should only be used when the photo itself is a joke or of a funny event that is intended to make the reader laugh

### **9. Remember to always include credits and citations.**

Every photo should include the name of the photographer and/or the organization that owns the photograph. In actual photographic magazines and publications, photos also include the technical details of how the photo was taken (e.g. aperture, film speed, f-stop, lens, etc.)[14]

When writing the credits, you don't have to use the term —credited to or —photo by if the information is presented in a consistent and understandable format. For example, maybe the credits are always italicized or are a smaller font size

## **Enhancing the Story with Captions**

### **1. Use the caption to tell the reader something new.**

When a reader looks at the photo they're usually confronted with some form of emotion and some information (based on what they see in the photo). The caption, in turn, should provide the reader with a piece of information they were unaware of from simply looking at the photo. In short, the caption should teach the reader something about the photo.[15]

Captions should intrigue a reader to investigate the story further and look for more information.

Captions should also refrain from repeating aspects of the story itself. The caption and the story should complement each other and not be repetitive

### **2. Avoid making judgemental statements.**

Captions should be informative, not judgemental or critical. Unless you were actually able to speak to the people in the photo, and asked them what they were feeling or thinking, don't make assumptions based only on their appearance in the photo. For example, avoid —unhappy shoppers waiting in line unless you actually know they were unhappy.[16]

Journalism is intended to be objective and informative for the reader. Journalists are supposed to present the facts in an unbiased way and allow the reader to form an opinion

### **3. Do not worry about length of the caption.**

A photo may say a thousand words, but sometimes a few words are required to put the photo in context. If a lengthy description is required in order to allow the photo to make sense, that's okay. While you want to try to be as clear and succinct as possible, don't limit the information in your caption if it will be helpful

### **4. Write in a conversational language.**

Journalism, in general, doesn't use overly complicated language. But it also doesn't use clichés or slang. Captions should follow the same basic language requirements. Write your captions in a conversational tone, similar to the way you'd address a family member if you were showing them the photo. Avoid clichés and slang (and acronyms). Don't use complicated words if they aren't needed.[19]

If the photo is accompanied by a story, try to use the same tone in the caption that was used in the story

### **5. Include unessential story items in the captions.**

Stories that accompany photos tend to be about something specific and, obviously, tell a story. If there is a piece of information that is useful to understanding the photo, but isn't necessary in telling the story, put it in a caption instead of in the body of the story.[21]

This doesn't mean that captions are only used for unimportant items of the story, but rather items that are not essentially to the telling of the story. A caption can be a free-standing mini-story that can include items not used within the story itself.

Again, remember that the caption and story should complement each other. Not repeat each other

### **6. Determine what punctuation should be used.**

If the photo is simply of a person (e.g. headshot) or a photo of a very specific item (e.g. umbrella), it's okay to caption the photo with the name of the person or item without any

punctuation. In other cases, it is also okay to use incomplete sentences in a caption, but this may depend upon the publication and their requirements.[22]

An example of a caption without punctuation might be: —Toyota 345X Transmission"

An example of the difference between a complete and incomplete caption: Complete — —Actress Ann Levy takes the Acura 325 for a spin on the British test drive course in London.‖

Incomplete — —Taking the Acura 325 for a spin."

### **7. Simplify descriptions in subsequent captions.**

If multiple, consecutive photos in a story show either the same place or person or event, it is not necessary to keep repeating the details of these items in each caption. For example, if you introduce the person in the first caption using their full name, you can simply refer to them with they last name in subsequent captions.[23]

It is okay to assume that someone viewing and reading one photo have viewed and read the captions of the previous photos since they likely are in a specific order that tells a story.

You can also skip being too detailed in the caption if the story itself provides a lot of details. For example, if the story tells the details of the event, you do not have to repeat those details in the captions

### **8. Identify when photos have been digitally altered.**

Photos are sometimes enlarged, shrunk, or cropped in order to fit the situation, story, page, space, etc. This type of altering doesn't need to be explained because it doesn't change what is in the image. However, if you've changed the photo in any other way (i.e. changed the colour, removed something, added something, enhanced something unnaturally, etc.) you must identify this in the caption.[24]

The caption doesn't have to explicitly say what you've changed, but should at least state —photo illustration."

This rule also goes for unique photography methods like time-lapse, etc

### **9. Considering using a caption-writing formula.**

Until you get use to writing captions, you might want to start by using a specific formula. Eventually your captions will likely follow this formula, or something similar, without you needing to think about it. But until then, rely on the formula to ensure you've included all the needed items.[25]

One such formula is: [noun] [verb] [direct object] during [proper event name] at [proper noun location] in [city] on [day of the week], [month] [date], [year]. [Why or how.]

An example written using this formula: "Dallas firefighters (noun) battle (present-tense verb) a fire (direct object) at the Fitzhugh Apartments (proper noun location) near the intersection of Fitzhugh Avenue and Monarch Street in Dallas (city) on Thursday (day of the week), July (month) 1 (date), 2004 (year

### **Avoiding Caption Mistakes**

#### **1. Do not be arrogant.**

Arrogance in captions comes when the person writing the caption doesn't care about the reader, and simply writes a caption that is easy at the moment of writing. This can also be considered being selfish because the writer cares more about themselves than the reader who is trying to decipher what the photo and story are about.[27]

This can also happen when a writer is trying to be 'fancy' and try something new or clever. There is no need to get complicated. Keep things simple, clear, and accurate

#### **2. Avoid making assumptions.**

You know what they say about people who assume ... ! The same goes for writing captions. These assumptions could be on the part of the journalist, photographer, or even someone else at the publication where everything is being put together. Don't make assumptions about what was going on in the photo, or who the people are. Find out the truth and only include what's accurate.[28]

This also goes for style and format. If you aren't sure if the publication has a specific format for captions, ask. Don't use a format you like that may need to be completely revised later because you didn't ask.

#### **3. Make sure you aren't sloppy.**

Sloppiness happens when someone just doesn't care, or doesn't consider the situation important enough to double-check. The result of sloppiness can be incorrect spelling, the wrong names for people in the photo, captions that don't match the photos, referring to a photo in the story incorrectly, etc. If you're proud of your work, do a good job from start to finish.[29]

This can also happen when someone tries to use another language in the caption, but doesn't check if it has been written properly. Google Translate is not the same as double-checking if the language is correct

**4. Remember that what you print is considered fact.**

As a journalist, whatever you print either in your story or caption is usually considered fact by your readers. They rightfully assume you've done your fact-checking and that what you're telling them is accurate. If you were too lazy or sloppy to do the job, you risk passing along incorrect information to a large number of people.[30]

Also remember that once information gets —out there, it can be hard to correct. Especially if that information is related to an event that was tragic, stressful or still ongoing.

COA, LATUR

## CHAPTER 11

**EDITING MECHANICS****EDITING**

Many extension organizations run magazines or put out newsletters for Extension Workers and farm and home readers. They put together stories received from agricultural advisors, subject matter specialists and field workers in each issue.

If you intend to publish a farm magazine or newsletter, you too will have to depend upon materials from similar sources. Then you will find that such materials are normally not written in the manner, you think most suitable for your reader. You have, therefore, to put them into proper shape before they can be sent to the printer.

To do so, you have to rewrite or reshape each story or written item into a finished form. In other words, you have to edit the material. The person who do this job is called as editor. Editor is the person whose responsibility is to present information as accurately, clearly and concisely as possible.

Editing a story is not just correcting the spelling, changing a word and putting a comma or semicolon here and there. To do a good job of editing, one must go through the following steps.

1. First read through the entire story. You will then get an overall picture of what the writer wants to say. Then see, does it answer all questions - What ? Why ? When? Where ? Who ? and how ? - about the subject.
2. Keeping these questions in mind, make your notes on the margin.
3. Then think of the general standard of education. and understanding of the readers of your magazine or letter. Mark all the words you think they will not understand.
4. Then see, what should be the length of the story ? What space can you give it in your magazine ? If you want a very short copy, it is better to rewrite the story than try to Shorten it by cutting out some parts.
5. Check whether material is properly organized in logical sequence if it is a process story the directions should be complete and in the proper order
6. Check whether the material is one point of view or it confuses the reader by giving many.

7. Weed out any material which does not support the central theme of the story, or, does not help the reader understand the story.
8. Weed out all unnecessary words, phrases and sentences and even paragraphs.
9. look for ways of 'giving life' to the story by developing titles and sub-title<sup>4</sup> If the title is not all right, you can improve upon it or replace it with one that is more attractive.
10. Look at the lead. It should be straight to subject. It should satisfy the needs of a good lead.
11. Check on sentence lengths. Break the long paragraphs into smaller and more easily readable ones.
12. Check paragraphs. Break the long paragraphs into smaller and more easily readable ones.
13. Take out all unnecessary, unfamiliar, high-sounding technical words. These have no business to be there in the kind of story you want for your readers.
14. In making all these changes, see that you keep to the writer's style as far as possible.
15. After all the above steps, copy it or retype it to get a clean copy. Go over it carefully. Make sure that you have not changed the meanings of statements the writer had made. See if the edited copy now is not merely a changed version, but a much better version of the original. That is the sole purpose of editing.
16. If it is possible, show it to the author. It will ensure that the facts he had given have not been changed or left out in editing. If any have been changed or left out, he will be able to point them out.
17. Mark out the width of the column of the matter to be composed.
18. Indicate the type faces and sizes to be used for titles, sub-titles, sub-heads, the text and captions of illustrations.
19. The printer will first send you galley proofs. Compare them with the original copy to see that no word, sentence or line has been missed in composing. Pay particular attention to the names and figures. There is always a chance of these being composed wrongly.
20. Don't make any major corrections or changes in the proofs. Recomposing such additions or substitutions will cost you money.
21. In proof-reading, make all corrections in the margin... Never make corrections in-between lines.

22. With the corrected galley proofs, you send the magazine or bulletin 'make-up' or - 'dummy' to the press. !In dummy, you paste the text and proofs of illustrations in the places you want them to be.

23. The printer will then 'make' the pages according to dummy ,and send you the page proofs.

24. Read the page proofs in the same way as galley proofs.- Check if the corrections you had indicated in the galley proofs, have all been carried out. Go through the page-proofs carefully. Check the spellings and figures. Ask for second page-proofs if necessary before giving the print order.

25. In reading proofs, use symbols to mark the corrections. There are standard symbols which all printers understand.

### **PROOF READING**

The purpose of proof reading is to avoid errors in printed material. A person(s) is delegated the responsibility of careful reading material, set in type, for errors.

A number of symbols have been devised for use in making errors. The symbols are a kind of "short-hand" understood by those engaged in the printing trade.

Use of symbols permits the proof reader to communicate with the printer without having to verbally state what corrections must be made or to write out detailed instructions.

Elemental to proof reading is a proof. What is it ? Simply, a proof is a printed copy of material set in type. Reading the proof for errors is - proof reading.

Proof readers draw lines from errors to the margins of the proof. Proof reading symbols are placed at the end of the line, in the margin. This enables the printer to follow the line to the location of the error for correction. It saves time. The printer need not read the entire proof to find errors. He is only required to look at the margins.

To make proof reading symbols as clear as possible it is sometimes necessary to also circle or otherwise mark the error in the type. For instance in this sentence,

Some weeds are cattle poisonous to

The tr indicates a transposition. The symbol in the line clearly points out the transposition,

Examples of circling errors are

Use a good poultry ration to increase egg production

Fertilizer increases paddy rice yields

Circling the comma leaves no doubt that it is an error. The period in the circle at the end of the line is the proof reading symbol for the period. Thus, the meaning for the printer is that a period is to be used instead of a comma.

In the other example, circling rice shows clearly that the entire word is to be deleted. Note the symbol for delete.

### **Re-reading proof**

Usually, you will want to read a proof again after corrections have been made. Errors are sometimes not corrected even though they have been called to the printer's attention.

### **PROOF READING SYMBOLS**

Remember, when proof reading, draw a line from the error to the margin. At the end of the line, place the proof reading symbol.

lc	Farmer	Use a small letter (lower case)
cap	Farmer	Use a capital letter (upper case)
[	child/	Push to left
]	/child	Push to right
][	/child/	Central material
└	He was a <sup>very</sup> strong boy	Push it down
┌	He was a <sub>very</sub> strong boy	Push it up
stet	He was a <del>very</del> strong boy	Let it stand as it was
¶	The farmer came./It is hot	Make a new paragraph
No ¶	The farmer came. /It is hot	No paragraph
tr	The monsoon <u>early</u> arrived	Transposition - words
tr	The monso <u>o</u> s arrived	Transposition - letters or figures
tr	There he bought some fruit Krishna Rao went to the shop	Transposition - lines
○	Krishna Rao went to the shop/	Indicates a period
⊙	He had rice, wheat/maize and jowar	Indicates a comma
⊚	He ate rice/it was good	Indicates a semicolon
⊛	They are as follows/	Indicates a colon
∩	“Stop/he said	Indicates a quote mark
∪	The farmer/s crop is good	Indicates apostrophe or single quote
sp.out	<u>ICAR</u>	Spell out : no abbreviation
small/	He was a/boy	Insert word
♠	The rice was <u>u</u> ncooked	Delete – take out
bf	<u>Fertilizer</u> increases yields	Make it bold face type
#	He went to/the field	Space between words
∩	Res <u>e</u> arch is needed	Close up or join letters
∪	He became ill. <u>He was dizzy</u> He was struck on the head.	Join material
-	He has a 50/horsepower	Indicates a hyphen
H	The tall man/nearly six feet – had a black beard	Indicates a dash

## LAYOUT AND DESIGNING

A famous mathematician once said if his life depended upon correctly solving a problem within an hour, he would spend forty five minutes studying it and fifteen minutes answering it. If a similar circumstance were applied to layout designing, the wise designer would spend most of his time planning it. You'll agree it's worth the time when you see the finished layout product printed.

You will appreciate in the subsequent paragraphs the various visual elements of a layout, their sub-elements and the role they would play in the result of a good graphic design. Whether it is a newspaper page, or a folder or cover-page of a report or an advertisement or any other print surface, there has to be a good layout that's appealing, interesting and attractive legible.

### Layout

Layout is the arrangement of various visual elements of communication i.e. piece, illustration, write up (copy, headline, slogan), colour and white space in pattern that pleases the eye and makes reading easy and convenient.

Before dealing in detail the, various visual elements, we should try and understand what goes in to a good graphic design or layout. For this, let us discuss the principles of layout.

### Principles of layout

#### 1. Proportion

Relationship of width to height is also based on ideals established by the Greeks. You may have noticed how the eye is attracted by regular shapes such as circles and squares. They hold our attention momentarily. Attractive, yet more interesting is the shape of a rectangle.

The Greeks termed rectangle 3 units by 5 units "the Golden Rectangle". They found the proportion to be the most agreeable and pleasing to the eye. We still see these proportions today in 3X5 cards and 11X 17 pads. Here are some of the fundamentally sound ratios and their multiplying factors in brackets.

Long ratio 1:2 (2)

Golden Rectangle 3:5 (1.62)

Printer's Ratio 2:3 (1.73)

Regular Ratio 4:6 (1.5)

Hypotenuse Ratio 5:7 (1.41)

Given the width of a rectangle, the golden rectangle height can be found by multiplying by 1.62. The golden rectangle either vertically or horizontally is as appealing. Keeping good proportion in mind and applying it whenever possible will add greatly to the quality of published work.

The standard 8.5 X 11" sheet though not the same proportion as golden rectangle, is nonetheless derived from the Greek's search for aesthetic perfection. The 8.5 X 11" size is really a compromise with the economics of paper making. You will find that sort of compromise through the decisions you make related to layout designing.

## **2. Balance**

Balance is perhaps the most important principle of layout designing. Balancing is the process of grouping visual elements of a communication (piece, parts of whole) so that they seem to constitute a single unit or order rather than a number of unrelated parts. It's quite undesirable to scatter the visual elements evenly over the entire layout area. At the same time it's usually ineffective, also, to crowd all the elements in to one end or one corner of the area.

### **Formal Balance**

In formal balance, order is achieved when masses (illustration, headlines, copy, white space) are equally distributed at the right and left of an imaginary line that divides the space in the centre. Formal balance is easy to obtain because one identical part simply balances with another, as two blocks of copy in an ad. Such balance, however, is not particularly interesting because it is static. It may be effective and appropriate, however for ads that aim at dignity, conservatism, stability and dependability. This type of symmetrical balance requires very little design ability. Opportunities for alternative arrangement and use of color for emphasis will be very much limited. Often it may appear very ordinary.

### **Informal Balance**

Informal balance is one in which unequal shapes, weight and colours are placed at such distance from the centre to enable achieve a balance. This balance is asymmetrical and the vertical line does not cut the arrangement in to equal halves.

## **3. Harmony**

The safest way to achieve type harmony is to use a series of type on a design, or throughout the page relying on the light, bold and heavy versions of a single family along with its other variation-italic, outline and the like.

The scale of grey colour between black and white and between tints and shades, of a colour calls for harmony in tonal values.

#### **4. Contrast**

Contrast is a means of directing reader's interest on the page. A dark spot on a light page attracts interest, as does a light spot on a predominantly dark page. Contrast refers to a form of emphasis to make things stand out by use of striking comparison. Contrast in sense is the opposite of harmony. Various styles of typefaces can bring contrast to type pages of a layout where copy is the centre of interest.

#### **5. Repetition**

Repeating a line, curve, shape or texture also produces interesting designs. Repeat a cover picture, drawing on the inside pages for effectiveness.

#### **6. Order**

Design should be rhythmic. Every element should be arranged to lead the eye progressively from one part to the next, enhancing the reader's comprehension until every part is seen. If any element distracts the reader or disrupts the orderly comprehension of the message, that is bad design.

#### **7. Variety**

Variety refers to the diversity of related parts or elements in a design. The masses covered by copy, drawing and title should not be identical. They should be of different shapes and sizes.

#### **8. Unity**

All the visual elements in the design should look like they really belong to one another. There should be unity among the parts of the design in communicating a message.

#### **9. Emphasis**

It means stress upon an element within a design. By emphasis the eye is carried first to the most important thing in any arrangement and from that part to every other detail in their order of importance.

#### **10. Focus**

It is often desirable to develop a strong centre of interest on the words or the illustration that is the quickly grasped key to your message. This reinforces the basic task that you set out to accomplish in the first place.

Avoid placing the centre of interest in the geometrical centre of the poster area. Also, refrain from placing it too close to the edge of the design, or tightly crammed in a corner, roughly, a third of the distance up, down, or in from the edge is much more desirable.

## **11. Legibility**

### **Typographic**

The choices you make about type styles, sizes, case (capitalization), and spacing will also influence how your message is perceived.

### **Type Styles**

The meaning of words are greatly enhanced by right choices of type styles. Type styles can be divided in to two groups: display styles and body types. Display styles are larger and are designed to enhance the meaning of words. The body types are simpler and more legible.

The idea is to catch the attention of your readers and to set your concept quickly, then use an appropriate display style for the headline, cover page or title.

### **Type Size**

Within a message, you may use a variance of sizes to distinguish the more important items from the rest. Emphasis might also be accomplished by using a different colour, style, or case for certain words.

### **Case**

Just as style and size can affect legibility, so can the case. Use both upper-case and lowercase in your messages. Words in all uppercase letters are more difficult to read.

All capitals words are harder to read because they lack unique shapes of lowercase. One study showed that there was 16 per cent loss in the speed of reading capitalized words. Such a time loss can seriously hamper audience comprehension in display situations.

## **12. Spacing**

Spacing can also be critical. Letters within a word should be close but not touching. Letters should look as though they have equal space between them, even if the spaces aren't really equal. For instance, some letters may tuck under other letter to look right. Trust your eye.

Between words, leave the amount of space needed to insert a lowercase "i" comfortably.

Lines of lettering should have enough space between them (leading). Leading equal to one-half the height of the capital is usually sufficient. Incorrect use of space affects the continuity of reading.

### 13. Illustration

It is quite possible to communicate ideas and information by using pictures.

For everything, the Greeks had a word, the Chinese had a proverb. A Yangtze philosopher, centuries before photography became a big-time business, is supposed to have said : "One picture is worth ten thousand words."

Most magazines use illustrations (to convey ideas). They may be photograph or drawings or a combination.

Often printer words-although they are the exact words-just are not adequate. Word symbols often lack drama, sensuous appeal, realism and above all universality. A picture does not have to be translated.

Yes, picture also tell the story.

You may need some illustrations-drawings, charts, graphs or pictures-to "dress up" your publication and help get your message across.

- Get your photographs, especially seasonal ones, ahead of time.
- Line drawings can be reproduced faster with less expense than photographs (halftones).
- If you can't draw, trace photographs or make "stick" figures by using lines and circles.
- The charts or graphs only if you can make them simple.
- You should use drawing that are contemporary by their style.
- Line illustration easily show views which would be impossible for a photograph.

For most applications of art in publications, its usually less expensive and more effective to use line art rather than tone art. A black-and-white photographic print would be an example of tone art. Other example include charcoal, pencil and wash drawings or shaded drawings. They all have varying tones of grey to suggest the structure of the objects in the picture. Line art, on the other hand, is comprised only of black and white, no grays. For instance, an ink drawing has areas of white lines of black and may be "hatched" lines to suggest formal changes. Screened photographs are really a form of line art. Photo sketching can also be done to construct complex illustrations by combing various images. Photo sketching is faster, cheaper and easier. You can eliminate all distractions from the photo and inexpensive clipart method is another versatile, method. Clipart refers to ready-to-use drawings already done by professionals. You can cut them and paste them as you please on the layout directly.

The artist can draw situations that have never happened except in the imagination. The illustration must reinforce the message, or better yet, carry the message. Realistic pictures, with a minimum of background detail are the easiest to understand. Realistic pictures are of six different styles; out of which there are 2 styles of photographs and 4 styles of drawing.

### **Two Styles of Photograph**

1. Photograph with background
2. Block out (Photo without background)

### **Four Styles of Drawing**

1. Shaded drawing
2. Line drawing
3. Silhouette
4. Stylised drawing

### **Some Points**

1. Block-outs are usually more effective than the photographs.
2. The most effective drawings are shaded drawings with little or no background.
3. Silhouettes are often misinterpreted
4. Some stylised drawing can be quite effective.
5. Do not put too many objects in one drawing.

### **14. White Space**

Watch the professional designers who do makeup for magazines, direct mail, and advertising. Notice how they make strong use of white space. Do the same in your newspaper and magazines.

We've seen effective letters with no headings, no drawings-only extra wide margins and double and triple spaces between paragraphs.

Leave plenty of space between and around most elements, with extra space along the edges of the poster. Avoid the look of crowding.

Allow for several fairly large areas of open or unused spaces. A design begins to look crowded whenever the open space areas fall below 20 per cent of the total area. Many successful (layout posters) have 30 to 40 per cent open space.

The margin is the space between your typed area and the edge of the page. Always leave the widest margin at the bottom. Your side and top margins may be alike, or the top margin may be wider. The ratio of the top, side and bottom margin can be 3 : 2 : 2 : 4 (3/4: 1/2 : 1/2:1).

The configuration of open space is just as important to the impact of the basic design as the shapes formed by the lettering and illustration. It's usually desirable to have various sizes out shapes of open space.

## 15. Colour

There are three basic or "primary" colours in nature-**red, yellow and blue**. They are so called because they are the source of all other colours. They cannot be obtained by mixing other colours. Then there are three "secondary" colours-orange, green, violet - which are obtained by mixing two primary colours. We get brown by mixing all the three colours.

Then we have "Intermediate" colours which can be obtained by mixing primary colour with its adjacent secondary colour-red-orange, yellow-orange, yellow-green, blue-green, blue-violet and red-violet. More subtle variations, such as a redder orange or a yellow red-orange could be added between each of the two colours shown to make the colour wheel larger, thus increasing the range to work with.

Colours have tremendous power. An understanding of their basic nature, their psychological effects and their relationship with each other will enable you to devise an effective colour scheme for your layout/graphic design.

Light colour create an illusion of space while dark colours converge in.

When using the colour wheel you can achieve harmony through careful grouping of colours. The choices are innumerable. The effect will be your own special creation.

Light colour are those which fall in the orange-yellow part of the colour wheel. Green-red are the middle ones; and deep tones are blue and purple.

As a guide in the selection of warm and cold colours, by referring to the colour wheel, we see that the warmest colours are those ranging from green-yellow through red-purple. The coldest colour are those from purple through to green in the clock-wise direction.

### Choosing a Colour Scheme

Light colours give a sense of space and darker colours tend to enclose or reduce it, a point which deserves consideration when selecting background colours. A colour may be modified considerably by the colour placed next to it, or behind it (as a background). Usually for a

pleasing arrangement you should use analogous colour - colour that are alike. Warm reds, oranges and browns are alike. Cold blues and greens are alike.

### **Complementary Scheme**

Make use of opposites on the colour wheel. Let one colour dominate and the other remain discreet. This is a very arresting scheme, which can be used effectively in large layouts.

### **The Related scheme**

Analogous Scheme/Harmonious scheme here you combine hues that are side by side on the colour wheel, for a very refreshing effect.

### **The Triad Scheme**

Choose any three colours that are at equal distance from each other on the colour wheel. A very cheerful and inviting scheme results.

### **The Monochromatic Scheme**

Take only one colour, but utilise several shades of it, together with some neutral colour to form a restful colour scheme.

Neutral colours such as black, white, cream and grey are essential to any colour scheme. They offset brighter shades.