

Introduction to Mass Communication

Course Unit Code

Level

BS (Hons) Psychology

Instructor

Dr Zubair Shafiq Jatoi

Contact:

zubairjatoi@gmail.com (Preferred)

0300-4249238 (To be used for WhatsApp Only during

the current Corona Pandemic phase). **No Phone Calls!**

Objectives:

This course is aimed to introducing the students with basic concepts of communication and mass communication. This course further enables the students to understand the communication process and distinguish among various mass media.

Important Note: These Handouts have been mainly adopted from various websites and VU notes. I have tried my best to give source to each website and do not take any credit for the contents and material given in the handout. This is just an effort to help the students of the Islamia University of Bahawalpur to make maximum use of their time during Corona Pandemic phase.

Course Contents

Sr. No.	Topics
1.	Communication <ul style="list-style-type: none"> • Introduction • Definitions • Importance of Communication • Functions of Communication • Elements of Communication
2.	Communication Models <ul style="list-style-type: none"> • Scope and Purpose of Communication Models • Functions of models • Lasswell Model of Communication • Shannon and Weaver Model of Communication
3.	Pakistani Media- TV, Radio, Newspapers and internet <ul style="list-style-type: none"> • Media in Pakistan • Journalists and media workers in Pakistan
4.	News <ul style="list-style-type: none"> • Definitions • What is News • Criteria of news • News Sources.
5.	Sub-editing <ul style="list-style-type: none"> • Introduction • Editor • Sub-Editor • Qualities of a Sub Editor
6.	Media Ethics
7.	Social Media
8.	Feature, Column and Editorial
9.	Advertising <ul style="list-style-type: none"> • Features of Advertising • Objectives of Advertising • Importance of Advertising
10.	Public Relations <ul style="list-style-type: none"> • What is Public Relation (PR) • PR Tools and Techniques • Duties and Responsibilities of a Public Relations Officer
11.	Film

Session 1-

Communication

Introduction

It is impossible not to communicate. Everybody communicates, everything communicates. Communication is not a process limited to human beings only. All creatures on the earth, from worms to humans, are communicating each other for their better existence. It is a universal phenomenon. Communication is a process which includes transmission of information, ideas, emotions, skills, knowledge by using symbols, words, gestures, and visuals and so on. Thus, the act of communication is referred to as 'transmission'. As communication being a universal phenomenon that defines all human behavior, it is important to have a clear understanding of the concepts of communication. What is communication? Why is it important to human beings? How does it work? What are the elements involved in the process of communication? How do they relate each other? What are the different types of communication? We should answer these questions to have a better understanding of the subject. Let us look into each of them. Meaning of Communication The word communication was originated from the Latin word 'communis' which means 'common'. Communion, community, communism, commonality, communalism etc. are some related words having the same linguistic roots. Similarly, newer and newer terms are being coined as the concept of communication assumes importance day by day. Communication technology, communication media, communication age, communication management are just a few. As the very term indicates, the ultimate aim of the communication process is to create commonness between communicator and receiver of the message. Through communication, both communicator and receiver enter into a mental agreement. Thus, they achieve their goal, which may be expression of an emotion or transmission of an idea.

School of Distance Education

Introduction to Mass Communication Page6

Transaction, interchange, interaction, dialogue, discussion, sharing, contact are some of the concepts that come up in our minds when we refer to 'communication'. According to Oxford English Dictionary, communication is 'the transfer or conveying of meaning' (Oxford Dictionary).

Definitions

1. Communication is the exchange of meanings between individuals through a common system of symbols. (I.A.Richards).
2. The transmission of information, ideas attitudes, or emotion from one person or group to another or others primarily through symbols. (Theodorson and Theodorson)
3. Communication is the transmission and interchange of facts, ideas, feeling or course of action. (Leland Brown)

4. Communication is a social interaction through messages (Grabner, 1967)
5. The interchange of thoughts or information to bring about mutual understanding and confidence or good human relation. (American society of Training Directors).
6. ‘One mind affecting another’ (Claude Shannon)
7. ‘The mechanism through which human relations exist and develop’ (Wilbur Schramm)
8. ‘Transmission of stimuli’ (Colin Cherry)
9. Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding. (Louis Allen)
10. Communication refers to the act by one or more persons, of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity for feedback (Joseph A.Devito)

The definitions given here indicate the following facts:

A world without communication is unthinkable

Communication is a complex process

Communication is essential for human relationships and progress

Human mind, body and physical conditions are vital components of communication

A common symbol system is essential for communication

Importance of Communication

Communication is important for all beings that lead community life and form relationship. For human beings communication is as essential as food, shelter and dignity. While animal kingdom uses low level symbols for communication, human beings have unique capacity to use language.

The basic foundation of human society is communication and it takes place at different levels – within oneself, between individuals, between individual and a group, between groups, between countries and so on. Similarly, we use verbal and non-verbal forms of messages for communication. Communication is essential for development of the society. We attain cultural, social and economic prosperity by sharing out experiences. How can we share experience without better communication? Personal enjoyment is communication based. Just think of a person kept in isolation without any chance for communication with his friends and relatives. It is really a punishment, a prison life. Communication helps us interact with our surroundings, thus create positive relationships, share love, build up friendship and depend each other to enjoy life. Can you imagine a world without media? Not at all. The basic

mission of mass media is to create ties in human society sharing news. In modern world, media have some more roles to play. Media defines our political system, form public opinion, support public demands and set agenda of our social life. In short, no social activity, be it marketing, business, education, politics, media profession..., is possible without communication.

Functions of Communication

Considering the essentiality of communication, scholars enumerated the following functions of it.

- a) Education: To transfer knowledge for the progress of the society (Example: class room communication)
- b) Information: To find and explainsome thing new (Example: News media)
- c) Cultural promotion : To help foster social values and pass them from generation to generation (Example: Festivals, parties, celebrations)
- d) Social contact: To help make enjoyable companionship (Example: Friendship, clubs, organizations etc.)
- e) Integration: To create harmonious relationships among various social groups (Example: Political parties, conferences, meetings etc.)
- f) Stimulation: To create interest and develop positive thinking /behavior(Example: Advertisements)
- g) Counseling: To alleviate anxiety and lead to better ways (Example: guidance, consolation etc.)
- h) Expression of emotions (Example: crying, smiling etc)
- i) Entertainment: To help pass time and enjoy life (Example: drama, song etc.)
- j) Control function: To get someone to behave in an appropriate way (Example: management, censorship etc)

Elements of Communication

Let us analyse Joseph A Devito's definition that 'communication refers to the act by one or more persons, of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity for feedback' to find out the essential elements of communication. According to his definition, communication has the following elements:

- a) Sender
- b) Message

- c) Channel
- d) Receiver
- e) Noise
- f) Feedback
- g) Context
- h) Effect

Discussion on each of these elements with examples will give us more insight into the entire process of communication.

Sender: Sender is the idea generating component in communication process. In human communication, sender may be a person or persons who create or formulate the message to be sent to the receiver. Being the primary source of the message, sender is also termed as source. In mass media, for example, news reporter is the sender or source as he/she constructs the message (news story). In a musical performance, the singer is the sender as his message is enjoyed by the audience. Sender is a critical component in communication as his/her social background, personality status, education etc influence the quality of the message he/she creates. The message is created from the idea generated in the mind of the sender. The idea generation process is called encoding. The source/sender has three functions: a) To decide what is to be communicated b) Encoding (Put the idea in such a way that the receiver understands it) c) Transmitting the message to the receiver

Message: The message is any verbal or non-verbal method that produces meaning in the mind of the receiver. Simply, it is the meaning transferred from sender's mind to receiver's mind. This happens mainly in two ways: verbal and non-verbal methods. Verbal message means written or oral messages. They are composed of words. Example: A newspaper report or a lecture by a teacher.

Non-verbal messages are those communicated through our behaviour, movements, actions, clothes, style of conversation, pitch of the sound etc. What is fundamental in message construction is the agreement between sender and receiver in the code used for it. If the receiver cannot identify the language or meaning of the message, the communication will be defective.

Channel: The channel means medium by which sender transmits the message to the receiver. Our five senses such hearing, touching, smelling, tasting, seeing are basic natural channels of human communication. Communication can be classified on the basis of five basic natural channels. They are: Tactile communication: Communication by touch or taste Olfactory communication: communication by smell Audio communication: Communication through sound waves Visual communication: Communication through visual elements or properties. We use any technically developed medium (like television, newspaper, books etc) with the help of one or more of these five senses. Similarly, sender uses one or more

channels to maximize the communication effect. For example – multi-media class room where teacher uses projector, blackboard, lecture, gestures etc. simultaneously.

Receiver: Idea receiving end in communication process is called receiver. A person or thing may be at the receiving end. The receiver's role is as important as a sender's role. As in the case of a sender, receiver has also three roles to play:

a) To receive the message

b) To decode the message

Decoding is the process of extracting a message from a code and interpreting it. For this, sender and receiver should have knowledge about the code (for example: language) used in communication.

c) To respond to the message through feedback

Receivers may be audience watching movies, persons listening to music, students hearing a lecture or a computer getting e-mail from a remote server.

Communication fails or remains faulty when message is rejected or misinterpreted by the receiver.

Feedback: Information or message that is fed back to the source is called feedback. If you get clapping for your singing, clapping is the feedback. Questions raised by students in a class room for more information is another example for feedback.

Feedback originated either from the sources' own message is called **self feedback**. Example: When you talk to somebody, you hear yourself and evaluate your tone, pitch etc.

Sometimes you may think that you could have sharpened or softened your tone or pitch or text, because of your own feedback.

Another type of feedback is that originated from the receiver. It may be in the form of questions, applauses, puzzled look etc.

Feedback may be negative or positive, immediate or delayed.

Receiver's indication to the sender that the message was not received well is called **negative feedback**. Eg. Looks of indifference, rejection or boredom may be considered as negative feedback.

Receiver's favourable responses like acceptance, applauses etc. are **positive feedback**.

Feedback at the time of the communication itself or just after it is **immediate feedback**. Eg. Applauses a singer gets during the performance. Receiver's response relatively much after the communication is delayed feedback. Eg. Letters to the Editor.

Noise: Noise or communication barrier is any thing that distorts message. Noise may originate in any of the components of communication like source, message, channel, context,

receiver etc. Noise is present when there is difference between the message sent and received. Communication is not possible without noise, but its effects may be reduced through various methods such as using good grammar, clear voice, simple language, quality signal etc. Noise is of different types depending on the nature and reasons of the distortion.

They are:

Psychological noise: Any communication error due to the psychological reasons. Eg. A fearful audience can't enjoy the musical programme.

Semantic noise : Language related problems in communication. Eg. Poor grammar, complex sentence structure, rare vocabulary etc.

Contextual noise: If communication takes place in inappropriate time or place, message is not conveyed well. Eg. Wishing compliments during a funeral function. Or An outdoor meeting at noon in a hot summer.

Channel noise : Medium related communication barrier. Eg. Poor signal affecting picture clarity of television.

Context: Communication takes place in a context. At times it is noticeable and at other times not. In other words, time, place, culture, physical and social condition and psychology of the participants are important in determining communication effect. If we try to interpret a message out of its context, we may get an entirely different meaning which may result in communication error.

Rules and roles are two important factors related to communication context.

Rules are the norms we have to follow while communicating in different situations. For example, our communication behaviour is different when we are in class room, market or prayer hall, depending on the rules the situation demands.

Roles are the character or part each participant in communication has to play. For example, in family communication situation, father plays a leader's role. In class room, students play the receiver's role.

Effect: Why do we communicate? It is a fundamental question. To make some effect on the receiver is the answer. Effect is consequence or result of communication. Every communication act makes some effect on the person/s. Effect may be positive or negative. Communication is said to be success when we achieve the indented effect. Communication effects are of three types:

Cognitive effects: The consequences take place in the receiver's intelligence due to communication. Example : Knowledge acquisition

Affective effects: The consequences occurred in the emotions of the person/s due to communication.

Eg. Compassion, love etc.

Behavioral effects: The change in the receiver's behaviour or actions due to communication.

Eg. Political campaign and change in people's voting behaviour or purchasing new products inspired by the advertisements.

Session 2-

Communication Models

A model is a systematic representation of an object or event in idealized and abstract form. Models are somewhat arbitrary by their nature.

Scope and Purpose of Communication Models

A model is a miniature, a highly selective visual representation of any reality. In that sense, communication model means graphical/visual representation of communication process using various elements involved. The best example is the above described graphic that visualizes various elements and processes in the communication as envisaged by Joseph A Devito.

Purpose of Communication Models

A graphic representation of any reality helps visualize the relationships among various elements of a structure, system or process; an object, event or act. Mc Quil and Windhal say that a model is a consciously simplified description in graphic form of a piece of reality. No single model can be expected to present a holistic picture of reality. Communication models help us to visualise, analyse and discuss various complex processes and issues that would be otherwise difficult to explain.

Functions of models

Organizing function: Models help us by ordering and relating systems to each other by providing with images of whole that might not otherwise be perceived

Explaining function : Models help us study communication by providing simplified version which would otherwise be complex.

Yet another function of communication is heuristic in nature. It means that in the study of communication, models guide researchers to the key points of the process or system.

Thus communication models help

- a. to assign probabilities to formulate hypothesis in research
- b. to predict outcomes
- c. to describe the structure of a phenomenon

Lasswell Model of Communication

Harold Dwight Lasswell (1902-1978) is the proponent of famous question formula, which is otherwise called Lasswell formula of communication. We can't call his definition of communication which is presented in an array of question as a communication model in its strict sense. This American political scientist stated that the most convenient and comprehensive way to describe an act of communication was to answer the following questions: Who (says) What (to) Whom (in) What Channel (with) What Effect?

Who?	Says what?	In what Channel?	To whom?	with what Effects?
Communicator	Message	Channel	Receiver	Effect
•	•	•	•	•

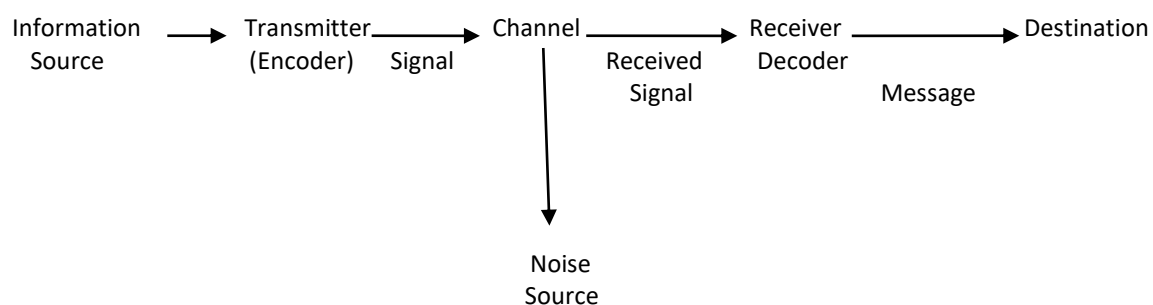
This model is self speaking of the process of communication which consists of five elements namely communicator (who), message (says what), medium (in which channel), receiver (to whom) effect (with what effect).

Lasswell conceived communication as a linear (one way) process which starts from communicator and ends at receiver with some effect. The major missing elements of this basic model are feedback and context of communication. However, this model is said to be highly helpful for organizing communication research as audience analysis, content analysis, control analysis, reception analysis and effect studies which are respectively represented by communicator, message, medium, receiver and effect.

Shannon and Weaver Model of Communication

Claude Shannon, an engineer at the Bell Telephone Company, along with Weaver developed the most influential of all early communication models. Their goal was to formulate a theory to guide the efforts of engineers to find out the most efficient way of transmitting electrical signals from one location to another.

As the prime concern of the developers of this model was to quantitatively maximize the signals transmitted, this model is also called Mathematical Model of Communication. The model is based on technical communication settings where information source transmits the messages after converting it to signals. These signals are captured using receivers and decoded. Communication through mechanical devices like telephone or television is a best example for this model.



URL: <http://universityofcalicut.info/SDE/SMMassCommunication.pdf>

Session 3-

Media in Pakistan

Print media Pakistan's market for print media has undergone significant changes in the past decade. In 1997 the total number of daily, monthly, and minor publications was 4,455 but by 2003, six years later, only 945 remained.

Circulation however has increased in the same period. In 2003 daily distribution was 6.2 million. This figure includes a wide spectre of publications. According to the Pakistan Institute of Peace Studies there are 142 proper newspapers. Circulation statistics are uncertain. According to Zaffar Abbas, editor of the English newspaper, Dawn, the overall circulation of newspapers today is around four million.

The print media is the oldest media in Pakistan, dating back to before independence. For many years newspapers were the only privately owned media that took an independent and critical stand towards the state authorities.

Print media publish in 11 languages with Urdu and Sindhi as largest language groups. English-language publications are not as numerous. The divide between Urdu and English media also goes for the print media. Urdu newspapers are the dominant media in the rural areas. They are conservative, folkloristic, religious and sensational and are by far the most read and influential among the general public. The English media is urban and elitist, is more liberal and more professional. English print media has an impact among opinion makers, politicians, the business community and the upper strata of society in general.

There are three major players on the print media market and in the media market in general.

The Jang Group of Newspapers is Pakistan's largest media group and publishes the Urdu language Daily Jang, The News International, Mag Weekly, and Awam. The group tends has at a moderate conservative perspective.

The Dawn Group of newspapers is Pakistan's second largest media group and produces an array of publications with that include the Star, Herald and the newspaper Dawn, which is its flagship. Dawn is considered a liberal, secular paper with moderate views. The Star is Pakistan's most popular evening newspaper, and the Herald, is a current affairs monthly.

Nawa-i-Waqt is an Urdu language daily newspaper and has one of the largest readerships in the country. It belongs to the Nawa-Waqt group, which also publishes the English newspaper, The Nation. Like The Nation, the Nawa-i-Waqt is a right wing, conservative paper. According to Javid Siddiq, resident editor, the paper stands for democracy and for an Islamic welfare state.

The organisation All Pakistan Newspapers Society (APNS) represents major newspaper publishers and owners and is dominated by the media moguls. It was founded in 1953 by the major pioneering editors and publishers of the day to facilitate the exchange of views between editors and to protect the rights of newspapers. Today, APNS's primary objective is to safeguard the commercial interests of its membership. If an advertiser defaults on payment,

the newspaper company complains to the APNS. With 243 members, APNS will then pressure the company or the ad agency to either pay or be blacklisted.

TV

Pakistan Television Corporation (PTV) broadcasts began in 1964. Today, PTV has six channels, one of which, PTV Global, broadcasts in Europe, Asia and the US. PTV News is a dedicated news channel and PTV National sends programmes in the many different languages of Pakistan. PTV's state monopoly was ended in 2003 when the market for electronic media was liberalised. This led to the boom in new private TV channels that today transmit soaps, news, dramas, and talk shows millions of viewers.

The private channels have been issued licenses for cable or satellite only, which means that PTV is the only channel that provides terrestrial services to the population. This favours PTV, as most of the rural populations do not have access to the alternative channels that send via cable or satellite. It also indicates that the government still wishes to have control over the private TV channels, as cable connection and satellite transmission can be easily be shut down. That the government not only sought to liberalise the electronic media on its own terms, but also wanted to control and use the media as a tool to strengthen national interests, is also evident from the way that the public advisement budget is allocated. PTV receives 70 percent of the budget. The remainder is dealt out to independent TV stations that sympathise with government policies. Allocations have in the past been withdrawn in order to coarsen stations to change critical editorial policies.

Radio

Radio is a vibrant media in Pakistan and the dominant media in many rural areas where television does not penetrate because of the prohibitive transmission costs or simply a lack of electricity in rural households. In urban areas, radio is gaining in popularity, as people are too busy to watch television and often listen to the radio while driving to and from work.

Radio in Pakistan was a monopoly controlled by the state until 2002 when the Musharraf liberated the media and PEMRA opened for private FM radio stations by selling of licenses to the highest bidder.

This led to the emergence of more than 40 FM stations that have reached millions of Pakistanis both in rural and urban areas. In the first couple of years after liberalisation radio licenses were cheap. Najib Ahmed, head and founder of Radio Power 99, paid some 3 million Rupees the first FM license.

Today, increased competition and greater demand for new FM licenses has pushed prices up to some 30 million. This increase has meant that the new stations are owned by industrialists, large media groups, feudal lords or politicians, who often are one and the same. Most large media groups were initially focused on acquiring television licenses, but now they have become interested in radio as well.

Part of barrier for opening a new FM station is a lack of trained radio professionals. Few journalists have radio training, according to Najib Ahmed. Universities do not teach practical radio skills, so he trains his own reporters. The lack of radio reporters means that most stations air mostly music and small talk. Radio Power 99, along with a handful of other private stations, are the only private stations that produce news programmes and background features on political and social topics.

The state-owned Pakistan Broadcasting Corporation (PBC) still dominates radio in Pakistan and has the biggest audiences in the rural areas. PBC's Radio Pakistan and FM 101 have by far the largest outreach with 31 stations that covers 80% of Pakistan territory, reaching 96.5% of the population and has 95.5 million listeners.¹⁰

Previously Radio Pakistan was a state tool, primarily airing propaganda, but today it is in a reform process but as it has 6000 employees reform is a challenging task, says Najib Ahmed, who was trained and worked in Radio Pakistan for 14 years.

Journalists and media workers in Pakistan

The working conditions of a Pakistani journalist varies greatly depending on the form of the media (electronic/print), its readers (rural/urban), language (English/Urdu) and the size of the media (local/national).

Financially, the greatest divide is between print journalists on the one hand and TV-journalists and other electronic media workers on the other. A fulltime TV employee earns up to 100,000 rupees a month on average. The situation has changed recently when these the channels are suffering from lack of advertisements and hence salaries have been reduced. The most prominent reporters and anchors have higher salaries than cameramen and other TV employees under regular contracts.

Newspaper journalists earn less, often with no clear contracts and irregular payment of wages. The minimum wage at a newspaper is officially 10,000 rupees a month. At a larger paper a regular employee will typically make 15-20,000 rupees a month. Salaries at the large national papers and especially those in English are higher.

According to the general secretary of PFUJ, Mazhar Abbas, up to 80% of the print journalists have no contracts or employment letters and media houses invent scams to avoid paying higher salaries. Dawn, according to Abbas, contracts some journalist through a subcontractor in order to avoid having complaints about wages directed at the newspaper itself.

Working for a rural newspaper can be particularly difficult. "Sometimes the owners of rural newspapers tell the journalists, that there is no salary, but that they can make money by selling advertising" says Abbas.

Many rural journalists work part-time for a local paper or they freelance and provide local news for a larger urban or national media. Besides poor financial conditions these journalists also lack backing for their safety concerns and support in legal matters and insurance.

Session 4

News

“News is any event , idea or opinion that is timely, that interests or affects a large number of people in a community and is capable of being understood by them”.

We all seem to know that news is when we see or hear it, we feel troubled while defining what news is. There is no standard by which all material may be judge as news. News in business magazine differs strikingly from that in a fashion magazine just as the purpose and personalities of the publications are different. At the extreme, everything new is news to someone. “It happened, therefore, it is news”. News has dimensions and perspectives according to time, place ,type of publication and interests of the audience.

Definitions: Some imported definitions are given as below:

Oxford Dictionary:

“News information, the report of the latest incidents.”

Longman’s Dictionary:

“Report of what has most recently happened.”

What is News

Here we consider what makes one thing worth reporting, while another thing is not. We offer a test for news which can work in all societies. We consider what makes some news stories stronger than others. Finally, we look at how news comes to journalists, and the areas of life where we most often find it.

Journalists each day structure this chaos, so that the public receives it sorted out and neatly packaged into stories, the same day on radio, television or online and the next day in newspapers.

It will have been evaluated. The biggest news will be given first in the bulletin or on Page One of the paper, in detail; lesser news will be given in less detail later in the bulletin or on an inside page; and the rubbish will have been thrown away.

How do journalists decide what is news and what is not? How do they distinguish between a big news story and a small one? The answer is that they do it in exactly the same way as everybody else. Everybody makes those same judgments whenever they decide to talk about one event rather than another.

For example, which do you think is more interesting:

- a) A girl going to primary school, to high school, or to university?
- b) A man aged 25 marrying a girl aged 20, or a man aged 55 marrying a girl aged 15?

c) A car killing a chicken, a pig or a child?

Every one of these events might be news for the community in which it happens, but some are more newsworthy than others.

You very likely answered that the most interesting things were a girl going to university, a man aged 55 marrying a girl aged 15, and a car killing a child. If your answer was different, though, it does not necessarily mean that you were wrong.

The same event can have different levels of interest in different societies, and will be talked about in different ways. If a farm wall has collapsed, killing a cow and a pig, which is more important? Clearly, the answer will vary from one society to another, depending upon the relative importance of cows and pigs.

For this reason, the content of the news can be different in different societies. The way in which the news is judged, though, is the same everywhere.

Criteria of news

The criteria by which news is judged are:

Is it new?

Is it unusual?

Is it interesting or significant?

Is it about people?

Is it new?

If it is not new, it cannot be news. The assassination of Mrs Gandhi is unusual, interesting, significant and about people, but it cannot possibly be reported in tomorrow's papers, because it is not new.

If some facts about that assassination became known for the first time, however, that would be news. The assassination would not be new, but the information would be. Events which happened days or even weeks earlier can still be news, as long as they have not been reported before. If you are telling a story for the first time, it is new to your readers or listeners and therefore it can be news.

News of the death of Mao Tse-tung, for instance, was not released to the world by the Chinese government for several days; when they did release it, however, it was still very definitely news.

Is it unusual?

Things are happening all the time, but not all of them are news, even when they are new. A man wakes up, eats breakfast and goes to work on a bus; it has only just happened, but

nobody wants to read about it because it is not unusual. Ordinary and everyday things do not make news.

Of course, if that same man was 90 years old and was still catching the bus to work every day, it would be unusual!

The classic definition of news is this: "Dog bites man" is not news; "Man bites dog" is news. This definition, though, is not universal. If dogs are eaten in your society (at feasts, for instance) then it will not be news when a man bites a dog - so long as it has been cooked.

What is usual in one society may be unusual in another. Again, we will expect the content of the news to vary from society to society. In every society, though, whatever is unusual is likely to be news.

Is it interesting?

Events which are new and unusual may still not be of general interest. Scientists may report that an insect has just been found living on a plant which it did not previously inhabit. The discovery is new, and the event is unusual, but it is unlikely to interest anybody other than a specialist or enthusiast.

In a specialist publication this could be big news, but in a general news broadcast or paper it would merit at most a few words.

Is it significant?

However, if that same insect was one which had a huge appetite, and which had previously lived on and eaten bush grass and if the new plant on which it had been found was rice, then the story becomes news, because it is significant.

People may not be interested in bugs, but they are interested in food. If this insect is now threatening their crops, it becomes a matter of concern to them. It is news because it is significant.

Similarly, if a peasant farmer says that the Roman Catholic Church should ordain women priests, that is not news. If an archbishop says it, it is news, because what he says on the subject is significant. It is the views of people such as the archbishop which help to form the policy of the Church.

Once again, what is interesting or significant in one society may not be interesting or significant in another. The content of the news may be different, therefore, in different societies, but the way it is identified will be the same.

Is it about people?

Most news is automatically about people, because it is the things people do to change the world which makes news.

However, news can also be made by non-human sources, such as a cyclone, a bush fire, a drought, a volcanic eruption or an earthquake. It is when reporting these stories that it is important to make sure that the story is centred on people.

The cyclone would not matter if it blew itself out in the middle of the Pacific Ocean, away from any inhabited islands; the fire could burn for as long as it likes in bush where nobody lives; the Sahara Desert has a near-permanent drought, but in most of it nobody is there to rely on rains; a volcanic eruption or an earthquake which damages nobody's property and injures nobody is really not news.

All these natural disasters only become news when they affect people's lives. Every story can be told in terms of people. Always start by asking yourself the question: "How does this affect my readers', listeners' or viewers' lives?"

Whenever you have a story which tells of how something has happened which affects both people and property, always put the people first

Example:

RIGHT:

More than 100 people were left homeless after Cyclone Victor struck Suva yesterday.

WRONG:

Seventeen houses were flattened when Cyclone Victor struck Suva yesterday.

How strong a story?

A story which is new, unusual, interesting, significant and about people is going to be a very good story indeed. One way of deciding the strength of a story is to check how many of those five criteria it meets.

There are other factors, though, which make stories strong or weak:

Closeness

The same event happening in two different places can have two quite different news values. A coup d'état in your own country is as big a story as you can ever have (although you will probably not be at liberty to report it as you would wish!). A coup in the country next door is still a big story, because it may affect the stability of your own country.

However, a coup in a small country in another continent is unlikely to merit more than a few paragraphs.

The appeal of local news is that your readers or listeners might know the people or place involved.

Remember, though, that the word "local" means different things to different people. If you broadcast to a wide area or sell your newspaper in many different towns, you must realise that a small story which interests readers in one place, because it is local, may not be of any interest to readers elsewhere.

Personal impact

The average reader, listener or viewer may be a parent, a person wanting a good education for the children, dreaming of buying a car, looking forward to going home on leave, anticipating the next big community feast or festival. You will need to have a very clear understanding of what your own readers or listeners are like.

So stories about bride-price or dowries, children, land disputes, new schools, cheaper or dearer fares, or whatever else is important and may affect your average reader, will have personal impact.

People can identify with stories about other people like themselves. So those stories with which many people can identify are stronger than those which only apply to a few.

How do we get news?

A lot of news will come to you as a journalist without any real effort on your part. Government handouts, Ministers' speeches and announcements of new developments come into the newsroom after being processed by press officers or public relations officers.

Passing on such information, as long as it is genuinely interesting and informative, is an important function of the media, to provide society with the hard facts of what is happening in the country.

It is part of your job as a journalist to sort out what is interesting and informative from the millions of boring words which may be sent to you.

There is also news which journalists find for themselves and reveal to the public. This need not be a subject which somebody wants to be kept secret. Many people have a story to tell but do not know how to write a media release. It is part of your job as a journalist to find these people and report their stories.

There are also some stories which people want to keep secret but which the public ought to know about. When you hear about such a situation, it is your duty to investigate fairly but fearlessly.

Where does news come from?

Now we know what makes news. The following are the main areas of life in which we expect frequently to find news stories. For each category below, think of at least one event or situation which could make a news story in your own society.

Conflicts: This category includes wars, strikes, revolutions, secessionist groups, tribal and clan fights, elections and the power battles of politics.

Disaster and tragedy: This may include air crashes, train crashes, ships sinking, volcanic eruptions, earthquakes, or human tragedies like children falling down deep wells from which they cannot be rescued.

Progress and development: Development is always news in a developing country. The report should be always of how the changes affect people's lives, for better or for worse. New ideas or progress in one area may stimulate ideas in another. Development stories may include education, the development of new technology, improvement of farming techniques, road building and irrigation schemes. Citizens of more developed countries may also appreciate stories about developments in things which affect their lives or well-being, such as medical breakthroughs, new technologies or initiatives to make transport easier, quicker or cheaper.

Crime: Any crime can be news, whether it is a road traffic offence, break and enter, corruption, forgery, rape or murder - but more serious crimes or unusual crimes generally make bigger news stories.

Money: These stories include fortunes made and lost, school fees, taxes, the Budget, food prices, wage rises, economic crises and compensation claims.

It is not only large sums of money which make news; the little girl who gives her only ten cents to a huge fund-raising event is more interesting than the businessman who gives \$100.

The underdog: This is one of the great themes of literature and drama (David and Goliath, the Hare and the Tortoise, Cinderella). One traditional role of the journalist is to defend the rights of the little person - the soldier against the unjust officer, the innocent man against false charges, the poor against exploitation.

Religion: There are two types of religious news story. First, there are events involving people's religious lives, such as the building of a new church or a pilgrimage. Second, there are statements by religious leaders on moral and spiritual affairs, such as contraception or salvation. It is important for the journalist to be aware of the relative numerical strengths of Christianity, Islam and other religions - including traditional local beliefs - in his or her country. The importance of a statement by a religious leader in your society depends both upon the news value of what he has to say and upon the size of his following.

Famous people: Prominent men and women make news. What people in the public eye do, the lives they lead and what they look like, are all of interest. It is especially newsworthy when they fall from power, lose their money or are involved in scandal.

Health: Many people are concerned with their health, so they are interested in stories about traditional remedies, medical research, diseases, hospitals and clinics, drugs, diet and exercise.

Sex: All societies are interested in sex, even if they do not talk about it openly. Many news stories about sex involve behaviour which goes outside society's generally accepted standards.

Weather: The weather may affect the daily routine of people and is of interest when it behaves unusually, with exceptionally high or low temperatures, or exceptionally high or low rainfall.

Food and drink: The rich person plans feasts, the poor person wants enough to eat and drink. Shortages and gluts, crop diseases and harvest sizes, prices of food in the market or the launch of a new brand of beer - these all make news.

Entertainment: Stories about music, dance, theatre, cinema and carving keep us informed of developments in the arts, who is doing what, who is performing where, and what it is worth going to see or hear.

Sport: Many people participate in sport and many others are spectators. They all want to know sports results, news of sportsmen and sportswomen and their achievements.

Human interest: There are often unusual and interesting aspects of other people's lives which are not particularly significant to society as a whole. Stories about these are called human interest stories. Examples might be a child going abroad for surgery; a pilot recovering from injuries received in an air crash and determined to fly again; or a man with a collection of a million picture postcards.

News and entertainment

Most people agree that the purpose of the news media - newspapers, magazines, radio and television - is to inform, to educate and to entertain. However, the purpose of the news itself is to inform and to educate your readers, listeners or viewers.

The entertainment can come from other areas - music and drama programs on radio; cartoons and crossword puzzles in newspapers. It is not the job of news to entertain.

This does not mean that news should be dull. If a news event has an element of humour, you should always try to write the story in a way to amuse your readers or listeners.

Nevertheless, the news should only be reported if it is real news. Do not report non-news as if it was news only because the story is entertaining.

As you gain more experience, you may be able to write things which are purely entertaining - such as a humorous look at current events. This is not news, however, and should not be presented as if it was.

Make it clear to your readers or listeners what is news and what is not.

URL: <http://thenewsmanual.net/Manuals%20Volume%201/volume101.htm#from>

Session 5

Sub-editing

Sub editor is a person who keep maintain the check and balance and ensure the accuracy of news before publishing or printed in newspapers and magazines. Sub editor also verify the grammar, style and spelling errors and the factual correction and authenticity of news.

INTRODUCTION

Editing is the most challenging fact of journalism. A good editors needs creative skills, command over the language, ideas to improve the copy, and correct judgment about how much importance should be given for a particular news item. The copy of the report has been improved by the sub-editor and is therefore easier to read and understand. Sub-editor is all about quality control in print journalism. The role varies depending on whether you are working in print, online or broadcast media. It is says that reporter write the paper (story), sub-editor make it.

EDITOR

Editor is a special post for a journalist. A person who edits a copy of a story is called an editor. An editor supervises the reporters and improves his reports for publication. An editor also plans about what to report, how to cover and the relative importance to be given to each story. Every newspaper will have a set of editors, like reporters. All editors are not of the same category. In a newspaper, the top post is that of a Chief Editor. Modern newspapers have editors for every section. The sports editor looks after sports news. The feature editor looks after the features section. Picture editors are in charge of photographers. Like that business editors look after business news etc.

SUB-EDITOR

Sub-editor is a person who collects reports from reporters and prepares the report to publish or broadcast. He also corrects and checks articles in a newspaper before they are printed. A big newspaper or magazine would employ several news/feature/sports editors assign work and edit a reporter/writers material for accuracy, content, grammar, and style.

QUALITIES OF A SUB-EDITOR

It is customary to describe desired qualities of a sub-editor separately. To be a good sub-editor one's must be an all-rounder. The qualities that must be present in a sub-editor are listed below:

NEWS SENSE

News sense is the basic quality of newsmen. News sense is essential for a sub-editor. He has to have news sense or nose for news to distinguish news from non-news. He is the first reader of a reporter's copy and if the reporter has made a mistake he has to correct it. A bad copy may have the most important element of the story buried in the fourth paragraph. It will be left to the sub-editor's nose for news to bring that to the first paragraph. He should be able to compare various news values and decide where to begin his story and should not miss important details.

CLARITY

A sub-editor should have clarity of mind and expression. A person who is confused himself cannot tell a story to others. Only clarity of mind is not enough unless it is accompanied by clarity of expression. Without clarity of expression clarity of mind has no meaning. Sub-editor is the judge of clarity of the copy a good subeditor will never allow a copy escape him unless the meaning is crystal clear. He has every right to make life miserable for a reporter who is not clear and does not write in simple language.

ALERTNESS

A sub-editor should always be alert while dealing with his subjects. Many major news breaks in the past were possible because of alertness of reporters. Scoops don't walk into newspaper offices alert reporters catch them in air and pursue. A sub-editor has to be alert while working on news-desk. Lack of alertness of a sub-editor can be seen by readers in the morning for he will be leaving or introducing mistakes for everybody to see.

SPEED

A person who cannot work fast cannot be a good sub-editor. A sub-editor has to work with speed. He cannot sit with a copy for long. He has to do swiftly whatever is required of him for a lot more copy is waiting for him. He should think fast, decide fast and write or type fast for he has to meet deadlines or may have to go to another assignment. A slow sub-editor is a curse at the news desk and is treated with contempt. Some people are misfits in the profession.

CURIOSITY

Sub-editors should have an insatiable curiosity. This characteristic will keep on improving a sub-editor for with every passing day a curious subeditor will have a better background to do his job the next day. Reporters and sub-editors should read as much as possible to constantly improve their awareness level.

BI-FOCAL MINDED

Sub-editor must be a bi-focal mind. By bi-focal mind we mean that a person observe a fact in two ways one from very close and other far from sight. It means that the sub-editor should have the ability to catch any mistake in a story.

When he take a copy of a story firstly he follow the visible mistakes, this is called very near mistake. For example, 'Chapy Nobabgonj is the capital of mango in Bangladesh' here contain spelling mistake, the correct spelling is 'Chapai Nawabgonj'.

The second mistake is 'The largest mangoes hut sits in Shivganj district'. Here Shivganj is not a district, it is a sub-district of Chapai Nawabgonj. The sub-editors should ability to face this type of mistake. In general sense this is called bi-focal mind.

Skepticism

It is another necessary quality which a subeditor should cultivate. He should not take anything for granted. He should have an unwavering posture of doubt until faced with undeniable proof. Reporters should be more vigilant for many forces constantly try to use them, and through them their paper. Many people try to plant on reporters a wrong story for their own ends. Sub-editors should also be careful for some clever politicians, public relations men and product advertisers keep on trying to take them for a ride. They should not fail to check even reporters, copy for such foul play.

OBJECTIVITY

Sub-editor should aim at objectivity while dealing with a story. They should not allow their personal bias or ideas to creep into a story. They should not take sides but try to cover all the different viewpoints to achieve balance in the story.

ACCURACY

A sub-editor should strive for accuracy. He should check and re-check his facts till he is satisfied that he has them accurate. The role of a sub-editor is to check for accuracy. It is particularly important when background is involved. In the case of dates and names the reporter may rely on his memory but the sub-editor must check them from reference material available in the newspaper office. When there is a doubt he should leave it out—this is the golden rule of journalism. It is better not to say a thing than to say it wrong.

PUNCTUALITY

It is a good habit. It is always better to be punctual and then wait than reach late and ask others—a rival may misinform you or hide some important information. At the desk too punctuality pays. If a sub-editor is punctual he will be treated with respect by his co-workers. If he is late he will irritate them and spoil the working atmosphere. Besides he may have to face the problem of backlog of copy which he will have to clear under the pressure of deadline.

VAST KNOWLEDGE

All other things being equal reporters need additional qualities to deal effectively with all sorts of people they meet in the field. Sub-editors should have better command over language as they improve what reporters write. An intelligent envisioning of the future helps newsmen in general. The quality helps them in identifying processes and people who will be important

in future. The sub-editors should keep up-date information and vast knowledge about home and abroad. Keep up to date with sector issues, by reading related publications. Adapt all these skills for a publication's website.

CREDIBILITY

A report should be credible. Before writing or editing, the sub-editor should crosscheck the facts and figures. Mistakes can creep in when work is done in haste. It is always better to revise the copy before sending to publish or broadcast. If the story can be improved, it should be rewritten.

IMAGINATION

This basic mental faculty helps reporters in writing better stories that retain the reader's interest. For a sub-editor this creative faculty is very useful as he can add sparkle to somebody else copy and make it lively. Besides, imaginative headlines attract the reader and improve the quality of a newspaper.

TACTFULNESS

A sub-editor should be tactful. He should have the ability to handle sensitive people and situations gracefully without causing hurt or angry feelings. He should be considerate of others and should be careful not to embarrass, upset or offend them. He should have an understanding of human behavior and emotions. This will help him in developing contacts that are so essential for news gathering & writing.

SELF-DISCIPLINE

One can achieve a degree of proficiency in sub-editing or reporting by systematic effort and self-control. In this sense self-discipline suggests dedication and firm commitment. It helps in journalism as in any other field.

CALMNESS

Sub-editors often work in trying circumstances. They have to remain calm and composed in most exciting and tragic circumstances. In many situations they have to be calm—devoid of hysterical actions or utterances and apply appropriate mental and physical effort to write or edit the story. Reporters and sub-editors are human beings. They have emotions but they have to stifle them in the face of disturbing influences—they have to develop resistance to excitability. Sub-editors should develop a temperament to work under pressure of deadlines. They should not lose their cool if they are behind the clock for calm mind can work faster.

FEARLESSNESS AND FRANKNESS

These qualities help sub-editor in asking unpleasant questions and taking risks to find out truth. Nobody gives a story on a platter. He will have to probe, question, authenticate and exercise his power of deduction to write a good story.

DILIGENCE

Sub-editors should be diligent. Their jobs require painstaking exertion of intense care and effort, alertness and dedication to the task and wary watchfulness. They have to make extremely fine distinctions while writing or editing copy a sub-editor should insist on perfection and should lose his job for he can make or impair the newspaper. These qualities are basically qualities of good and efficient human beings. Good and efficient human being makes good and efficient sub-editors and reporters.

INTEGRITY

It is a virtue in itself and implies undeviating honesty and strict adherence to a stern code of ethics. This human quality is important for journalists. It is more important for reporters for they are more exposed to temptation as compared to sub-editors.

FUNCTIONS OF A SUB-EDITOR

Sub editing is a practice that involves correcting any mistakes in an article and enforcing efficiency. Like other journalism roles, sub-editing is demanding and requires constant attention to detail within a fast-paced working environment. Sub-editors work on national and local newspapers, magazines and online publications. The functions that must be done by sub-editors are listed below:

In general the sub-editors perform the following three functions in which almost all the sub-editors functions are included.

COPY EDIT AND DEVELOPMENT

Sub-editor edits copy, written by reporters or features writers, to remove spelling mistakes and grammatical errors then construct a develop story. The reporter's job is to write the story as quickly as possible with all the facts and figures. In their hurry, they may not be in a position to polish the language. So the first job of a sub editor is to see that the report is in good language and there are no mistakes. There can be spelling mistakes, mistakes in sentence construction, grammar and factual mistakes. If the sub editor finds a portion of the report ambiguous or incorrect or doubtful he has to cross check it with the reporter. Edit reports and press releases.

WRITE A HEADLINE

The sub editor then has to find a good headline for the story and writing headlines that capture the essence of the story or are clever or amusing. The headline should be sharp, attractive, crisp and convey the spirit of the story. The headline should compel the reader to stop and read the whole story.

While writing the headline, a sub editor should know the space available for the story, whether it is one column, two columns or three etc. The headline should fit within that column. While writing the heading, it should fit into the mood of the story. A sarcastic headline for a hard story will look odd. Similarly a hard-line headline will spoil the spirit of a humorous piece. The headline should also be suggestive. It should never be a full sentence.

FOLLOW IN HOUSE POLICY

Sub-editors are responsible for overseeing the content, accuracy, layout and design of newspaper and magazine articles and making sure that they are in keeping with house style. Every media house has its own policy and ethics. The media house contains and maintains their own goals, rules, and regulation. Every media follows their several news, advertisement, and page makeup policy. They oriented by their own policy. So the sub-editor should follow and fulfill the in house policy.

Without these three functions there are various significant jobs that are perform by sub-editors are remarks below:-

PAGE MAKEUP/LAYOUT OF PAGES

Page layout or page make up is an art. Each newspaper has a different layout though all have eight columns in each page. Types or fonts used by newspapers also differ from paper to paper. Every sub editor has to learn the typefaces available in the paper and the layout pattern adopted. Preparing the page of the newspaper is called page making. Earlier sub editors used to do it on dummy pages. Now a day they are doing it on the computer screen.

Picture editing also involves placing the picture in the correct position in the page. It is part of the page layout. Usually in the front page, only very important news pictures will find a place. He must have noticed from this that the headlines are not of uniform type. The type, or font, of the letters in each headline differs according to the length and width of the column. A sub editor should also know about the font sizes available. Each paper has its fonts and types. Ensuring that, stories are the right length and correctly placed on pages.

USE PICTURE PHOTOGRAPH OR GRAPH

The sub editor now has to see if there is a possibility for including photographs along with the news item. Pictures or graphs can improve the visual quality of a report. Photography is an integral part of the media.

Whether a newspaper or news weekly or news channel or a news portal, photography is essential to give it the visual impact, effect and authenticity. It is said that a good picture is worth a thousand words. Sometimes one picture is enough to explain the mood of a situation or an event.

WRITE CAPTION

When you see a photo in the newspaper you look for what is written under it. This writing under a photo is called the catchword or caption. When photographers file photos, it is the job

of the sub editor to write the appropriate caption. Cropping photos and deciding where to use them for best effect, and writing picture captions. A good caption can improve the impact of the picture.

CONDENSATION

Condensation is a task that the sub editor has to do. Reporters generally file lengthy stories. Only the sub editor will be able to know about the availability of space in the newspaper. If the full story written by a correspondent will not squeeze into the space available, it is the job of the sub editor to condense it by rewriting or editing. If one word can substitute for a number of words that definitely should be done.

RE-WRITE NEWS STORY

Rewriting material needs that it flows or reads better and adheres to the house style of a particular publication. Ensuring that, a story fits a particular word count by cutting or expanding materials as necessary. Checking facts and stories to ensure they are accurate, adhere to copyright laws, are not libelous or go against the publication's policy. Working to a page, plan to ensure that the right stories appear in the correct place on each page. If the sub-editor find any mistakes in a reporters copy he should correct the copy. If he think that the story needs to add some information or develop the story then he should re-write the story.

VALUE ADDED

The next job of the sub editor is to value add the report. If some background material has to be added, he has to collect it from the library and improve the story. For example, if a report is filed on a train accident killing ten people, the sub editor can improve the story by collecting information about other major train accidents that happened recently.

GIVE A BYLINE

Another important decision an editor has to take is about giving a byline or credit to the story. Normally bylines are not given for particular stories. But if a reporter files an exclusive story then it should appear with his byline or name so that he gets individual credit for the story. The decision of giving a byline to a reporter for a particular story is taken by the news editor. But a sub editor who edits the story can always suggest to the news editor about giving that story a byline.

PROOF READING

Proofreading complete pages produced by other sub-editors using the main basic proofing symbols. Checking facts and stories to ensure they are accurate, adhere to copyright laws, are not libelous or go against the publication's policy. When a news ready to go for publication the sub-editor should check the spelling, grammar, punctuation and so on.

TRANSLATE THE STORY

Translation a copy is a vital job for the sub-editor. To translate the news story is a significant function of a sub-editor. There are many news sources, news agencies and institutions around the world from where the news media collect information to publish or broadcast. This type of information usually written in English. Besides this the press note, press releases are almost publish in English. The sub-editor needs to translate these types of information for the readers benefit.

CONCLUSION

Editing is a process by which a report is read, corrected, modified, value added, polished, improved and made better for publication. Condensation is also part of editing. The editor also decides whether photographs or other images or graphs should be used along with the report

Sub-editors are journalists or designers responsible for overseeing the content, accuracy, layout and design of newspaper and magazine articles and making make him for the competitive media world. sure that they are in keeping with house style. Now we can say that, the sub-editors are responsible to the house performing various functions. Besides sub-editors should cultivate some qualities that make him for the competitive media world.

URL: <https://singhlalon.wordpress.com/2015/09/09/qualities-and-functions-of-a-sub-editor/>

Session 6

Media Ethics and Laws

Media laws

There are a number of legislative and regulatory mechanisms that directly and indirectly affect media. Besides the Press and Publication Ordinance (PPO) mentioned above, these laws include the Printing Presses and Publications Ordinance 1988, the Freedom of Information Ordinance of 2002, the Pakistan Electronic Media Regulatory Authority (PEMRA) of 2002, the Defamation Ordinance of 2002, the Contempt of Court Ordinance of 2003, the Press – Newspapers – News Agencies and Books Registration Ordinance 2003, the Press Council Ordinance 2002, the Intellectual Property Organization of Pakistan Ordinance 2005, the Access to Information Ordinance of 2006 and lastly Prevention of Electronic Crimes Act 2016.

The liberalisation of the electronic media in 2002 was coupled to a bulk of regulations. The opening of the media market led to the mushrooming of satellite channels in Pakistan. Many operators started satellite and/or cable TV outlets without any supervision by the authorities. The government felt that it was losing million of rupees by not ‘regulating’ the mushrooming cable TV business.

Pakistan Electronic Media Regulatory Authority – from partner to controller

Pakistan Electronic Media Regulatory Authority (PEMRA) was promoted by the government as an open media policy reform and was fortified with strong regulatory teeth.

The establishment of PEMRA was initiated in 2000 through the formation of the Regulatory Authority for Media Broadcast Organizations which was mandated to improve standards of information, education and entertainment; expand the choice available to the people of Pakistan in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sport, drama and other subjects of public and national interest; facilitate the devolution of responsibility and power to grass roots by improving the access to mass media at the local and community level; and lastly, to ensure accountability, transparency and good governance by optimising the free flow of information.

Session 7

Social Media

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

Popular Social Media Tools and Platforms:

Blogs: A platform for casual dialogue and discussions on a specific topic or opinion.

Facebook: The world's largest social network, with more than 1.55 billion monthly active users (as of the third quarter of 2015). Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.

Twitter: A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (280 character limit).

YouTube & Vimeo: Video hosting and watching websites.

Instagram: A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.

Snapchat: A mobile app that lets users send photos and videos to friends or to their "story." Snaps disappear after viewing or after 24 hours. Currently, we are not allowing individual departments to have Snapchat accounts, but asking that they contribute to the Tufts University account.

LinkedIn Groups: A place where groups of professionals with similar areas of interest can share information and participate in a conversation.

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, Snapchat, YouTube and Vimeo accounts.

URL: <http://communications.tufts.edu/marketing-and-branding/social-media-overview/>

Session 08

Feature, Columns and Editorials

Feature

In French language feature is used for fashion or in the meaning of construction of anything. In English language “Feature” means part of face or characteristic.

But in journalism, feature article is similar to a news story which gives fact in an increasing form and gives the impression of a drama, short story or other form of good literature to the readers while reading it.

Feature stories may be news stories. Feature can be investigative, Can be in depth and can be for fun. The subject can be anything, place, a community, a farm, a business, topics-education, science, the economy, religion, philosophy, events-parades, programmes, concerts, people well known or unknown, animals-unusual or ordinary, objects-art or products.

In other words feature can be about anything one wants to write about.

Column

The meaning of column is supporting arch, vertical division of page for figures etc, or to reduce lines in newspapers. In journalism columns are writings devoted to special subjects.

The word column is also used for the purpose of headlines, e.g; single column headline, double column headline or seven column lead story, etc.

Editorial

Editorials are considered opinions and soul of the newspapers as represented by the publisher or editor. No newspaper is considered complete without editorial page which should be topical, lively, vigorous and full of thoughts, they appear on the editorial page to differentiate them from news stories, In Urdu newspapers, editorial appears at right side of editorial page, whereas in English newspapers, at left side.

Editorial comments on material previously presented fairly or objectively in the news columns, weighing and presented various arguments. An editorial reaches a conclusion and makes a recommendation regarding an issue.

Session 09

Advertising

1. American Marketing Association has defined advertising as “any paid form of non-personal presentation of ideas, goods and services by an identified sponsor”.
2. According to Webster, “Advertising is to give public notice or to announce publicly”.
3. According to Gardner, “Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production”.

FEATURES OF ADVERTISING

1. Communication:

Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.

2. Information :

Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.

3. Persuasion :

The advertiser expects to create a favourable attitude which will lead to favourable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.

4. Profit Maximisation :

True advertising does not attempt at maximising profits by increasing the cost but by promoting the sales. This way It won't lead to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach.

5. Non-Personal Presentation :

Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising.

6. Identified Sponsor :

A sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale of products. The product gets good market because of its identity with the reputed corporate body.

7. Consumer Choice :

Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.

8. Art, Science and Profession :

Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of organised knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.

9. Element of Creativity :

A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

OBJECTIVES OF ADVERTISING

The fundamental purpose of advertising is to sell something - a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are listed below :

1. To introduce a new product by creating interest for it among the prospective customers.
2. To support personal selling programme. Advertising maybe used to open customers' doors for salesman.
3. To reach people inaccessible to salesman.
4. To enter a new market or attract a new group of customers.
5. To light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.
6. To enhance the goodwill of the enterprise by promising better quality products and services.
7. To improve dealer relations. Advertising supports the dealers in selling his product. Dealers are attracted towards a product which is advertised effectively.
8. To warn the public against imitation of an enterprise's products.

IMPORTANCE OF ADVERTISING

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It performs the following functions:

1. Promotion of Sales :

It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets.

2. Introduction of New Product :

It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.

3. Creation of Good Public Image :

It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.

4. Mass Production :

Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.

5. Research :

Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.

6. Education of People :

Advertising educates the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

Support to Press :

Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network. For instance, Doordarshan and ZeeTV insert ads before, in

between and after various programmes and earn millions of rupees through ads. Such income could be used for increasing the quality of programmes and extending coverage.

ACTIVE PARTICIPANT IN ADVERTISING

Following are the group of people who are actively involved in advertising.

- 1. Advertiser :** Seller who manufacture and market consumer products are the prominent group of advertisers. Hindustan unilever , proctor and gamble, Seimen and Larson and toubro are the examples of advertisers. Also the retailers are the second prominent segment among advertisers. They stock the products . and sell them to the ultimate consumers. Government and social organization are also the active participant in this category.
- 2. Advertising Agencies :** An advertiser has two options viz. (i) to design, develop and produce and advertising message and get it placed in desired media directly through his own sales or advertising department, or (ii) to entrust the entire job of advertising to a team of highly professionalised, specialised, independent, advertising agency. An advertising agency is composed of creative people, who conceive design, develop and produce, advertising message with creative ideas and place it in the desired advertising of pocket expenses to their clients, i.e. the advertisers. They employ copywriters, artists, photographers. Typographers, layout designers, editors and such other creative people.
The advertising agencies guide their clients (advertisers) in selection of the most appropriate advertising media, which is known as „media planning“. Each medium has sits own merits and demerits.
- 3. Advertising Production People (Artists):** The production of impressive and persuasive advertisements is possible only with the active help and creative spirit of the artists like copywriters, artists, photographers, typographers, layout designers, editors and such other creative people. Such people are usually employed by the ad agencies or, their services may be hired by the ad agencies on job basis.
- 4. Target Audience (Readers, Listeners, Viewers and Present and Future Buyers)**
Advertising messages are given about products services and ideas to readers, listeners, viewers and actual and potential buyers, who are known as the audience. The target audience may be classified into the following three categories, viz.,
 - (i) existing or, current consumers, who are reminded and influenced to continue their patronage and to increase the volume of their buying,
 - (ii) consumers, who buy and use, a competitor“s brand; hence they are persuaded to buy the advertised brand, instead of the competitor“s brand; and
 - (iii) those consumers, who do not use any such product; and even then, are persuaded to buy the advertised product.
- 5. Mass Media:** Advertising messages are communicated to the target audience through different mass media, such as,
 - (i) Print Media : They consist of newspapers, magazines, journals, handbills, etc.

- (ii) Electronic Media : They consist of radio, television motion pictures, video, multi-media and the internet.
 - (iii) Outdoor Media : They consist off posters, hoarding, handbills, stickers air balloons, neon sing bill boards, local cinema houses, and transit media.
 - (iv) Direct Mail : It consist of brouchers, leaflets, pamphlets, letters and return cards addressed to consumers.
6. **Government Authorities:** The business of advertising is regulated by the government department. The government adopts law and regulation which have a direct or an indirect bearing on the advertising. Apart from this ASCI (Advertising standards council of India) and ABC (Audit Bureau of circulation) are also some of authorities regulating advertising.
7. **Advertising Production Firms:** Advertising production firms are the support agencies which help in the production of advertisement. This includes copywriter, artist, photographers, typographers, producer, editors. These are the people who transform ideas into a finished forms Thus the success and failure of the advertisement depend on these people.

URL: https://us.search.yahoo.com/yhs/search?hspart=visicom&hsimp=yhs-weathernow&p=what+is+advertisement+pdf&type=155_PK_us

Session 12-

Public Relations

What is Public Relations (PR)

Public relations (PR) is the way organisations, companies and individuals communicate with the public and media. A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience. Examples include press releases, newsletters, public appearances, etc. as well as utilisation of the world wide web.

PR and the World of Business

The world of business is characterised by fierce competition and in order to win new customers and retain the existing ones, the firms have to distinguish themselves from the competition. But they also need to create and maintain a positive public image. A PR specialist or firm helps them both create and maintain a good reputation among both the media and the customers by communicating in their behalf and presenting their products, services and the overall operation in the best light possible. A positive public image helps create a strong relationship with the customers which in turn increases the sales.

PR Tools and Techniques

PR specialists and firms use a number of tools and techniques to boost their clients' public image and help them form a meaningful relationship with the target audience. To achieve that, they use tools such as news releases and statements for media, newsletters, organisation and participation at public events conferences, conventions, awards, etc.. PR specialists of course also utilise the Internet tools such as social media networks and blogs. Through the mentioned tools, PR specialists give the target audience a better insight into their clients' activities and products/services as well as increase publicity.

Who Can Work as a PR

A PR specialist is usually required to have a relevant type and level of education such as a Bachelor's degree in communications or journalism. Proper education, however, is not enough to become a PR and much less to become a successful PR. A PR specialist needs certain skills (they are acquired through additional education and training), in the first place excellent writing and verbal communication skills. But a PR specialist also must know to work under pressure and be able to answer a variety of questions including unpleasant ones. For example, if the client is under a public "attack", a PR specialist needs to establish a control over the situation and protect the client's good reputation.

Who Needs PR Services

PR services are sought after by many organisations, companies and prominent individuals. A PR specialist communicates with the public and media in their behalf in order to present them in the best light. This helps their clients create and maintain a good reputation. But it also

helps them stand out from the crowd and attract attention of both the public and media as well as create a two-way communication.

The Usual PR Clients

PR services are utilised by many organisations and individuals who want to create a better image of themselves in public. The most frequent clients of PR firms include:

1. **businesses;** they utilise PR services to present their products/services and the way their firms work and of course, create a strong relationship with the customers and reach more potential buyers
2. **non-profit organisations;** examples include charity organisations, schools, hospitals, etc. who use PR services as a part of fund-raising events and promotion campaigns
3. **notable individuals;** examples include celebrities who use PR services to communicate in their behalf with the media and their fans but PR specialists are also highly sought after by politicians who can succeed only if they have a good public reputation
4. **Benefits of Using PR Services;**

PR specialists are professionals who have the knowledge and skills to communicate with the public and media. Many come from the lines of journalists and know exactly what it takes to attract public attention which is the key to success in the increasingly competitive business world. But they also know how to respond in critical situations and protect their clients' public image and reputation.

By helping create and maintain a good reputation in the public, PR specialists and firms play an important role in the overall success of their clients. For example, an effective presentation of the products/service significantly increases the sales by presenting them in a consumer-attractive way. Politicians, on the other hand, can count on support of their voters only if they have a good reputation.

How to Utilise PR Services

Most organisations and individuals who decide to use PR services hire a PR firm or specialist only for specific tasks. Examples include presentations of a new product/service, communication with the public and media during political campaigns or fund-raising events, management of unpleasant situations and controversies, etc.. But many also work with PR firms on a regular basis, while a growing number of companies and organisations have their own PR department.

PR Tools and Techniques

Creation and maintenance of a good public reputation is a complex and ongoing process. Without an effective PR, it is very difficult to reach the attention of the target audience and much less to influence their opinion and decisions. But when the relationship with the target group is finally established, it needs to be maintained in order to keep it on a high level. The process works similar to the interpersonal relationships. When two people lose contact, they

pretty much disappear from each other lives no matter how close they used to be. And the same happens with the target audience if the established relationship is not maintained.

Common PR Tools and Techniques

In order to build a relationship with the target audience and maintain it on a high level, PR specialists use a variety of tools and techniques. Some of the most common ones include:

1. **Attendance at public events.** In order to attract public attention and keep it engaged with a particular organisation or an individual, PR specialists take an advantage of every public event and the opportunity to speak publicly. This enables them to directly reach the public attending the event and indirectly, a much larger audience.
2. **Press releases.** Information that is communicated as a part of the regular TV or/and radio programme, newspapers, magazines and other types of mainstream media achieves a much bigger impact than advertisements. This is due to the fact that most people consider such information more trustworthy and meaningful than paid adds. Press release is therefore one of the oldest and most effective PR tools.
3. **Newsletters.** Sending newsletters – relevant information about the organisation or/and its products/services - directly to the target audience is also a common method to create and maintain a strong relationship with the public. Newsletters offering [promotional products](#) are also a common marketing strategy but PR specialists use it to share news and general information that may be of interest to the target audience rather than merely promoting products/services.
4. **Blogging.** To reach the online audience, PR specialists use the digital forms of press releases and newsletters but they also use a variety of other tools such as blogging and recently, microblogging. It allows them to create and maintain a relationship with the target audience as well as establish a two-way communication.
5. **Social media marketing.** Like its name suggests, it is used primarily by the marketing industry. Social media networks, however, are also utilised by a growing number of PR specialists to establish a direct communication with the public, consumers, investors and other target groups.

URL: <http://www.ipr.org.uk/>