**Lecture # 5**

**ELEMENTS/News Values OF NEWS REPORTING**

The major elements of good news reporting are: accuracy, speed, interest, newsworthiness, clarity, conciseness, objectivity, factuality, comprehensiveness, cohesiveness and meaningfulness. **News values**, sometimes called **news** criteria, determine how much prominence a **news** story is given by a media outlet, and the attention it is given by the audience in other words this is what makes a news to be news

**ACCURACY (Correctness, exactness)**

Accuracy also means:

To take care

Free from mistakes

Correct in all details

* Accuracy is also called live virtue.
* Accuracy is a journalistic proverb. News professional says “In case of doubt, leave it out”. It means that if there is any doubt in facts, do not report, it is better not to report than to report wrong.
* Check and double check your facts.
* Confirm information, do not rely on the wires.
* Do not accept at face value every wire story. If anything sound suspicious to you, call the wire service.
* Be careful with names. Go over each story after you have written it.
* Always confirm facts with at least two sources on controversial stories, preferably three.
* You have to report what we know, not what you think.
* Keep your opinion out of the story. When we report on what we think it is “analysis” not news.
* The best written, most creative copy is meaningless unless it is a accurate.
* Inaccuracy is a grave sin or a crime in the profession of news.
* Sometimes inaccuracy brings on a legal action.

**Geography** : How close is the event?

**Quantity** : How many people does it affect?

**Degree** : How are people affected? (Taxes, Salary)

**Context** : Relation to other events

**Timeliness** : Is it a recent development, or is it old news?

**Proximity** : Is the story relevant to target / listeners?

**Conflict** : Is the issue developing has been resolved or does anybody care?

**Eminence & Prominence**: Noteworthy people involved? If so, that makes the story more important.

**SPEED /**Time : How immediate is the event?

is an important element of news. Speed is a rate at which something or someone moves to operate. A good and accurate news report must be reported with speed. After accuracy the speed comes. If you delay in reporting, someone else will report.

**INTEREST** is also one of the main element of news. If people have interest in your story they will read and watch. Interest means holding the attention, share of involvement and attract the people. i.e. 4th murder of week

**NEWSWORTHINESS** means to have something new for the target readers/viewers.

**CLARITY** means the state or quality of being clear, distinct, understood or perceived.

**CONCISENESS**: Giving information clearly and in few words. Derived from French word “Concis”.

**OBJECTIVITY**: Not influenced by personal feelings or opinion in considering and representing facts.

Reporters are expected to aim for objectivity.

Expected to cover all sides/aspects of an issue.

Generally reporters are expected to remain neutral.

It is difficult to achieve.

**FACTUAL** means that news report is based on facts and can not be contradicted.

**COMPREHENSIVENESS:**

Dealing with all aspects of news.

A detailed content.

Covering all events of a news event or a personality.

**COHESIVENESS:**

The act, process, or condition of cohering.

Causing cohesion.

**MEANINGFULNESS** means that the news report has the value for readers/viewers.

**Components of News**

Components are the gears or constituents without whom the news is considered as incomplete, these components are 5W’s and 1H

**5 W’s**

**What**

What was happened?

**Who**

Who was involved etc who was the culprit

**Where**

Where the accident took place

**When**

When was happened

**Why**

Why it was occurred, what are the reasons behind it

**1 H**

How the things were took place

**Example**

For example the news is about a serial killer who killed more than 20 children

You as a reporter will collect all the facts by following the 5w’s and 1 H formula