

Tugas Kelompok  
News and report writing

Dosen pengampu :  
idham saputra

## **Characteristic news and report writing**



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KELAS 4B

**PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS**

**JURUSAN BAHASA DAN SENI**

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## **BAB I**

### **PENDAHULUAN**

#### **A. Background**

## **BAB II**

### **PEMBAHASAN**

#### **2.1. Characteristic of News**

##### **A. Timeliness**

Journalists stress current information—stories occurring today or yesterday, not several weeks ago—and try to report it ahead of their competitors. When reporting a story that occurred even hours earlier, journalists look for fresh angles and new details around which to build their stories. If background is necessary, they usually keep it to a minimum and weave it throughout the story.

##### **B. Impact**

Reporters stress important information that has an impact on their audience: stories that affect, involve or interest thousands of readers or viewers. Tax increases that take money from my paycheck matter more than tax increases that don't.

##### **C. Prominence**

If a plumber catches a cold, no one cares, except that person's friends and family. If the U.S. president catches a cold, the stock market could lose 500 points.

##### **D. Proximity**

The closer an event is to home, the more newsworthy it becomes: a hurricane in New Orleans matters more than an earthquake in Pakistan. However, proximity can be psychological: stories in Iraq feel "close to home" because America has troops there, so an explosion there is "local," while an explosion in, say, Yemen, is not.

##### **E. Singularity (AKA NOVELTY)**

Deviations from the normal—unexpected or unusual events, conflicts or controversies, drama or change—are more newsworthy than the commonplace.

##### **F. Conflict or controversy**

Two people arguing about a social issue is more newsworthy than two people who agree about that issue. The tension between the subjects creates the conflict that often makes a story dramatic and interesting to read. While conflict between groups can be viewed as negative news, it often provides readers and viewers with different opinions about policies and problems.

#### **2.2 Radio News Characteristic**

## Characteristics of Radio :

1. **Listener/s:** A person or a group of people who form the target audience of radio programmes.
2. **Broadcaster:** a person who presents or announces programmes over radio for the public.
3. **Broadcasting:** any communication or transmission of any message or signal to the public through electronic apparatus.
4. **Tuning into radio:** You have to switch on your radio and tune into the station you want to listen to.
5. **Live broadcast:** It means a programme being broadcast directly without any pre-recording or the sounds made at the moment of broadcast.
6. **Pre-recorded programme:** The programme recorded on magnetic tape, phonographic discs or compact disc for broadcasting it later.
7. **Script :** The written copy of the words to be spoken during a radio programme.

## 2.3 Television News Characteristic

### Characteristic of television news :

#### 1. Electronic Media

Writing, editing and execution good qualities of a TV anchor writing to visuals.

#### 2. Good qualities of a TV anchor and good communication skills

Tv reporters and anchor need to have excellent communication skills as well as excellent writing skills. They should have excellent command over the language, must speak grammatically correct language, syntax, pronunciation, tone and storytelling-no matter how stressed or tired the anchor or reporter may be. The reporter and the anchor should have the ability to simultaneously take in a producer's instruction via an earpiece while scanning new information from computer message, text or twitter, listen to what other reports on the team are sharing and interviewees are adding; monitor and coming video and many other at the same time.

#### 3. Interviewing Skill

An instinct for what people need and want to know, for what elements are missing from the story, and the ability to draw information by skillful, informed questioning and by listening; all in a very short span of time. The ability to condense or expand one's speech on demand, to sense when a story needs refreshing or recapping, to know without even looking at a clock how many words are needed to fill the minute live feed or interviewee.

#### 4. Reporters/ Anchors should be versatile

The entire broadcasting team is often expected to complete a number of varying duties. Reporters, for instance are often called upon to find a story, conduct interviews, shoot footage, write the story, and report the story. Most important for those on camera, anchors and

reporters should have a friendly disposition that viewers can connect with. A smiling face and gentle tone help viewers to develop a sense of trust and rapport.

5. Be in the right place at the right time.

In television, visuals matter, so it is not only sufficient to explain the facts, it is equally important to capture the moment. In television the operative word is vision. A reporter has just two minutes to give a complete picture of the news and words should enhance the pictures. Television news looks simple but the process that makes it simple is a complicated one.

6. It is more likely that only part of the 5W's and H will be heard.

The why and how will be left for a later paragraph, or not included in a short item. Unless the time is significant, it is likely to be dropped. A summary lead is best if it tells readers the most important of the 5W's and 1H :who was involved, what happened, where, when, why and how did it happen. However, if including all 5W's and 1H will clutter the lead sentence, the less important elements are reserved for the following sentences.

7. The television news writer assumes that the longer the sentence the less it will be understood.

Most clauses can stand on their own as separate sentences. The good writer will choose sentence structure from the rich variety afforded by the English language, including long, short, active, declarative, periodic, and passive construction, although the active voice is preferred to the passive.

## 2.4 Papers news characteristic

### 1) The Editorial Policy

Though news paper is treated as a consumer service product editorial policy have got important role to play. Editorial policy should maintain ethical criteria and maintain honesty and integrity. It should not violate individual right of privacy as well as social responsibility. It should not create conflicts but should work as a mediator between conflict and peace. So authentic and accurate news information should be printed to establish credibility.

### 2) Newspaper Marketing Strategy and Market Mix

Circulation and Advertising to a newspaper industry is what blood circulation is to a human body. These are the two main sources of income. But advertisement income depends on the circulation of a newspaper. Circulation is the force that makes advertisements pay. So every newspaper plans its strategy to increase their circulation. They plan their product to

meet demands of customer or readers. Management plans 4 P.s of marketing which differentiate your product in market. i.e. product, price, place & promotion and to develop the brand name. This can be achieved only with help of editorial support .

### 3) Complexity of Newspaper Economics

To know the strategic changes in newspaper industry it is necessary to know the management accounting ratios in newspaper economy.

- a. Newspaper is sold twice ie. cover price as well as advertisement space. That means newspaper have got two sources of income.
- b. In general the ratio of income source for breakeven point of circulation revenue for advertisement revenue should be 40% to 60%. If advertisement revenue increase newspaper become a profitable unit.
- c. Major raw material cost i.e. newsprint is 60% of the total expenditure. So any changes in newsprint price changes the profitability of a newspaper unit.
- d. Till 1985 cover price of the newspaper used to correlate with newsprint cost.
- e. For last 15 years there was big hike in newsprint cost as it correlates with fuel prizes. But newspaper cover price have remained stagnant.
- f. Newspaper management tried to control the newsprint cost by reducing height, width and weight or gram age of the newspaper. This has saved 28% in newsprint cost.
- g. On expenditure side all other costs like production 10%, salary 20%, interest etc. 10% are only 40% compare to newsprint cost.
- h. After spread of information technology and stagnancy in cover price revenue ratio of circulation to advertisement was shifted from 20% to 80% instead of 40% to 60%.

### 4) Internet strategy

Most publishers, advertisers, post their stories, PDF pages, advts. On the internet. Readers dropped their subscriptions to paid newspapers because they can get the same stories online.

- \* Lower purchasing power and youngsters are attracted to free newspapers.
- \* Electronic Media
- \* Increase Circulation
- \* Advertising Revenue
- \* Increase in Leadership

## 5) Editorial & Advertising

Publications vary but, as a general rule, there is a wide gulf between advertising and editorial unless you understand this difference you risk upsetting the editorial staff, who are often sensitive about pressure from advertisers and the advertising department. If you fail to see the difference and move between the two gaps insensitively, you are likely to fail in your efforts to achieve editorial promotion. Advertising is the most straight forward way of getting your message across, and the easiest. If you pay for space & time, you have absolute control and you can say what you like, provided the message is decent, legal, honest and thoughtful.

## 6) Product's Life Cycle

- \* The 1st stage of a product's life, when the product is very new and only being bought by innovators or trend sellers, and still requires your considerable backing and investment, will carry a message of novelty of being leading edge and breaking new ground. The objective is to generate customer interest and stimulate desirability and to encourage pioneering purchase.

- \* Wider consumer acceptance, new features and a range of price can be introduced.

- \* Case stories, try to maintain the difference between your product and others, such as lower price, improved product features or extended warranty for as long as possible. Sales would stabilize as the market becomes saturated and you find competition increases as other firms enter the market.

- \* Sales begin to fall. Fresh product, original product should not be forgotten as a demand of longevity. Revive the product at this stage, perhaps by repositioning or repackaging or otherwise remarketing it

## 7) Newspaper Advertising

Newspaper advertising has rightly been called the foundation of all advertising. In earlier days newspaper had only news and new articles in it. But the growing competition and increasing number of pages made it necessary for increase its income and the growing popularity of newspaper attracted the advertisers. Until few years ago newspaper continued to derive a greater revenue from subscriptions than from advertising. The ascendancy of advertising dates from the nineties when advertising revenue once for all passed that from circulation.