
UNIT 4 WRITING A NEWS REPORT

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4.0 INTRODUCTION

This unit is a comprehensive guide to news writing, providing essential tools for individuals aspiring to become skilled and responsible journalists. It covers the historical evolution of news writing from print journalism to the digital age, exploring the transformative impact of technology on news dissemination. The unit includes discussions on journalistic responsibilities in shaping public opinion and fostering community dialogue. Students will delve into core elements such as the inverted pyramid structure, writing for various media platforms, crafting headlines, and creating effective leads. The unit extends beyond written content to cover multimedia integration, social media strategies, and the legal and ethical considerations integral to journalism.

4.1 LEARNING OUTCOMES

Upon completion of this unit, you will be able to:

- Understand what is news
- Ability to comprehend the structuring of news article and learn about different news writing techniques
- Able to frame and write a news report
- Learn about news writing in the age of social media

4.2 UNDERSTANDING THE ROLE OF NEWS

News refers to information on ongoing events. The term "news" originated in the 14th century, deriving from the plural form of "new." As the name suggests, "news" typically signifies the delivery of fresh information. This information can be disseminated through various audio and video channels, including verbal communication, print, postal services, broadcasting, electronic means, or in the digital age through social media platforms. The various media through which we distribute information specifically news includes both physical and online platforms such as newspapers and magazines, television, radio, billboards, telephone, the Internet, fax, and other means of communication.

News distinctly captures the current or immediate past state of the world, even when crucial aspects of a story unfolded long ago or are anticipated in the future. For a topic to qualify as news, it must be anchored to the present through a specific event or "peg." Additionally, news frequently explores aspects of reality that appear unusual, deviant, or out of the ordinary. As the famous quote on news says 'if a dog bites a man, then it is an ordinary occurrence, but if a man bites a dog, then it becomes news'.

4.2.1 Role of Journalists in Society

Journalism is the profession focused on gathering, editing, and disseminating news and related content across print and electronic platforms. Practitioners, known as journalists or reporters, play a crucial role in informing, educating, entertaining, and connecting different segments of society. Media, with its diverse functions, significantly influences societal perspectives and judgments. In democratic societies, journalism is vital for informed decision-making, especially during elections, upholding the principle of 'freedom of speech.' A free and independent media serves as a public watchdog, engaging in investigative reporting, debate, and analysis. This ensures transparency, prevents information concealment, and amplifies the voices of ordinary citizens, fostering a well-informed populace. In times of crisis, journalism plays a critical role by providing essential information, such as weather updates, contributing to public safety and awareness.

4.3 EVOLUTION OF NEWS WRITING

The Acta Diurna, a news sheet in ancient Rome dating back to before 59 BCE, is among the earliest journalistic products which recorded daily events, including public speeches, royal decrees and was prominently displayed. In China, during the Tang dynasty, a court circular known as a bao, or "report," was issued to government officials and continued in various forms until the end of the Qing dynasty in 1911. The first regularly published newspapers emerged in German cities and Antwerp around 1609, with the first English newspaper, the Weekly Newes, appearing in 1622. The Daily Courant, one of the initial daily newspapers, was published in 1702.

Meanwhile in India, James Augustus Hickey is credited with launching India's first newspaper, The Bengal Gazette, also known as the Calcutta General Advertiser, in 1780. Unfortunately, the paper lasted only two years before the British administration seized it in 1782 due to its outspoken criticism of the Raj. The revolt of 1857 marked a shift in journalism, with a surge in Indian-owned newspapers challenging British dominance. These publications played a crucial role in the freedom struggle, reporting on British atrocities and mobilizing public opinion. Nationalist journalism emerged in the early 20th century, with papers like The Hindu and The Indian Express promoting Indian nationalism and independence. Radio, established in 1936, and television in the 1950s further strengthened journalism in India. Today, Indian journalism is dynamic, with over 100,000 newspapers, 500 news channels, and numerous online portals.

4.3.1 Changes in Journalism Over Time

The advent of new communication technologies has reshaped newspapers, particularly in the online domain. Online newspaper structures prioritize multimedia, creating a significant distinction from traditional print journalism. Eg, The Hindu's online website is vastly different from its physical newspaper. The design shift to multimedia content emphasizes message dissemination in online newspapers. Importantly, the emergence of the Internet has eliminated the previous lack of interactivity, empowering audiences with a two-way flow of information. Earlier people used to write back to newspapers through letters to the editor. Nowadays a person can just comment on the news story and it can be seen instantly by everyone including the news organisation. Thus, online journalism, as a product of new technology, differs fundamentally from traditional media due to its interactive capabilities.

4.4 NEWS VALUES

Before you learn how to write news, you need to understand what makes a piece of information newsworthy? News values are criteria influencing the selection and presentation of events in published news, determining what is considered "newsworthy." These values are not universal and can differ among cultures. News values serve as a checklist for journalists to identify newsworthy stories. Eight key news values include are:

- **Impact (the significance of events):** If a greater number of people are involved than the impact of the news is greater. Eg the devastating floods of Pakistan in 2022, or the Covid-19 pandemic
- **Timeliness (recent occurrences):** The recency of the event determines its newsworthiness. Recent sports matches, elections, celebrity events etc make for recent news.
- **Prominence (involving well-known figures or places):** If important celebrities or famous people are involved then it makes news. Eg the death of Cyrus Mistry in vehicle accident was talked about as it involved a famous personality.
- **Proximity (local relevance):** Often local news makes it to the newspapers or television since it is of importance to the readers. Eg local crime stories are more newsworthy than a crime happening thousands of kilometres away.
- **Conflict (dramatic elements):** Conflicts involve large number of people and hence are more newsworthy. Eg Russia-Ukraine war, the Israel-Palestine war has had numerous casualties and is an ongoing important conflict.
- **Unexpectedness or Bizarre nature (strange or unusual occurrences):** The more strange the news, the more publicity it gets. Dog biting a man is common but if a man bites a dog then it becomes the news.
- **Currency or Trending (topics currently under public discussion):** Subjects currently in the public eye are more likely to be considered newsworthy. The increasing public concern about global warming has led to more stories focusing on consumer companies developing environmentally friendly products.
- **Human Interest (emotionally stirring events):** Some events evoke strong emotions, such as a dying child receiving a donated organ or families reuniting after fifty years, exemplifying human interest stories. Narratives related to people's daily concerns, including food, health, housing, as well as information about schools, work, and finances, resonate with the public and capture their attention.

These values guide the selection and presentation of news stories, but as you have read, they are not the sole criteria that determines their selection as news and most stories have more than one or more news values.

Activity – 1

Take a newspaper and categorise the news stories according to the main news value that you think it has. Repeat this for both regional and English language newspaper.

Check Your Progress - 1

Note: 1) Use the space given below for your answer

2) Compare your answer with those given at the end of this unit.

1. What is the role of news in today's digital age? Do you think that news no longer is about information but more about infotainment?

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4.5 ELEMENTS OF NEWS WRITING

4.5.1 The Inverted Pyramid

Typically, news stories follow the inverted pyramid style, presenting information in descending order of importance. This enables readers to quickly grasp essential details and decide whether to continue reading. A story typically begins with the who, what, when, where, and why, followed by supporting details and background information. This approach contrasts with academic writing, where the abstract may summarize main findings, but the content typically starts with details and concludes at the end of the article. The inverted pyramid style, devised over a century ago, still serves as the fundamental framework for news writing, facilitating easy editing by allowing cuts from the bottom when needed.

To write in the inverted pyramid style:

- Identify your key points: Determine the essential information you want readers to know, summarizing what follows.
- Rank secondary information: Outline story details, prioritizing what's most interesting to a broad audience, then move to smaller details.
- Write well and concisely: Strengthen your content by cutting unnecessary information, using straightforward language, and employing short paragraphs and bulleted lists.
- Frontload content: Make key elements informative. Start with a descriptive headline, lead with the main point, and use descriptive headings and subheadings. The first sentence of each paragraph should be crucial, and the first words in each sentence should convey important information.
- Consider a summary or highlights: Some sites include a summary or bulleted list to emphasize key takeaways for readers.

4.5.2 Elements of News Story

A typical news story contains some common elements that can be identified in every story irrespective of its medium.

The Headline

The headline serves as a concise one or two-line summary, presented in larger type, providing readers with an overview of the news story's contents and conveying the essence of the article. Headlines function as an index for the newspaper's contents, summarizing the information found within its stories. Example: Tech Giants Unveil Revolutionary Gadgets Set to Transform 2024, For Huntington's disease clues, scientists are looking in fruit flies, Explained, Telangana CM Revanth holds meeting with Foxconn representatives

The Lead

The initial segment, known as the lead, encompasses the most crucial information, providing a comprehensive overview of the incident or event. It must address the when, where, why, what, and how of the occurrence, encapsulating the content that renders it newsworthy. By solely reading the lead, the reader should grasp the article's essence and context, allowing them to decide whether to continue reading.

Body

The middle section, referred to as the body, comprises subsequent paragraphs that furnish additional details about the incident. This part delves into the background of individuals involved, any disputes, arguments, evidence, and may feature significant quotes from officials or related parties. It builds anticipation, offering insights into the causes leading to the incident and immersing the audience in the scenario. Articles often include information sources to establish credibility, and visuals such as photos and videos are integrated here.

Attribution: Every news story needs attribution, which is the acknowledgment of where the information comes from. Attribution lets the reader assess the credibility of the facts presented in the story. Quotes play a crucial role in good stories, and every quote should include attribution. Without attribution, a news story lacks value. Example: According to Dr. Kamble, a leading environmental scientist, "The impact of climate change on coastal regions is alarming."

Tail/Conclusion

The concluding segment, known as the tail or conclusion, presents ongoing events related to the incident and may reference similar occurrences. This section adheres to the inverted pyramid format, providing a comprehensive overview in the lead by addressing the 5W's and 1 H accurately. If the news is ongoing then the conclusion ends it in a way that this story is further developing.

4.5.3 Importance of Concise and Clear Language

Journalists adhere to certain fundamental rules to enhance their craft. These include avoiding common figures of speech, favouring brevity by choosing short words over long ones and eliminating unnecessary words. The preference for the active voice over the passive is encouraged, along with

using everyday English equivalents instead of foreign phrases or technical jargon. These guidelines underscore the importance of clarity and simplicity in communication. However, breaking any of these rules is deemed more acceptable than expressing something outright barbarous, emphasizing the flexibility and discretion inherent in the art of news writing.

4.6 RESEARCH AND INFORMATION GATHERING FOR NEWS

Journalists must master various information gathering methods in order to consistently find news. Proficient and effective deep research is vital, particularly in the information age. Like interviewing, it requires practice and forming good habits. A successful routine for information-gathering yields consistent benefits and will make you a good journalist.

4.6.1 How to Identify News Story

Observation: Observation involves witnessing an event and then reporting it as a news story. The quality of a story often depends on the journalists' observer skills. Skilled observers utilize their eyes, ears, mind, notebooks, and tape recorders to ensure they capture concrete facts, specific figures, and accurate information. They seek the colorful, dramatic, or unusual aspects of any situation. Effective observers aim to gather more information than necessary, recognizing it's easier to discard excess material than to backtrack once the story grows cold. Developing observational skills comes through experience, and simply reading a book is insufficient. The key to becoming a proficient journalist is to look beyond the surface.

Beat System: The beat system, assigning reporters expertise in specific areas, aids in routine checks for story ideas. While newspapers still heavily rely on beat reporters, broadcasting tends toward generalists, especially in small markets. Eg a reporter working in crime beat would visit police station and hospitals to find potential crime stories.

Regular Sources: Developing regular sources on beats is crucial, as these sources often provide valuable tips. Reporters also monitor other news outlets for ideas, and occasionally follow up on stories broken by competitors. Eg in the case of Watergate scandal, The Washington Post followed the New York Times in breaking the story.

Follow Up Stories: Keeping a tickler file helps track developments and revisit earlier stories. Reporters act as advocates for their audience, emphasizing the importance of listening and thorough reporting. Understanding the audience's diverse needs is key, as news consumers increasingly prefer brief summaries, especially online. Tailoring information to specific audiences remains essential for impactful news delivery.

Use of social media: Social media platforms offer a direct connection to industry leaders, experts, and potential sources. Journalists can build valuable relationships by following and engaging with key figures. For instance, interacting with government officials on Twitter establishes trust and opens avenues for collaboration. In the age of instant information, fact-checking is

crucial. Journalists can responsibly use social media by cross-referencing information from multiple reliable sources and confirming breaking news through official statements and trustworthy outlets to ensure accuracy and uphold journalistic integrity.

4.6.2 Writing a News Story

Select a Newsworthy Story: Begin by choosing a recent, interesting, and significant event or development that is relevant to your audience.

- **Define Goals and Objectives:** Identify what your readers want and need to know about the subject. Determine the best way to convey the story effectively.
- **Identify Reliable Sources:** Find out who can provide accurate information about the subject and how to contact them. Explore additional sources for relevant information.
- **Conduct Preliminary Research:** Do your homework to gain a basic understanding of the situation before conducting interviews. Check existing stories on the subject.
- **Prepare Questions:** Create a list of questions to ask during interviews, ensuring thorough coverage of the story.
- **Arrange Information Gathering:** Schedule interviews or locate appropriate individuals for information gathering.
- **Conduct Interviews:** Interview primary sources, taking notes and asking prepared questions. Seek suggestions for other sources and request permission for follow-up questions.
- **Interview Additional Sources:** Speak to secondary and tertiary sources, asking follow-up questions and conducting further research to enhance your understanding.
- **Define the Story:** Ask yourself, "What's the story?" and "What's the point?" Clarify your focus before beginning to write. Develop a rough lead.
- **Create an Outline:** Make a written outline or plan of your story to organize key points and structure.
- **Write the First Draft:** Begin writing the first draft following your plan, making necessary changes as you progress.
- **Revise for Content:** Review your first draft for content issues, gaps, or weaknesses. Revise as needed, eliminating unnecessary words and ensuring every word contributes.
- **Read Aloud for Logic and Syntax:** Read your second draft aloud, identifying logic or syntax problems.
- **Copyedit for Mechanics:** Conduct a thorough copyedit, checking for spelling, punctuation, grammar, and style issues.
- **Meet Deadline:** Deliver the final, polished story to the editor before the deadline to ensure timely publication.

4.7 HEADLINE WRITING

A headline is a concise and informative title or heading at the top of an article, news story, or webpage that captures the main point or highlights of the content. Its purpose is to grab the reader's attention, provide a quick summary of the story, and entice them to read further.

4.7.1 Writing an Effective Headline

Writing an effective headline is crucial for capturing readers' attention and enticing them to explore your article. Here are some tips to master this skill:

- **Summarize Concisely:** Condense your story to its core and incorporate it into a brief, engaging headline that communicates the main point. Eg ULFA signs peace accord with Centre, Assam govt
- **Hook Without Spoiling:** Create a hook that grabs attention without revealing the story's climax, encouraging readers to delve deeper for more details. Eg Nutrition alert: Here's what a 100-gram serving of cinnamon contains.
- **Be Straightforward:** Avoid misleading readers with vague or clickbait headlines. Maintain the integrity of your publication by accurately representing the content. Eg Human error behind Nepal's Yeti Airlines crash that killed 72 people, including 5 Indians: Report
- **Emotional Appeal:** For feature articles, inject emotion into your headline to captivate readers. Pose questions or create intrigue to prompt them to explore the story. Eg Does your partner invalidate your feelings frequently? Signs your partner is emotionally manipulating you
- **Proofread and Fact-Check:** Ensure accuracy by proofreading for errors and fact-checking, especially when using statistics. Maintain the reliability of your publication.

4.6.2 SEO Headlines

In the realm of digital media, headline writing has quite challenging. Search Engine Optimisation headlines or SEO headlines are crafted specifically for search engine optimization. SEO, or search engine optimization, involves enhancing your website's visibility on search engines like Google and Bing. This is achieved by optimizing for searches related to the products you sell, services you offer, and topics where you have expertise. Improved visibility increases the chances of your pages being discovered and clicked on. Ultimately, the aim of SEO is to attract visitors who may become customers or a recurring audience. They incorporate targeted keywords relevant to user searches. Unlike regular headlines, SEO headlines cater to both people and search engines. They not only include key terms but also strive to be intriguing, prompting clicks on the search engine results page (SERP).

To stand out in search outcomes, SEO headlines often use modifiers like numbers or adjectives, enhancing clickthrough rates. They're kept concise for clarity and better visibility in search results, ensuring they're not cut off or lose meaning. Optimizing headlines for SEO helps your website rank higher

on search engines like Google, Bing, and Yahoo, driving more traffic and increasing page engagement.

Tips for Better SEO Headline Writing

- **Optimal Length:** Keep SEO headlines between 55-70 characters. Ensures clarity and avoids being cut off in search results. Use tools like Google SERP Stimulator for accurate previews.
- **Utilize Numbers and Data:** Incorporate numbers for clear promises and specificity. Boosts engagement, e.g., "5 Proven Social Media Strategies."
- **Pose a Question:** Engage the audience by asking relevant questions. Creates curiosity, e.g., "Have you paid your property tax?"
- **Address Pain Points:** Speak to audience challenges or pain points. Offers solutions, e.g., "Struggling to Generate Leads? Here's How We Can Help."
- **Use Power Words:** Infuse intensity and excitement with power words. Captures attention, e.g., "Unlock the Secret to Growing Website Traffic."
- **Concise and Clear:** Choose clear and concise language. Avoid jargon and use an active voice for impact, e.g., "Use Social Media Advertising to Increase Traffic."

4.8 LEAD WRITING

The opening paragraph, known as the lead, holds utmost significance in a news story. In a landscape flooded with information from various sources, including newspapers, magazines, TV, radio, and the internet, audiences seldom venture beyond the initial paragraph, and often just the first sentence, unless it captures their attention. A well-crafted lead achieves precisely this by presenting crucial information in a clear, concise, and engaging manner.

4.8.1 Types of Leads

Summary Lead: Traditional and common in breaking news, the summary lead offers a concise "just the facts" approach, typically answering the crucial Five W's and H. While historically used for who, what, when, and where, it may now sound outdated in today's rapid media landscape. Adaptations involve online breaking news coverage, allowing print editions to focus on evaluative and analytical stories exploring why and how.

Anecdotal Lead: Using a quick anecdote at the start can captivate readers, offering a specific illustration of the article's broader point. Essential elements include interesting anecdotes with specificity and concrete details. The broader significance of the anecdote should be promptly explained within the initial sentences following the lead.

Delayed Identification Lead: Uses a descriptive pronoun initially, providing specific names and titles in later paragraphs. Example: In Lincoln, R.I., a School Committee member accuses a colleague, Lucille J. Mandeville, of assault, alleging a nose-grabbing incident following a heated executive session.

Question Lead: A question lead in news writing involves starting an article with a question to grab the reader's attention and stimulate their curiosity. This type of lead is designed to engage the audience and prompt them to read further to find the answers. While question leads can be effective in creating intrigue, they are often considered less direct in delivering the main point of the story compared to other types of leads.

Analogy Lead: Draws a comparison between the issue or event and something familiar to the reader. Example: In Amsterdam, The Netherlands, considers anti-terrorism laws that make the U.S. Patriot Act seem like a civil libertarian's dream come true.

Short Sentence Lead: Uses one word or a short phrase as a teaser for the rest of the lead. Example: "One-fifth of an inch." That's all the snow needed to cause over 30 accidents in Shimla as a extreme weather storm caught motorists off guard.

Storytelling Lead: A storytelling lead adopts a narrative approach, commencing by introducing key elements like characters, conflict, and the story setting. It aims to immerse readers in the drama, kindling their interest to know the unfolding events.

Parody Lead: A parody lead is a captivating introduction that involves exaggeration or imitation. It draws parallels between the issue or an action and popular sayings, using phrases, proverbs, quotes, or song titles. Examples include "THALA" and "Make hay while the sun shines." Typically, it incorporates a comic element, making it more impactful and engaging for the audience.

Opposite Lead: An opposite lead presents a viewpoint or observation, followed by its opposite. For example, a report claims Facebook harms the brain, but an honors student, Jim Wallace, who uses the site regularly, disagrees, stating it's not true.

Punch Lead: A punch lead, also known as a bullet or cartridge lead, delivers content like a punch, emphasizing the most crucial news or statements upfront. It aims to surprise readers, creating an immediate impact. It's a short lead that provides a summary and focuses on qualitative news, such as "LOST SHIP" or "Train Catches Fire."

Staccato Lead: A staccato lead uses short sentences to quickly attract readers, summarizing the news and setting its mood. It often incorporates descriptive details in the body, and sometimes employs ellipsis (...) for added effect. For instance, "Dark... Screams... Bullet... Silence..." creates a sense of suspense and urgency.

Activity - 2

Collect 10 headlines from regional language news of your choice and give alternate headlines for those stories in English. Similarly collect 10 english news story headlines and give alternate regional language headline.

Check Your Progress – 2

Note: 1) Use the space given below for your answer

2) Compare your answer with those given at the end of this Unit.

1. List multiple ways that help journalists in identifying news stories?

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2. What are SEO Headlines?

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4.9 NEWS VERIFICATION AND FACT-CHECKING

In today's multimedia landscape, distinguishing fact from fiction is challenging due to the prevalence of misinformation. Major global events like the COVID-19 pandemic, Russian invasion of Ukraine, and Brexit have witnessed an unprecedented scale of misinformation, 'fake news,' and distorted statements. Photo manipulation and deepfake technology further contribute to the distrust of visual and auditory content. Additionally, relying on Wikipedia for accurate information is problematic, given its open editing structure that allows errors, selective facts, and vandalism.

The repercussions of disseminating inaccurate information are significant, harming a journalist's reputation, damaging the organization's standing, and potentially causing widespread panic or legal consequences, as seen in cases like the false claim linking the MMR vaccine to autism. Fortunately, journalists have tools to combat fake news, and they should ask five essential questions to ensure fair, balanced, and accurate storytelling while keeping the audience informed:

- Has this story been fact-checked already? Utilize established fact-checking teams from reputable media organizations or independent bodies like Full Fact, Snopes, and Africa Check.
- Can you attribute the quote? Verify quotes by seeking information from official channels, such as verified government accounts, company websites, or reputable organizations, and be cautious of vague attributions.
- What does the data say? Verify numerical information by identifying its source, double-checking data, and consulting independent experts to understand the context.

- Is the image what it claims to be? Combat photo manipulation by running a reverse image search on Google, checking the image's origin, and confirming details independently.
- Is this a forgery? Be cautious of forgeries, especially on social media. Verify the authenticity of screenshots or images from recognized news outlets, watching for signs of misinformation and considering the source's credibility.

By applying these checks, journalists can enhance the reliability of their stories and maintain the public's trust.

4.9.1 Artificial Intelligence and News Writing

AI-generated news articles are produced by AI programs using sophisticated algorithms to analyze diverse data sources and generate readable, coherent news reports without human intervention. These articles cover topics like politics, finance, sports, and entertainment and are disseminated through news websites, social media, and news apps. Despite advantages like rapid production and broad topic coverage, concerns about accuracy and reliability arise due to the potential for biased reporting, misleading information, and errors without human oversight.

Using AI for news writing has notable benefits and drawbacks. On the positive side, AI-generated news articles provide speed advantages, swiftly covering breaking news and a wide array of topics from various sources. However, concerns arise regarding the accuracy and reliability of AI-generated news, given the potential for biased reporting and errors due to algorithmic processing. The lack of nuanced understanding compared to human journalists is a significant worry, with issues such as sarcasm recognition and awareness of social and cultural context. To address these concerns, some organizations employ human oversight, fact-checking, and transparency measures to ensure the accuracy, reliability, and trustworthiness of AI-generated news. Overall, careful consideration and mitigation of these concerns are crucial to maintain public trust in journalism.

4.10 VISUAL STORYTELLING

The web has revolutionized storytelling, transforming newsrooms into visually-driven spaces. Amidst the information overload, visual journalism emerges as a powerful tool to simplify complex topics, turning them into engaging narratives. In the digital era, words alone fall short, necessitating an understanding of visual journalism's potency for creating compelling content.

Visual journalism has evolved alongside technology, enabling dynamic storytelling through tools like animated charts, interactive maps, videos, and 3D elements. This shift from print to "rich" digital media liberates publishers, offering diverse ways to captivate audiences and establish a profound connection between readers and stories. Originating in the late 1800s, visual journalism's historical roots emphasize the impact of visuals in communication. Today, with attention spans narrowing and social media as a primary news source, content creators employ visual techniques to convey

sophisticated information in shorter timeframes.

The transformative effect of visual journalism extends beyond news, infiltrating digital marketing as a means to convert intricate details into compelling, accessible narratives. Techniques such as animation and scrollytelling play pivotal roles, breathing life into digital stories and creating captivating, interactive experiences that resonate with modern audiences.

4.10.1 Elements of Visual Storytelling

In exploring the types of visual storytelling, various mediums contribute to conveying compelling narratives:

Graphics: Graphics, such as infographics and charts, blend text, color, and illustrations to simplify complex concepts. Eg if a newspaper had to explain rising inflation then a graph would be the best way to convey such complex concepts easily.

Photos: Photos, whether editorial or commercial, provide a real visual perspective. Editorial photography accompanies written content, maintaining ethical considerations, while commercial photography aims to resonate with consumers through edited and visually appealing images. Utilizing images to tell news stories, photojournalism evokes emotions and conveys powerful narratives. Eg Photographs of refugees leaving their homeland in hope of better future, images of children in war torn Ukraine or Palestine.

Portrait Photography: Telling personalized stories, portrait photography captures individuals or groups at a specific moment. The goal is to convey the essence of the subjects, as seen in a countless photograph. Eg Raghu Rai's famous photograph of Mother Teresa.

Videos: Video journalism and news videography employ moving images to enhance storytelling. Stock Videography used in commercial or editorial projects contributes to creative endeavours. Wire agencies and other stock video websites offers licensed content, for use in news storytelling for a fee.

Thus, visual storytelling breathes life into narratives, engaging consumers in a way that text alone cannot.

Activity – 3

Identify 5 fake news from social media platforms and list the reasons why those news articles are fake.

Check your progress - 3

Note: 1) Use the space given below for your answer

2) Compare your answer with those given at the end of this Unit.

1. AI in journalism is a boon as well as bane. Comment on this statement and strengthen your point using relevant examples.

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4.11 LET US SUM UP

In this unit you have learned about the origins of newspaper and journalism. The term "news" originated in the 14th century and signifies fresh information delivered through diverse channels, capturing the current state of the world with a focus on unusual aspects. Journalists are pivotal in informing and connecting society and the online shift in journalism highly prioritizes multimedia and interactivity. News values like impact, timeliness, proximity etc guide story selection for journalists due to limited space and resources. Journalists utilize the inverted pyramid style which is fundamental in presenting information in descending order of importance. In a news story clarity is key and a journalist must keep his subject matter concise. We also learned that there are various information gathering methods which include observation, beat, and social media etc. Writing a news story involves selecting events, defining goals, identifying sources, researching, preparing questions, and delivering a polished story by the deadline. Effective headline writing is crucial, especially in the digital age where SEO headlines are essential for better traffic and reach of news story. Lastly, AI-generated news articles, produced by sophisticated algorithms, cover diverse topics and are rapidly disseminated through various platforms. While advantageous for speed and broad coverage, concerns about accuracy, reliability, bias, and errors without human oversight exist.

4.12 KEY WORDS

Inverted Pyramid: Inverted pyramid style presents information in descending order of importance.

Headline: Headline is a concise and informative title or heading at the top of an article, news story or webpage that captures the main point of the content.

Lead: Lead is the opening paragraph of a story.

4.13 FURTHER READINGS

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4.14 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check your progress - 1

1. Refer to section 4.2

Check your progress - 2

1. Observation, Beat System, Regular Sources, follow up stories, use of social media.
2. SEO headlines are headlines that are created specifically for search engine optimization that increase the presence of a website on search engines like Google and Bing.

Check your progress - 3

1. On the positive side, AI provides advantages in terms of speed, however on the negative side, there are concerns about accuracy and reliability of AI-generated news.