

UNIT-2: DIFFERENT FORMS OF PRINT: A HISTORICAL PERSPECTIVE

1. Introduction

1. Newspaper
2. Magazines
3. Leaflets/Pamphlet
4. Brochure
5. Banner
6. Flyer

2. Yellow Journalism

1. .Origin of Yellow Journalism
2. Characteristics of Yellow Journalism
3. Negative Effects of Yellow Journalism
4. Advantage of Yellow Journalism

3. Penny Press

4. Tabloid Press

5. Language of News

5.1.Robert Gunning: Principals of Clear Writing

5.2.Flesch Reading Ease Readability Formula-Skills to Write News

6. Review Questions and Exercises

7. Further Reading

INTRODUCTION

In the media sections, print media is one of the oldest forms of media. Although it is an old technique, but it is very famous and is one of the strongest medium used to communicate messages to the masses. Till today, print media has been able to retain huge audiences. An advertisement published through print media is able to attract millions of eyeballs and has way more impact on the audiences.

There are various types of print media. The most primary and widely used form of print media is newspapers. The popularity of newspapers is very high and reading a newspaper comes as a daily habit of even the celebrities and successful people. People find reading the newspaper both informative as well as entertaining.

There are other popular forms of print media, like magazines and newsletters. There are millions of subscribers of various English or vernacular magazines. The color and the good quality of the pages keep the readers hooked to numerous magazines being printed today. Depending on the genre, readers are free to choose a magazine of their choice and enhance their knowledge on the subject. The various genres of magazines include politics, health, lifestyle, bollywood, cooking, pregnancy, sports, art and business.

Further, there are newsletters, which come handy in getting an array of business-related information. A lot of people get their share of important information regarding the present condition of the Indian economy or the global economic status or the ups and downs of share markets through the newsletters dispatched timely. A variety of newsletters help the readers in figuring out what business would be profitable for them.

Print media also captures a prominent share in the advertisement area. Various popular and effective forms of advertising through print media are banners, flyers, pamphlets, brochures and posters. One can earn huge profits in his business by advertising through different types of print media.

Print media is also a channel to spread informative news or personal blogs. It apparently is extremely popular among reputed business professionals.

Following the history of print media, we can see the advancements and the writing skills employed follow the modern pattern. Over the time, print media has enhanced its structure conforming to the needs of the modern audiences or viewers. The print media was invented in the early 19th century. Gradually, the initial method of handwriting turned into machine typing, which was invented in the early 1970s. Soon after, the method of machine writing was replaced by digital typing.

Newspaper

A newspaper is a periodical publication, which contains printed information on news, politics, business, sports and art, and often includes materials such as opinionated columns, weather forecasts, reviews of local services, obituaries, birth notices. A newspaper also includes leisure materials like crosswords, editorial cartoons, comic strips and advice columns and other informative articles along with advertisements. Newspapers are usually published on a daily or weekly basis.

History of newspaper publishing:

- The modern type of newspaper is a European invention. The handwritten sheets are said to have been the oldest ancestors of the modern newspapers; these sheets were circulated locally in Venice back in 1566. This form of newspaper was filled with information on wars and politics in Italy and Europe.
- In as early as 1609 in Germany, the first printed newspaper was published weekly. These were vigilantly monitored by the government and, thus, contained information only on foreign news and current prices.
- By the 1830s high speed presses were invented and brought to practice. These presses could print thousands of papers cheaply, allowing for low daily costs, and, thus, making the newspapers a 'local' item.
- In 1766, a Dutch adventurer, William Bolts, suggested the start of a newspaper in order to address the English audience in Calcutta. He was deported back to UK before he could bring his plans to practice.
- Shortly after, James Augustus Hicky published '*Hicky's Bengal Gazzette*' in 1780, which is touted as the first newspaper in India. This four-page newspaper has its size as 12"x8".
- Robert Knight, who was an English editor, journalist and newspaper proprietor, founded two English language daily newspapers in India – *The Statesman* in Calcutta and *The Times of India* in Mumbai in the early nineteenth century. Also, he bought out the Indian stakeholders in 1860, did a merger with *Bombay Standard* and started India's first news agency. It became the frontrunner to wire news dispatches to newspapers across the country and became the Indian agent for *Reuters* news service. In 1861, Knight renamed *Bombay Times and Standard* to *The Times of India*. Knight had to fight very hard for a press without prior restraint and intimidation and frequently resist the attempts by government, business conglomerates and cultural spokespersons in order to lead the newspaper to national prominence. By late nineteenth century,

Knight's company employed more than 800 employees and had a considerable circulation in India and British Empire.

- Newspapers in India paved a way for the battle against the social evils and for freedom by publishing revolutionary and enlightening writings.

Advantages:

- Newspapers have extensive penetration with almost 50% or more of households reading newspaper daily. The figure may also exceed 70% among the households with higher incomes and education levels.
- Potentially large coverage includes local as well as world news and has daily morning and, sometimes, even evening editions published. These newspapers keep the readers well informed, improve their general knowledge, language and vocabulary, and give a wider perspective on what is happening in the world and, therefore, boost their self-esteem.
- Newspapers offer more flexibility than any other medium of advertising. They are timely scheduled and are as regular for people as their staple food. The newspapers are printed in various sizes, shapes and formats and interesting elements like colours and special inserts are used often to gain the interests of the readers.
- Readers' involvement and acceptance is better for the newspapers provide not only the daily dosages of news, information and entertainment, but also the assistance with the consumption decisions.

Disadvantages:

- They are a major source of clutter, as almost 64% of the average daily newspaper is dedicated to advertising.
- They typically have a life of only one day and need to be discarded the next day.
- Any information misprinted or misrepresented cannot be corrected or updated.
- Over the time, the readership of newspapers is on a decline, while the production costs are increasing.

Magazines

Magazines are periodical publications, which are published on a regular schedule and contain a collection of detailed articles on various topics, like food, fashion, sports, finance and lifestyle. The word 'magazine' originally meant 'store' and was often

used in the mid 17th century in the title of the publications giving away information catering to particular groups of people. Magazines, in general, are published weekly, biweekly, monthly, bimonthly or quarterly. Most of them are printed in colour on coated paper and are bound with a soft cover.

Historical background about magazines:

- The first and the earliest was a literary and philosophy magazine “*Erbauliche Monaths Unterredungen*”, which was launched in 1663 in Germany by a German theologian and poet Johann Rist. Educated and cultured intellectuals welcomed the periodicals, which summarized new books and included scholarly articles.
- Interestingly, the first ‘periodical of amusement’, called *Le Mercure Galant* was published by French writer and playwright Jean Donneau de Vizé. The magazine contained news, songs, short verses and gossips. In spite of being mocked by other writers for its witty rather than intellectual content, the magazine gained immense popularity in France.
- The 1700s saw increase in literacy and intellectual competence, chiefly among women. Society’s demand for knowledge facilitated magazines to become a popular cultural staple. The first general-interest magazine was ‘*The Gentleman's Magazine*’ published in the year 1731 in London by an Englishman named Edward Cave. He was the person behind invention of the term ‘magazine’ from the Arabic word ‘makhazin’ which meant storehouse. Two of his most noteworthy accomplishments are coining the term ‘magazine’ and becoming the first publisher to successfully champion a wide-range publication.
- In India, the first magazine was published by the British – *Oriental Magazine* or *Calcutta Amusement* (1785–86). This was followed by a number of transitory missionary publications. With its conception in 1900, the first periodical founded and edited by an Indian was *Hindustan Review*.

Advantages:

- Magazines or periodicals can target specific set of audiences based on their interests. Geographic and demographic selectivity could be achieved through purchasing ad space in specific geographic editions of national or regional magazines.
- They could be made attractive and colourful with modifications in size and cost.

- They have permanence. Thus, they could keep the readers involved and receptive for a long time. The articles written could be read any time in a slow pace, have a longer lifespan, could be used for future references and could also be passed on to other readers. They could possibly be good sources of knowledge, information and usable ideas. Statistics say that magazine readers are more likely to look at and recall ads.

Disadvantages:

- Magazines are generally expensive, as they are not available on-demand and are published either weekly or monthly.
- They have a long lead time required for purchase; also, they have limited flexibility for the placement of ads and their formats.
- On an average, consumer magazines have 45% of its space for advertising, which adds on to clutter.
- The advertisers need to book the space for the advertisement in a magazine well in advance.

Leaflets/Pamphlet

A pamphlet is an unbound book which has no hard cover or binding. A leaflet consists of a single sheet of paper which is printed either on one side or both sides and folded in half, in thirds, or in fourths. It could also be a few pages, which are stapled and are distributed free of cost.

Historical background:

- Pamphlets were among of the first printed materials widely used in European countries. The history and evolution of pamphlets is rather revolutionary.
- The first pamphleteering was inspired by the religious controversies of the early 16th century in support of the Reformed religion. Martin Luther was one of earliest and most influential pamphleteers.
- In India, pamphlets played a vital role in the freedom movement. The freedom fights used printed flyers aggressively in order to spread the word of freedom against British. Almost all the rallies and processions were accompanied by the circulation of pamphlets printed with messages from freedom fighters and leaders.

Advantages:

- Circulation of leaflets from door to door is a very popular method employed by small and local businesses to promote their brands owing to its cost effectiveness.
- Unlike other print media, leaflets can include a lot of information, as there is no word count restriction.
- A leaflet can be formatted in any shape or sizes and can also be made visually pleasing.
- The most common way of distributing leaflets is through mail posts, where leaflets are dropped in people's letterboxes. The other methods include handing them out to masses in congested or busy areas and, thus, planning the promotion keeping in view target-specific demographics.
- Pamphleteering can be very impactful in promoting the business for small organizations or local businesses who cannot afford other types of advertising,

Disadvantages:

- They are generally discarded after one glance. The potential customers might give it a thorough read, but their disinterest might lead to the disposal of the pamphlet.
- Often, restaurant and take-away outlets' menus printed on leaflets are revisited. The other promotions through pamphlets are quickly read and forgotten and, thus, the pamphlets cannot guarantee a long-term impact.
- Generally, they aren't considered as important and are viewed as clutter or waste.

Brochure

A brochure is a paper with printed piece of informative news and is widely used in business sector as a medium of advertisement. Brochures are available in different forms like template, pamphlet or leaflet. A brochure is mainly an unfolded paper containing information regarding a business or any news update.

A brochure might have the information printed on either its one side or both its sides. It is primarily used to give crucial information to people. The information might be regarding a product or a service or might just be about an introduction to a company and organizations. A brochure is mainly of two types - hand-to-hand and digital.

While hand-to-hand brochures could be found in various formats, like pamphlets and leaflets, digital brochures are generally attached with the emails. The attachment could also be included in the form of a template. The designs of templates convey the

information either textually or graphically. The digital brochures could be designed with either text or graphics, or both.

Infographic is an advanced form of design used for a digital brochure, where the entire process or information is explained step by step and is often supported by suitable graphics formats. It's quite easy to create infographic designs these days. A variety of online tools, like Infogram, Piktochart, Visme, Canva and Ceros, are available, making the process of infographics very easy.

A printed brochure also comes in three folds. When the size of a brochure becomes large, the information needs to be placed tactfully in it, as there is a chance to lose the information flow.

These days, electronic brochure, also known as e-brochure, is fairly common. Its format could be PDF or JPEG. At most, four colors could be used in a single three-folded brochure in order to enhance its look and feel. The colors could be used in contrast, yet should be in sync with each other.

If an organization also has a website, an opportunity to design the brochure per the website could also be availed. The next important thing to be kept in mind is the paper used for making brochures. The sheet used should preferably be thick and glossy. This way, it would easily be able to attract the eyeballs. With the advancements in technology, designing a brochure has become quite easy. However, a high definition printer is preferred for proper printing of the brochures.

Banner

A banner is a heading or advertisement placed on webpage in the form of a box, column or bar. A website can be promoted by placing banner and other web advertising methods on popular search engines, web portals and directories. It is usually a graphic image, which presents the name or identity of a site. A banner could either be clickable, which might transfer the surfers to some other site, or static giving away relevant information on site, product or service offered by the e-commerce website.

A banner could also be a long strip of cloth with printed slogans, logos, designs or messages. A flag whose design is the same as that of the guard in a cover of arms is called a banner of arms. It is prepared in a rectangular or square format. Church banners commonly represent the saint to whom the church is dedicated.

Banner is an essential apparatus for internet marketing. There are lots of ways to sponsor an internet business. One of these ways is with banner ads, also identified as web banners. Banners are also used in speaking the testimony of Jesus Christ by evangelists and public ministers engaged in Open Air Preaching.

Historical perspective:

Banners were used as far as the Old Testament. Around 1300 BC during the time of Moses, banners helped in keeping order among the people as they traversed through the desert to the Promised Land. Banners have come a really long way since then. Let us have a look at its evolution.

The different types of banners founded from old era to the present:

Moses: This type of banner was used in the era of 1300 BCE. Banners were used as far back as the Old Testament. At the time of Moses, banners helped mind the masses as they moved across the desert to the Promised Land. Although some were made of heavily domed materials, others were simply long wooden poles adorned with ornaments.

Roman Coat of Arms: This type of banner was used in the era of 44 BC to 1453 AD. In the earliest days in Rome, houses of nobility distinguished themselves by hanging banners with a coat of arms at the front of their entrance.

Heraldic Banners: This type of banner was used in 5th to 15th century. Prepared in several shapes and sizes, including the oblong pennon, heraldic flags were used in the Middle Ages for personal recognition. Knights used them to differentiate their mettle on the battleground. As they advanced, they removed points of the pennon until it was reduced to a square form by which they were henceforth known.

Sashimono: This type of banner was used in the 1500's. During Japanese feudal times, Sashimono were worn by ordinary soldiers as well as elite samurai to tell apart one another from enemies during tough battles. The Sashimono poles were attached to the back of the chest armour with special fittings.

Palio Di Siena: This type of banner was used in 1656. In the Palio di Siena, a bareback horse race was hosted twice a year in Italy and the winner was awarded a banner of pained silk, or palio, which is hand painted by a different artist for each race. During this ceremony, the enthusiasm was so extreme that there was occasional outbreak of violence between rival contrades.

Trade Union Banners: This type of banners has been used since the early nineteenth century. In Britain, trade union banners have been used since the 1840s and can be counted in the hundred during the May Day parades. Usually made of silk stretched tightly over a wooden frame, these banners are used to represent local industries as well as depict optimistic visions of the future.

Aerial Advertising Banners: This type of banner was used in mid-1900s. Aerial banners are most commonly tied behind propeller aircraft because jet engines are too fast and require too much fuel to be efficient. Proponents of this form of advertising point to its ability to reach an otherwise isolated pocket of consumers, such as people at the beach or stuck in traffic.

Digital Signs: This type of banner was used in the 1970s. Since that time, digital signage has come a long way in terms of technology and LCD, plasma, or LED boards are now able to interact with mobile phones via SMS or Bluetooth. This technology enables viewers to send messages to the display boards. Some digital signs use a technology called auto stereoscopy to display 3D images without the need for special glasses.

Web Banners: This type of banner is being popularly used since 1993. The first clickable online advertisement was sold by Global Network Navigator in 1993 to a now-defunct law firm in Silicon Valley. A year later, Hotwired coined the term ‘banner ad’ when they sold their first ad AT&T in 1994.

Flyers

A flyer is a paper advertisement printed for wide range of distribution in public or for posting. One of the oldest marketing policies employed to grow business is by distributing flyers among the public. A flyer is also termed as circular, handbill, poster, or leaflet.

Marketing is imperative for growth of a business, as it helps to grow the operations of the business and flyers are one of the cheapest methods of marketing. Flyers can be customized as per the customer’s needs and requirements. Therefore, flyers could be used to create awareness about the products of the company. Even today, in the era of the Web 2.0, we cannot ignore the impact of flyers, as they are still considered to be a very effective marketing strategy to gather the response of the public.

Design

To make the appearance of the flyer attractive, it is important to design the flyer appropriately. There are some useful tips which must be remembered while designing a flyer. In order to grab the attention of the masses, a few interesting pictures of the business could be placed on the flyer that would help people understand the purpose the business serves. The top left place of the flyer plays a key role in attracting the crowd and it could be used to place some catchy information like offers and discounts. As nobody likes devoting much of their time to reading a flyer, the text in the flyers should be framed articulately and should be crisp and short. It is important

to mention the plan of action for the readers, too, once they are done with reading the information in the flyers.

Yellow Journalism

Journalism is the line of work primarily associated with print media and newspapers. The newspaper plays a vital role in the life of an educated nation. It is a medium through which public outlook is articulated. Ironically, journalism in India today is beleaguered by sensationalism and wrong reporting. Instead of making people aware of the facts happening around the world, it emphasizes on presenting a tailored, partial and corrupt version of bizarre and insignificant events. This presentation is what is known as 'yellow journalism'. In other words, yellow journalism presents a kind of journalism which commands attention and sensationalism, without focusing on the truth. Further, yellow journalism could also be accused for spreading half-information, setting stereotypes, provoking discrimination or violence.

Fundamentally, media houses employ yellow journalism to grab people's attention in order to create more business and money in the competitive market. Yellow journalism frequently uses the terms like breaking news, viral or rumours. It often arises when opposition between two foundations arises, since each one of them wants to acquire better profits. Yellow journalism is a way to grab more and more viewers without putting in additional efforts into research.

Origin of Yellow Journalism

Yellow journalism was first devised during the famous newspaper war between William Randolph Hearst and Joseph Pulitzer II. Pulitzer's paper *The New York World* and Hearst's *New York Journal* entirely turned the table for the newspapers. They both changed the true face of the newspaper by adding more made-up stories and increasing the use of sketches and caricatures.

Some illustrations of Yellow Journalism are:

These days yellow journalism is emerging as a showstopper for several media channels, which they are using to upsurge their TRPs. Surprisingly, there is no breakage of absurdity, too. News channels are showing whatever they deems as interesting without doing the background check or analyzing the facts.

- A current specimen of this is the death of the student of National Law University, Jodhpur. The media presented this case as a '*selfie death*' whereas, in real, it was a mere accident and an unfortunate event.
- In 2017, when some people from the Rajput community took offence over the portrayal of a historical princess, 'Padmavati,' in Hindi movie, the protagonist in the movie went on to defend freedom of expression by saying, '*nothing to get offended by, it's just a movie.*'
- *Recreation of Amitabh Bachchan* – this was the headline when Amitabh Bachchan got well after an accident illness; media reported it as his rebirth.
- *Be a millionaire in nine days – Madan Maharaj will disclose the mantra.*
- *Terror of which who demands onions.*
- *Rajasthan's Scissorhands? Panic in villages after 'ghost' chops off women's hair.*
- A powerful instance of yellow journalism could also be seen during the election season.
- Mother Teresa and Princess Diana died on the same day. However, Mother Teresa's death was demoted to just a transitory mention, while Princess Diana's death was publicized. It didn't matter that Mother Teresa was a Nobel Peace prize winner. It didn't matter that she was a prominent social worker. What counted was the enthusiasm that the news of the death of Princess Diana could attract.

So, above-mentioned examples are of yellow journalism, which basically consists of sensationalized breaking news so as to increase the TRP of the news channel and sales of newspapers. Media houses, these days, are in cutthroat competition to present yellow journalism.

Characteristics of Yellow Journalism

A few characteristics of yellow journalism are that it:

1. has daunting and impactful headlines with excessively large type font in red or black colour.
2. has numerous photos to display, out of which a few are even spurious or morphed.

3. contains made up stories, fabricated interviews and ambiguous headlines.
4. includes colourful cartoon strips making fun of biased political parties or celebrities.
5. covers campaigns for those who endure mistreatment.
6. might also show the writer being overly sympathetic to the ‘underdog’ in the story and overly against ‘the protagonist.’

Clickbait

Clickbait is the contemporary form of yellow journalism. The term “clickbait” is a negative term that describes web content which is only concerned with producing profits from advertisements. Clickbait articles are well-known for using phrases such as ‘What happens next will shock you!’ or ‘You won’t believe what happened when she ...’ Clickbait is the same thing as a sensationalized headline on a newspaper, only digitized. A few examples from clickbait are as follows.

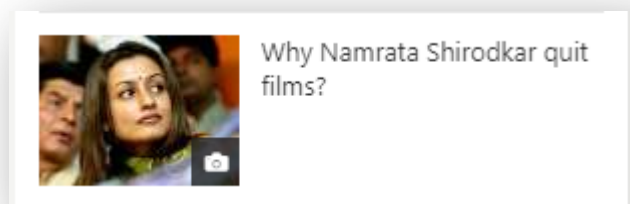


Figure 5 Source: Retrieved from <https://www.msn.com/en-in/> (Date: 12 Feb, 2019)

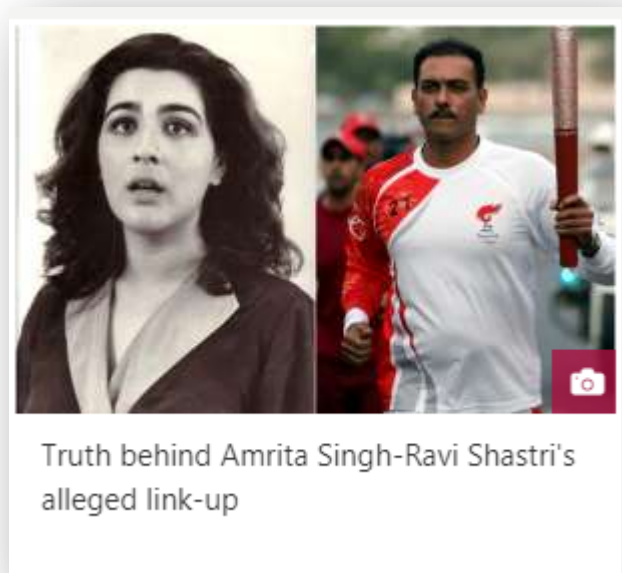


Figure 6 Source: Retrieved from <https://www.msn.com/en-in/> (Date: 12 Feb, 2019)



Figure 7 Source: Retrieved from <https://www.msn.com/en-in/> (Date: 12 Feb, 2019)

Negative Effects of Yellow Journalism

1. **Society of sensationalism:** Due to yellow journalism, every news media are contending with each other to frame the best headlines, which in turn will increase their TRPs as the mob gets fascinated by rumours without really looking for the facts.
2. **Politics and economy:** Images of several politicians and celebrities get maligned by yellow journalism. Even those, who were innocent, had to face many problems because of fabricated headlines and rumours spread about them by media.
3. **Gender discrimination:** Yellow journalism worsens the issue of gender discrimination in the society as there are several made-up stories regarding gender discrimination, which affects the minds of people and creates a grudge against the opposite gender.
4. **Conflicts and human security issue:** A lot of times, yellow journalism worsens the issues of discrimination already existing within society. This creates conflicts among the people from different castes, creeds, sexes and creates a situation of insecurity on the minds of the people.
5. **Mass media and public interest:** Norms and rules of ethical journalism are framed for the public interest. Media should never exceed these rules and should refrain from unnecessarily hampering the peace in the country.
6. **Promoting violent behaviors:** Yellow journalism might also promote violence in the nation. For instance, if the media is spreading some sensationalized news or

rumours against a person and if that person eventually proves to be sober, then that person might be mentally tormented because of the excruciating media trials.

7. The form of amusement: Yellow journalism for some people is a means of having fun or getting entertained. Some people try to start controversies so that they could steal some newspaper or TV space. In short, it is often a publicity stunt for them to capture the mass attention and to be in the limelight.

Advantages of Yellow Journalism

- The only advantage of yellow journalism is that it prevents frauds and unfair practices to an extent, as people who are engaged in malpractices are a bit afraid of being caught in the media. There have been many examples of such people whose frauds were presented in yellow journalism and were eventually proven to be true with evidences.
- It makes people sit up and listen and lays them in a position to look for the actuality when it tempers their inquisitiveness.
- It also helps media houses and newspapers for generating tons of business and TRPs.

There is numerous exponent of yellow journalism in India; some of them have been discussed above. Now, the question is who will heal this trash? Presently, there are only some self-styled/self-regulatory mechanisms in places like the Broadcasting Content Council, News Broadcasting Standards Authority (NBSA), and the Press Council of India. However, there is a need for a single, peripheral and strong statutory regulator for all the operations of media; an organization which could punish the accused and order for penal actions if he/she is found guilty.

Almost all the media channels put yellow journalism into practice. The media cannot hide behind the provision of Freedom of Speech because the Article 19(2) of the Constitution itself imposes limits on usage of this right in the public interest. Self-regulation for the media has clearly failed in India. There is a need for an external statutory regulator who can work independently for the upgradation of the media as well as the society.

The journalists have gained profound knowledge on how to get an extensive reaction from people and push them to creating a ruckus. Yellow journalism is also becoming viral on social platforms, such as Facebook and Twitter. A country should run on facts and not biased opinions. The media needs not stand tall and static, but mature and grow.

Media is known as the fourth pillar of democracy. The responsibility to always keep its value high lies in the hands of the journalists, or the public who are the ultimate consumers of the news, as they are the people who create drama around a certain news with sensationalized headlines.

PENNY PRESS

Penny press was a type of newspaper available during the 1830s in United States. This newspaper came very cheap and was available to the masses for just one cent, while a general newspaper came for six cents. Due to the low price, penny press sold a lot among the middle class citizens. The popularity of this newspaper further increased with the increase in the working class population of the country.

In the old time, a newspaper costed quite high, as the printing required the use of manual labor. This technique was, however, changed after the introduction of steam engine. The steam-driven machines made everything easy and the process of handling the press became automated. This decreased the cost of printing and, therefore, of the newspaper.

Benjamin Day first took a note of the situation of the newspapers in America. He found that newspapers were mainly centered on the rich class and covered the news mostly related to the activities concerning rich or elite class and the political events. According to H. Bergmann (1995), the newspapers contained mainly the news related to business, ship schedules, products promotions and some old foreign news. He changed this and covered a wide variety of news in his newspapers and, also, priced it lower, so that even the middle class people could avail it. Thus, he was the founder of the first Penny Press in the USA. His newspaper was named as *The Sun* and it became very popular in a short span of time. His ideology was appreciated by other newspaper publishers and they, too, started publishing penny newspapers shortly after.

The newspaper covered various topics besides the political issues. The reports in the newspaper covered the news on crime, tragedy, adventure and gossips. The language of the news was easy, consisting of simple vocabulary and language. This was well received by the common people, for it was easy to understand for them.

The first penny press newspaper was published by Lynde M. Walter and the name of the newspaper was *Boston Transcript*. It was published on 24th July, 1830. Many of the other notable and exceptionally popular penny press newspapers in the USA include *The Sun*, *New York Herald*, *Morning Post*, etc.

The newspapers, then, were not politically funded and the journalists gathered news out of their own interest. The journalists often used telegraph to send news from a remote area to other journalists and the publishing houses. The newspapers also hired reporters and correspondents, who would help in the process of news gathering for the newspapers. This particular practice had a wide impact and many of the ideas of modern journalism were thought to have been originated from here. The idea of interacting with general population and collecting their views and ideas in order to present them in a news report is what the reporters used to do back in those days. This technique is still in practice even in the modern day journalism.

The main inspiration behind the penny press newspapers was Charles Knight's *The Penny Magazine*. This magazine was published to provide education to the poor class people of England and improve their monetary condition. However, it gained popularity not only in England, but also in America. The magazine became extremely popular and had a circulation of more than 20000 magazines after only one year of its inception.

The impact of penny press newspaper on journalism was quite high. Earlier, only the elite and the upper class civilians were able to access the news and understand the political, cultural or national incidents. A large part of the population remained ignorant of the national activities. However, introduction of the mass media at a lower price opened the doors to daily news for the middle and lower income groups.

The penny press also helped the newspaper publishers realize the immense potential of journalism. They became more careful about the news content being published in their newspapers. They also came to know that a large part of the middle class population had different consumption patterns in terms of news than the upper class population. Where the middle class group was more interested in knowing about the stories around crime and criminals, the upper class loved consuming business news and grapevine.

Another significant point about the penny press newspapers was that these gained revenue from the advertising spaces sold in the newspapers but the general, costly newspaper, relied mostly on their costly subscription plans for the revenue.

TABLOID PRESS

Tabloid is a widely used newspaper of the modern times. It is generally smaller than a broadsheet and its standard size is 17 inches by 11 inches. The news included in a tabloid is very descriptive and covers a variety of topics

Tabloid originated from a pharmaceutical company, Burroughs Wellcome & Co. situated in London, who termed their pills as *tabloids*. J. Harris, B. Clayton (2002) stated that these pills looked like compressed materials. Sometime later, the word *tabloid* was being associated with all types of compressed materials. As these newspapers contained every news report in a simplified and brief format, general people termed it as a *tabloid*.

There is variety of tabloid newspapers around the world. London has the widest variety of these newspapers than any other country in the world. These varieties are aimed at different classes of the population and contain different kinds of news.

The *Red top tabloids* mainly consist of the news collected via tabloid journalism. The reports chiefly cover crime, celebrity chatters, junk food news and information around astrology. These newspapers are largely popular for highlighting the celebrity gossips and contain all the latest news and grapevine about them. The newspaper got its name from the red mastheads present on them. Here is an example:



Figure 8 Source: Retrieved from: <http://joshepq.blogspot.com/2012/12/evaluation-red-tops.html> on 13 Feb, 2019.

On the contrary, there have been a lot of issues related to this type of newspaper. The language in these is kept colloquial and is loaded with fancy adjectives and exclamatory or expressive words in order to add a high shock value. There have been many incidents when tabloids have been accused of spreading fake news and sparking controversies in order to push their sales.

The most popular *red top tabloids* are *The Sun*, *The Daily Star*, *The Daily Mirror* and *The Daily Sport*. Another form of tabloids is the *compact tabloids*. These newspapers cover authentic news and employ editorial style of writing. It is noted by B. Zelizer, et al. (2000) that the news covered in these newspapers is mainly from the national or the international political front. Previously, these newspapers used the broadsheet

papers only, but in order to accommodate the content in lesser space, the publishers started using smaller size papers. Newspapers like *Daily Mail* and *Daily Express* were the frontrunner to make this change back in the 1970s. However, many other notable newspaper publishers followed this path later and implemented this change in their tabloids, too.

The small size of compact tabloids helps the readers in reading the newspapers anytime on the go. The content of these newspapers vary as per the style of the publishing houses. Some newspapers concentrate on the political events while others stick to covering the business news. Some of the most popular compact tabloids are *The Independent*, *Daily Express*, *The Morning Star* and *Daily Mail*.

Interestingly, the tabloid newspapers have had a significant impact on the publishing of the newspapers in other countries. There is a considerable proportion of readers of tabloids in Africa who find the use of pictures and catchy narration interesting. It helps them to understand the news better. Tabloids are a popular form of newspaper in other continents too, like Asia, South America, Europe and Oceania.

LANGUAGE OF NEWS

Whether a person is a news junkies or a low information people, we are all surrounded by news everywhere. But, hey thanks to the news! We can always remain updated on what is happening around the world. We can obtain information on local, national and international current affairs, business, sports, politics which is often enclosed with a dose of shopping advice, showbiz, science and technology, cuisine, holiday, celebrity's lives and fashion, lifestyle etc. News always comes to us in a number of formats.

As noted by Grazia Busa (2013), "News comes to us in a number of systems. The oldest tool for delivering it is the newspaper. The other two traditional media are the television and the radio. News is presented in many forms, ranging from factual reporting of events to sensational entertainment. In news making, every aspect of a news story like text size, ordering of events, relevant topic, visual structure of the text are all carefully planned and the choice made depends on both the communicative goal and the socio-cultural values that are assumed to be shared with the addressees. English, because of its key role as a language of international communication, has been increasingly used as the language of the news. The contents of the newspapers are not facts about the world, but in a very general sense, "ideas", or also can be termed as "beliefs", values, theories, ideology etc. Language is not neutral, but it's a highly constructive mediator. The journalist takes a different view. He/she collects the

information, report them objectively and the newspaper will then present it without any bias, in a language which is designed to be unfaltering and agreeable to the readers.”

As quoted by Roger Fowler (2013), “The formation of news events and the formation of news values is in fact a reciprocal, dialectical process in which stereotypes are the currency of conciliation. The occurrence of a striking event will reinforce a typecast, and reciprocally the firmer stereotype; the more likely are relevant events to become news. News values are rather to be seen as qualities of reports. They are not simply features of selection but, more importantly, features of representation and the distinction between selection and transformation. From a semantic point of view, the text in the contents summary can be divided into different parts. They are in the following order – the initial information relating to the subject of the news, further background details concerning the event and finally explicit editorial comment on how the news will affect the reader. The first part of the title is always present, while the other two elements, especially the last one, are not present at times. The terms, ‘true’ and ‘most true,’ collocate with the relation that the adjectives lose some of their semantic force. Very often, precise information is given as to the basic components of quintessential reportage: details relating to what, where, who and when are frequently found in the title page summaries.”

As stated by Martin Conboy (2013), “The news, in both its elite and popular forms, is extremely important in helping us to build up a normative view of the world and set parameters for how we network with that world. This means that language has an immense pressure on the ways in which we observe the world or in which we live. The language of news plays a major part in the construction of what Berger and Luckmann have referred to as the ‘social construction of reality’ (1976). Newspapers are ‘language forming institutions’ (Bell, 1991) which means that their language informs and is influenced by broader linguistic trend. Most of the newspaper language is driven, as never before, by the economic imperative to retain its audience within a competitive news media environment. Newspapers often reduce the complexity of the world and they often lack context because of the space constraints.”

A part of the development of the conventions of the news language is the division of the content of the newspaper into various and not always mutually compatible types. These can be further divided into two main categories. The first is hard news, where explicit opinion is generally withdrawn and where spot news and the reporting of the routines of politics and public life is included. The second category includes the genres, like specialist news, soft news, news features opinion pieces and editorials, where opinions are more or less foregrounded. It’s the hard news where

‘facticity’ (Tuchman, 1978) of the writing is utmost important. The general tendency is to include the evident, verified information and excluding additional commentary from the journalist. This does not mean that opinion cannot be transmitted in other, less obvious ways. The news media picks events for reporting according to an intricate set of criteria of news worth. So, news is not simply that which happens, but that which can be regarded and presented as newsworthy.”

There has always been some form of headline included, summarizing the content of a newspaper report. The development of the headline was a central feature of the increasing marketization of newspapers. Besides providing a brief summary of the main news, they help in grabbing the attention and, also, in reflecting the style of the presentation of the news values. They are an important means through which a newspaper appeals to its audience.

A lot of times, the written language might also mimic the spoken language, colloquially used in chats, texting, blogs and emails and this form of writing is characterized by little planning. The written language, which mimics spoken language, could well be used by the writers who wish to create a friendly and informal relationship with their readers. For instance, popular magazines, newspapers, websites and discussion forums famously use colloquialism. As quoted by Anna McKane (2013), news stories arise from the events that hold a potential to interest the readers. A majority of these cover actual events ranging from burst water pipelines or road crashes to horse shows and school plays. The news stories might also originate from official sources, like press releases, documents, reports, charities and so on. Direct quotes from people involved in an incident bring a story to life, highlighting the tensions between the groups of people and telling the readers about what happened, explaining its significance and giving a cue to the reader about the possibilities in the future.

Robert Gunning: Principals of Clear Writing

Writing is a part of our everyday lives. There is a famous reference book, which is used as a bible by the journalists when it comes to mending their writing ways per the news medium. As per the book title, *The Technique of Clear Writing*, by Robert Gunning, there are ten points which should be kept in mind while writing the news reports. These are:

- **Keep sentences short:** According to Robert Gunning, the sentences should be framed as short and crisp as possible. This will help the reader grasp the message that is being conveyed through the writing in the exact way as intended by the writer. Long sentences put the readers off and, also, make the sentences too complex to be comprehended. Writers should break long

sentences into multiple short sentences in order to introduce a breather and simply the intended meaning.

- **Prefer simple over complex:** While framing a report, the journalists should use simple languages and words. This will convey the message behind the words in a proper and effective manner. Frequent use of complex words could, at times, create confusion and doubts in the minds of the readers. This will also make the writing tough to be understood. Because of this, the writing might as well be disregarded as waste, as it couldn't serve its purpose to inform the readers. Therefore, simple words and languages should be preferred over complex words and language.
- **Use familiar words:** According to Robert Gunning, it is easier for the masses to quickly relate with the content where familiar words are used. There are times when journalists tend to use certain unnecessary complex words and phrases in order to make their writings sound formal. Little do they know that this practice often makes their writing more unfriendly than official. Proper usage of colloquial words does not necessarily frame the piece as informal. Instead, the use of simple and familiar words will help the writer in keeping the readers engaged with the content.
- **Avoid unnecessary words:** There are times when the writers use several unnecessary words in the writing. This, sometimes, leads to confusion among the readers of the content and a general disregard of the publication. Therefore, it is always better to avoid the use of unnecessary words in the writing in order to make it more effective.
- **Put action in your verbs:** Verbs are used for the expression of actions. Therefore, the sentences could be made to sound natural by putting actions into the main verbs. This can be done by following the below-mentioned three methods:
 - putting the action in the subject,
 - putting the action in the object of the verb,
 - putting action in a phrase of the preposition.
- **Write as you talk:** One of the simplest tricks for getting more readers to read one's writings is to write in the speaking language. There are various people who prefer writing in a different language than they talk. It is a general ideology that writing in colloquial language makes the writing very

simple. However, it is a myth, as writing in conversational language makes it easy for the reader to understand and relate.

- **Use pictureable terms:** It is well accepted that the use of picture-able terms in the writing makes it way more effective. People are able to relate with these terms, as a result of which they are able to understand what we is being conveyed. This helps in increasing the engagement with the readers and, thus, eventually gaining their preference.
- **Tie in with the reader's experience:** Tying the writing with the experience of the readers imparts it a personal touch and they are able to connect with it better. Once the preference for the writing and the writer increases, the readers love coming back to read the reports by a particular writer and become his/her ardent followers.
- **Make use of variety:** When we communicate with people, we use a variety of sentences while talking. This helps us in communicating our ideas to the people in a proper manner. Therefore, adding variety to our writing will make it more natural. It is considered as one of the crucial parts of an effective writing. Our writing will become tiresome, rigid and uniform if we do not use variety in our writing. Therefore, Robert Gunning suggests that we should use variety in our writings in order to make it more attractive as well as effective for the readers.
- **Write to express, not to impress:** We, human beings, need validation for everything. The same applies to a writer. The writer should write according to the demands and requirements of the readers. This will help in attracting as well as engaging more readers in the writing. The expression is much more important than impression in writing. One should write to make the readers understand what is being conveyed than making an attempt at impressing them. Therefore, Robert Gunning suggests one should write to express not to impress.

Flesch Reading Ease Readability Formula: Skills to Write News

Flesch Reading Ease Readability Formula is one of the oldest and most accurate readability formula. This concept was discovered by Rudolph Flesch in the year 1948. Rudolph Flesch was a high profile author, writing consultant and supporter of the Plain English Movement. This concept was developed in one of the articles by Rudolph Flesch named as *A New Readability Yardstick*.

Flesch Reading Ease Readability Formula is an approach which is used for the assessment of the grade-level of the readers. It is considered as a truthful and accurate

measure that could be relied on without much scrutiny. It has been found to be best used on school texts.

Additionally, it has also become a standard readability formula used by many US Government agencies, including US Department of Defense. However, its primary usage limits to assessment of a reading passage written in English.

With the application of Flesch Reading Ease Readability Formula, the writers can make their writings effective and easy-to-understand for the readers. One of the best ways to attract the readers to the content is to frame it to meet the readability expectations of its target audience. Catering to the readability expectations of the audience will help people stick to the website and help increase the conversions, too.

In the Flesch Reading Ease Readability Formula, there is a definite formula of mathematics which has been discussed below:

- $RE = 206.835 - (1.015 \times ASL) - (84.6 \times ASW)$, in which following are terms:
- RE: Readability ease
- ASW = Average number of syllables per word
- ASL = Average sentence length

ASL can be calculated by dividing the total number of words by the total number of sentences which have been used in the writing.

ASW can be calculated by dividing the total number of syllables by the total number of words which have been used in the writing.

In the Flesch Reading Ease Readability Formula, RE is referred to as the output measured in numbers. It ranges from 0 to 100. If the content scores a higher number, then it could be concluded that the writing is easy for the readers to read and understand. The content could be rated in the following manner:

- If the score is between 90.0 and 100.0, the writing is able to be understood by students in fifth grade.
- If the score is between 60.0 and 70.0, the writing is able to be understood by students in eighth and ninth grade, i.e., it should generally be understood by 12 to 15 year olds.
- If the score is between 0.0 and 30.0, the writing is able to be understood by students appearing in college.

Therefore, if we want to make our writings easy as well as easy-to-understand for the readers, we should measure it with the application of Flesch Reading Ease Readability Formula, which will help us get the breakdown of the readability scores and text statistics. This will, in turn, help us in streamlining our workflow thereby making it easier for us to reach our target audience.

REVIEW QUESTIONS AND EXERCISES

1. What is yellow journalism? What are the various techniques of yellow journalism?
2. What is the difference between the content used in a newspaper and that in a magazine?
3. The values of the traditional reporting are taking backseat while the features of tabloid journalism are taking over the newspaper. Do you agree?
4. Where are possible avenues where flyers and posters could be used? What purposes do they serve?
5. What is clickbait? Do you think it is decreasing the worthiness and importance of news?
6. What is the use of the Flesch Reading Ease Readability Formula? Explain using examples.
7. Does the style of writing change according to the purpose of the feature; for instance, information, education or entertainment? Please elaborate.
8. Discuss the various aspects of news writing and its relevance to responsible journalism.
9. Discuss in detail how the language and the style of writing changes with the changing mediums of print. Discuss the characteristics which bring about the difference.

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