



# Journalism

# Solved Questions

SOLVED LONG AND SHORT QUESTIONS FOR JOURNALISM FROM CSS PAPERS PERSPECTIVE

Note: This document is intended to be correct and relevant to the subject but not guaranteed as 100% correct. This is a complied/Scan work by The CSS Point Team. The CSS Point is not responsible for any fact/information mentioned in this booklet.

The CSS Point

[WWW.THECSSPOINT.COM](http://WWW.THECSSPOINT.COM) | [SUPPORT@THECSSPOINT.COM](mailto:SUPPORT@THECSSPOINT.COM)





**THE CSS POINT**  
Yes We Can Do It!

For More FREE CSS Books, Notes and  
Current Affairs Material Please Visit our  
Website

[www.thecsspoint.com](http://www.thecsspoint.com)

Join us on facebook

[www.facebook.com/thecsspointOfficial](http://www.facebook.com/thecsspointOfficial)



**Note: This Booklet and All Books available  
on thecsspoint.com are FREE and just for  
educational purpose **NOT FOR SALE.****

**Q.1. "The role of media managers in public sector should be media developer and facilitator rather than media controller and news muzzler". In the light of this statement please evaluate public sector media policy and discuss the state of press freedom in Pakistan.**

**Ans.**

### **From Facilitator to Controller, a Critical Analysis**

Having the immense power to influence the minds of masses and ability to grasp specific ideologies into them, media has been the favourite tool of elite of every society that can work as the custodian of their particular & vested interests. It has been an interesting question of the field that if "Media sets the Agenda of People, who sets the Agenda of media?"

The simplest answer to this query comes as "The Media Managers" who determine the boundaries for the working of media as well as use to provide necessary facilities for the dissemination of the information.

But the answer does carry a bunch of complexities in it, as if media managers adopt such policies and strategies which are more functional in particular interests rather than mass interests. The media does play a role like the watchdog in the hands of elites. To maintain this hegemonic atmosphere, information laws and legal and illegal pressures are imposed on media so that it can be controlled. Here, a case study (press freedom in Pakistan) is given to present a clear and scrupulous overview of the "public sector media policy", regarding the press and governmental relations in Pakistani society.

### **STATE OF PRESS FREEDOM IN PAKISTAN**

#### **A Historical Perspective**

A look at the history of journalism in Pakistan reveals a dismal story, littered with tragic events and glory pictures. Journalists being flogged rotting behind bars, waning in exile, pens were being fettered and voices being muzzled. A historical perspective on state of press freedom in Pakistan has been divided into seven phases for convenience.

1. 1<sup>st</sup> Phase: 1947-1958
2. 2<sup>nd</sup> Phase: 1958-1971 - Ayub & Yahya Regime
3. 3<sup>rd</sup> Phase: 1971-1977 - Bhutto Regime
4. 4<sup>th</sup> Phase: 1977-1988 - Zia - Junejo Regime
5. 5<sup>th</sup> Phase: 1988-1999 - Benazir & Nawaz Sharif
6. 6<sup>th</sup> Phase: 1999-2008 - Musharraf Regime
7. 7<sup>th</sup> Phase: 2009 - PPP Regime

### First Phase (1947-1958)

Three progressive magazines *Savera*, *Naqoosh* & *Adb-e-Latif* were proscribed by Muslim League government in Punjab. Zamir Niazi calls it "first attack on press freedom in Pakistan in 1948." Faiz Ahmad Faiz was arrested on publishing a news against government in daily *Imroz*. In May 1949, Sindh Government ordered to stop distribution of *Dawn*.

Another important instance is the closure of daily *Inqalab*, in 1949; Punjab Government stopped all advertisements of *Inqalab* (Editor Abdul Majid Salik, and Ghulam Rasool Mehr). News print quota was cancelled. After sometime its circulation was banned in NWFP by the provincial government. Further, newspaper agents and hawkers were pressurised not to distribute the newspaper. At last newspaper was closed down in November 1949.

Weekly *New Orient* was forced to close down in Karachi; first newspaper of Punjab *Safeena* was closed down by the orders of Punjab government in July, 1949. In the next two years, many journalists were arrested under Public Safety Act which was enacted in 1949. Pre-censorship was imposed on *Nawa-i-Waqt* on Feb 9, 1951. Daultana Government in Punjab cancelled the declaration of *Nawa-i-Waqt*. Its press was sealed.

When they filed applications for the declaration for *Makhzan*, *Qindeel* and *Nida-e-Millat*, Government refused to issue declaration to *Nida-e-Millat*. Another newspaper of the same group *Jihad* was also forced to close down. After one year of hardships in March 1952, publication of *Nawa-i-Waqt* was resumed after a heavy loss.

In Dhaka, the worst incident took place when the editor of a prominent English daily *Pakistan Observer*, Abdus-Salam criticised Prime Minister Khawaja Nazimuddin in an editorial in 1952. He was arrested twice in a fake case under the Public Safety Act. In 1954, he was released but his press was confiscated, 150 workers left jobless and publisher faced a loss of Rs. three Lakhs.

Justice Munir Report revealed that:

In the first seven years after creation of Pakistan (1947-1953), 31 newspapers were banned in Punjab only. Fifteen other newspapers were asked to furnish the securities.

Government stopped advertisements of *Dawn*, *Evening Star*, *Pakistan Economist*, *Mirror*, and *Variety*. In 1952-53, almost 50 newspapers were warned for publishing material against the press laws. In June 1954, according to a handout of Press Information Department, four journalists were arrested and sentenced for one-year imprisonment under the Security of Pakistan Act. In 1957, security deposits were demanded from 39 newspapers in Sindh.

### Ayub Regime (1958-1969)

The most traumatic era of journalism was Ayub Regime. On October 8, 1959 martial law was imposed and "journalistic criticism on Government was declared as prohibited." Within one week of this "peaceful revolution", Faiz Ahmed Faiz, Ahmed Nadeem Qasmi and Syed Sibte-e-Hassan were arrested under the Public Safety Act.

Pre-censorship was imposed. Later it took form of an advisory system.

APP (Associated Press of Pakistan) was taken over by the government

PPL: On April 18, 1959 Government took over Progressive Papers Limited on the charges of containing news likely to endanger the security of Pakistan.

### NPT

Zamir Niazi wrote about NPT in "Press in Chains", "Trust assumed the role of official spokesman and toed the official line without any qualm .....the watchdog of yesterday turned into lapdogs of the establishment."

NPT acquired 12 newspapers in English, Urdu and Bengali. The rewards for them were:

1. Income of NPT was tax free
2. Better working conditions and facilities
3. Got the lion's share of government advertisements

### Press Laws

In 1959, Press Commission reported 13 laws affecting the press fully or partially. In August, federal cabinet approved the recommendations of the Press Commission. It decided to enact a collective law. So, the Press and Publication Ordinance was implemented on April 26, 1960. The then law minister expressed his opinion about the ordinance that the working of newspapers and publishing houses can be controlled by the new ordinance.

Other major brutal acts against newspapers and journalists included three months detention of news editor of *Imroz* and Editor of *Mujahid* under Safety Act in 1959. Unidentified men gunned down news manager PPI Lahore, Zameer Qureshi in January 1965. In November 1963, government banned *Kohistan* and arrested Nasim Hijazi. In August 1964, weekly *Outlook* Karachi and *Iqdam* Lahore were forced to close down. The New York Times commented on August 13, "After this action, not a single newspaper in West Pakistan is left to criticise government policies". The Press Advice System was introduced on September 8, 1965 and a central press consultative council was

established in 1966, New Nation Press was sealed. Editor of *Ittefaq* was arrested on the charge of publishing six points of Sheikh Mujib-ur-Rehman.

All the newspapers, Trust papers and independent papers, were directed to publish special edition to project "Decade of Development Celebration (1958-68)." But this propaganda got a reverse swing and led the country to a great chaos. A massive movement against government took its way ahead. This countrywide agitation forced Ayub to leave and transfer the power.

### Yahya Regime

Power was transferred to Ayub's Commander-in-Chief Yahya Khan. He suspended the 1962 Constitution; strikes and protests were announced as prohibited. Dawn reports on March 26, 1969 that "newspapers were directed not to criticise the new government".

But he was appreciated due to the various steps he took, e.g. elections within 120 days. He lifted restrictions on the press within six weeks. Policies were revised and flexibility with regard to get a declaration for a newspaper was given. District Magistrates were permitted to decide all the petitions for declaration without prior advice from central information ministry. Press was free during the election campaign.

But on March 22, 1971, after elections, Yahya Khan imposed complete press censorship and later issued Martial Law Regulation 1977: "No news, poster or pamphlet could be published in the press without prior censor and nothing could be broadcast on Radio or TV without censor". But overall analysis shows that press was freer than the earlier regime and the next regime of Bhutto.

### Bhutto Regime (1971-77)

Another dark phase for freedom of press in Pakistan started in 1971. In the beginning, Bhutto chanted the slogans of free press but practically, brutal actions were taken against journalists and newspapers just like an authoritarian regime.

In this regime, declarations of eight newspapers, weeklies and monthlies were cancelled, 43 editors, reporters and publishers were arrested and 10 newspapers and magazines were banned. Chairman NPT Ltd. General Habibullah and Managing Director PPL Dr. Rafiq Sehgal were dismissed. Editor, The Pakistan Times Z.A.Suleri was relieved. Editor Morning News S. R. Ghauri was also relieved and replaced by Sultan Ahmad. Government cancelled declarations of *Urdu Digest* and *Zindagi*. Both the editors, Altaf Hassan Qureshi and Mujib-ur-Rehman Shami were arrested, jailed and sentenced to one-year imprisonment along with fine.

On the charge of violation of pre-censorship rules, the declaration of Daily Sun Karachi was cancelled. *Punjab Punch* also became a victim which resulted in cancellation of declaration. Government also banned newsprint quota of daily *Jang* Quetta, and weekly *Frontier Guardian*, Peshawar.

In Punjab, arrest of journalists and newspaper workers also made a record in the history of Pakistan, during May, June 1974, in the chief-ministership of Hanif Ramey.

### Zia Regime (1977-88)

Zamir Niazi termed this era as "Black tunnel". This was one of the bleak phases of oppression in the history of Press freedom in Pakistan. From July 1977 to August 1988, General Zia introduced new weapons in the authorities' armoury against the press, to bridle the unbridled newspapers. Just like Bhutto, Zia-ul-Haq made every statement to declare press free in the beginning. He took a few steps within 48 hours to provide support to his slogan of free press. Declaration of two newspapers *Anjaam* and *Yaadgar* were restored. Government decided that newsprint quota will be free from its control and government advertisements will be given without favouritism. Foreign reporters will be free for reporting without censor. But this illusion soon shattered Under Martial Law Regulation 13, Altaf Hassan Qureshi and Nazeer Naji were arrested.

### Punishment of Lashes

The darkest day in the history of Pakistani journalism is May 13, 1974, when four journalists were given a punishment of various durations, fine and "lashes". Masoodullah Khan, Iqbal Ahmad Jafferi, Khawar Naeem Hashmi and Nasir Zaidi were sentenced to rigorous imprisonment and lashes for organising meetings at public places, raising slogans, displaying banners and starting a hunger strike. This agitation was launched due to the fact that 11 newspapers were banned and 13 newspapers were fined by the government.

### Censorship

Censorship is another issue that pervades journalism history in Pakistan; certainly, the blackest censorship period came during General Zia's military regime. Almost all journalists mention the press advice system as one of the most insidious means of censorship. It specified that whoever "contravenes any provision of this regulation shall be punished with rigorous imprisonment which may extend to ten years, and shall be liable to fine or stripes [lashes] not to exceed twenty-five." The censorship of the Zia era was dreadful. At its height, and this was when things were really bad, pages had to go to the censor's and if there was anything the least objectionable and their interpretation of good and bad

was pretty much their own out it had to go. Newspapers as a result, and there weren't very many, could be very dull.

#### **Junejo Regime (March 23, 1985-May 29, 1988)**

During Junejo regime press enjoyed reasonable freedom after facing 27 Bleak years. To get a declaration was made easier than before. But it enhanced mushroom growth of newspapers and brought the black sheep of professionalism in the field.

#### **Benazir Bhutto, First Tenure (Dec. 2, 1988-Aug. 6, 1990)**

Benazir Government used various tools to restrain press freedom time to time. Government banned six dissenting newspapers on the same day. Hamid Mir was kidnapped. Two other journalists were reported to be killed in Sindh. Zahid Malik was arrested. These instances indicate that the press was not completely free.

#### **Nawaz Sharif, First Tenure (Nov. 6, 1990-April 18, 1993)**

In the first tenure of Mian Nawaz Shrif, 300 workers of daily *Imroz* were sacked. Black Day was observed in this connection on September 17, 1991.

According to press reports, Prime Minister Nawaz Sharif in the bitter address in a seminar on "Mass media's role in a democratic Pakistan" at Islamabad on April 2, 1991, threatened in a subtle way, to stop all official advertisements in the press and instead, start using TV for the purpose.

#### **Benazir Bhutto, Second Tenure (Oct. 19, 1993-Nov. 5, 1996)**

Government proscribed advertisements of daily *Jang* and daily *Nawa-i-Waqt* on the charge that both newspapers published news items and reports about the corruption and malpractices of prime minister and her husband Asif Ali Zardari. Government also increased the duty on newsprint.

#### **Nawaz Sharif, Second Tenure (Feb. 17, 1997-Oct. 2, 1999)**

The worst example was the conflict between the government and Daily *Jang*. Government proscribed all official advertisements, froze their bank accounts, reopened their tax cases and demanded 2.6 billion income tax. FIA raids on its offices, workers were threatened and harassed, sealed the godowns of newsprint, also entailed newsprint quota, dozens of cases were registered. Government wanted that the newspaper should support the government on 15th Amendment, judicial decisions, Karachi issue and not to write on debts, taxes and business of ruling family.

#### **Musharraf Regime (1999-2008)**

General Pervez Musharraf says the press in Pakistan is free. Journalists' experience and reports by independent sources on this issue suggests there is not much truth in this claim. Green Press' report "State of Press in Pakistan" finds there is "no press freedom" in Pakistan.

Besides attacks against the press, the report has also chronicled all violations against freedom of expression and curbs on entertainment from May 2002 to May 2003. The report documents more than 50 cases that it says amount to "crimes" against press and other freedoms. Three major instances this year serve to highlight how it is becoming increasingly difficult and dangerous to function as an independent journalist in Pakistan.

The first was the diabolical murder of *Wall Street Journal* reporter, Daniel Pearl, the second the shock resignation of Shaheen Sehbai, the editor of *The News*, in controversial circumstances and the third, a brute use of force on a large group of journalists in Faisalabad, egged on by one of the most powerful officials of the country.

One Sindhi journalist, Shahid Soomro, even lost his life. Based in Hyderabad, Shahid, 26, was brazenly gunned down in public on October 20 for reporting rigging in the October 2002 elections in Mehboob Bijarani's constituency. Bijarani's two brothers, Waheed Bijarani and Muhammad Bijarani, killed him.

**November 2002:** the government, through an advertisement, warned Pakistani press of dire consequences if it quoted South Asia Tribune—a weekly web-based publication edited by Shaheen Sehbai, who is living in exile in the US as a consequence of his bold reporting during his days as editor.

**17 July 2002:** the Sindh government banned two publications—*Evening Special* and *Morning Special*—for a month. It also arrested their editors on the charge of promoting obscenity.

**9 September 2002:** Amir Mateen (*The News*) filed a complaint with Islamabad Police and wrote to the president that he was being tailed and harassed by secret agencies. His telephone was bugged. "I have been warned that if I do not stop writing against the government I would be harmed physically."

**1 March 2002:** Shaheen Sehbai, the editor of *The News*, one of Pakistan's leading English newspapers, resigned, saying he was leaving his post under pressure from the government, warning that it was sending a message to the press to, "Get in line, or be ready for the stick."

In his letter to Mir Shakilur Rehman, publisher and editor-in-chief of *The News*, Sehbai accused the government of pushing Mr. Rehman to fire him and three other reporters—Kamran Khan, Amir Mateen, and

Rauf Klasra because their reporting had angered officials. Sehbai said he would rather quit than dismiss the reporters.

### Emergency Imposed in November, 2007

When the army chief staged another coup on November 3, 2007, the standard operating procedure was employed for the putsch.

What distinguished this coup from others was that it was staged in the presence of a vibrant private broadcast media: dozens of television channels and FM radio stations providing Pakistanis news in real time.

"Glorification of violence by the media", said Musharraf, was a major factor in his decision to impose the emergency.

Even before the emergency was officially announced, curbs were imposed on the media. The measures to control and restrain the media included suspension of broadcasts of all national and international news channels, except the dour PTV, until further notice. Non-government satellite TV channels were prevented from up linking to satellites and banned from carriage on domestic cable networks - the source through which most Pakistanis have access to independent TV news. At least 34 Pakistani channels were taken off air, including a dozen popular 24/7 current affairs channels such as Geo, ARY, Aaj, Dawn News, KTN, and Khyber TV, as well as international news channels such as CNN and BBC.

Hours later, the government notified the media of curbs imposed on them through two decrees amending the PEMRA Ordinance and the Press, Newspapers, News Agencies and Books Registration Ordinance, prohibiting printing or broadcasting of "anything which defames or brings into ridicule the head of state, or members of the armed forces, or executive, legislative or judicial organs of the state." Non-compliance with the new restrictions could be punishable by the suspension of a newspaper publication for up to 30 days, and, in the case of television stations, by imprisonment of up to three years, a fine of Rs.10 million, or both.

The amendments also prohibited the media from publishing or broadcasting "any material that is likely to jeopardise or be prejudicial to the ideology of Pakistan or the sovereignty, integrity or security of Pakistan, or any material that is likely to incite violence or hatred or create inter-faith disorder or be prejudicial to maintenance of law and order."

It did not take long for media organisations, including the All Pakistan Newspaper Society (APNS), the Council of Pakistan Newspaper Editors (CPNE), the Pakistan Broadcasters Association (PBA) and the Pakistan Association of Independent Radio, to condemn the repression. Huma Ali, president of the Pakistan Federal Union of

Journalists, described the government's actions as "the worst kind of repression against the media in Pakistan in 30 years."

In several cases, the protests elicited a violent response from the security agencies. In one instance, on November 20, a record 190 journalists were arrested in a single evening, several of them badly beaten up by the police, in Karachi, as they protested the arrest of 12 of their colleagues earlier in the day. At least 20 of the detained journalists were women. In the three weeks following the state of emergency, more than 340 journalists were arrested, surely another record.

On November 15, Mir Shakilur Rehman, the owner of Geo, emailed his senior staff informing them that he had received a "threatening telephone call last night" from the Inter-Services Intelligence agency (ISI), adding that he had been taken to an ISI safe house in Islamabad where he was given a warning by an ISI operative who told him, "I would like to advise you to please follow the laws, especially the newly promulgated law."

### PPP Government

Throughout the sixty one years troubled history of Pakistan, the situation of media freedom in Pakistan has never been beyond criticism and particularly, under military regimes, media has faced a harsh dealing from its dissidents.

Of late, the situation of press freedom has undergone colossal deterioration. As per recent global survey about political rights and civil liberties, Pakistan was ranked as 'Partly Free' and 'Not Free' in the 2009 version of Freedom of the Press.

The latest inroads on media in the country have certainly worsened circumstances for local press to play its role freely and impartially. The world media watchdog "Reporters without Borders" in its latest fact finding report has said that in a wake of ongoing political and social mess-up in Pakistan, the north-western region of the country has become one of the most precarious zones for working journalists.

Sadly, apart from recent boom of electronic media, the working conditions of Pakistani press do not portray a good picture. Despite the coercion and intimidation from intelligence agencies, government officials and non-state actors like the Taliban, political and ethnic groups, the majority of journalists are working in deplorable circumstances.

### Journalists Killed in 2008-2009

Following journalists had been killed in Pakistan in 2008-2009, which itself showed the rise in the incidents of violence against journalists.

21 April 2009: Haji Wasil Ahmed was shot and killed by a sniper in

Daily Balochistan Express. He was also the President of local newspaper hawkers Association.

**26 March 2009:** Raja Asad Hameed, senior reporter for Waqt TV and The Nation daily newspaper was shot four times by attackers outside his home in Rawalpindi. He died in hospital.

**18 February 2009:** Musa Khan Khel, reporter for The News International and GEO TV went missing on February 18, while reporting on a series of public events addressed by senior cleric Maulana Sufi Mohammad. His bullet-ridden body was discovered hours later in the same area.

**24 January 2009:** Aamar Wakil, reporter for Awami Inqilab was shot in the back next to his home. He worked for "The People's Revolution", a regional daily based in Kohat, south of Peshawar.

**8 Nov 2008:** Shoaib, a correspondent for PPI news agency and local paper Azadi was killed by security forces in Mengora, Swat.

**21 May 2008:** Ibrahim, 45 has been sending reports for Express TV, and was coming after a high profile interview of Maulvi Umar, chief of Tehreek-i-Taliban Pakistan, when unidentified gunmen killed him from close range.

**14 April 2008:** Sheikh was on his way to the office from his house when unidentified gunmen shot him from close range. He died on the spot. Sheikh was the bureau chief of Urdu daily, Khabrain and also a stinger of Sindh TV, in Hub.

**29 February 2008:** a local journalist Sirajuddin was killed when a suicide bomber blown himself at a funeral killing 42 people.

**10 February 2008:** Renowned journalist Dr. Abdus Samad alias Dr. Chishti Mujahid, a senior columnist and photojournalist of Akhbar-i-Jehan was killed by a gunman in Satellite Town area, Quetta.

**31 December 2007:** TV journalist Kamil Mashhadi was shot dead in Karachi. He received two bullets wounds, and died on way to the Hospital.

Ehsan Ali Daily Khabrain correspondent alias Commando Mazaari, died in the Karachi blast. Deceased was correspondent of the daily Khabrain at Mureed Shakh, Obarro.

**Q.2:** What role did the Militant Muslim Press played in sub-continent? Can the journalism of Maulana Zafar Ali Khan, Maulana Mohammad Ali Johar and Maulana Abu-al-Kalam Azad succeed in today's world? If not, then give solid reasons in this respect.

**Ans.**

Every nation has a story of ups and downs, an anecdote containing the rises and falls, a chronicle of its cultural and social developments, a saga that provides the mesmerizing view of its glorious traditions, the magnificent story is known as "History" that holds the record of a nation's past, explains its present and predicts its future.

### THE BACKGROUND OF MILITANT MUSLIM PRESS (AN OVER VIEW)

#### The Effects of Defeat, a Dark History

It was 1857; the reprehensibly defeated Muslim nation in subcontinent faced a dark stage where no light of optimism was extant. The dominant forces were extremely against them and their allies in the freedom struggle, the Hindus, had accepted the dominance of their new rulers and were acting like slaves to them. So, the Muslim community was at a place where no hope, no sanguinity of renaissance of nationalism was present.

#### Nature Works, Sir Syed's Movements

A glance at the history reveals that nature has its own ways to cure the wounds of the suppressed. Here, we find Sir Syed Ahmed Khan who appeared at the face of history as a great social reformer. Syed suggested Muslims the way to compromise, as it was the need of the hour. According to the "survival of the fittest" criterion, it was essential to eschew egoism and adopt colonialism. By working as a bridge between rulers and suppressed Muslims, Sir Syed reduced the anguish and paved the way for diplomatic efforts through his educational and journalistic movement.

#### The New Phase: Fall of Colonialism

But history will have to take another turn as in early years of 20th century, the political situation of subcontinent anticipated the upcoming changes in the rulers. The World War I was an indicator for the plummet of colonialism. But influenced from the diplomatic movements of Sir Syed, the Muslims had adopted the compromising nature.



## Militant Press, the Revolutionary Movement

Militant Muslim press was the revolutionary movement that awoke the nationalism in the hearts of Muslims through emotional writings, logical arguments and remembrance of their glorious past. It is regarded as an innovative age due to use of diverse natured journalistic techniques.

The *four journalists* who are considered to be the pioneers of Muslim militant press are:

Maulana Zafar Ali Khan

Maulana Mohammad Ali Johar

Maulana Ab-ul-Kalam Azad

Maulana Hasrat Mohari

## THE LEGENDARY JOURNALIST, MAULANA ZAFAR ALI KHAN (FATHER OF JOURNALISM)

### Introduction

As a legendary journalist and a leader of the Pakistan Movement, Maulana Zafar Ali Khan needs no introduction. The multifaceted personality of the Maulana will be remembered as a true, intrepid journalist, an innovative poet, a spiteful debater and a daring activist of the Pakistan Movement. He spoke and wrote to support the Muslims and raised his voice against the prejudiced Hindu Congress and its anti-Muslim strategies.

### The Heroic Struggle

He intrepidly struggled for the boost and provocation of the Muslims of India on all fronts. It was his entrenched devotion, his undaunted determination and commitment to his mission that Quaid-i-Azam Mohammad Ali Jinnah appreciated him in his Address in a meeting held at Badshahi Mosque:

*"If you get some more youths like Zafar Ali Khan from Punjab, I assure you, Muslims cannot be defeated by any power." (1930).*

Natural proclivity for journalism: Maulana Zafar Ali Khan had a natural proclivity for journalism as his father Maulvi Siraj brought out a weekly paper "*Zamindar*" from Wazirabad to highlight the problems of the poor farmer community of the Punjab.

### Daccan Review

Originally a poet and litterateur, Maulana Zafar Ali Khan made his debut in magazine journalism by launching, *Deccan Review*, a first class literary journal, from Hyderabad Deccan in 1904.

## Zamindar, the Milestone

After a few years, he returned to his home province, Punjab, where he took over the editorship of "*Zamindar*" after the death of his father, Maulvi Sirajuddin Ahmad.

Maulana Zafar Ali Khan converted *Zamindar* into a daily. He initiated the elements of enthusiasm, boldness and an oratory style of editorial writing. While his contemporaries Muhammad Ali Johar and Maulana Abdul Kalam Azad addressed their messages, through their papers to the Muslim intelligentsia alone, Zafar Ali Khan knocked at the doors of the common man and created in him an undying taste for newspaper reading.

For a number of times, the government confiscated printing plants owned by him and the Maulana had to subscribe to the coffer of the government over a hundred thousand rupees as security deposits.

Under the supervision of Maulana Zafar Ali Khan, *Zamindar* played a vital role on the journalistic front for Pakistan Movement. Azad had stated that;

"The greatest impediment against the unity of cultures of the world was narrow-mindedness and narrow nationalism". During Maulana's lifetime, Muslims of India were passing through a crucial period. Within the country, they were fighting against the Hindus on political and social fronts while European colonialism was suppressing the Muslims throughout the world.

### The Partition of Bengal Issue (1905-11)

The partition of Bengal 1905 and its abrogation in 1911 was an ample proof of Hindus turpitude against Muslims. Shudhi and Shanghtan movements were in progress to draw away the Muslims from Islam. Maulana wrote in an editorial:

*"Shudhi Daurtee jati thi aur Peet`tee Sina Jati thi,*

*Dam, mast Qalander Dhar Ragrra, Mit Jaey kuffer ka sub Jhagrra". (Johar)*

### The Tragedy of Jalianwala Bagh

In 1919, the tragedy of Jalianwala Bagh beat the past records of British violence and the large-scale genocide of innocent people recalled the barbarism of Tartars. In 1929, the event of Ghazi IIm-ud-Din's unjustified execution was also an eye-opener for the Muslim of India.

During those critical circumstances, Zafar Ali Khan and his *Zamindar* clamoured with all the force against the British imperialism and its step-motherly treatment towards the Muslims of India. His revolutionary poetry with rebellious tings stirred the conscious of the Muslims and on the other hand unmasked the ugly face of Hindu hypocrisy and British despotism.

His pen was a scalpel that pricked the Muslims and agitated them to rise against the colonial forces. Due to his rebellious write-ups, he was sentenced to jail many a time but nothing could shake his courage determination and resolution. When he wrote and published the biting poem "Ragray Pay Ragra" against Shudhi and Shanghtan movements, it caused a furore in the Hindu community across the country. They raised much hue and cry and demanded to ban *Zamindar*. Maulana's passionate speeches and his flamboyant style stirred the conscious of the audience and infused within them a spirit of struggle.

Likewise, when Khilafat Movement was launched in 1919 to save the Caliphate in Turkey, Maulana participated in the campaign along with Maulana Shaukat Ali, Maulana Muhammad Ali Johar, and Maulana Abul Kalam Azad and through his speeches appealed for the help. On his call, the Muslims of India donated hefty amounts and a sum of Rs. 600,000 was collected and sent to Turkey.

### THE FOLKLORE CHARACTER MAULANA MOHAMMAD ALI JOHAR

*Hai Rashk Kiyon Yeh Ham Ko Sazawar Dekh Kar  
Daite Hain Badah Zarf-i-Qadah Khwar Dekh Kar (Johar)*

#### Life & Works

Maulana Mohammad Ali (1878-1931) was educated at the M.A.O. College, Aligarh, and Lincoln College, Oxford. He launched the "Comrade" on January 11, 1911, hailed as the new star of Indian journalism. A key figure in the Khilafat movement and a companion of Mahatama Gandhi, he and his brother, Shaukat Ali, were jailed from May 1915 to December 1919. 'Such sufferings as ours', he wrote, 'have only too often been the lot of mankind in all ages and times.'

#### The Comrade, Beginning of Muslim English Journalism

After brief stint of service in Rampur and Baroda, he decided to bring out the *Comrade*, which became the first Muslim nationalist weekly. For their high integrity, the Raj functionaries held both the weekly and its editor in great esteem—right from the viceroy to a district officer. With the shifting of the Indian capital from Calcutta to Delhi, the *Comrade* also shifted to Delhi. The last issue in Calcutta was on September 14, 1912. It was on October 12, 1912, that the *Comrade* appeared in Delhi. Johar's efforts to help Turkey in the hour of its worst crisis—the Balkan War—made him an admired leader. His appeal for donations to help the Turkish cause was so successful that it has become a piece of historic importance.

*Ek Shehre Aarzo Pe Bhi Hona Para Khajil  
Hal Man Mazid Kehti Hai Rehmat Dua Ke Baad (Johar)*

### Comrade, the Bridge between Rulers and the Muslims

A substantial number of Englishmen was the reader of the *Comrade*. In those days the Muslim press was, on the whole, submissive and crestfallen. The Hindu press, some Bengali and Marathi papers, was no different and it was with the *Comrade*, *Al-Hilal* (Urdu) and the daily *Hamdard* that Indian journalism became a different breed. His article, a befitting reply to the article 'Choice of the Turks' published in *The Times*, London, is perhaps the culminating point of Muslim impatience with the British policy on Turkey.

#### Logical Support to Politics

On his release from jail, Mohammad Ali went on a whirlwind tour of the country organising support for the Khilafat and Non-Cooperation Movements.

*Faiz Se Tere Hi Ai Qaid-i-Farang  
Bal-o-Par Nikle Qafas ke Dar Khule (Johar)*

In October 1920, he founded the Jamia Millia Islamia along with several notable figures that included Dr. Mukhtar Ahmad Ansari, Hakim Ajmal Khan and Abdul Majid Khawaja.

#### The Surprising Attitude

It is surprising that Johar didn't support the Turkish decision to back Germany in its war against England and France but when Turkey went on war against England, he took the stand that no harm should be caused to the Caliphate, an institution which he considered a symbol of the Ummah.

#### As a Defender of Khilafat Movement

He couldn't defend Turkey as an opponent of the British but he defended the Caliphate so strongly that Mahatama Gandhi and Congress too had to support the Ali Brothers. One cannot forget the Amritsar session of Congress in 1921, which also saw the birth of Jamiat Ulema-i-Hind.

#### Daily Hamdard, Johar's Urdu Daily

Johar brought out the daily *Hamdard* on June 1, 1913, and the two papers became the main armoury of Muslims in India's constitutional fight for safeguards. The *Zamindar*, *Al-Jamiat*, *Madinaand Khilafat* accompanied them and that was all we had in terms of real 'hot' stuff.

#### The Effect of Nehru Report: A Remarkable Change in Ideology

Johar was a diehard Congressite until the publication of the Nehru Report (1928) when he took a U-turn. The Nehru Report had gone back on the federal character of the proposed constitution for India. It had denied separate electorates and the Muslim majority status to the

the Congress in the Lucknow Pact in 1916.

*Mujhe Inkar-i-Wasal-i-Ghair Par Kiyonkar Na Shak Guzre  
Zaban Kuch Aur Bo-i-Pairahan Kuch Aur Kehti Hai (Johar)*

A thoroughly disillusioned Johar went to attend the Roundtable Conference at London. He wanted either a free India or 'two yards of land for burial in a free country'. He died on Jan. 4, 1931, in London and was buried at Masjid-i-Aqsa.

### THE LEGENDARY VISIONARY FIGURE, MAULANA AB-UL-KALAM AZAD

Mohiuddin Ahmad, better known as Abul Kalam Azad, played a leading role in the Indian struggle for independence and then later in the government of the India, remaining a symbol of the Muslim will to coexist in a religiously diverse India. Among his many writings were his acclaimed Urdu translation and interpretation of the Qur'an.

The writings of Sir Syed Ahmad Khan had a profound influence on Azad's religious and intellectual development, initially inciting him to be free from the limitations of the religion of his family, and then infused in him a passion for modern knowledge. He read profusely and claimed to have read nearly everything on modern knowledge published in Arabic. He was open to all sorts of trends of thought and belief but maintained that everything should be in moderation. Azad recognized that the Mu'tazilites and Syed faced similar challenges, each in their own time.

Azad felt that God called him to arouse the Muslims of India and persuade them to join the movement for political liberation. He began publishing his own newspaper *al-Hilal* (The Crescent Moon) in 1912 to arouse a new political consciousness, a desire for freedom in the religious class and a reverence for religion in the western-educated class. He called for a revival of the faith, to win the freedom represented by Islam, which was relevant to all aspects of life. He resisted, however, the establishment of Pakistan as a separate Muslim state. He went on to edit or co-edit numerous periodicals: *Al-Balagh* (Calcutta), 1915-16; *Al-Hilal* (Calcutta), 1912-14, 1927; *Al-Jami'a* (Calcutta), 1923-24; *Al-Nadwa* (Lucknow), 1905-6; *Lisan al-Sidq* (Calcutta), 1903-5; and *Paigham* (Calcutta), 1921.

#### Al-Hilal

Founded by Maulana Azad, *Al-Hilal* proved to be a remarkable newspaper in Indian Muslim journalism. Its first issue was published on July 13, 1912, and represented Muslims in the contemporary political atmosphere. Muslim India was in a condition of confusion and was likely to be influenced by emotions. The cancellation of the partition of

Bengal had forced the Muslims to be indulged in such confused atmosphere.

*Al-Hilal* generally published serious articles and religious literature. A substantial portion of *Al-Hilal* was devoted to photographs and articles on Turkey. The Muslim leaders differed with the political view of Azad. He was not in favour of the separate platform for Indian Muslims but against the creation of Pakistan.

The period of Azad's career came to an end when after three and a half years in 1914, the First World War started, and on account of certain pro-German articles, the security of *Al-Hilal* was forfeited and it was asked to deposit another sum of Rs. 10,000 that brought its publication to an end. Although, its political views were controversial yet its contribution in the field of religion was remarkable.

#### Al-Bilagh

Maulana Azad started another daily *Al-Bilagh*, for the representation of religious segments of society. Having a scholastic look, *Al-Bilagh* proved to be a communicator of the socio-political concerns. This also came to an end in 1916.

Besides the personality of a religious scholar, the commitment to the journalism was fundamental to the soul of Azad. It even transcended his fierce and passionate commitment to the immediate independence of the sub-continent.

### MAULANA HASRAT MOHANI

Among the contemporaries of Maulana Azad, we find Maulana Hasrat Mohani who has a clear vision about his objectives. Although, he vacillated between the Muslim League and the Congress, but he single-mindedly worked for the end of British Raj.

#### The Thought-Provoking Efforts

Through his emphasis on Swadeshi and the boycott of the British goods, which later formed the agenda of the Congress Party, he formed an economic blow to the alien rulers and was retaliated with long terms of intermittent imprisonments. He had a mission before him and he was pursuing it in his own way, supporting it through his writings but a regular press could never fit into his scheme of things as he was in the thick of political activity that had clouts in almost all organisations and movements with similar ideas and commonality of views.

#### On Joining the Urdu Press

Although, Maulana Azad was not oblivious of what was happening in the Urdu press and at times, he lamented on the state of affairs in the Urdu Press.

### Urdu-i-Moalla, the Literary Magazine

*Urdu-i-Moalla*, in its life span of about two decades saw many ups and downs. Originally, *Urdu-i-Moalla* was a literary sort of magazine and the academic clime of Aligarh must have suited it. But as the days passed and Maulana Hasrat Mohani's activities burgeoned in Kanpur it was but natural for the magazine to wear a political colour which after several hiccups finally breathed its last.

Thus Maulana's mind must have been freed from the distractions that a paper entails. By that time, which is in 1920s, other papers had come up.

### THE APPLICATION OF MILITANT PRESS ON PRESENT AGE (A CRITICAL ANALYSIS)

#### Militant Press, a Movement

Militant Muslim press is not just a historical account of the services of some Muslim journalists; it was rather a movement that worked as the eye opener for the Muslims of sub-continent. An overview of history reveals that at that time, the society of sub-continent was divided into three major segments: the common people or masses, the religious section or opinion leaders and the elite, policy-makers or rulers.

Militant press addressed all the segments at the same time as Maulana Zafar's targeted audience was masses and common people. His aggressive articles worked as a thought-provoking force for the suppressed minds. Maulana gave them a new hope to get back all what they had lost to British rulers. In contrast with Sir Syed Ahmed Khan, Zafar's strategy was to evoke the militant emotions in his readers instead of diplomacy.

Maulana Azad made his target the religious section of the society. It was the need of the hour and the most crucial thing to reduce the degree of clashes and maintain a level of harmony among all sects of Muslims. Maulana performed this duty staunchly.

Maulana Johar's audience comprised of the elite class of the society, the policy-makers. His journalism worked as a bridge between common Muslims and the elite forces. In other words, Johar paved the way to an atmosphere of harmony and understanding in sub-continent.

The difference amongst the journalism of these pioneers can be understood by applying the famous "Lasswell communication model", on this situation.

#### Lasswell Formula

Lasswell defined the communication process in five major categories i.e.

Who	Says what	In which channel	To whom	With what effect
Communicator	Message	Medium	Receiver	Effect

#### Maulana Zafar Ali Khan

Who	Says what	In which channel	To whom	With what effect
Maulana Zafar	Emotional Messages	Editorials	Common People	Swayed public opinion

#### Maulana Mohammad Ali Johar

Who	Says what	In which channel	To whom	With what effect
Maulana Johar	Logical arguments	Editorial/article	Rulers	End of confusions

#### Maulana Ab-ul-Kalam Azad

Who	Says what	In which channel	To whom	With what effect
Maulana Azad	Religious thoughts	Editorial/article	Religious people	Swayed public opinion

#### Conclusion

So, Militant Muslim press was a target-oriented, goal specified movement which worked as an adherent in the struggle for freedom. Every movement reflects the particular circumstances of its age and is considered as the result of those circumstances. As for the journalism of modern world, a lot many new facets have been added to the field. Objectivity, embedded journalism and the canons of journalism are here to give media a sense of social responsibility as well as to measure the level of violations. Taken as biased and prejudiced account in modern age, exaggeration and emotionalism was the requirement of the journalism of that era. So the Militant Muslim journalism cannot be applied on the journalistic values of recent age.

However, regarding historical importance, this much is clear that by that time Muslim opinion had been split between the Muslim League and the Congress. And Muslims were not aware, with a conviction, of the direction of the path they were made to follow and the final destination. Militant Press formed public opinion and provided an environment for the Pakistan movement.

**Q.3.** Please identify salient features of successful communication. What is communication and its concept "Communication is a process, a series of actions always in motion and directed towards a particular goal". Elaborate.

**Ans.**

### THE SUCCESSFUL COMMUNICATION, AN ANALYSIS

#### What is Communication

The phenomenon of communication is not easy to comprehend. From knowing to unknowing, reading to writing or speaking to listening the process continues. According to an accepted notion, "No one cannot, not communicate", and that is a fact of social life. In the words of Charles E. Osgood the process can be defined:

*"Whenever one system or source influences another by manipulating signals, which can be transmitted over channel, connected them".*

The term communication stems from a Latin word "Communis", that means common or in general.

#### Understanding the Communication Process

Communication is the process of passing information and understanding from one person to another. According to an approach in the field of communication studies, communication process involves six basic elements:

1. Sender (encoder)
2. Channel
3. Noise
4. Messages
5. Receiver (decoder)
6. Feedback

Different models and theories discussing the nature and elements involved in successful communication have been presented by Media researchers. An overview of them provides the names of Shannon & Weaver model, Lasswell model, Osgood & Schramm Model as well as the popular model of David Birlo, the SMCR model.

The task of communication is a crucial one. Success at this task requires thorough understanding of the principles and elements of communication and high-level skills in their use on part of all the communicators. Keeping in view the complicated nature of communication, an analysis is given to highlight the requisites of successful communication.

#### Requisites for Successful Communication

Communication skills can be improved by becoming aware of the basic elements involved in the process and how they contribute to successful communication.

#### The Sender

The sender initiates the communication process. He is the originator or communicator of the message. He gives the message intended to reach a specific group of audience. He gives the message in such a manner that it results in correct interpretation and desired response. He is the key factor in the effectiveness of communication process. When the sender has decided on a meaning, he or she encodes a message, and selects a channel for transmitting the message to the receiver. To encode is to put a message into words or images.

#### A Successful Sender

1. Knows his objectives, audiences, message, appropriate channels for this message, his abilities and limitations.
2. Is interested in his audience and its welfare and improving his own communication skills.
3. Has skill in selection, treating and expressing messages, in understanding his audience and collection of the evidence of results.

#### The Message

The message is the information that the sender wishes his audience to receive, understand and act upon. It can be any information about agriculture, sanitation, nutrition, environment, and description of actions taken by individuals or personal feelings.

#### Good Message

A good message is clear, specific, timely, simple, applicable, authentic and appropriate for the selected channel. It should be of significant value to the audience. In extension to education and community development Programmes, the messages are the content aspects of educational change, such as, on health, income generation, etc.

On discussing human communication, message can be of any type. But a message should be compatible with the specified goals of communication that a sender aspires in his mind. That is the basic requisite of successful communication.

#### The Medium/Channel

The Medium/Channel is the means of communication, such as print, mass, electronic, and digital. The sender gets contact with his audiences through a channel/medium. Language can be considered as a medium of communication. A difference between Medium and a Channel comes in the shape of systematic and non-systematic approach. As medium always refers to the systematic code, a sender adopts whether signals, signs, postures, gestures, or language. Channel can be

meetings, radio, television, books, newspapers, letters, tours, personal contacts, street plays and dramas.

Channels are crucial in the process of communication as they are the link between the sender and the receiver. These are the essential tools for a communicator as he/she gets in contact with the audience through them. To make communication effective, the channels should be used in the right way, at the right time and for the right audience and purpose. Without channel, no message can reach to the desired audience effectively.

For good selection of the channels, objective nature of the message and the nature of the intended audience should be considered. David Birlo (1960) names this factor as Social/Cultural context. As message is for the audience and channels are used to achieve the transmission of some information to a desired group, there should be compatibility amongst the channels and the content of message. If required, combination of the channels can be considered as group meetings and radio talks or television and the newspapers.

The time, available for the use of channel and relative cost of channel in relation to the anticipated effectiveness should be considered too in the selection of the channel. For example, an advertisement published in a newspaper, consisting of the precautionary measures to a disease will be more effective than a radio talk on the relative subject.

But it all depends on the complete knowledge of the habits, context and nature of the desired audience. As a sender, the supervisor should define the purpose of the message, construct each message with the receiver in mind, select the best medium, time each transmission thoughtfully and seek feedback. Words can be verbal-written, and spoken. Words are used to create pictures and stories (scenarios) and are used to create involvement.

### Noise

Noise is anything that interferes with the communication. A good communicator should be prepared mentally to overcome all possible factors in the way of successful reception of message.

### The Audience/Receiver Decodes

The receiver/audience is the person or group to whom the communication effort is intended, such as, men, women, youth, urban and rural people, students, farmers, employees, customers and so on. In good communication, the audience is already identified by the communicator. This is called targeting the audience. Success of the communication depends on the reception of the message by the audience and the report of the effect that audience gives. The identification of the audience can be on professional, cultural, ethnic, educational, economic

and social basis. The knowledge of the heterogeneity or homogeneity of the audience increases the chances of successful communication. A communicator must know the characteristics of the audience. This helps in making impact of the message.

Before making a communication strategy, the sender/communicator must know the people's needs as they see them and why they are in need of changed ways of thinking, living and doing. It is expected from the audience that it will show an immediate reaction. It can be mental or physical. Sometimes, audience receives and accepts the message but does not respond as it is expected from it. Usually, the response of the audience is in form of gaining knowledge and understanding, change in practice or habit, accepting or rejecting the idea, etc.

### Feedback

It is the feedback that ensures that mutual understanding has taken place in a communication; it presents the transfer of information from the receiver to the sender. It can be in various forms, i.e. through the same channel or medium, or through a different medium or channel. For example the feedback to an election or PR campaign can be in the form of direct verbal or indirect non-verbal/written communication.

### Requisites for Successful Written Communication

Written communication should be used when the situation is formal, official, or long term or when the situation affects several people in related ways. Interoffice memos are used for recording informal inquiries or replies. Letters are formal in tone and addressed to an individual. They are used for official notices, formally recorded statements and lengthy communications. Reports are more impersonal and more formal than a letter. They are used to convey information, analysis, and recommendations. Written communications to groups include bulletin, board notices, posters, exhibits, displays and audio and visual ads.

### Verbal Communication: the Basic Requirements

Verbal or spoken communication includes informal staff meetings, planned conferences and mass meetings. Voice and delivery are important. Informal talks are suitable for day-to-day liaison, directions, exchange or information, progress reviews, and the maintenance of effective interpersonal relations. Planned appointments are appropriate for regular appraisal review and recurring joint work sessions. Planning for an appointment includes preparing, bringing adequate information, and limiting interruptions.

## Non-verbal Communication, the Basic Requirements

This kind of messages includes images, actions and behaviours used to communicate. Images include photographs, film, charts, tables, graphs, and videos. Non-verbal behaviours include actions, body language, and active listening. Actions and body language include eye contact, gestures, facial expressions, posture and appearance.

### The Working of Effective NVC

The effective communicator maintains eye contact for four to five seconds before looking away. Gestures should be natural and well timed. Grooming and dress should be appropriate for the situation. Listening requires good eye contact, alert body posture, and the frequent use of verbal encouragement. In social life, all forms of communication from verbal to written and from intrapersonal to interpersonal work together but the process of communication bases upon a clearly defined goal.

### Departure Point; Communication the Series of Actions

Communication as the connecting thread appears to be the idea of something being transferred from one person to another. The word communication sometimes is used to refer "what is so transferred?" sometimes to the means "by which it is transferred", and sometimes to the "whole process".

Social life is the simple presentation of the working of communication. There are three major kinds or modes of communication: intrapersonal, interpersonal, and mass.

### Intrapersonal Communication

Intrapersonal communication involves the messages we send to ourselves. If some one reading a book in the library, suddenly realises that he is hungry. Through a complex series of cybernetics, the internal system motivates a person to seek food. A countless number of such messages happen within a person every day. One part of human body acts as the source. It encodes the message and sends it to the brain, where it is decoded on arrival. When the message reaches its final destination, the person finds it and acts on the message.

### Interpersonal Communication

Interpersonal communication happens when two or more beings are involved. The process of interpersonal communication does carry on in every situation of social life. If "A" as a sender gives a message to "B" by using a medium, "B" receives that message and then gives his feedback to "A". In the second phase "B" adopts the role of sender and vice versa "A" becomes the receiver. So the cycle of communication continues.

## Mass Communication

In mass communication, the source may be one person, but more often it is a group of people. In print, the source includes writers, editors, typesetters, distributors and many more. In electronic media, scriptwriters, actors, directors and others take part. The media consumer, who may or may not offer feedback to the source, decodes the message. Edward. Jay. Wethmore opines in Media Merica as:

*"The question of delayed feedback is of special interest in mass communication, because it can influence a number of crucial political and economic decisions made by newspaper and magazine editors, radio TV programmers, and others seeking a mass audience. For example, a magazine editor may decide not to run any additional articles on a subject after receiving negative letters from readers".*

Encoding and decoding are essential links in the communication process.

### Conclusion

Our communication with others helps us relate what we perceive in a meaningful way. Mass communication enables us to feel connected to the population as a whole. But the essence of communication is that it should be specific and goal oriented. A communication plan can only be successful when it gets access to its defined goals.

**Q.4:** The history of Pakistan movement and journalism in the sub-continent are inextricably woven with each other. Elaborate the role played by any two distinguished Muslim journalists in the freedom movement and elucidate the role of any four newspapers for the cause of Pakistan Movement as during 1936 to 1947 number of Muslim Newspaper appeared.

*Note: (Please see "Role of Militant Muslim Press", Maulana Mohammad Ali Johar, Maulana Zafar Ali Khan as two distinguished journalists and Daily Zamindar, Daily Comrade as two prominent Newspapers)". The role of Daily Nawa-i-Waqt, and Daily Dawn as two other prominent Newspapers is stated at the end of this question.*

Ans. . .

### JOURNALISM OF SUBCONTINENT. THE GREAT ADHERENT TO INDEPENDENCE MOVEMENT

It is an ethos, which has in crucial times, mediated the destiny of a great civilisation, originating in antiquity and substantially unbroken through the ages. This ethos has been challenged in momentous periods by forces of tyrannising power. It has responded to such challenges sometimes with glory and other times with agony and pain but the core of the ethos has never been totally vanquished in the worst of times.

#### 1. The Anecdote of Muslim Journalism

The story of Muslim press in subcontinent is inflexibly linked with the political, economic and social developments in the historical era between 1857 and 1947. Maulana Mohammad Ali had rightly said:

*"In the extraordinary quick development of this country, the press had a very big share. It has opened the eyes of the people and taught them to dream. Still more importantly, it taught them how to realise those dreams. The Muslim papers, both in English and Urdu, have performed their share nobly—from the Mohammaden Social Reformer (Tehzibul Akhlaq) of Sir Syed to the smallest paper or magazine".*

#### 2. The Story of Ups and Downs, Muslim Press (an overview)

In 1857, taking start from a failure to perform duties of representative media, due to lack of resources, appropriate facilities and adequate trainings, the Muslim press of sub-continent faced a series of ups and downs. The historical outlook of the journalism can be divided into these phases: -

- Pre Sir Syed era (malfunction of movement for independence (1857 to 1865))
- Journalistic services of Sir Syed Ahmed Khan
- Post Sir Syed era
- The Militant Muslim Press
- Post-Militant Journalism era
- The era of resistance (pinnacle of freedom movement of Pakistan)

#### Pre Sir Syed Era (Malfunction of Movement for Independence—1857-65)

Many names have their high peaks of achievement as the "tocsin of the nation" regarding days of the authoritarian alien rule when the native Press had yet to get the right to be regarded as the palladium of the social, political and religious rights of the people.

These leaders in the field of journalism were constantly under the threat of trial for seditious libel and repeated unconscionable forfeiture of security deposits and printing presses, together with locking up of editors and publishers was regularly invoked for an unsavoury statement or a "dangerous sentiment" taken as an affront to the moral authority of the rulers.

Unable to roll back history, the Muslims of subcontinent had a hard time, making their peace with the new dispensation in which the dice was always loaded against them. Such Urdu (and Persian) papers as had been in existence before the abortive War of Independence, were banned by the authorities.

#### Journalistic Services of Sir Syed Ahmed Khan

It was the great social reformer, Sir Syed Ahmad Khan, who brought a new current of realistic intelligence to the Muslim politics of the time. His Scientific Society Magazine and *Tehzibul Akhlaq* stirred new thinking among Muslims and from Calcutta to Lahore there sprang up newspapers, dailies and periodicals, with the object of spreading knowledge and awareness, clarifying issues of special concern to Muslims and projecting the rights of Muslims as a distinct entity.

Nearly a decade after the revolt, Sir Syed Ahmad Khan started two journals, the bilingual *Institute Gazette* (March 1866) and *Mohammedan Social Reformer* or *Tehzibul Akhlaq* (December 1870), which was a turning point in the history of Muslim journalism. The magazines proved to be an innovation as both were published in Naskh type, instead of being calligraphed. Their impact was felt all over the country. Later on, Maulana Wahid-ud-din Salim, who edited the *Gazette* for some time, brought out the *Muslim Gazette* on the pattern of Sir Syed Ahmad's magazine.



of Muslim journals, particularly Maulana Mohammad Ali's *Hamdard* and Maulana Abul Kalam Azad's *Al-Hilal* and *Al-Bilagh* followed the style and format of Sir Syed Ahmad's journals.

On addressing the prize distribution ceremony, at the Aligarh Muslim University on February 20, 1949, Azad said:

*"The impact and influence of Tehzibul Akhlaq on the Indian masses was unique and immense ... No other magazine can claim to be such a driving force ... The launching of this journal was the starting point of the history of Urdu literature."*

Due to this paper the Urdu language became rich and potent. Muslim writers of that era were highly influenced by it. The *Tehzib*, which opened new horizons of intellectual insight and creativeness, attracted all the great writers of that age.

Persian and Urdu were the two dominant languages. Persian had remained the court language till 1836. Urdu journalism made headway with the introduction of lithography in 1837. Before that, Urdu and Persian papers were published in type, which was unsuccessful to click.

#### Post Sir Syed Era

Munshi Nawal Kishore from Lucknow started the first *daily Oudh Akhbar* in 1877. In the *Punjab Observer*, Mian Fazle Hussain and Allama Iqbal contributed articles to awake political consciousness among Muslims. During the last quarter of the nineteenth century (1877-99), 32 other noteworthy dailies were launched in the last decade.

Abdul Haleem Sharar the legendary novelist started *Tahzeeb* from Lucknow in 1890. Reporting Hindu-Muslim clashes on the occasion of Eid-ul-Azha in its issue of August 23, 1890, it observed that "it is our view that if the time has come when the religious rites of the one (community) cannot be completed without hurting the sentiments of the other, nor is there any tolerance left, then the districts of India should be divided between Hindus and Muslims, accompanied by a transfer of populations". (The History of Muslim Journalism). Maulvi Mahboob Alam started his *Paisa Akhbar* (1891) from Lahore, *Akhbar-e-Aam* appeared from the same city in same year (1891). The two Lahore dailies were priced at a paisa each on the pattern of the penny paper. This made an important difference. Thus, for the first time, Urdu dailies became mass circulated papers.

From Amritsar, the weekly *Vakeel* appeared which was for a time edited by Maulana Abdul Kalam Azad and earned a name throughout the subcontinent for reflecting Muslim opinion and speaking with courage and lucidity for the rights of Muslims.

In 1898 two English papers came out from Lahore, "*Punjab Observer*"; and from Bengal, "*Chittagong Observer*." The first was edited by a Bengali Muslim, Shah Badiul Alam. Urdu dailies were being published from various parts of the country, some having been started not more than a year earlier. Seven of them were published from Punjab.

A distinguished journal from Bengal was "*Navanoor*", which was edited by Dr. Shaheedullah, and its contributors included eminent figures like A. K. Fazlul Haq and Maulana Akram Khan.

#### The Militant Muslim Press

About the four greats of Muslim journalism—Mohammad Ali Johar, Hasrat Mohani, Zafar Ali Khan and Abdul Kalam Azad, it is worth remembering that though they were all aglow with Islamic passion and staunchly against imperialism and colonialism, they came to have deep cleavages and parting of ways on issues of internal politics. All four were distinguished men of letters and fiery patriots. Journalism to them was a mission, and each in his own way sought to raise the community's consciousness and reinforce its historical yearnings. Hasrat Mohani's monthly "*Urdu-i-Moalla*" combined classical literature with revolutionary politics. When no political leader dared to go beyond Dominion Status, he was the sole, unswerving apostle of complete freedom. Mohammad Ali Johar's English weekly "*Comrade*" and Urdu daily "*Hamdard*" made their mark as advocates of two nations who were equal and who should come to an understanding to strive jointly for the independence of India. This was too the stance of Zafar Ali Khan's "*Zamindar*." Both had been active in partnership with Congress during the Khilafat Movement and non-cooperation movement against what Mahatma Gandhi had termed the "Satanic" government.

#### Post-Militant Journalism Era

Having common cause with the Congress, tolerance towards certain manifestations of Hindu extremism and the belief that Hindu-Muslim unity was a requisite for achieving independence, the Press Association of India, established in 1915, submitted a memorandum to the authorities pointing out that up to 1917, 22 papers had been asked to furnish security and 18 of them had to shut down "rather than function under official tutelage". Between 1917 and 1919, some 963 newspapers and printing presses, which had existed before the Press Act of 1910, had been proceeded against under the Act. In total, 286 cases of warning and 705 cases of demand for heavy security and forfeitures by executive order stifled the victims. *The Tribune*, Lahore, was asked to furnish Rs 2,000 security, its editor was sentenced to imprisonment and a fine. *The Punjabi*, Lahore was forced to close down. All over the country, a number of papers were made to furnish security.

But this phase was not to last. The press functioned quite freely during 1923 and 1930, Meanwhile with the withdrawal of the Civil Disobedience Movement in 1922 and the collapse of the Khilafat Movement in 1924, stormy winds blew all over the subcontinent. Despite exploitive measures, the freedom struggle on the intellectual level was fought by hundreds of newspapers throughout the country. A number of Muslim journals had sprung up all over the subcontinent. The years following the collapse of the Khilafat Movement were a period of progressive disillusion and mutually exclusive attitudes. This was reflected in the Muslim journalism of the time. Eminent Muslim journalists such as Maulana Abdul Majeed Salik, Maulana Ghulam Rasul Mehr, Murtaza Ahmad Khan Maikash and Chiragh Hasan Hasrat used the power of their pen to emphasise the new direction of Muslim thought and the community's misgivings about self-government in a united India. Maulana Salik's "*Inqalab*", which was honoured by contributions from Allama Iqbal, had initially stood for common cause with the Congress. But after the Simon Commission (1928), when the two communities failed to agree on a joint alternative to what the Commission might propose, and (Motilal) Nehru Report exposed the Congress design to keep Muslims permanently at a Hindu majority's mercy, the "*Inqalab*" also became a champion of the change of course, highlighting the objectionable aspects of the Nehru Report and giving unqualified support to Jinnah's 14 points.

### The Era of Resistance—Pinnacle of Freedom Movement of Pakistan

The period between 1937 and 1947 was naturally the most remarkable for Muslim journalism. Congress ministries in the provinces, after elections under the 1935 Constitution, had given a foretaste of what would be in store for Muslims if the Congress inherited the mantle of power in undivided India. "School children were instructed to worship Mr. Gandhi's portrait with folded hands in the Hindu manner, and to sing 'Vande Matram', a national ditty taken from Bankim Chatterjee's obnoxious novel. Beef eating was actively discouraged; also Urdu language and script; the best appointments always went to Hindus; the police sided with Hindus during riots and so on.

Along with Urdu papers, a number of English papers appeared with the express object of advocating the Muslim viewpoint in the razzle-dazzle of Indian politics, with the Congress bent on the Muslims' eventual absorption and the Muslim impulse towards a separate destiny gaining more momentum. Under the inspiring leadership of the Quaid-i-Azam, the Muslim League was acquiring overpowering hold on Muslims' allegiance, as was to be convincingly demonstrated in the general elections of 1945-46 which established the Quaid's claim that the League alone represented the Muslims.

The Quaid-i-Azam had created an Islamic Journalism Fund for starting newspapers—the English daily "*Dawn*" and Urdu "*Manshoor*" appeared from Delhi—and he also supported privately established newspapers. A Muslim news agency, the Orient Press of India was established by Syed Mohammad, a Barrister from Bihar, with offices in all the provinces. Hameed Nizami, who was later to make a name as founder-editor of "*Nawa-i-Waqt*", was the Managing Editor of Orient's Lahore office. Muslim journalism of the time had to compete with the much more established Hindu Press enthusiastically supporting the Congress. *The Morning News* was started from Calcutta under the editorship of Mr. Abdur Rahman. Pothan Joseph was the first editor of "*Dawn*". The eminent newsmen of the time who were Hameed Nizami of the "*Nawa-i-Waqt*" and Mian Mohammad Shafi "(Meem Sheen)" in Lahore; Altaf Husain, Pir Ali Mohammad Rashidi and Sheikh Abdul Majeed Sindhi in Mir Khalilur Rahman's "*Jang*" and Osman Azad's "*Anjam*" (edited by Sardar Ali Sabri and later by Omar Farooqi) bravely played their role in spreading the message of Pakistan.

Other prominent figures were Z.A. Suleri, who rose to prominence in Pakistan as editor of "*The Times of Karachi*" and later "*The Pakistan Times*"; Hasan Riyaz of "*Manshoor*", Delhi; Maulana Mazharuddin of "*Amaan*"; Haqibullah Auj and Syed Abdul Hafeez of Hyderabad, Aslam Siddiq, M. A. Shakoor, Irshad Ahmad Chughtai; Ibrahim Jalees, as well as papers like "*The Deccan Times*" (Hyderabad) and "*Asr-e-Jadeed*" (Calcutta), Sardar Aurangzeb Khan's daily "*Millat*" from Peshawar, and from Quetta Jafar Khan Jamali's weekly "*Tanzeem*", edited by Naseem Hijazi.

The final years of the freedom movement saw the rise of *Nawa-i-Waqt* (Lahore), *Dawn*, *Eastern Times* and *Pakistan Times* (Lahore). All these and many more, being published from every corner and area of the subcontinent, did their best to mobilise support in favour of the independence struggle.

### Nawa-i-Waqt

*Nawa-i-waqt* proved to be a powerful and prestigious newspaper in Urdu, which played a dynamic role in Pakistan movement. Founded in 1940, by an enthusiastic student leader, Hameed Nizami, it got a modest beginning. Started, as a small sized fortnightly, the first issue of *Nawa-i-Waqt* was dated March 23, 1940. Later, in November 1942, it became a weekly and afterwards a Daily newspaper. The Muslim press in Punjab, with the exception of the Daily *Ehsan*, was under the firm control of the Unionist party. The British and Hindu press had launched a campaign of malicious propaganda against the Muslim community and its leadership. The *Nawa-i-Waqt* successfully defused all these

baseless fabrications and Hameed Nizami had to fight immensely hard on this front.

When there started a war of wits between Hindu and Muslim newspapers, the *Nawa-i-Waqt* was made a target of attacks by the Hindu press. Hameed Nizami, the young and daring journalist, tackled the situation valiantly. He introduced new trends and innovations in traditional journalism. By writing lucid and argumentative prose that instantly convinced the readers and cast a great impact on their views, he was an undisputed leader of the contemporary young generation of journalists who accelerated the pace of journalistic progress before and after the partition.

The *Nawa-i-Waqt* had a character of its own. It was the mouthpiece of the younger generation, which had been inspired by Iqbal; its management was competent and although, it was a privately-owned newspaper yet for all practical purposes it was the organ of the Muslim League which kept a critical watch on what the Unionist party was doing to bolster up the league.

### Daily Dawn

The *Daily Dawn* was published from Delhi. It was founded by Quid-i-Azam to meet the dire need of an English daily which could act as a powerful organ of the League as the "Hindu press had not left any gun in its armoury unfired at the Muslims". Altaf Hussain who was a prolific writer edited it. According to M. A. H. Isphahani

*"Dawn, which had captured substantial Muslim readership throughout the north and the adjoining Muslim areas, began to grow stronger and stronger with the passage of each month. There was no looking back until partition compelled a shift from Daryaganj, old Delhi, to Karachi. But before the machinery and records could be brought over, the office and printing press of Dawn was burnt and destroyed by Hindu and Sikh hooligans. So what was actually brought over were the name Dawn, the editor Altaf Hussain and I, a cheque book of an Indian bank at Delhi where the funds of Dawn lay frozen".*

From the heroic struggle to social responsibility *Dawn* proved to be a milestone in the history of Muslim journalism.

### Conclusion

The ethos is perhaps best understood not by seeking to define it, but by identifying very simple but potentially very potent strains within it, and the rich interaction between them, to which the struggle for the freedom movement of Pakistan was at its heights and it gave an expression of rare magnificence.

**Q.5:** "In the west, the electronic media is not succeeded in taking the position of the print media and Journalism is playing a very significant role in present day's societies". Please comment.

**Ans.**

In the words of Thomas Jefferson, "Where it left to me to choose a government without newspapers or newspapers without government, I would not for a moment hesitate to prefer the latter".

### The Conventional Clash, Electronic vs. Print Media

The supreme function of the mass media is to inform people. Information is the degree to which public opinion can be controlled, ideologies can be infused and by controlling the flow of it one can get a step towards desired results.

In the field of media studies, the question that how one can deliberately inform people, is quite important as well as interesting. If medium poses the same value of a message then the selection of medium gains immense importance.

In present age, the two major platforms for information are electronic and print media. A large number of global audiences are attentive towards both all the time. For some segments printed information gets a prior importance on broadcast, but others think that printed-paper has much ability to infuse information and form a durable opinion.

### Western Journalism, Contextual Aspect

Journalism in western part of the world dates at least from the *Acta Diurna* of Rome (a series of public announcements that can be considered the prototype of the modern newspaper), but it was not until the 15th century that the invention of printing made possible its rapid growth. Daniel Defoe has been called the first journalist, as distinct from a writer.

Modern journalism, however, began in the latter part of the 18th century. With each venture serving, as it does in many countries to this day, as the proponent and voice of a political party or social group. In 19th century the information management faced a new phase of development, radio broadcasting influenced a vast majority and played convincing role during wars.

But it was the invention of television and the introduction of satellite systems that created a new history regarding information explosion. Getting a tremendous start from developed west, the digital communication conquered all media of expression. The issues of modern media in west have got the post-developed shape as selective influence.

political economy and resistance to cognitive dissonance. The power of mass media is analysed contextually and inter-disciplinary approaches are tested to control and practice true meanings of media.

Media has got a socio-political status in which various institutions of society including political parties, largely controlled journalists, despite their increased liberties in England and the United States.

### **Electronic and Print Journalism, Two Angles of One Reality**

Despite the emerging new faces of mass media the "Internet/digital communication", issues in conventional media had gathered the attention of media critics and researchers. The comparison of the fidelity of medium between broadcast and print, gives contradictory results.

But a large number of researchers are of this opinion that the both bare the angle to see one reality. An event occurs in the same society, the ethical taboos, values, purposes are of same nature the only thing that differs is the style or presentation whether by printed words or digitisation.

### **PRINT MEDIA IS AT GREAT SUCCESS IN WEST AS COMPARED TO ELECTRONIC MEDIA**

Before the print media, all the preaching and teachings were from the churches and as such it was one-way flow of communication. Besides, the teachings were mostly confined to the religious issues.

But with the emergence of the print media the floodgates of knowledge were opened to all people and the socio-religious barriers were virtually broken.

The print media paved the way for the circulation of Bible and other classical works on mass levels, which were formerly read only by the privileged few.

The print media played a role of the promoter for literacy that lead the society to a developed situation of socio-economic growth. It was initially the print media that gave sense of unity and resolved the old conflicts amongst different communities. By promoting the political education print media created an atmosphere of harmony and understanding and paved the way for democracy.

After the fall of authoritarian rule, media gave the right to speak and express opinions to different segments of western society. In fact, it was the power of print media that provoked the sense of individuality amongst different people and built a civilised society. Henry Ward Beecher said; "Newspapers are the school masters of common people." It was the print media that received the credit to form a cultured society for upcoming generations.

### **The Functional Reasons**

These are some functional reasons of the great popularity and higher position of print media in west.

#### **Easy Utility**

The rapid development of science and technology and the widespread utility of satellite communication, have converted this world into a small village but still the fact remains that everyone is not able to get the contents of electronic mass media recorded.

Print media provides its users with "every place, every time facility" of usage. Every word published through print media is recordable too, that poses an overall sense of credibility and eliminates rumors.

#### **Slow but Steady Communication**

Digital communication can influence a large number of audiences at one time but reading experience is in itself a durable experience that can get access to direct the mind of a receiver. The contents of print media work gradually but have an ability to influence receiver's mind for durable results.

#### **Circulation of the Press**

In western parts of the world where science and technology has paved the ways for satellite communication, a vivid dependency of audience on traditional print media can be felt. Print media is regarded as an industry and a newspaper of a national repute has its branches in almost every important place. So, print media proves itself as a strong rival for the rapidly developing digital media.

#### **Regional Journalism, the Local Touch**

Journalism offers a representative edge in the form of local/regional press. Every community enjoys the right to publish and disseminate the desired information to the selective audience. On the contrary, television and radio address the masses as a whole. There can be a little time reserved for different segments but that media has a national or international look rather than local or regional due to its fast influencing communication. So, for communities on intellectual level, it is good to have a regional or community newspaper that can work as the durable representative for them.

#### **The Social/Cultural Reasons**

There are some social and cultural reasons that have played a vital role in the popularity of print media in west:

#### **The Literacy Rate**

On factual base, due to widespread awareness and governmental pro-education policies, western part of the world has a great literacy rate

than other parts of the world. Print media can access the high level of success in a literate society. In west, print media has got the same privilege of informing a literate audience that has maintained its importance as the most credible source of information.

### The Historical Background

Historically, print media poses a strong position in western part of the world. It was the print media that taught the masses the ideas of liberty and equality. The "American Declaration of Independence, 1776" and "The French Revolution, 1789" were mass movements because of the role played by the books, journals and newspapers. Modern society is considered as the outcome of these movements. The founders and distinguished leaders took print media as the sole representative of their ideas as it was the only credible source of those times. So, in the roots of western society, print media owes a great importance that cannot be challenged.

### Source Credibility

In west, as compared to electronic media, newspapers are considered to be more credible. Newspapers have made a distinguished position in this part of the world by providing their audience with timely, true and comprehensive coverage. Newspapers stand for the "Right" media that gives its audience all what is wanted and all which is believable.

### Always Available

After the revolutionary "Penny Press", newspaper, reading has been in practice as a part of western culture, as it is available quite easily against a very little amount. Electronic media containing Television, Radio and Internet can face technological problems but being the most simple and "Hard" media newspapers don't have such issues. One can easily access its contents with only a little knowledge of language.

### The Psychological Aspect

The psychological development of a society is much more associated with the social and cultural awareness of its masses. Western audience is facing a somewhat post-developed stage where media's function is not only to provide information but to give a sense of public participation and opinion formation too. On this end, print media proves to be the most suitable medium.

### Opinion Making, Argumentative Style

Rather than masses, newspapers has an edge to influence the literates of a society that are the real constituents and opinion leaders. The arguments and logical thoughts presented on the editorial pages form the public opinion to the prevailing issues.

### The Sense of Individuality

Newspapers offer an individual convincing style to every reader as only one reader can access to the contents at a time. So there is a sense of individuality found in print media that is not available through electronic media.

### Electronic Journalism in the Globalised Perspective (Significance of Journalism)

In the present scenario of globalisation, journalism has proved to be the most influential branch of mass media. It should be kept mind that the word "Journalism" is used for both electronic and print journalism. A whole range of TV news channels and news bulletins inform the global audience round the clock as well as form a mass opinion about different social, cultural and political issues.

By broadcasting events such as the Watergate hearings, controversial issues, and comprehensive live coverage of current issues, television has in some ways minimised the journalist. Yet reports by journalists of the World Service of the British Broadcasting Corporation (BBC) and Cable News Network (CNN), owned by Ted Turner and based in Atlanta, are transmitted around the world and provide news in the times of crisis.

Here are some distinguished edges of journalism on others branches of mass media.

- Representation of all social segments
- The globalised journalism
- Collaboration with online material
- Agent of social change
- Formation of Public opinion
- Power of accountability
- Political awareness
- Bridge between masses and elite
- Source of education
- The ambassador of culture
- Custodian of social rights
- Custodian of national interest
- Interpreter of electronic media
- Entertaining force
- Ethical pressure on society
- Abolishment of social evils

### Conclusion

In England, it was the newspaper that brought the transition from absolute monarchy to constitutional monarchy. John Wilkes was one of the pioneers who had campaigned for the press freedom in England. He

made his stance very clear in the first issue of his paper "North Briton" that appeared on June 5, 1762;

"The liberty of the press is the bright light of a Briton, and is justly esteemed the foremost bulwark of the liberties of this country. It has been the terror to all bad ministers for their dark and dangerous designs, or their weakness, inability, and duplicity".

So, despite the great value of other branches of mass media, entertainment, art, public relations, advertising and research, journalism is still the most effective branch of media and is playing a vital role in present days societies.

1. End should be made relevant
2. What are the forms of point & Elect Media?

**Q.6: Describe the significance of mass media. It is said that if "Taliban had the media with them, they would never have been defeated". Do you think so? Give a comprehensive answer.**

**Ans.**

### Mass Media as the Agent of Opinion Formation

Mass Media has become an integral part of modern life. Its immense effects have changed the style of living and thinking. With the rapid development of mass media people have been changing their views about the outer world.

Taking a humble start from some printed words, the power of mass media has been increased to such degree that now it is considered to be as important as economy. The globalised community takes mass media as a sharing force that can infuse, influence or change their living patterns.

### Responsibilities

The effects of mass media can be seen quite easily on every field of life. Media is used to inform people about the current developments in their socio-economic or political set-up. It owes the responsibility,

1. to form their opinions in favour of the developmental activities and steps;
2. to create an atmosphere of harmony and understanding between international fronts;
3. to protect the cultural realities of different nations.

### Media Functions

One of the supreme functions of mass media is to "Guide" people about the concerns, issues and steps to resolve them. Media plays the role of a social institution that trains the citizens for socio-economic developments. In present day societies, the role of media is getting a crucial shape with the emergence of nationalism in an international scenario in the following ways.

1. The traditional concepts and definitions are facing a changing position with the implementation of globalisation. Where globalisation of economy stands for the open market and free flow of trade, globalization of mass media has been taken as the free flow of information.
2. It has become easier to influence the minds of the masses about a particular issue whether that issue is against the national interest of the targeted audience.

### Monitoring Force

National media can play the role of a monitoring force to the doings of elite and evaluate the effects of foreign media on its masses. It adopts the task of a custodian of national rights by guiding its public. Media should also perform its duties as the watchdog of national interest through its contents. It is the most important function of mass media to guide the national audience what is occurring inside and out-side of the country with a sense of accountability & responsibility.

### Impart Education

Another important function of mass media relates the objective use of contents to the practical needs. The purpose called as "educating", media can get its masses educated about the recent developments and facts in the world of wisdom. It can exhibit and infuse the moral/social and cultural values and protect the culture and civilisation. In positive terms, media can spread its culture to other communities.

### Entertainment

Media has a glittering power of its entertaining contents. Entertainment is the degree on which no bias can be applied and that works beyond social, cultural and ideological boundaries. Entertainment force is considered to be the most influential power to affect any existent culture and infusion of the desired thoughts. In the history of arts, entertainment has played a vital role in amusing people and on the other hand, it has been a source of hidden messaging. The media owes the responsibility of:

1. providing constructive and positive entertainment to its audiences,
2. counter the foreign invasion of entertainment,
3. protect the cultural norms and traditions through appropriate coverage,
4. infuse the right moral sense in society that can serve the publics while selecting the right entertainment for them.

### Power of Mass Media, the Contextual Analysis

The power of mass media has been used in negative manner especially in war times. Second World War is taken as the masterpiece of deliberate use of mass media when the sole purpose of it was taken as doing propaganda. This was a turn in the use of media and it was realised that media is not a mere source of information or entertainment but it poses a hidden quality of influencing.

It was the power of mass media that spread a worldwide consciousness about the neo-colonialised effects. After the establishment of "United Nations Organisation", it was made clear to all nations that no country has the right to invade another's boundaries. "Respect of

geographical Boundaries" was the rule that created this realisation that no powerful country can invade other's territory.

In those circumstances, media was the most effective tool in the hands of the "Class of Haves", to infuse their particular ideologies in the minds of their opponent masses.

Developed European countries did use media for their particular interest and in the capsule of entertainment the third world audience faced "cultural invasion", it was all due to the immense power of mass media.

But, in present age, various types of mediated messages, from digital to analog, are opening new horizons.

### Taliban Case: The Deliberate Use of Media

An analysis is given regarding the role of western mass media covering the Taliban issue.

### Western Media: Jingoistic Coverage of the Taliban or Liberal, Negative Tilt to the Coverage? An Analysis

The news media reacted to the terrorist attacks of September 11 with great care about not getting ahead of the facts, but over the time the press is inching back towards pre-September 11 norms of behaviour, according to a new study of press coverage of the war on terrorism. As the story moved to the war in Afghanistan, however, analysis and opinion swelled. The early coverage may help account for why we saw the first measurable upturn in public approval of the press in 15 years. But the changes in coverage offer a caution about why that approval has started to fall again.

The study, conducted by the Project for Excellence in Journalism with Princeton Survey Research Associates, involved a detailed examination of 2,496 stories contained on television, magazines and newspapers in three key periods of mid-September, mid-November and mid-December.

### Among the Findings

In the earliest days, the news media tended to avoid interpretation. Just 25% of the coverage was analysis, opinion and speculation including even the talk shows and the opinion pages.

By December, that percentage had swelled to close to four-in-ten of all the reportage (36%).

The number of sources, cited as evidence in stories, also declined over time though it is still relatively high. The level of on-the-record sources has remained consistently high—three quarters of all sources.

On talk shows, journalists often seemed to luxuriate in sounding not like knowledgeable experts on TV stages but like

standing in a barroom. The death of Osama bin Laden's third in command for CNN's Margaret Carlson on December 17 was "another reason to be cheerful". "Having Osama bin Laden on trial in the United States of America is a nightmare," Cokie Roberts declared on ABC's "This Week" on November 18. "With any luck, you know, he is—he is found dead."

It is an oversimplification to suggest that since the US has won the war against Taliban, the press has returned to a so-called "normal" diet of softer news. Even on programmes that often have less in the way of traditional hard news, such as morning television, the coverage of the war on terrorism actually increased from the November to December periods after a significant decline from September to November.

What was it people liked? "Timeliness," "comprehensiveness" and "informativeness," were the reasons survey respondents most often volunteered. Few people complained of bias and sensationalism. They liked the coverage, even though they found it tiring and depressing. In short, researchers concluded, people craved the information and felt the media provided it.

### Conclusion

In the perspective of the immense power of mass media this issue is quite important that if "Media controls the masses, who controls the media?" as the controller of media has the power to swing public opinion from one end to another.

In this era of globalisation, there is much more dependency on the contents of mass media in the formation of a global public opinion, so in the case of Taliban, western mass media proved to be a convincing lobby that justified the invasion of Afghanistan.

So, we can conclude that by presenting the slanted facts, the power of media can infuse specific ideologies and form a public opinion at mass level whether in the support or against of an event.

**Q.7: What is meant by cognitive theory of communication and cognitive dissonance? Suggest measures to overcome physical and psychological barriers causing the cognitive dissonance.**

**Ans.**

The theory of cognitive dissonance was developed by a social scientist Leon Festinger. The origin of the theory dates back from late 50s as in 1957, Festinger published his work on human behaviour and the decision-making process. He presented a theory that was at its heart quite simple. It began with the idea of cognitions, the bits of knowledge. According to Festinger, they can pertain to any variety of thoughts, values, facts or emotions. For instance, the fact that I like ice cream is cognition. So is the fact that I am a man. People have countless cognitions in their minds.

The theory is regarded as a milestone that changed the way psychologists look at decision-making process and behaviour of human beings.

### Historical Background

Leon Festinger synthesised a set of studies to distill a theory about communication's social influences. Cognitive dissonance enjoyed great popularity from the late 1950s through the mid-1970s. Theoretical problems and conflicting findings led to temporary replacement by similar "self" theories in the early 1980s, but cognitive dissonance regained its place as the umbrella theory for selective exposure to communication by the late 1980s.

### Crux of the Theory

The basic idea behind cognitive dissonance theory is that people do not like to have dissonant cognitions. In fact, many people argue that the desire to have consonant cognitions is as strong as our basic desires for food and shelter. As a result, when someone does experience two or more dissonant cognitions (or conflicting thoughts), they will attempt to do away with the dissonance.

### Core Assumptions and Statements

Originally, cognitive dissonance was adopted from social psychology. The title of the theory gives the concept as cognitive is thinking or the mind; and dissonance is inconsistency or conflict. Cognitive dissonance is the psychological conflict from holding two or more incompatible beliefs simultaneously. The theory replaces previous conditioning or reinforcement theories by viewing individuals as more purposeful decision makers; they strive for balance in their beliefs. If presented with decisions or information that create dissonance, they use



dissonance-reduction strategies to regain equilibrium, especially if the dissonance affects their self-esteem.

The theory suggests:

1. Dissonance is psychologically uncomfortable enough to motivate people to achieve consonance.
2. In a state of dissonance, people will avoid information and situations that might increase the dissonance.
3. How dissonance arises is easy to imagine: It may be unavoidable in information rich society. How people deal with it is more difficult.

### Scope and Application

Dissonance theory applies to all situations involving attitude formation and change. This theory is able to manipulate people into certain behaviour. By doing so these people will alter their attitudes themselves. It is especially relevant to decision making and problem solving.

### Example

Consider a driver who refuses to use a seat-belt despite knowing that the law requires it, and it saves lives. Then a news report or a friend's car incident stunts the scofflaw into facing reality. Dissonance may be reduced by

1. Altering behaviour... start using a seat-belt so the behaviour is consonant with knowing that doing so is smart.
2. Seeking information that is consonant with the behaviour... air bags are safer than seat-belts.

If the driver never faces a situation that threatens the decision not to use seat-belts, then no dissonance-reduction action is likely because the impetus to reduce dissonance depends on the magnitude of the dissonance held.

### Unrelated Cognitions

Most cognition have nothing to do with each other. For instance, the two cognitions mentioned before (that I am a man and that I like ice cream) are unrelated. Some cognitions, however, are related. For instance, perhaps I have a sweet tooth and I like ice cream. These cognitions are "consonant," meaning that they are related and that one follows from the other. They go together, so to speak.

### Related Cognitions

However, sometimes, we have cognitions that are related but do not follow from one another. In fact, they may be opposite. For instance, perhaps I like ice cream, but I am also trying to avoid it. These two thoughts are problematic -- if I eat ice cream, then I may get a physical

disease, and if I really want to avoid diseases then I cannot eat ice cream. These types of cognitions are referred to as "dissonant."

### Eliminating Cognitive Dissonance

There are several key ways in which people attempt to overcome, or do away with cognitive dissonance. One is by ignoring or eliminating the dissonant cognitions. By pretending that ice cream is not bad for me, I can have my cake and eat it too, so to speak. Ignoring the dissonant cognition allows us to do things we might otherwise view as wrong or inappropriate.

### Altering the Importance

Another way to overcome cognitive dissonance is to alter the importance (or lack thereof) of certain cognitions. By either deciding that ice cream is extremely good (I can't do without it) or that avoiding a disease isn't that important (I like to take anyway), the problem of dissonance can be lessened. If one of the dissonant cognitions outweighs the other in importance, the mind has less difficulty in dealing with the dissonance and the result means that I can eat my ice cream and not feel bad about it.

### Creating New Cognitions

Yet another way that people react to cognitive dissonance is by adding or creating new cognitions. By creating or emphasising new cognitions, I can overwhelm the fact that I know ice cream is bad for my health. For instance, I can emphasise new cognitions such as "I need calcium and dairy products" or "I had a small dinner," etc. These new cognitions allow for the lessening of dissonance, as I now have multiple cognitions that say ice cream is okay, and only one, which says I shouldn't eat it.

### Ignoring the New Information

Finally, perhaps the most important way people deal with cognitive dissonance is to prevent it in the first place. If someone is presented with information that is dissonant from what they already know, the easiest way to deal with this new information is to ignore it, refuse to accept it or simply avoid that type of information in general. Thus, a new study that says ice cream is more fattening than originally thought would be easily dealt with by ignoring it. Simply avoiding that type of information -- simply refusing to read studies on ice cream in health magazines, etc, can prevent further future problems.

### Applying Cognitive Dissonance to Conflict

Cognitive dissonance can play a tremendous role in conflict--both in its perpetuation and in its elimination. Both large-scale and small-scale

conflicts can be aggravated and/or lessened because of cognitive dissonance.

Similar examples can be found on all levels of conflict. Individuals on both sides of the abortion debate can be unwilling to look at new information about the other side's stance in an attempt to avoid cognitive dissonance. This concept helps explain why people are so opposed to counterarguments, especially when it regards a value or belief that is very important to them. Cognitive dissonance is so unpleasant that individuals would often rather be close-minded than be informed and deal with the repercussions of cognitive dissonance.

### The Role of Cognitive Dissonance in Reducing Conflict

In spite of people's desire to avoid it, the proper use of cognitive dissonance can be a useful tool in overcoming conflict. Cognitive dissonance is a basic tool for education in general. Creating dissonance can induce behaviour or attitude change. By creating cognitive dissonance, you force people to react. In other words, a child can be encouraged to learn by creating dissonance between what they think, they know and what they actually do – drawing attention to the fact that they know stealing is wrong even though they took a cookie, etc. The same idea can be used in adults. By introducing cognitive dissonance (pointing out the conflict between what people know and do), we can encourage a change in thought or action.

Turning to the conflict in Northern Ireland, by pointing out the contradiction between religious beliefs and terrorism, people can be forced to rethink their actions. A Protestant or Catholic terrorist can participate in violent activities because they have dehumanized the other side in their mind. This eliminates any dissonance between their actions and their beliefs against murder or violence. By introducing new information -- perhaps emphasising the humanity of the other side (their families, their lives, letting the two sides meet in a casual environment, etc.) a new dissonance is created between what they are doing and what they now know to be true. This forces a reaction. The individual must now either change their actions or readjust their thoughts to account for this new information.

Similarly, in the abortion debate, the introduction of new information to both sides can lead to reconciliation through understanding and changes in both action and thought. Although, individuals may never agree on the politics and policy of abortion, the conflict—particularly violent conflict—can be reduced and eliminated.

### How to Produce Cognitive Dissonance?

Dialogue is one method to produce cognitive dissonance and thus attitude change that has been used in both these and many other cases. The Public Conversations Project, in Cambridge, Massachusetts, (USA) for

instance, has been running dialogues between pro-life and pro-choice abortion activists for many years. While people do not leave these dialogues having changed sides, they do come out of them with a new respect for people "on the other side" and an understanding that logical, rational, "good" people can feel the opposite way they do about this issue. This tends to tone down their approach to advocacy, generally making it more constructive than it might otherwise have been.

Disarming behaviours are another way to create cognitive dissonance. This is done by simply learning what the other side thinks of or expects of you, and then doing something very different. For example, if you are considered by the other side to be uncaring and cruel, make a small gesture which demonstrates that you care about the other sides' feelings or situation. This causes cognitive dissonance. Just doing this once may not be enough to change anyone's attitudes or behaviour, as they are likely to ignore the dissonant information. If it is done several times, however, or if the behavior is visible enough that it cannot be ignored, the results are sometimes striking. Two of the best examples of this process were Egyptian President Anwar Sadat's unexpected trip to Israel in 1977 and Soviet Premier Gorbachev's trip to the United States in 1990. Both of these leaders had never visited the "enemy" country before, and when they did, they were so personable that it changed the minds of the Israelis and the Americans about the "goodness" and intents of "the enemy."

### Techniques to Create Dissonance

**Dialogue.** There are many examples of what is known as Track II and Track III diplomacy in longstanding conflicts. These are less formal efforts that facilitate exchanges and dialogue between individuals on opposite sides of a conflict. An example in the U.S. is the Public Conversations Project which has been facilitating dialogues between pro-life and pro-choice activists for several years. Participants don't leave these exchanges and change sides, but they do develop new understanding about those on the "other side" and an appreciation for how "good" people can differ on an issue. This tends to impact their advocacy efforts, toning down the rhetoric and investigating more constructive methods.

**Disarming Behavior** can create cognitive dissonance by acting against type. Practically it means finding out specifically what the other side thinks you are like and doing something quite different then they expect. Two examples in diplomacy at Egyptian President Anwar Sadat's surprising trip to Israel in 1977 and Soviet Premier Mikhail Gorbachev's trip to the U.S. in 1990. Neither had visited the enemy's country before. Each was quite personable and outgoing. This behavior elicited positive

press and changed many Israeli and American minds about the intent or "goodness" of the enemy.

**Negotiation** which implies face to face communication. Often in tense conflict situations all communication has broken down between the sides. During the negotiation of the Camp David Accords, President Sadat and Prime Minister Begin did not meet face to face until the end. But both sides talked regularly to President Carter and his aides who shuttled back and forth with proposals and counter proposals. Anyway that increases communication and contact will create dissonance that disrupts stereotypes and hostile attitudes providing an impetus toward change.

**Q.8:** The Two-Step flow model of communication divides media audience into active and passive members there is absolutely no reason why there should not be three, four or five-step flow of communications? Please comment.

Ans.

#### Katz and Lazarsfeld: Two-Step Flow

It has been a great desire of the elites of every society to use media like a watchdog of their specific interests. The matter took another shape when the Hypodermic Needle Model (Theory of Magic Bullet) was presented. The theory possessed an attitude towards the mass effect of the message on receivers. This element leads researchers towards the study of Mass attitude and the degree of resistance to a newly given message from its receivers.

In the words of John Stuart Mills, "The mass do not now take their opinions from dignitaries in Church or State, from ostensible leaders, or from books. Their thinking is done for them by men much like themselves, addressing or speaking in their name, on the spur of the moment..."

### JOHN STUART MILL, ON LIBERTY

#### Development of the Two-step Flow of Communication Theory

As with most theories now applied to Advertising, the two-step flow of communication was first identified in sociology a field somewhat removed from communications. For the theorists, the two-step flow theory proved to be an interesting discovery considering the relationship between media and its target was not the focus of the research, but instead a small aspect of the study.

In 1948, Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet published *The People's Choice*, a paper analysing the voters' decision-making process during 1940 presidential election campaign in America. The study revealed evidence suggesting that the flow of mass communication is less direct than previously supposed. The study suggested that communication from the mass media first reaches "opinion leaders" who filter the information they gather to their associates, with whom they are influential. Previous theories assumed that media directly reached the target of the information.

#### Crux of the Theory

The crux of the theory was "ideas often flow from radio and print media to the opinion leaders and from them to the less active sections of the population". People tend to be much more affected in their decision-

making process by face-to-face encounters with influential peers than by the mass media.

The theory sparked interest in the exact qualities and characteristics that define the opinion leader. Is an opinion leader influential in all cases, on all topics? Or is the influence of an opinion leader constrained to certain topics? How does an opinion leader come to be influential?

### The Defining Level, Who are Opinion Leaders

On determining the category of opinion leadership, it comes to light that it is not a general characteristic of a person, but rather limited to specific issues. Individuals, who act as opinion leaders on one issue, may not be considered influential in regard to other issues.

According to another study conducted by Lazarsfeld and colleagues, it was confirmed that the earlier assertions about personal influence seems more important in decision making than media. Again, influential individuals seem constrained in their opinion leading to particular topics, non-overlapping among the individuals. The opinion leaders seem evenly distributed between the social, economical, and educational levels within their community, but very similar in these areas to those with whom they had influence.

Katz and Lazarsfeld did not identify any particular behaviours amongst opinion leaders that stand out. The traits that characterise each of the opinion leaders in their position did have things in common, though. For one thing, the opinion leaders were identified as having the strongest interest in their particular position. They hold positions within their community affording them special competence in their particular roles. They are generally gregarious and sociable individuals.

Finally, they had/have contact with relevant information supplied from outside their immediate circle. Interestingly enough, Katz and Lazarsfeld observed that the opinion leaders receive a disproportionate amount of their external information from media appropriate to their position.

### Critiques

Although, the theory of indirect flow of information from media to the target was quickly adopted, the original study performed by Lazarsfeld, Berelson, and Gaudet was not adopted as it is. Since the research was not designed to specifically test the flow of influence, the experiment was decidedly lacking in explanations. Lazarsfeld and his associates, in the 1940 election study, were unable to determine the specific flow of influence. They determined there were a number of opinion leaders spread throughout the socio-economic groups; however,

these leaders were not directly linked to particular groups within the socio-economic levels.

Even within studies specifically designed to determine who opinion leaders are and how they are different from the average populace, there have been problems born from experimental design.

### Praises and Support

Besides, all that critical considerations, the theory did provide a very believable explanation for information flow. The opinion leaders do not replace media, but rather guide discussions of media. Lazarsfeld and his associates detailed four characteristics of personal contact which give their theory more validity.

#### 1. Casualness / Non-purposive Ness

One must have a reason for tuning into a political speech on television, but political conversations can just "pop-up". In this situation, the people are less likely to have their defences up in preparation; they are more likely open to the conversation.

#### 2. Flexibility to Counter Resistance

In a conversation, there is always opportunity to counter any resistance. This is not so in media, a one-sided form of communication.

#### 3. Trust

Personal contact carries more trust than media. As people interact, they are better able through observation of body language and vocal cues to judge the honesty of the person in the discussion. Newspaper and radio do not offer these cues.

#### 4. Persuasion without Conviction

The formal media is forced to persuade or change opinions. In personal communication, sometimes, friendly insistence can cause action without affecting any comprehension of the issues.

Later on, a mass communication researcher, Menzel, introduced another strong point in favour of the two-step flow of communication theory. First, there is abundance of information channels "choked" with all types of journals, conferences, and commercial messages. These are distracting and confusing to their target. With the barrage of information humans are flooded with daily, it is not hard to understand why someone might turn to a peer for help evaluating all of it.

### Recent Studies Based on the Two-step Flow of Communication Theory

The true test of a theory lies in its timeliness, its ability to spark interest and provoke thought years after its introduction.

years. This is not difficult to believe considering it has fuelled at least last 57 years after its debut.

### The Brosius-Weimann's Study

The two-step flow of communication theory is difficult to witness in the field. Many researchers have attempted to design credible models for testing the theory, but with only minor success. Some researchers such as, Brosius and Weimann set out to explain agenda setting using the basis of the two-step flow of communication theory determined by Lazarsfeld, Katz, and other researchers. To avoid the difficulties in studying the actual flow of communication, Weimann and Brosius separated the opinion leaders from their two-step flow of communication theory.

### The Influentials & Opinion Leaders

The Brosius-Weimann study attempts to describe the individuals whose personal communication has impact on agenda setting. These individuals are the representative opinion leaders, who still control the flow of information. Weimann and Brosius define agenda setting as a two-step flow, certain individuals (influentials) "collect, diffuse, filter, and promote the flow of information" from media to the community.

### Basic Difference

The difference between these influentials and the opinion leaders, as Weimann stresses, is that these influentials are usually elites, not spread throughout the community as the old theory suggested. Are these influentials a new breed? Or is there really a difference between influentials and opinion leaders? This, as yet, has not been addressed. Weimann and Brosius suggest the influentials are a subsection of the opinion leaders.

### Applications of the Theory

To those who claim that there are no applications of a socio-political theory in advertising. No longer does the advertising industry doubt the existence or qualities of influentials, as they are most commonly referred to today. Instead, the discussion revolves around effectively targetting messages to reach these influentials.

The influentials today seem to be isolated in the upper class. They are the trendsetters. It is this group that is first to adopt new technology and remains on the leading edge of trends. This is the group that advertising attempts to reach. Daily articles are published on maximising the market by reaching these influentials. The idea remains that the most efficient media is word-of-mouth, and it is by reaching the influentials with other forms of media that this word-of-mouth is generated. It seems

the opinion leaders of yesterday have been overlooked for the smaller subset of influentials.

### Conclusion: The Two Way Model vs. Five-step Model

The conceptual framework of a five-step model rather than two-step flow model involves a high level of diversity of opinion. As Hardley Candrel said "public opinion is highly sensitive to be important", it is necessary to understand that the success of a message is dependent on receiver's perception. In deliberate communication, receiver-oriented messages are regarded as successful. If the intended message is delivered through a number of direct and indirect sources which will probably include different angles, slants and perception of the sources, as everyone poses a different frame of reference. This element can affect the real contents of the message.

So, a deliberate communication strategy should be simple, direct and receiver oriented. Moreover, special attention should be paid on the delivery of message that it reaches to its destination with a receiver-oriented approach countering all intervening variables.

**Q.9: How would you differentiate between TV news reporting and Newspaper reporting?**

**Ans.**

### **News, the Basic Requisites**

News can be defined as an unbiased, unprejudiced account of an event. The purpose of news is to provide information and the circle of newsgathering and delivering completes with the reception of knowledge from receiver's mind.

### **Other Definitions of News**

New information of any kind: *The requirement was news to him.*

*"a public figure on a scale unimaginable in America; whatever he did was news" (James Atlas).*

News is the communication of information on current events which is presented by print, broadcast, Internet, or word of mouth to a third party or mass audience.

## **REPORTER**

A reporter is a type of journalist who researches and presents information in certain types of mass media.

Reporters gather their information in a variety of ways, including tips, press releases, sources (those with newsworthy information) and witnessing events. They perform research through interviews, public records, and other sources. The information-gathering part of the job is sometimes called "reporting" as distinct from the production part of the job, such as writing articles. Reporters generally split their time between working in a newsroom and going out to witness events or interview people.

### **1. Reporting in an Era of Globalisation**

The rapid developments of science and technology have affected the information systems greatly. The satellite communication has brought a revolution in the shape of television news explosion and on the other hand, Internet in collaboration with print media has achieved a large number of global audience. So used by McLuhan at first, the concept "Global Village", has converted into "Global City".

### **2. The Line of Discrimination**

Reporting is the key function of Journalism. A reporter is the representative of news-oriented organisation that deals with the events happening in society and provides audience with a clear and vivid account of the events.

### **3. The Defining Level**

The Oxford dictionary defines News as

"Information about recent events, especially when published or broadcast;

Report of news: new or interesting information".

According to another definition:

"The word "NEWS" is an Acronym, comprised of four directions

- N: North
- E: East
- W: West
- S: South

An immediate report covering all aspects of these directions is called News.

### **TV Newscast (Functional Definition)**

"The deliberate account of an event or incident presented timely having all necessary elements of News, by a media personality (Anchor/Moderator) through a television channel".

### **News for Print Media (Functional Definition)**

"The theoretical account of an event covering all possible details and providing the answers of the traditional factors, 5 Ws and 1 H, shaped in immediate information is called News".

### **Difference between Broadcast Journalism and Print Journalism**

The basic difference between TV and print journalism is that the former is designed for the eye, while the latter is produced for the ear too. This gives newspaper reporters a slight advantage when they sit down at the typewriter, fingers poised to band out a story. They don't have to be particular concerned about the complexity of their sentences. Even if a sentence includes four or five dependent clauses, the reader can simply read the phrase over and over again until it makes sense.

The broadcast writer doesn't have this luxury. A story is read and heard only once. If the listener is confused by a particularly complex sentence, he is out of luck. He can't ask the newscaster to repeat some confusing point. The listener has to be able to understand the story at first time: there is no chance to repeat.

Since broadcast journalism is designed for "the eye and ear", it is important to write that what can be called as "see and hear", rather than only see copy that is the hallmark of a newspaper.

As compared to print journalism for broadcasting, newscasts are written in conversational style: the informal main in which a person ordinarily speaks. Sentences are relatively kept short and to the point. The simple declarative statement is preferred.

In broadcasting, complex sentence structure, little known words and other literary techniques should be used more carefully because they tend to be misunderstood when heard even though they make sense when they are read. Whether in print media, the established readership can expect such contents from a recognized newspaper's.

Following are some major differences between print and broadcast style:

### The Inserted Sentence Structure used in Newspaper Writing is Avoided in Broadcast News

#### Example

**NEWSPAPER:** There is no danger from further inundation in the area, according to Nazim Rashid, director of National Coast Flood Control District.

**BROADCASTING:** The director of National Coast Flood Control District, Nazim Rashid, says there is no danger from further flood in the area.

### Sentences are Kept Short in TV Writing Almost to the Point of Oversimplification

#### Example

**NEWSPAPER:** The present tax base of three hundred rupees, which is a thirty per cent increase over last year's rate, but down from five years ago, will be increased another two per cent as on June first if tomorrow's tax over-ride election is successful.

**BROADCASTING:** If tomorrow's tax over-ride election is successful, the present tax base of three hundred rupees will be increased two per cent June first. The present rate is thirty per cent higher than last year, but is still lower than it was five years ago.

### Subjects and Verbs are Kept Closer Whenever Possible

#### Example

**NEWSPAPER:** Royal Thread boss Nick "the Spaniard" Sheikh Mumtaz, who has often refused to testify before the National Accountability Bureau, NAB, and, who is well known for his dealings in labour rackets, gambling and drug smuggling, was arrested today for refusal to pay last year's income tax.

**BROADCASTING:** Royal Thread boss Nick "the Spaniard" Sheikh Mumtaz has been arrested for refusing to pay last year's income tax. He is well known for his dealings in labour rackets, drug smuggling and gambling. Sheikh has often refused to testify before the National Accountability Bureau.

### Identification of the Subjects such as Age, Job, Title and the like come before the Name in TV Writing Rather than after.

#### Example

**NEWSPAPER:** Danial Aziz, the chairman National Reconstruction Bureau NRB, has said that...

**BROADCASTING:** The chairman of NRB National Reconstruction Bureau, Danial Aziz has said...

### In Broadcast Writing it is Permissible and often Required for Clarity that Incomplete Sentences be Written.

#### Example

**NEWSPAPER:** The Black acrid smoke billowed from the uncontrolled oilrig fire leaving a swath of choking junks and tear filled eyes.

**BROADCASTING:** Choking lungs...tear-filled eyes...those were the results of the black acrid smoke that billowed from the uncontrolled oilrig fire.

These are the major functional differences between the two popular newscasts. Despite of writing, there are some important areas that should not be ignored while preparing an effective news story. The delivery of the news by the anchor on electronic media the layout and placing of the story on print media does play an effective role in the recognition of news contents from readers or viewers.

The newsperson, whether the Anchor or the Reporter, must follow the news values in reporting a story for masses. News values are important on both ends and play a crucial part in the success of a story.

### Conclusion

The proliferation of cable television in the world has led to a variety of news channels. The western media, CNN, BBC, FOX, CNBC, and SKY news has attracted the attention of international audience whereas eastern and the media of Middle East is coming in a position to establish a balance in the transmitted contents as Al-Jazeera, Star, Zee Geo or Indus. The situation turns into an interesting stage when a media faces an atmosphere of competition with its own national media with a functional difference of being print or electronic.

As with print journalism, television journalism ranges from sensational, "tabloid" news shows to extensive journalistic coverage and interviews so it can be seen that at some places the both print and electronic media reporting have got a merged look, but a line of discrimination can be found by having a sense of difference among

**Q.10:** What are the implications of information explosion for the countries like Pakistan? Cable TV has made possible the transmission of foreign Satellite TV channels' contents at mass level in Pakistan. Suggest Measures to check delinquency, violence, vulgarity, indecency, and hate crimes of their contents.

**Ans.**

Several years ago a futurologist genius and the writer of dozens of science fictions Arthur C. Clarke, predicted and made realistic projection of the imminent revolution in communications. He visualised satellite rotating round planet earth in geostationary orbit, that is, in synchronised orbit to match the earth's own rotation to its axis. This was the start of satellite age of global communication.

Being an Islamic ideological state, Pakistani media has been confined to a set of beliefs and is used to follow a strict code of ethics implemented by governmental authorities. As after the creation of Pakistan, government was used to take over the electronic media and in 1964, the first television channel started working as governmental representative. Leaving the level of liberty and bias, Pakistani electronic media has always given the supreme importance to the national interest and religious structure.

For the last forty years, an unconfirmed fear of cultural invasion has taken hold, permeating the thoughts of many in our society. Ever since the '80s, when the division of the world into distinct "Eastern" and "Western" blocs came to an end and the concept of globalisation came out, the issue of "cultural globalisation" has been widely discussed, with the fear being voiced that this global culture will overcome our cultural identity.

Regarding satellite communication, the contents of foreign television channels are particularly designed to influence the cultures of other nations and to propagate the values and traditions of the sending countries. These contents are used to affect the overall behaviour of the recipients and affect their own values at a great deal that they adopt the invaded realities to their life styles. These contents are not only the supporters of foreign culture but they may the cause of delinquency, violence, vulgarity, indecency, and hate crimes be in the recipient society.

#### **Transmission of Satellite Channels in Pakistan through Cable. An Analysis**

The transmission of foreign television channels with special reference to entertainment is an extreme clashing point with the cultural identity of Pakistan. As these Programmes are prepared to attract the vast majority of global audience, they are designed to appeal to the

be watched in almost every third home of the society. Here, an analysis is given to measure the degree of negative effects of foreign mediated contents on Pakistani society.

According to a study of the contents of Urdu satellite channels being viewed in Pakistan:

#### **Review /Content Analysis of Different Programmes on Media (Addressed Areas) One Day FPC (18-10-04) update**

TV Channel	Total No of Programmes	Current Affairs	Entertainment
Star Plus	45	03	42
Zee TV	29	07	22
Geo TV	40	30	10
Indus Vision	31	05	26
PTV	24	14	10
ARY Digital	19	16	03

#### **Interpretation**

The above-mentioned chart shows the one day transmission of 6 different television channels being telecast in Pakistan. According to that Star TV based 4% of its transmission on current affairs and 96% on entertainment, Zee TV based 29.16% on current affairs and 70.84% on entertainment, Geo TV (the national channel) based 75% on current affairs and 25% on entertainment, Indus Vision (the national channel) based 16.12% of its contents on current affairs and 83.88% on entertainment, PTV (the national channel) based 58.33% on current affairs and 41.67% on entertainment whereas ARY Digital (the national channel) based 84.21% of its contents on current affairs and 15.79% on entertainment.

The study depicts that Pakistani TV channels are used to make their focus on current affairs programmes with an exception of Indus TV that gives entertainment factor more space in its content. Keeping in view that majority of Pakistani Television audience belongs to an illiterate background, where the literacy rate is of 23% only, national media owes the responsibility to educate public and give them political and social awareness but in such situation where foreign satellite channels are used to amuse national audience by their coloured and glamourised contents, national media should understand the need of the hour.

#### **Behavioural Effect**

The colourful transmission of foreign TV channels for the masses of Pakistan is resulting in tremendous effects on the cultural patterns of Pakistani citizens. It has created an atmosphere of cognitive dissonance, as people, knowing the realities and having a complete cultural and



national sense are used to like the glamourised invasion.

The contents of foreign media have an immediate effect on the attitude of young children, in the small age a child does not have any sense to differentiate between right or wrong so whatever is seen becomes the part of his nature. In Pakistan, all means of culture are influenced by the foreign cultural invasion, from toys to songs and from stories to movies, Foreign invasion has affected the routines of children as they like cartoons, imported stuff, Indian, or English songs or movies more than any national stuff like this.

### SUGGESTED MEASURES

#### The positive role of media

After watching negative programmes, the members of an audience feel that it gives them a licence to follow in that type of behaviour. It is felt if they hear some of the positive, the young ones will feel there is an alternative of behaviour they can aspire to.

The media has a huge effect on people. If it is kept on, presenting only negative stories, and it is the only thing they view, then they will tend to lean towards that negativism. But if there is any effort to balance it, it should not only allow them to see the two sides of the story, but we have them thinking positive, also. Children are also viewers, and need to know there's a good world out there, too, and they can be a part of that.

When the contents are focused on sensationalism, they don't necessarily give people good role models they can follow. Certain kinds of examples, like someone who is a community volunteer, or more on habitat for Humanity, or food banks, or education at a university should be given priority.

#### Eliminating Social Evils through Lesser Negative Programming

The viewers begin to feel frightened, and it really isn't as bad as they make it out to be ... When there is too much violence ... It's nice to hear something good, like an achievement. Or, because media always do these stories on the bad part of welfare, present stories on people who've pulled themselves up out of it.

Most of it is accidents or homicides. After anyone gets done watching news, he/she is thoroughly depressed. He almost does not want to turn the news on, because it's all negative ... If all what is seen is negative, it's going to start the day off wrong, and receivers feel bad. All need encouragement, and it's very depressing to watch nothing but negative news so negativity in programming should be balanced.

#### Establishing the National Media Policy

There should be a national media policy implemented by government to manage the flow of information.

filter to the contents that what should be transmitted and what should not be there.

#### Social Awareness about National Issues

Media can play the role of countering force by infusing the national interest in masses. In a globalised atmosphere, one nation should have clear concept about its cultural identity. The increased ratio of local cultural programmes, especially designed to disseminate national interests can create social awareness about national issues.

#### Entertainment

Television is the best medium for entertainment. If used properly, it can be an influential source of entertainment too. By applying both functions, TV can infuse educational thoughts through constructive entertaining programmes. A large number of an audience can be convinced to an issue by presenting a play, song or stage show that has hidden propagated thoughts.

#### Conclusion

It would, indeed, be strange to assume the existence of a conflict between our cultural specificities and modern values such as respect for time or dedication to work; such an assumption simply propagates primitive, backward ideas. In fact, if additional proof was needed that the values of progress do not conflict with our cultural specificity.

Pakistan is fighting a cultural war against her conventional opponent "India," considering the advancement in the means of communication and the vast media industry of India, Pakistani channels should review their programming, not for the sake of commercialisation but to provide their home audience with the positive, constructive and censored sort of entertainment.

Nevertheless, while it could be understandable that some might raise concerns over our ability to maintain our cultural specificity when confronted with the wave of globalisation sweeping the world, the question of defending national culture is a completely different matter. In this era, only those with a unpretentious store of cultural identity are thus threatened; countries with a vast growing inheritance of cultural identity such as ours, whose cultural identity is interwoven with historical and geographical factors, have little to fear: like the Japanese, our cultural specificity is too genuinely deep-rooted to tremble.

Commenting on the transmission of Indian television channels through cable, this should be remembered that India and Pakistan are fighting all sorts of wars. One war is that of the media. Being a smaller

what is not, Pakistan is at a disadvantage. Few people are qualified to discuss culture in a religious state. Mostly, culture is considered heretical. A religious state comes into its own by banning all culture. People living in a religious state often crave for entertainment that culture normally provides. Seeing the local avenues blocked, they sneak entry into the culture of the "enemy". The environment after that becomes threatened with conflict over what is acceptable on TV and film cassette and what is not. Any thought of "cooperation" between India and Pakistan in the field of culture is therefore untrue.

**Q.11: Write short notes on the following:**

- (a) Medium is the Message
- (b) Role of Opinion Leader
- (c) The Gatekeepers
- (d) Ethics of Reporting, Objectivity and Conflict of Interest/ Press Ethics
- (e) Global Village
- (f) Free Flow of Information

**Ans.**

(a) **Medium is the Message**

In the words of Marshall McLuhan "In a culture like ours, long accustomed to splitting and dividing all things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message".

Marshall McLuhan, a Canadian, born in 1911, wrote his monumental work, "Understanding Media: The Extensions of Man", in 1964. The subject that would occupy most of McLuhan's career was the task of understanding the effects of technology as it related to popular culture, and how this in turn affected human beings and their relations with one another in communities. Because he was one of the first to sound the alarm, McLuhan has gained the status of a cult hero. This status is not undeserved, and McLuhan said many things that are still pertinent. As he said:

"If the work of the city is the remaking or translating of man into a more suitable form than his nomadic ancestors achieved, then might not our current translation of our entire lives into the spiritual form of information seem to make of the entire globe, and of the human family, a single consciousness?"

Thus, begins the classic work of Marshall McLuhan, *Understanding Media*, in which he introduced the world to his enigmatic paradox, "The medium is the message". But the question arises that what does it mean? How can the medium be its own message?

Many people presumed the conventional meaning for 'medium' that referred to the mass media of communications—radio, television, the press and the Internet. And most apply our conventional understanding of 'message' as content or information.

Putting the two together allows people to jump into the mistaken conclusion that, somehow, the channel supersedes the content in importance, or that McLuhan was saying that the information content should be ignored. But McLuhan meant what he said; unfortunately, his meaning is not at all obvious, and that is where a learner begins his understanding.

Marshall McLuhan was concerned with the observation that people tend to focus on the obvious. In doing so, they largely miss the structural changes in our affairs that are introduced subtly, or over long periods of time. Whenever they create a new innovation, be it an invention or a new idea, many of its properties are fairly obvious to them. They generally know what it will nominally do, or at least what it is intended to do, and what it might replace. They often know what its advantages and disadvantages might be. But, it is also often the case that, after a long period of time and experience with the new innovation, the people look back and realise that there were some effects of which they were entirely unaware at the outset. They sometimes call these effects "unintended consequences," although "unanticipated consequences" might be a more accurate description.

Many of the unanticipated consequences stem from the fact that there are conditions in our society and culture that people just don't take into consideration in planning. These range from cultural or religious issues and historical precedents, through interplay with existing conditions, to the secondary or tertiary effects in a cascade of interactions. All of these dynamic processes that are entirely non-obvious comprise the ground or context. They all work silently to influence the way in which we interact with one another and with our society at large. In a word, ground comprises everything we don't notice.

If one thinks about it, there are far more dynamic processes occurring in the ground than comprise the actions of the figures, or things that we do notice. But when something changes, it often becomes noticeable. And noticing change is the key.

McLuhan tells that a "message" is the change of scale or pace or pattern that a new invention or innovation introduces into human affairs. The important thing is that it is not the content or use of the innovation, but the change in inter-personal dynamics that the innovation brings with it. Thus, the message of theatrical production is not the musical or the play being produced but perhaps the change in tourism that the production may encourage.

In case of a specific theatrical production, its message may be a change in attitude or action on the part of the audience that results from the medium of the play itself, which is quite distinct from the medium of theatrical production in general. Similarly, the message of a newscast is not the news stories themselves, but a change in the public attitude towards crime or the creation of a climate of fear. A McLuhan message always tells us to look beyond the obvious and seek the non-obvious changes or effects that are enabled, enhanced, accelerated or extended by the new thing.

McLuhan defines medium as well. Right at the beginning of *Understanding Media*, he tells that a medium is "any extension of ourselves". Classically, he suggests that a hammer extends our arm and

that the wheel extends our legs and feet. Each enables us to do more than our bodies could do on their own. Similarly, the medium of language extends our thoughts from within our mind out to others. Indeed, since our thoughts are the result of our individual sensory experience, speech is an 'outring' of our senses, we could consider it as a form of reversing senses whereas usually our senses bring the world into our minds, speech takes our sensorially shaped minds out to the world.

But McLuhan always thought of a medium in the sense of a growing medium, like the fertile potting soil into which a seed is planted. In other words, a medium, the extension of our body or senses or mind, is anything from which a change emerges. And since some sort of change emerges from everything we conceive or create, all of our inventions, innovations, ideas and ideals are McLuhan media.

Thus, we have the meaning of 'the medium is the message': the people can know the nature and characteristics of anything they conceive or create (medium) by virtue of the changes—often unnoticed and non-obvious changes—that they affect (message). McLuhan warns that we are often distracted by the content of a medium (which, in almost all cases, is another distinct medium in itself). He writes, "it is only too typical that the "content" of any medium blinds us to the character of the medium" and it is the character of the medium that is its potency or effect - its message. In other words, "This is merely to say that the personal and social consequences of any medium i.e. of any extension of ourselves—result from the new scale that is introduced into our affairs by each extension of ourselves or by any new technology".

#### (b) Role of Opinion Leader

Opinion leaders are generally defined as those individuals whose beliefs, practices and behaviours are noticed and imitated by others. According to Solomon, "They often tend to be very socially active and highly interconnected within the community, they do not need to be those who hold the position as leaders by official means, even though they usually are". If these opinion leaders are observed by others to adopt an innovation or concept that seems valued, it can begin to spread through the population. Ultimately the population norms change as more and more people accept change.

Taking literally, opinion leaders are individuals who are knowledgeable about various topics and whose advice is taken seriously by others. According to Littlejohn, "Opinion leaders can be found in all types of groups: occupational, social, community, and others. It is also not necessary for opinion leaders to acquire special powers (economical, political or social power), or attaining high educational or professional training, even though they usually are.

Broadly speaking, anyone can be the opinion leader, depending on the time and issue at hand. Opinion leaders can be found in small

community, as small scale as family, or in big community with great influence, sometimes they are as influential as to change the social movements.

### Opinion Leadership Theory

The theory of opinion leadership has many implications for advertising and marketing. However, the attempt to apply the opinion leadership theory in the knowledge management socialisation is considered, as it is believed that the same diffusion power would have significant impact on socialising knowledge management.

The opinion leaders can be regarded as those information scrutinisers, strategists and visionaries who understand the implications of using knowledge management and the importance to transform the organisation. Therefore, the opinion leaders are confined narrowly to those who have special influence on changing the attitude of employees in organisations so as to create the knowledge sharing organisations.

Organisational culture is a critically important aspect for facilitating sharing, learning, and knowledge creation. Therefore, knowledge management socialisation that aims to release the cultural roadblocks in the implementation of knowledge management will need someone to communicate the benefits of corroborating the knowledge management concept in the engagement and to stimulate personal interests to adopt knowledge management. Employees should be convinced that not only "knowledge is power", but most importantly "sharing knowledge is power".

### (c) The Gatekeepers

Kurt Lewin was apparently the first one to use the term "gatekeeping", which he used to describe a wife or mother as the person who decides which foods will end up on the family's dinner table. The gatekeeper is the person who decides what shall pass through each gate section, of which, in any process, there are several. Although, he applied it originally to the food chain, he then added that the gating process could include a news item winding through communication channels in a group. This is the point from which most gatekeeper studies in communications are launched.

In 1961, White seized upon Lewin's comments and turned it solidly toward journalism. In the 1970s, McCombs and Shaw took a different direction when they looked at the effects of gatekeepers' decisions. They found the audience learns how much importance to attach to a news item from the emphasis the media places on it. McCombs and Shaw pointed out that the gatekeeping concept is related to the newer concept, agenda-setting. The gatekeeper concept is now 50 years old and has slipped into the language of many disciplines, including gatekeeping in organisations.

### The Role of Gatekeepers

The gatekeeper decides which information will go forward, and which will not. In other words, a gatekeeper in a social system, decides which of a certain commodity materials, goods, or information, may enter the system. Important to realise is that gatekeepers are able to control the public's knowledge of the actual events by letting some stories pass through the system but keeping others out.

Gatekeepers can also be seen as institutions or organisations. In a political system there are gatekeepers, individuals or institutions that control access to positions of power and regulate the flow of information and political influence. Gatekeepers exist in many jobs, and their choices hold the potential to colour mental pictures that are subsequently created in people's understanding of what is happening in the world around them.

Media gatekeeping showed that decision-making is based on principles of news values, organisational routines, input structure and common sense. Gatekeeping is vital in communication planning and almost all communication planning roles include some aspect of gatekeeping.

The gatekeeper's choices are a complex web of influences, preferences, motives and common values. Gatekeeping is inevitable and in some circumstances it can be useful. Gatekeeping can also be dangerous, since it can lead to an abuse of power by deciding what information to discard and what to let pass. Nevertheless, gatekeeping is often a routine, guided by some set of standard questions.

### Reach the Influentials

This theory is related to the mass media and organisations. In the mass media, the focus is on the organisational structure of newsrooms and events. Gatekeeping is also important in organisations, since employees and management are using ways of influence. A wire service editor decides alone what news audiences will receive from another continent. The idea is that if the gatekeeper's selections are biased, the readers' understanding will, therefore, be biased.

### Feminist Paradigm

Regarding the theory of gate keeping, the feminist view gets an importance as the theory suggests that people who hold decision-making positions in society actually select the information and ideas that will be allowed to pass through the 'gates' and be incorporated into the culture. Specifically, according to the feminists, the theory draws attention to the fact that our society is purposefully arranged so that men fill the decision-making positions and become the keepers of the gates. On the basis of their experiences and understandings, men can allow entry to the information and ideas that they find appropriate and they can reject

any material that they find unsuitable or unimportant. Gatekeeping, thus, provides men with a mechanism to promote their own needs and interests at the expense of all others. In doing so, it effectively ensures the continuation of a male-supremacist culture.

#### (d) Ethics of Reporting: Objectivity and Conflict of Interest/ Press Ethics

Ethics means do's and don'ts of a profession or discipline. In the field of mass media, the matter gets a tricky shape as journalists describe society to it. They seek truth, convey information, ideas and opinions which is a privileged role. They search, disclose, record, question, entertain, suggest and remember. They inform citizens and democracy.

They give a practical form to freedom of expression. Many journalists work in private enterprise, but all have these public responsibilities. They scrutinise power, but also exercise it, and should be accountable. Accountability engenders trust. Without trust, journalists do not fulfill their public responsibilities.

Reporter is the product of society but he owes the responsibility to transform the information atmosphere through reported contents. So, reporting is a sensitive and responsible profession. A reporter should follow some restrictions or taboos to discriminate between do's and don'ts of the profession, a phenomenon called "Media Ethics".

A reporter should:

- Report and interpret honestly, striving for accuracy, fairness and disclosure of all essential facts. Do not suppress relevant available facts, nor give distorting emphasis.
- Make efforts to the subject of any damaging report, an opportunity to comment, preferably in that same report.
- Urge the fair correction of errors.
- Use fair and honest means to obtain material. Avoid misrepresentation and use of concealed equipment or surveillance devices.
- Pictures and sound should be true and accurate. Any manipulation, likely to mislead, should be disclosed.
- Plagiarism is stealing. Always attribute fairly.
- Only quote directly what is actually said or written. Meaning and context should be accurately reflected.
- Disclose any direct or indirect payment made for interviews, pictures or information.
- Do not allow personal beliefs or commitments to undermine accuracy, fairness and independence. Where relevant, disclose.

- Do not allow any payment gift or other advantage to undermine accuracy, fairness and independence. Where relevant, disclose.
- Do not improperly use a journalistic position for personal gain.
- Guard against advertising or commercial considerations improperly influencing journalism. Where it occurs, disclose.
- Accept the right to privacy of every person. Public figures' privacy may be reduced by their public role. Relatives and friends of those in the public eye retain their own right to privacy.
- At times of grief or trauma, always act with sensitivity and discretion. Never harass and never exploit a person's vulnerability or ignorance of media practice. Interview only with informed consent.
- Do not place unnecessary emphasis on personal characteristics including race, ethnicity, nationality, gender, age, sexual orientation, family relationships, religious beliefs or physical or mental disability.
- Never, knowingly, endanger the life or safety of a person without informed consent.
- Take particular care for the welfare of children in reports involving them.
- Respect every person's right to a fair trial.
- Aim to attribute, as precisely as possible, all information to its sources. When a source seeks anonymity, do not agree without first considering the source's motive and any alternative attributable sources. Keep confidences given in good faith.

All editorial comments and other expressions of opinion, whether through articles, letters to the Editor or in any other form should be restrained and free from scurrilous attacks against leaders or communities, and there should be no incitement to violence.

As the supreme function of media is to guide or inform people, by using unethical means media creates an internal atmosphere of dilemma and confusion.

#### (e) Global Village

Mass communication scholar Marshall McLuhan, interconnected by an electronic nervous system, part of our popular culture well before it actually happened, gave the concept of a global village. Marshall was

the first person to popularise the concept of a global village and to predict its social effects.

His insights fundamentally changed how everyone has thought about media, technology and communications ever since. He chose the phrase "global village" to highlight his insight that an electronic nervous system was rapidly integrating the planet, so that events in one part of the world could be experienced in real-time from other parts, which is what human experience was like when we lived in small villages.

A village may be defined as a cohesive multifaceted unit of people and institutions and values, marked by the mutual dependencies of many of the relationships that occur within it. The word "global" gives us the associations of such matters as our entire planet, a total complex of relationships, the whole world.

The Global Village, then, opens a series of associations, which make the analogy between our once vast planet, and a small interlocked community, where the interests of each person, each family or each factor depends upon the interests of many, and even, all of the others. There are four important features to the concept of the global village.

- First, the nearness, the drawing closer together in space and time, of all places on our planet, due to the explosive growth in technological innovations, telecommunications, information, media accessibility and education.
- Second, the ever-increasing economic dependency of each place upon other places.
- Third, the movement toward shared values in disparate parts of the world that is developing due to the accessibility of information worldwide.
- Fourth, the growing interest, all over the world, in doing business in the free market way.

The intensification of the forces that have brought about the Global Village, make the future of the free market system exciting. Hundreds of millions of formerly impoverished people, are now consumers, able to purchase the products of Gillette, Coca Cola, Intel, Honda and Proctor & Gamble etc.

The new consumers of East, Southeast, and South Asia, for instance, can join the information age, and become participants in the global network of education, technology, business, travel and consumerism. Innovations are now emerging from all over the globe, not just a handful of the world's more prosperous nations.

This vast increase in the number of consumers accelerates the growth and the potential for growth of the world's multi-national companies. In addition, there is growth in the entrepreneurial spirit,

which tends to strengthen the middle class, and foster the innovations that mark new small businesses.

#### (f) Free Flow of Information

Since the dawn of the Industrial Age, our societies have seen a continual, incremental flow of more and more complex technologies and new practices involving human-technology interaction. When looking at the development of these technologies, one begins to notice that the innovations are reflected first in the general knowledge that influences product design and production, which is then spread within the society by specialized companies. It is rare indeed when a new innovation, perhaps products such as cellular cameras or mobile TVs, takes the general audience by storm or is spontaneously produced in final form. For the most part, new ideas result in small changes: progress that the average person hardly notices. Perhaps the innovations reflect changes in the knowledge of ergonomics, or about the emotional impact of a design. Ultimately, much of what happens in improving human-machine interaction is completely unknown to the user. This same reality can be found in the knowledge generation needed for conceiving and developing technical innovations. New or expanded knowledge can often be outside the gaze of designers and engineers. Sometimes this is because they have no need to be aware of the mathematics, physics, or material knowledge required, for instance, to create a quality lens for a camera phone. The usefulness embedded within a particular knowledge is often considered meaningless unless one is a specialist addressing particular problems. Those addressing other problems may easily underestimate the necessity of basic scientific knowledge derived from investigating human-device interaction.

For example, an underestimation of the psychological knowledge about human perception and behavior is especially easy because people regularly use their own intuitions and behavioral experience as the grounds to resolve interaction problems. While there are times when this might be effective, more often these intuitive approaches bring their own risks and create their own problems. One's own intuition can be counter to established knowledge in interaction design, and solutions to perceived problems may violate the general principles of human information processing. Therefore, accurate knowledge about the true problem, about the complex aspects that affect the problem and potential solution, and about how humans tend to think, react, and behave is essential for developing practical, innovative solutions. It requires getting the requisite knowledge in applicable form to the best point in the design process. And many times, to reach this goal, we must break down some mental barriers that we have built inside our minds.

Throughout recent centuries, the world has witnessed groups of

highly skilled individuals within specific arts and sciences who raise the level of quality as the result of social interaction. These groups can be called skill or technological subcultures. Examples of these subcultures include the artists of the Italian Renaissance, the composers and musicians in 18th and 19th century Vienna, or the Swiss watchmakers. Because of their close proximity to other members within this subculture, new ideas, new approaches, and creative thinking flowed freely among them, raising the level of quality for all—perhaps substantially beyond what any of these individuals might have accomplished if working alone. As a result, the artisans within the ranks of these subcultures became globally known for their expertise, even though they remained locally based. Today, such subcultures are spread across the globe. Therefore the need for knowledge to become more widely dispersed is essential. To get new information to the right people at the right time requires knowledge producers to break down many different barriers. The barriers to the flow of information are not just geographic. A fissure can be found between universities and private companies, which tacitly means between scientific knowledge and product knowledge. With the pace at which technological innovations today surface and find their way into practical use in societies, it seems maintaining a division of labor between the two types of organization in regard to interaction design is counterproductive to both camps. Knowledge becomes significant only when it is expressed in practical terms, such as product development and other applications. However, information becomes knowledge and applicable only when built upon the ever-growing body of basic knowledge, which is discovered in the academic inquiry of the university.

To achieve such a complementary fusion of knowledge, those interested in the creation and application of knowledge need to find ways to scale the fences that might separate them. Such fences involve the languages (both cultural and terminological) of the fields of expertise, the different social rules and forms of expression between and within organizations, a lack of trust, and varying goals and interests, to name a few, which create barriers to effective communication and the quality use of knowledge. One possible means of bridging the gap between these distinct cultures is through open access scientific publishing. Open access journals make knowledge and discovery freely available for those who need it. As search technologies gradually improve, knowledge seekers shall undoubtedly find it much easier to surface the pieces of knowledge needed from among a great variety of available information. Open access journals allow those who seek information to find those whose prior seeking has resulted in new perspectives, new data, new knowledge. For this reason alone open access journals are an essential part of communicating about scientific

research findings and knowledge. And it seems that open access publishing is an especially natural way for university research to be distributed for the greater good. The salaries paid to university researchers normally come from public money, by extension from the taxpayers. Ethically, it seems a good principle that knowledge generated through the support of the general public should be equally available and, perhaps beneficial, to all the members of society.

In years past, the university was viewed as a local school, where young students learned what they needed to know through oral instruction from those more highly trained. The students attended the lectures, fulfilled their requirements for study, perhaps completed some type of research project, and were awarded degrees as competent masters or doctors of their fields. When they left the university, they rarely needed to come back for more. But in today's ICT-infused world, this historical reality is no longer valid—and in fact cannot exist. No one is ever fully competent, because knowledge advances with increasing speed. Throughout the world, knowledge is being generated in incremental pieces; those envisioning innovation must seek out important pieces of knowledge everywhere and all the time.

One particularly important example of a field where this free and wide flow of information is needed is represented in this special issue. In developing innovations and products for all of us, including individuals or user groups with special needs (e.g., the physically, cognitively, affectively, or sensory challenged), product innovators must be able to discover—and be inspired by—the new knowledge generated through university research and company implementation. Open access publishing can play a vital role in disseminating both basic research knowledge and the results of applied experimentation. If universities keep the new knowledge behind their walls or offer limited access to it, then they have overlooked their duties to society. And if government officials, who make decisions regarding university funding for research and dispersal of research knowledge, do not see that new scientific innovations must be easily and effectively offered for the use of society, then the barriers to innovative use of new ideas slow down the availability of knowledge to those who need it and who have paid through their taxes to create it.

The time seems right to give up the old images and practices regarding research, knowledge, and innovation. Open access publishing makes it possible, but also necessary, to look at the role of basic knowledge within society and the roles of university research in the webs of innovation management in a new way.

**Q.12:** In spite of having clear criteria by which to judge news, the fact is that "The news is what we make of it". Discuss. Explain the concept of "Embedded Journalism". Do you think it has compromised objectivity and Press freedom?

**Ans.**

There are as many different concepts of news as there are persons to phrase them. The question "What is News?" has been a matter of great attraction for the social scientists and researchers in the field of media studies.

### 1. THE ELEMENTS OF NEWS

According to the traditional approach towards a news story, there must be

- Accuracy
- Balance
- Objectivity
- Brevity and clarity

In a news story, to be published, these elements play the key role.

In most newspapers, important stories are displayed prominently on or near the front page. The lead story, at the top of the page, is supposed to be the day's most significant event. Inside the paper, the special interest reader finds information in neatly divided sections: sports, editorial, family, and business etc.

This division helps readers set their own agendas. Some may read their horoscope first, then work the crossword puzzle, and never get around to the front page. A stockbroker may go straight to the business section. Sometimes special-interest news make it to the front page.

### 2. THE FACTORS/COMPONENTS OF NEWS (NEWS VALUES)

News are both what readers are interested in and what news organisation wants to deliver. It is necessary to understand what controls the judgment of reporters and editors sometimes before and sometimes after the news is reported. The factors that comprise the news value may be sub-divided into two groups, determinants and components. There are nine components of news characterised as:

#### (a) The Components

The building of a news story depends on these constituents.

- Proximity

- Timeliness
- Prominence
- Conflict
- Unusualness
- Consequences
- Human Interest
- Magnitude
- Significance
- Policy

#### (b) The Determinants

The determinants of news are many more and dependent upon content. Examples are age, animals, conflict, money, children, beauty and human interest etc.

#### News is what we make of it

How do those, who present "the news" to us, make their decisions about what it is? To some extent, reporters find news where the editors tell them to look. Thus the news is often institutional, predictable, and likely to come from the same sources day in and day out.

But experienced news editors know that a story must have certain attributes to qualify as news. They decide what goes in the paper using time-honoured criteria. These criteria are not always what you might imagine. There is more to be asked than "Is it important to the reader?" Actually, that might be one of the last considerations at some newspapers.

#### Newsmakers

Some people make news no matter what they do. The president of the United States, a wealthy Arab leader, or political leadership of major countries always seem to be worthy of a story. These newsmakers seem to parade endlessly across the pages of our daily newspapers.

#### Regional or Local Interest

Readers want to know about an event because it happened here. If a bridge collapses and two are killed in Paris, it doesn't "play in Peoria". If the Peoria bridge goes out, it is on the front page of the Peoria newspaper and the lead story on the Peoria evening news.

#### Rewards

Wilbur Schramm, perhaps the best known of all communication researchers, says: "The news stories have either immediate or delayed rewards that satisfy a need. We all need to feel informed, and immediate-reward news stories provide instant satisfaction".



Readers can laugh, cry, sympathise or become angry with them right away. Stories concerning disaster, crime, sports and social events all give us immediate rewards.

Delayed-reward news stories may be about public affairs, business, finance or other complex matters. These stories don't carry any immediate relevance to our lives, and increasingly, editors are finding less room for them.

### Human Interest

These stories are becoming more common on the nation's news pages. They're heart tuggers: the "miracle baby", the handicapped man, who rises to an important government position. The unusual, the unique, the sensational—this is the stuff of soft news. Editors are finding that an increasing number of readers want the "human side" of the day's events. Perhaps this reflects a general feeling of disaffiliation with governmental and worldly affairs.

Despite the trend toward uplifting human-interest stories, one of the most frequent complaints an editor hears is, "How come you guys never run any good news?" It's true that reporters seek out stories about murders that did happen, not those that didn't. Perhaps this is human nature. We don't usually go out of our way to tell people how good we feel, but if something is bothering us, we let them know.

### Embedded Journalism and Objectivity, the Conflict of Interest

Modern audiences have an insatiable appetite for printed news. They feel that they need to know what's happening. There is also a feeling that it hasn't really happened unless it has appeared in the paper. Why read the full newspaper account of the hockey or cricket game seen at yesterday? The reporter taunts to match his perceptions (percentage) with those of a professional observer who was on the scene.

Embedded journalism is a modern term, used for the deliberate reporting and specified filtering of news contents. The event described in a newspaper story is not the original event at all, but a constructed mediated reality. Newspaper stories are selective and condensed versions of the real thing. A quote standing alone, for example, with no explanation of events proceeding or following it, may appear absurd or sensational. Politicians are often irritated when they see themselves quoted in the morning paper.

Their immediate response is that the words were "taken out of context". In a sense, all speeches are taken out of context, because they have been taken from one medium (interpersonal speech) and put into another (print). Tape-recording, a conversation at random, then transcribe the first several sentences. What is written on paper will seem

very different from what is overheard. If it were printed, the difference would be greater still.

The readers don't fally the way they read. Talk, as they say, is cheap. But print has finality, a permanence about it that can change the morning of events and messages, making them appear different from the original.

Nor is the reporter, the only person, who influences the news. As, along the way a story must pass through the hands of various gatekeepers before it appears in print. Gatekeepers, is a term often used by media professionals and researchers to describe the various processes from which information must undergo before it reaches the public.

News editors decide which stories will run and where they'll be placed. Layout editors decide how long each story will be and whether it will be accompanied by a photo. Copy editors correct errors, rewrite it for easier comprehension and write headlines.

Perhaps, a photographer assigned to a story, turns in a picture that tells a "different story" from the reporter's. Media consumers need to be more aware of these variables before making decisions based on information received from the newspaper.

### The Dilemma of Press Freedom

The entire problem of freedom of the press involves relationships between three entities: press, public, and government. ('Press' applies to news gatherers in all the media, not just those who work on newspapers.) Each of these three entities has certain rights guaranteed under the Constitution.

The public has a 'right to know', and thus the press has a constitutional right to gather information and print it for public consumption. But the 'public' can also include one or more parties accused of a crime. The accused also have a number of rights under the Constitution, such as the right to a trial by an unbiased jury of the peers.

Because the news media play such a large role in determining what potential juries might hear about a case, the press has right to obtain and print information and the rights of the accused to an unbiased jury often conflict. Obviously, if everyone in town reads all about the 'guilt' of an accused criminal before he or she is brought to trial, finding 12 unbiased peers to serve on a jury will be difficult.

In a larger context, the duties of various branches of the government can conflict with the duty of the press to report intimation to the public. When conflict arises between the press and the government, as when a reporter declines to name a source to an investigating government agency, such as a grand jury, it is generally resolved through the courts.

When the police want access to a reporter's notes regarding, say, an investigation of a crime, the reporter might refuse and once again the matter must be decided by the courts.

In recent decades a number of key Supreme Court decisions have spoken to these issues. These decisions are particularly crucial because the Court interprets the Constitution and makes the final decision in selected cases. These rulings are then, interpreted by lower courts. Thus one Supreme Court decision might eventually affect hundreds of cases in the lower courts.

A number of decisions involved reporter's access to court proceedings and the trials of accused criminals. The court is interested in protecting the rights of the accused and ensuring a fair trial. Reporters are interested in pre-serving the public's right to know by reporting all aspects of the case to them.

### **Conclusion: Objectivity and Practical Needs**

A reporter is a person living in a society, a social product. In addition, reporters bring their own perspective to a story. No matter how hard they try to remain objective, they inevitably develop opinions as newsmaker. Whether reporters are aware of it or not, personal bias can play a major role in how they 'see' a news event.

### **As Marshal McLuhan had Opined Once**

"News by its very nature is bad, if there is good news there must be advertising or public relationing".

But besides all these facts as a responsible representative of media, a reporter should remember that whether news come via a TV channel, a national newspaper, or from a local daily, the freedom to disseminate news is not absolute. Like all freedoms, the freedom of the press must be tempered by a certain responsibility, just as freedom of speech does not include the right to yell "fire" in a crowded theatre.

**Q.13: Describe the potentials of TV medium and make critical analysis. "How far we have been able to make its effective use for national development?" Give solid arguments by evaluating the role of electronic media in Pakistan.**

**Ans.**

Modern technology is revolutionising the way of communication. Satellite systems, electronic links among a media organisation and its audience, enable them to communicate instantaneously, to retrieve and share information from anyplace, at anytime. The conventional approach to functions of media has been converted from Educate, Inform, Influence, Entertain into Educate, Influence, Entertain and Advertise.

### **As an Agent of Social Change**

TV can work as an agent of social and cultural changes. Being the most favourite medium for entertainment and the mostly used mean of mass communication TV has an ability to convince its audience to a specific issue. After the invention of television, there was seen a rapid change in the cultural considerations. Satellite communication added to this phenomenon as digital signal poses the quality to cross borders and infuse specific ideologies. Television has changed the overall social set-up of the people at a great deal.

### **Formation of Public Opinion**

Influencing is proved to be the greatest hidden function of mass media. Television has an edge of entertainment over all other mediums of communication as its entertaining power can be received while staying at home. TV has become an integral part of modern life.

### **Representation of National Culture & Civilisation**

TV is considered to be the most popular medium of expression. Via digital signal TV medium can disseminate the cultural values of one country to the global audience and can work as the custodian of national interest by countering the foreign digital cultural invasion.

### **Accountability of the Rulers**

In old time, newspapers were considered to be the only tool to monitor the working of government. Due to functional reasons, it was quite easy to stop the circulation of any printed material against any authority. But due to the fast communication of television the process of accountability gets another turn as now people can get access to the doings of their rulers by only switching a button on. On radio, TV has another edge of visual signals that make televised messages more credible.

### Immediate Effect

TV gives its viewers an immediate communicative effect. It is said that Interpersonal communication is the most effective type of communication. Likewise, TV gives an impression of interpersonal communication like every viewer takes himself as the sole receiver of transmitted message. This process results in durable thoughts and confined image of any issue, field or deliberate message.

### The Digital Ambassador

In the perspective of globalised media and political economy, TV is the real representative of mass media that can perform its duties as the digital ambassador whether by promoting a nation's culture or by creating an atmosphere of goodwill and understanding amongst international fronts.

### Clear Communication

Despite the accepted importance of all other means of mass media, TV is the source that conveys the clear message to its audience. That's why TV is taken as the best medium for education and entertainment. Receivers feel sense of participation by using this medium so it can have more fidelity in results than all other media.

### Television Medium in Pakistan, Role in National Development

Pakistan is an Islamic ideological state, formed on the name of Islam. Islam is not only a religion but also a complete code of life. In the perspective of Pakistani media, print media had been the most influential as compared to others regarding its great role in the freedom movement of Pakistan.

Television was introduced in this region as a state-controlled medium that got the supreme function to pave the way for governmental policies. In 1964, the medium of television was firstly introduced in Pakistan with the collaboration of some foreign companies.

On technical grounds, PTV, Pakistan Television Corporation, got boost and in November 1976, Pakistan television started its coloured transmission. In early 90s, at first time, television was started in private sector and in late 90s some more stations started their working. Now the figure has crossed the number of 25 different satellite or local Pakistani television channels including the names of Geo, Geo Europe, ARY Digital, ARY India, ARY One World, The Music, QTV, Indus Plus, Indus Music, Indus Vision, The City Channel, KTN, APNA TV, Khyber TV, Business Plus, Aaj TV, GTV, Hum TV, Mashriq TV, Uni Plus, PTV, TV Prime, PTV World Channel, Filmazia, Indus News and so on.

On taking a view of the role of television media in national development, the picture comes into a merged shape of both positive

and negative role. Keeping in view that television has been a state-controlled medium for almost 25 years, it seems to be the pro-government source of information.

But on the other end, television has proved its importance in spreading awareness in masses on various national, international and social issues. To some extent, it has played a role of educator and analytic. Despite the strict governmental policies, Pakistan Television, "PTV" has been the sole and single influential and most watched television channel of Pakistan for a long time period. So the role of television medium in Pakistan cannot be evaluated without having an understanding of both positive and negative effects.

## NEGATIVE ROLE

### Limited role

As compared to the international television channels of Europe, America and even India, it can be said that in Pakistan, television is not successful in creating an atmosphere of sufficient awareness. Due to the strict governmental policies, television has been used as the source of convincing or publicising and designed information is infused by its contents.

### Overriding Concerns

Due to the merged identity of television medium with governmental propagating media, the television has not been able to work as an independent medium for a long time period. It had been a victim of national overriding concerns and its use was limited to propagate and publicise the desired realities, not the real spirit of society.

### Lesser Credibility

Sometimes there were contents disseminating awareness about developmental issues like "Punj Sala Mansooba", "Sabaz Sitara, Family Planning" but due to the lesser credibility of mass media, lack of receiver orientation and an image of watchdog of governmental interests, those contents could not work as influential, successful development force in Pakistani society.

### Effected Contents from Foreign Invasion

After the starting of satellite transmission, Pakistani media has been fighting the war of cultural invasion from defensive end. The social and moral bonds did not allow the extravagant display of glamour and unethical contents so a vast majority of television audience was attentive towards the glossy and glittering contents of foreign media. Instead of adopting a national policy the contents of Pakistan television were highly affected by the snob culture.

### **Trend Following, not Setting**

With the rapid development in information technology and satellite communication, new ways of competition were grasped in Pakistani mediated atmosphere. The Pakistan television did not counter the invasion by using its own cultural, historical and social assets of values and a lot many impressions were added. Since the start of cable, getting effected and infected from foreign contents, television has been losing its past glorious traditions of entertainment and currently it is working as the trend follower not setter.

### **Lacking the "Mass Media" Sense**

In such a society where Indian movies are watched, Indian, English and Pakistani pop songs are listened and Pakistani media had the only edge in the form of "television transmission" that was strongly challenged by satellite communication. Television in Pakistan is not having the role of real representative of masses. Since Geo started its transmission, the element was reduced to some degree but still on discussing the representation of all segments of society, the contents of televised programmes do not reflect the real life-style of Pakistani society.

## **POSITIVE ROLE**

### **Custodian of National Interest**

Besides all the discrepancies in the effective role as representative medium, television has proved its importance on many social and national fronts. During the war of 1965, television played a major role in infuse the national spirit and courage in local ranks. The special transmission of television on festivals have been a part of Pakistani festive traditions.

### **Censored Information, The Family Channels**

Due to the strict policies imposed by government, Pakistani media have been a media for family. The programmes on Pakistani TV channels have a lesser level of violence, vulgarity, and ethical violations. It is the sole television media that proves the claim to be a family channel.

### **Dissemination of Ethical Values**

Following the government-made policies, television has played important role in national development by disseminating ethical values. Although, the life presented on screen now, is not completely compatible with the daily routines of Pakistani citizens but before the start of satellite communication, television was used to form the ethical grounds for its viewers. The contents of Pakistani media were having a national

and ethical look so that it was liked in the border areas of neighbouring countries also.

### **Dissemination of Islamic Thoughts**

Pakistan is an Islamic state. Being the representative of governmental policies, television has got Islamic traditions for its transmission. The starting and ending of the daily transmission is on Islamic programmes. Private channels did follow the same tradition and religious programmes are an important segment in the contents of a Pakistani television channel.

### **Distinguished Identity**

In the crowded atmosphere of satellite channels, the Pakistani television channels have, however, a distinguished identity. Though a major part of the transmission is affected by the invasion of foreign channels but still due to the learned people and qualified technicians the medium possesses an importance on international fronts.

### **Representation of Youth**

Pakistani television medium has been an effective source of entertainment for youngsters with filtered contents. Before the start of foreign cultural invasion through cable and satellite channels, Pakistani media was used to make its programming with a positive entertaining manner. Media in private sector gave a change in policies and the launch of 24 hours music channels worked for both ends; as the promoter of national music; to disseminate the effected contents from other cultures. But on the whole these channels are at a success to get the attention of youngsters.

### **Creation of Political Awareness**

Starting of the private channels was a blessing for Pakistani viewers as first time the two sides of the picture were presented on the screen. Before that time, television had been taken as the mere source of propagating the working of governments. All that information, provided to the viewers was an example of filtered contents. Private news channels have altered that image and have given a balance in the political coverage.

**Q.14:** Four main factors determine the value of news, timeliness, proximity, size and importance. Briefly comment on each factor. Describe the functions of journalism as a challenging profession and advise guiding principles for today's journalists.

**Ans.**

News is the first immediate report of an event. There are various approaches about the elements, factors and values of news. Some researchers tend to find out resemblance in these categories. According to Wolseley in "Exploring Journalism", "The factors that comprised news value may be sub-divided into two groups, determinants and components."

### 1. The Determinants

The determinants of a news story are proximity, timeliness, magnitude, significance, and policy.

### 2. The Components

The components of News are many more and dependent upon content. Examples are age, animals, conflict, money, children, beauty and human interest.

Some say that news has nine components and that make news values. So a controversial point of view comes on the discrimination amongst components, factors, elements and values of news. There are as different ideas as perceptions of different scholars are existent in the discipline.

## FACTORS OF NEWS

Here, the analysis of four major factors of news, Timeliness, Proximity, Size and Importance is being presented.

### Timeliness

Timeliness is another form of nearness. Tomorrow or yesterday is nearer to us than next year or last year. Thus, today's news is fresher than last week's, and this hour's news is fresher than that of three hours past. So great has been the speeding up process that media broadcasts can fulfill some thing of a news function by bringing reports directly from the scene of the event as it is occurring.

A News loses its value with time. Some news stories get interpretative importance and some get published in shape of follow-ups. But this should be remembered that follow-up is itself a news story that is more near to the recent circumstances.

Maybe that historically, America's Invasion to Afghanistan was a bigger issue than the invasion to Iraq. But following the timeliness parameters, Iraq invasion was the most important news for the year 2003. At that time 9/11 events were covered in columns and features. The contents of news just allow the most recent events first.

### Proximity

Proximity means nearness in space. The reader is more interested in the event that takes place near his own home than in one that occurs near the home of some one 50 miles away, whom he does not know.

Within the global atmosphere the concept of proximity is facing so many challenges as globalised society has negated the physical and geographical distances.

### Size

The importance of the news story determines the size of the news. Some news are more important and can communicate broader meanings in brevity. But, as a fact of journalism, important issues are given more space in the contents. It is in the hands of the editing authority to "Play up" a story or 'Play down' that one.

By placing the story on the upper/lower half, front or last page, highlighting it by headlines or balancing it by placing another news parallel to it, the editors makes the way the receivers get their perception about an issue.

### Importance

Importance is of the event not of the news. If an incident is related to a popular Personality that has news sense and considered to be important. The high toll of entities in news makes the importance. Importance is of two types basically. What that readers want to know, what that readers should be known. If a news covers any aspect of them it can get importance.

The readers are interested in famous people, international happenings and events having common interest. Particular interests are also there in form of sports, showbiz or political news. The newspapers owe the duty of informing people, about their surroundings, with a sense of responsibility. So if an event is important regarding national interest it should be reported to the readers.

## FUNCTIONS OF JOURNALISM AS A CHALLENGING PROFESSION

Function is the working of any organisation, institution or system. In the broader social meanings "function" can be taken as the working and activity of a social segment. On discussing media, the word

"functions" covers what the media are there to do, what they actually do and what their purpose seems to be. It is the function of a career service to give advice to people.

The media researchers, themselves, have their own view of what their functions are. The best way to sort it out is, to look at broad categories of media activity and then some interpretations within these categories. As, if the Media Function is to provide information and guidance, what is done with this information might look rather different from the points of view of a News channel's owner and an ordinary worker who just receives the news presented through the specific channel.

Some of the functions of journalism are given here:

### 1. Information Functions

The media provides necessary information about the world for the audience.

- This information functions to help us form a view of the world in geographical, social and political terms.
- This information functions to structure a particular point of view of the world and to pacify the audience.

### 2. Social Functions

The media provides examples of our society and of social interaction of social groups.

- These examples socialise us into beliefs and relationships that help us operate successfully as members of the society.
- These examples socialise us into beliefs and relationships that naturalise one view of society and stop us obtaining and acting on any alternative views.

### 3. Political Functions

The mass media constitute the backbone of democracy. The media supply the political information that voters base their decisions on. They identify problems in our society and serve as a medium for deliberation. They are also the watchdogs that we rely on for uncovering errors and wrongdoings by those who have power.

It is, therefore, reasonable to require that the media should perform to certain standards with respect to these functions, and our democratic society rests on the assumption that they do. The most important democratic functions that are expected from media are:

- Surveillance of sociopolitical developments.
- Identifying the most relevant issues.

- Providing a platform for debate across a diverse range of views,
- Holding officials to account for the way they exercise power,
- Provide incentives for citizens to learn and choose,
- Involvement in the political process, and resist efforts of forces outside the media to subvert their independence.

### 4. Entertainment Functions

The media provide entertainment and diversion for their audience.

- This entertainment function is to provide healthy amusement and pleasure to the audience.
- This entertainment functions to divert audience attention from serious social issues and inequalities.

### 5. Cultural Functions

The media provide material that reflects our culture and becomes part of it.

- This material maintains and transmits our culture; it provides continuity for that culture.
- This material develops mass culture to the diversity of the subcultures.

### Guiding Principles, The Departure Point

Ethics means the dos and don'ts of the profession. As the most challenging profession of modern age, the journalists should follow some guidelines to use their professional skills in a better way.

- Report and interpret honestly, strive for accuracy, fairness and disclosure of all essential facts. Neither suppress relevant available facts, nor give distorting emphasis.
- Urge the fair correction of errors.
- Use fair and honest means to obtain material. Avoid misrepresentation and use of concealed equipment or surveillance devices.
- Pictures and sound should be true and accurate. Any manipulation, likely to mislead, should be disclosed.
- Plagiarism is stealing. Always attribute fairly.
- Only quote directly what is actually said or written. Meaning and context should be accurately reflected.
- Disclose any direct or indirect payment made for interviews, pictures or information.

- Do not allow personal beliefs or commitments to undermine accuracy, fairness and independence. Where relevant, disclose.

### Critique

Media critics complain that media failed to report wrongdoings in the industry. For example, many media have suppressed information about the health hazards of smoking due to pressure from advertisers. Even more alarming is the claim that certain mass media (especially women's magazines) are promoting worthless alternative health products, thereby effectively conspiring with the industry to defraud consumers of huge amount every year.

If all these claims have any merit at all, then we have to drastically revise our view of the way our democracy works. The political and cultural consequences of this alleged misinformation of the public are not fully explored. What are the effects of the commercialisation of news on the democratic process? Which way does this influence push the development of our society? The study of these questions is difficult.

**Q.15: Urdu journalism is divided into three periods, i.e. before the creation of Pakistan, from 1947 to 1980, up to the present times. What in your opinion are the differences among these periods? Looking into recent developments taking place in the world how do you perceive the role of newspapers in Pakistan?**

**Ans.**

Man has always fought against the forces of entropy, working very diligently at creating order and meaning, dissecting and perusing until order is achieved. For civilisation this has been important. It has lent the world many fascinating theories about our surroundings and the effects human beings can have. As order driven beings, we seek to stretch and apply knowledge gained in all aspects of life to situations and experiences very different from the origin of the knowledge. It is through the stretching and manipulating of old thought that new insights are made, and new psychological mountains are tackled.

- Before the creation of Pakistan.
- The Pakistani press (1947-81).
- The era of development (1981-05).

Throughout the history of the press in the sub-continent each era has defined its journalism. Since the 18th century this process has been driven by three powerful, sometimes conflicting forces. The first is the representation as the press of a nation, struggling for its independence; the second is the responsibility to inform our democracy, which is implicit in the protection guaranteed in the 19<sup>th</sup> article of the constitution. The third is the technology available to produce and distribute the work and economic organisation of the technology.

### Before the Creation of Pakistan, the Era of Representation

(Kindly see Q. 4, "The history of Pakistan movement and history of journalism in sub-continent are inextricably woven with each other".

### The Pakistani Press (1947-81)

After the independence from British Rule, Pakistan had a glorious tradition of journalism as it was due to the intrepid support of Muslim Newspapers that the idea of Pakistan turned into a reality.

"I expect you (journalists) to be completely fearless. If I go wrong or for that matter, the Muslim League goes wrong in any direction of its policy or program, I want you to criticize it honestly as its friend, in fact, as one whose heart is beating with the Muslim nation". "Mohammad Ali Jinnah, March 13, 1947,

The horizon was vast and a new journey was to begin. Newspaper offices started migrating from various places of India to independent

Pakistan, their machinery was destroyed, all the methods were employed to create hurdles in their way as a result, Pakistani journalism industry got a historical resume with outdated machineries, restricted resources and limited technicians.

There is a dauntless account of trials and battles, which the Pakistani journalists have fought, to keep the truthful and ingenuous journalism working on. At the same time, it is a depressing story of duplicity and deceit on the part of a number of "newspersons" and press barons. This is a reality that all developing countries of Africa and Asia including Pakistan have faced identical problems after getting independence.

In Pakistan, there were 556 journals and newspapers at the time of independence, the number was raised by 50% in 1962. But when Pakistan achieved independence; it inherited no less than a dozen laws that related to the functioning of the press.

The irony of the situation was that as long as Quaid was alive, no executive legislation regarding freedom of expression could be enacted. But in 1948, rarely a month after his death a piece of legislation as the Public Safety Ordinance, was promulgated in October. All five provincial ordinances were withdrawn in 1949, and a consolidated piece of legislation was approved by the Constituent Assembly. It is known in the history as the Security of Pakistan Act that got its place in subsequent constitutions.

But despite all these hurdles and obstacles, the Industry of journalism carried on its journey to development. It got a hidden benefit in form of gradual increase in circulation. In 1951, the circulation rose up to 1,20,000 and in 1955 the total number was 1,55,000. The total number crossed the figure in 1959, as it rose up 2,27,155. According to a rough estimate in 1965, there was a total of 8 prominent newspapers circulation as 3,99,250.

According to a report, during 1964-65 Nawa-i-Waqt got a boost in circulation as this paper had the number of 80,000 circulations whereas Daily Jang had got 1,50,000.

From 1950 to 1960 latest printing machinery was imported. English press got a shift to get printed through it. The journalism of this age is considered to be the in the era of establishment and representation. On legislative level, many laws were enforced, government played the role from facilitator to controller of media. It was tried again and again to snub the power of media and get it restricted. With the technological boost print media faced a lot of internal pressures in the shape of laws and regulations such as PPO, restrictions on advertisements, pressure groups, violence on journalists, and taking over the media organizations by national trusts such as NPT etc.

But within the scenario, the industry did not stop its journey of development. The element of entertainment was introduced, separate editions were published, and the concept of home journals and specialised journalism got the way. The nourishment of the industry was not stopped and it fought with all the hurdles in the way.

### The Developed Era (1981-05)

The era of 1980 to upward was the era of technical support and development. New technologies of printing, graphic arts and lay outs were introduced. 1981, was the landmark in Urdu journalism when Lahore edition of Daily Jang started its printing by computer composing.

- Composing replaced calligraphy in a very short span of time. Soon other traditional press was used to follow the same printing. "Inpage" programming was a matter of immense magnitude in Urdu journalism. Printing was shifted to Offset and art editing got a place in the organisation of a Newspaper.
- In mid 90, the use of Internet was started. Services of international news agencies were hired alongwith national agencies. New bureau offices were made and media started its working in industrial chains.
- Despite technological advancements, the profession got new dimensions in the functional terms. Specialised journalism got its branches in development, interpretative and advocacy journalism.
- Journalist bodies got a strong standing as PFUJ, PUJ, CPNE, and APNS. The working of these bodies got great improvement during this era.
- Zia regime was the dark Age for freedom of the press but in fact, with the passage of time, journalism got more freedom as the late '80s caused the abolishment of PPO and implementation of RPPO. Codes of ethics were implemented again as the recognition of the sense of social responsibility.
- There is a vivid change in the Layout pattern and aesthetic rules are applied with the collaboration of Information technology.
- Various miscellaneous developments were made in the scene as new community journalism in the shape of children, film, art, religion, sports and literary magazines; new dimensions of feature, column and news writing were introduced. Commercial value gave media the looks of an industry, highly skilled technicians joined the profession, regional



journalism got its place and print media established its identity as a strong competitor of electronic media.

### PAKISTANI PRINT MEDIA IN THE PERSPECTIVE OF INTERNATIONAL DEVELOPMENTS

In the arena of international communication, Pakistani newspapers have got their own distinguished identity. In the present scenario, print media can be awarded with the title of "Real representative of Pakistan".

#### Political Awareness

In the perspective of globalisation of media and economy, Pakistani newspapers are giving the readers a complete coverage of national and international politics. That media are playing its role in bringing closer the communities and create a global sense. The newspapers are playing a vital role in the creation of an international atmosphere of understanding.

#### Print Media and Internet

With the hardcopies, soft editions are also launched on the websites of respective newspapers. Monitoring has shaped the way we see the world. Now Media monitoring does cover the television, radio and internet editions. That creates an immediate and global sense for mass media. In Pakistan, newspapers are spreading the knowledge of new technologies and making the standard improved by applying the new technologies in the contents.

#### Online Journalism

The concept of online collaboration has strengthened the development procedure of Pakistani print media and online-journalism is making its place as a new dawn of civilised journalism. With its rapidness and effectiveness online journalism and on-line newspapers can be a source of great magnitude in coming ages.

#### International News and National Stance

The news has got a broaden horizon and contents are treated with a global impact. Newspapers have their international offices and local bureaus are also working to make the information process fast and speedy. In this atmosphere Pakistani newspapers are adopting the new technologies and providing their readers with the coverage of all international events with a national stance.

#### Local Coverage

With the recognition of international values, the print media is also paying its attention towards local and regional activities too. So it can be seen that print media has got a local and international mass look

### National Representation

In the age of globalisation, when the world is shrinking its bonds, Pakistani newspapers are fulfilling their responsibilities quite effectively as the representatives of national or cultural identity. They present a distinguished culture and are able to form new dimensions for a slight fusion with foreign cultures.

### Conclusion

In sub-continent journalism is not only the name of a profession, it is rather an institution or a movement that led to historical changes in the region. Present age is the age for accepting challenges and adopting development at the same time. The media has the responsibility to form a strong national identity as well as a supreme function to perform as the ambassador of goodwill in the ranks on international competitors. So the role of print media is of complex nature.

Being a custodian of national culture it has to formulate the measures for the dissemination of global values. So new developments are yet to be made and new dimensions are waiting ahead.

**Q.16: What are the social implications of advertising? Is it correct that you cannot sell even gold without advertising?**

**Ans.**

Advertising is constantly all around us. From national Urdu dailies to elite English press, from national electronic media to digital satellite channels, there are several different types and ways of promoting products. We cannot escape from advertising. We almost see it in our dreams.

This is the key to success. The producers of the advertisements aim to fulfil our dreams.

### **Defining of the Advertising**

There are various of definitions for advertising, with subtle but important distinctions. While the general public frequently views advertising as "encompassing all forms of promotional communication", most advertising practitioners limit it to "paid communications, conveyed by a mass medium."

The latter definition distinguishes advertising from other forms of marketing communication, such as Sales Promotion, Public Relations, and Direct Marketer. Everyone who opens a newspaper or turns on the TV finds sellers of almost identical products spending huge amounts of money in order to convince to buy their brands.

"The functional goal of national advertising [in the USA] was the creation of desires and habits. Need for mass distribution that accompanied the development of mass production capabilities, advertising was trying to produce in readers personal needs which would dependently fluctuate with the expanding marketplace". (Ewen, *"Captains of Consciousness"*, 1976, p 37)

### **Effects of Advertising on Society**

According to a research study conducted in America "Every year, each typical American watches 1550 hours of TV, listens 1160 hours on radio, and spends 290 hours reading newspapers and magazines. So watches 100 TV advertisements, 100 to 300 ads through other mass media, and in one year receives 216 pieces of direct mail advertising, and almost 50 phone calls from telemarketers". All this is because sellers of everything from computers to detergents believe that advertising is essential to the sale of the product.

### **The Purpose of Advertising**

According to Kalter "The purpose of advertising is to enhance potential buyers' responses to the organisation and its offerings. It seeks to do so by providing information, by trying to canalise desires

and by supplying reasons for preferring the particular organization's offerings".

### **Advertising and Everyday Life**

Advertisement try to persuade us into believing that our lives will be incomplete without a certain product. Advertising can be extremely powerful and overwhelming. Different types of advertisements appeal to different people in different ways, depending on what they feel in secure or under threat. Different advertisements play on different peoples vanities. Advertisers try to sell us dreams of success and friendship.

### **The Media of Advertising**

Advertising is promoted through the television, the radio, billboards, in the cinemas, in magazines, on cars, on football strips and even in the sky. Advertising is in the magazines we pick up, it is on all the television channels, it is even in the sky due to smoke trails. We cannot escape advertising. It is an important fact of everyday society. The advertisers definitely know this, and use this to play on peoples, inadequacies. They use this as a method to convert our minds by telling us that our lives would be deprived without them. Of course, this is not entirely true yet the loss of advertising would make people feel depressed and insecure.

### **Types of Advertisements and Effects**

The size of an advertisement should not really have an effect, on the way we choose to consume our products, although it often does. There are two main types of advertisements, i.e. classified advertisements and glossy advertisements. Classified advertisements are for the purpose of a perspective consumer who knows exactly what he/she is looking for. They are usually at the back of a newspaper and can be easily found by those who are looking for them. Glossy advertisements are big, bright advertisements which are placed in between articles in magazines. Their purpose is to catch the attention of a reader who is not necessarily looking for anything in particular, but is just browsing. Glossy advertisements work extremely well and serve their purpose to the limit.

### **Televised Advertising**

Television advertisements now take up about a quarter of the time available for screening. They have always been popular but recently have been at their peak. Programmes or films broadcast on Geo TV or ARY Digital are split into four twenty-minute intervals with a three-minute commercial break, in-between screenings.

Television advertisements can be screened at any time of the day, as long as they are suitable for all the members of a family audience

wide range group of people watching these advertisements. This is why they are often at a level of loss regarding target audience because they do not always take time factor into consideration. For instance, an advertisement shown at peak time (between six O'clock and nine O'clock) would be a lot more expensive to broadcast than an advertisement shown at 2:30, logically because of the amount of people viewing the advertisement.

A lot of the top brand names are now sponsoring television programmes so they can promote their own advertisements, in the commercial breaks provided. In west, Coronation Street is probably the most classic example as it was one of the first companies to sponsor a television programme ever. Every consumer can guarantee that during every commercial break, the company that has sponsored the programme will show one of their advertisements. This can get extremely tiresome and irritating.

This can work two ways with the viewers: it will rather coax people into watching the next commercial break, to see if it appears again. Or it could cause them to turn to a different channel and watch something else. The sponsorship usually has an introduction and an ending enrollment, where they can talk about their link between the programme and the company.

One of the largest aspects of advertising slots here is "The expense". The expense of an advertisement is in fact very logical. The larger your advertisement becomes the more expensive it becomes and vice versa. It is exactly the same principle for the amount of characters that are used in a classified advertisement, or the amount of colour pictures that are placed in a magazine advertisement.

People have a vast effect on the expense of an advertisement, especially if they speak. The price will obviously become a lot steeper if you use a super model such as Amna Haq, Ali Zafar or any filmstar in an advertisement, than if you use an attractive member of the general public.

Advertisements on the television work slightly different but have exactly the same concept. They become extremely expensive when the advertisement reaches a peak time of thirty seconds.

### Printed Advertising

A lot of advertisements are duplicated and published in every shape, way or form possible. For instance, an advertisement is usually designed and made into a glossy advertisement, a classified advertisement, a television advertisement and so on. This is so they can appeal to everybody's use of senses, and so that they can use different ways of promoting their product.

Although, the advertisement will be based on the same background, a few alterations are usually made, depending on what magazine it is for, and where it is going to be situated. If the product you were promoting was a perfume, you could allow the perspective consumer to smell its contents in a magazine. Whereas on the television this is just not possible. These alterations are made so that all aspects and dimensions of the promotion scheme have been briefly touched.

### The Glamour of Advertising

On the whole, all the advertisements promoting one product physically join together to create the complete image. Advertisers are very devious people, who like to use clever persuasive language to add quality and style to their advertisements. Advertisements attract people's attention for a variety of reasons. Mostly because they appeal to people's vanities. They may use persuasive language, or language in the form of a catch phrase or slogan, in the hope that it will remain in the buyers mind.

The producer of the advertisement may try to hide the direct message from the perspective consumer by inventing a catchy slogan. This is known as subliminal. It is important to chose the right language for the right occasion.

A glossy advertisement's aim is to attract your attention when you are not specifically looking for anything. This is precisely what this advertisement does. It will transform the perspective consumers mind into believing that if they spray the perfume on themselves then it will attract people like it does to the model in the advertisement. The name of the perfume is particularly ironic as it is called 'Obsession'. The perspective consumer may be led to believe that if she consumes the perfume and sprays it she might be transformed into a beauty like the model of the advertisement. This is why they use attractive people.

If any other image behind the advertisement does not grasp attention then model's beauty certainly will. Although in most advertisements the pretty girl or the handsome young male does not really have anything or little to do with the advertisement; but in this particular advertisement the pretty girl is the key to the subliminal message hidden in the name of the perfume and the image.

Advertisers appeal directly to people's insecurities whether it is to do with job or friendship. All the advertisers offer success in these subjects, and say that they will provide you with the dream you never thought possible. Many advertisers know that we cannot escape advertising unless we go to one of few places that are totally natural and unspoilt. This is why a lot of the advertisers associate the product they are trying to promote with paradise. This may also give convenience to consume the product, for that feeling of freedom and self indulgence.

Many advertisers state that a certain product will offer you that feeling of gives completion, and security you always dreamed about.

Many people will go to extreme measures to make themselves feel physically better about their appearance or their life in the slightest way possible. Every old enough person buys a product to get his youth back due to an advertisement at one time or another. If this applies to common consumer, then he buys that product due to the advertisement appealing to him through one of the following categories:

- **Exploitation of weaknesses:** Avarice, this is where the products that are sold are rather bargains or they offer a free gifts e.g. money saving coupons or the chance of winning a free prize.
- **Gluttony,** advertisements that appeal to people due to greed for food or drink.
- **Envy,** advertisements that suggest you need a product to make you as happy, beautiful, successful or as prosperous as your friends.
- **Pride,** this involves the advertisements which dwell on exclusive products which enable them to show that they belong to the upper class.
- **Sloth,** advertiser that offer ease, comfort and plenty of leisure-time.
- **Exploitation of Fears:** Maybe the advertisements appealed to people due to another exploitation, advertisements may appeal to people's fears so they believe that they are the same as everyone else, and are not loosing out in some way.
- **Personal Success,** a lot of advertisers promise success in love, friendship and so on if people consume and use a certain product.
- **Conformity,** many people hate to be different and gain pleasure from being the same as everyone else. Advertisers promoting this dream seem to emphasise the 'thousands of satisfied customers' offer.
- **Security,** advertisers of this kind offer a cosy, safe life, free from devastation. Advertisers often offer insurance policies to present this aspect.
- **Identification,** advertisers may use a well-known figure in their advertisement to pursue the fact that if he/she approves of it then everyone can approve of it.
- **Respect,** scientists, doctors, nurses, etc. may be used in advertisements to give a feeling of credibility with the public.

- **Maternal, Paternal love,** these advertisements suggest that the mother/farther who really cares for their child will buy this product.
- **Health,** these advertisements often show "BEFORE" and "AFTER" pictures. They create the fear of an illness and then a cure.

### Advertising and Humour

Some advertisers add humour to their advertisements. This is recognised mostly in television advertisements as it is extremely difficult to do this in magazine advertisement. Other advertisers create a double meaning in the advertisement. These work because they make you stop and think about what the advertisement is really projecting. This image is usually created through the language and is relatively easy to pick out. It may make the advertisement amusing or add other dimensions to the message contained in the advertisement.

The world of advertising is extremely powerful. For some people it is beyond their means. Some people proclaim that they could not live without advertising. While others state that they can not live with it. Advertisements can often be very misleading and although it is against the law to lie to the perspective consumer, advertisers are extremely crafty, devious people and will often find away around this. Advertisers often say that a product such as a necklace will make you more beautiful. This is not entirely true. Although it, may make you look and feel more elegant and beautiful it is not actually changing your appearance just making you feel better on the inner shell.

Advertising is well-established more or less all over the world. The Americans have got to be the most developed country when advertising is involved. They have the most glamorous garments and places to advertise in the world. They have recently introduced to the British a new shopping channel.

This enables the perspective consumer to see an advertisement containing the product, view the product and send and pay for it there by cash card. This has proved to be a great hit as advertising is so powerful and popular all over the world.

### Advertising in West

The Americans have recently considered splitting all their programmes, films, and chat shows into fifteen-minute sections with a five minute commercial break. This will barely give the viewers enough time to get comfortable with the programme when it will be the time for a commercial break. At present time a traditional programme in England lasts for approximately an hour.

This would include anything from two to four breaks. During a commercial break there can be anything from five to eight advertisements depending on the time of each. A single advertisement during the commercial break lasts approximately twenty to forty-five seconds. The whole commercial break will last for approximately 4 minutes.

### Association with Perception

Most people think of an item and then associate with something else especially when it comes to advertising. If you talk about a certain product then most people have an image that comes straight to mind. For example, if someone talks about a diamond ring, the image of a couple in a restaurant comes to mind, enjoying a candle light dinner. They thought an engagement springs to mind. This will not be everyone's first thought at the mention of diamonds some people may think of a shop window full of rings or a diamond mind. This is what is meant by association. It can also be related to the setting of the advertisement or the people you chose to use in the advertisement. It all depends on who is designing and creating the advertisement and what they associate with the product being.

### Integral Part of Modern age

Advertising plays an important part of everyone's life in society. Life would be extremely tedious and dismal without the techniques of advertising. Nobody really realises how much time and effort is put into making an advertisement a huge success. Just walking around the shopping centre near your home would be really boring. There would be no advertisements in shop windows, no billboards placed in the streets, no glossy advertisements in-between article, no classified advertisements for people who know exactly what they are looking for. Imagine going into your local shop asking if they sold a new product, they would probably never heard of it whereas everyone hears of a new product if it is promoted through advertising.

### Conclusion

Advertising will always have its place, especially in an increasingly crowded market of voices. Sometimes you drill down to get your product news to the most relevant of audience possible. Sometimes you shout from the rooftop to reach the 1% that will listen. There is a place for both. There is also a place for entertainment in advertising Chris. I do not think entertaining ads fall off on connecting with the consumer. The connect in a different way. True marketing will embrace all these vectors and build a rolling snowball of a brand message. The most relevant, genuine, engaging messages will prevail.

**Q.17: What is public opinion? Assess the role of public relations in formation of an opinion and how a Public Relation affair can keep an organisation from sinking? Explain.**

**Ans.** Public relations is functional in orientation and its nature is two-way communication. At the middle level, practitioners may be responsible for a wide range of public relations activities. They may be involved in public relations and its target publics.

**What are Public Relations?**  
Public relations is a planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its target publics.

**What is Public Opinion?**  
The word "public opinion" stands for the most sensitive factor of a human society. Society is comprised of masses or public and opinion of the masses play the crucial role in the success or failure of any obsession.

Widely, the term is used for "majority," as the opinion of the larger segment of society possesses more importance than the smaller one. Public opinion is the soul of democracy.

**Role of Public Relations in Opinion Formation**  
PR is a two-way function where the individual keeps the media informed and builds a positive image of his organisation in the minds of masses. On the receiving end, public opinion does effect from such efforts. And generally, PR can be regarded as an attempt to form public opinion by systematic approach to the issue.

**Working of PR for High Fidelity Results**  
Hardly Candrel says "The PR expert has an ability to swing public opinion from one extreme to another". PR is not just the production or dissemination of message. But a highly skilled role with detailed knowledge and profound understanding of the concerns of society is required here.

**Who does what in Public Relations**  
The role of PR practitioner can be analysed by these angles:  
The communication technician, who is not involved in making organisational decisions but carries public relations programmes such as writing press releases, editing house magazines and designing pages. This person is probably not too involved in undertaking research or evaluating programmes; he is concerned primarily with implementation.

The communication manager, who plans and maintains public relations programmes, counsels managers, makes communication policy decisions and so on.

Within this second category, there are three main types of manager role.

- The first is of working level, where the practitioner does the writing jobs too, such as preparing speeches, especially if the department is functional in orientation or if it is small.
- At the middle level, practitioners may be responsible for a whole press relation's programme or undertake employee relations only. They may be involved in both. Some may specialise in research or planning and have little to do with implementation, or they may be an account executive in a consultancy that has to turn a hand to a whole range of planning and implementation tasks.
- At higher levels, public relations managers plan whole programmes and counsel senior management on policy, as well as supervise middle- and lower-level practitioners.

In practice most public relations activities require a mixture of technician and manager roles. Many managers hold a number of management roles indicated either at the same time, or at various stages in their careers, and not many people, at this stage of the profession's growth, are entirely removed from the implementation role.

### **Public Relations as the Most Effective Tool of Opinion Formation**

In the world of Public Relationing where the business is communication that practitioners need to be alert to the drivers affecting an organisation probably as much if not more than anyone else in the organisation. The purpose of communication is to help an organisation to meet its objectives.

If a public relations professional is not aware of the drivers that frame company objectives, how can he or she fulfill the boundary spanning communication role described earlier? Taking this analysis into consideration, it can be seen that public relations programme has a number of jobs to do in support of harmonising public opinion to a specific matter.

### **Situation Analysis, the Key to Success**

When the public relations function is established and the planned programme or campaign is a continuation of an ongoing activity, then an analysis of the situation probably is not necessary. Nevertheless, it is important and illuminating to conduct this contextual research from time to time and some of it should be ongoing anyway. PR activity is two-way from its nature and must be receiver oriented. The attributes of mass

audience cannot be known unless conducting a systematic situation analysis.

For new campaigns or programmes, it is vitally important to look afresh at not only the micro-environment and the immediate things that affect the organisation, but also the macro-environment. The macro environment is external to the organisation and it is important to know about the external forces that are impacting on both the organisation itself and its internal and external publics.

The pressures, issues and imperatives that provide the context for the attitudes and decisions of publics need to be known by the public relations practitioner so that he or she can frame a programme with these matters taken into account. According to a widely spread notion, the process of PR can be understood by adopting a ROPE approach where Research, Objective, Planning and Evaluation is conducted to get desired results. Research and planning are the basic steps that determine the level of information required by audience. An understanding of the attributes and major concerns of the masses can be got by applying the both strategies. There are two main types of analysis being used in the field of PR.

### **PEST Analysis**

A commonly used and immensely valuable technique for analysing the external environment is PEST analysis. PEST divides the overall environment into four areas and covers just about everything that can affect an organisation. The four areas are Political, Economic, Social and Technological. Some experts recommend an expanded version of PEST, believing the original no longer does justice to the complex environment in which modern organisations operate.

A popular acronym is EPISTLE. Here, as well as the four elements of PEST, separate consideration is given to information, the legal aspects and the physical environment. Information, as they say, is power. Thus the access to and availability of information is critical to organisations. The power of the Internet makes this element of the environment even more potent.

### **SWOT Analysis**

Another way to approach this is to divide these considerations by strength, weaknesses, opportunities and threats SWOT analysis. The first two elements, Strengths and Weaknesses, can be seen as internally driven and particular to the organisation. The other two, Opportunities and Threats, are normally external and would have been largely identified through the PEST analysis. The four elements can be seen as mirror segments in a quadrant.

**Q.18: What are the functions of a public relations consultancy? How could a PR man be aided by using the services of such consultancy? How does public relations differ from advertising? Does public relations offer advantages not available through advertising? Explain.**

**Ans.**

According to Public Relations News, "Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organisation with the public interest, and plans and executes a programme of action to earn public understanding and acceptance".

In fact, the field has so many aspects that there is no general agreement regarding the most appropriate name for it. Some practitioners think the term PR carries a negative connotation. They prefer to think of themselves as information specialists, which indeed they are.

Although one specific definition cannot cover every function, the British Institute of Public Opinion defines PR as: "The deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organisation and its publics".

### **The Nature of Public Relations**

While the public part implies inclusion of things like public affairs, community relations, investor relations, public press conferences, media events, internal communications and crisis communications, it also involves a lot of behind-the-scene, non-public activity. It could involve simply the writing of a press release, but it could also involve coordinating media contacts for an event or conference securing credentials, lobbying for article placement.

### **Public Relationing-Different Angles**

Sometimes public relations are an effort to influence the public. This is especially true for political action groups, associations and other groups. Sometimes public relations are community relations. A look on society reveals that a number of companies and organisations have a community affairs initiative or a person in charge with a related title. In larger publicly held firms, this person is sometimes the director of investor relations. Investors are a public entity, so in this case a public relations is appropriate title.

### **On Determining Good PR**

What the public wants to hear is a good story. Good PR is the telling of that story. The better the story, the better the acceptance by the public and the better the public relations. If the story is especially

appealing to those that could be clients, then the PR person could have a PR homerun. In this case, it is communication with the target market that builds a sound relation with the intended customer, termed as publics in the world of Public Relations. Business owners become known in their respective fields of concentration many times through public relations and the associated media generated.

PR is communication in many ways with the target market. Maybe instead of public relations we ought to call it target market relations or TMR. An agent may be communicating about a new product, spreading news about his company or making a major announcement. The PR practitioner wants to communicate publicly, but the only people he cares about are potential prospects, customers or investors, in the case of a partnership or a public company. One exception may be communication to a group that is tried to influence for the best interest of the company and target market. An example of this is lobbying government.

Define what the intended public or target is in public relations effort. Defining the target market and then any sub-segment best does this. Lining up publications and broadcasts with the market and the segments will define what the public is for public relations.

The bottom line is to get worked out about atmosphere, the company, the products and services to those who could potentially buy from the organisation. Public relations are just one part of marketing, as marketing is made up of many things. The good news about PR is the cost and the effectiveness when it is in front of the target market.

### **The Job of a Public Relations Expert**

In one survey, reported in Public Relations, Strategies and Tactics by Wilcox and Hult, a group of public relations directors stated the qualifications they considered most important for a PR agent, in descending order are:

- (a) Ability to write
- (b) Verbal skills
- (c) Professionalism
- (d) Maturity
- (e) Poise
- (f) Appearance

They also indicated that other desirable traits included the ability to see things from another person's point of view, skill at expressing a viewpoint with clarity and succinctness, and a willingness to perform behind the scene. Would be PR practitioners are less likely to succeed, according to the survey, if they need excessive independence, have an

**Q.19: Editorial is the voice of a newspaper. In the light of this statement, evaluate any three editorials of any English/Urdu national daily of your choice.**

**Ans.**

(Editorials originally present the viewpoint of the editor or owner of a newspaper or journal. In the field of journalism the word 'editorial' is taken as 'editor's view' or 'editor's comment'. It is the sole journalistic writing that is regarded as the recognition or representative of the paper. The history of editorial is as old as newspapers.

At first, it got a merged look with news and it was difficult to discriminate between an editorial and a news story. Modern journalism has given a distinguished identity to the editorial section of a newspaper and modern editorial is considered to be the most powerful tool for opinion making.

Max Lerner had opined about editorial as "Editorial is the discussion on the trends steaming out day to day events". Over the years the scope of editorials has been broadened. Thus, an editorial may now offer an opinion, even political in tone, or may dispassionately summarise current knowledge. Most editorials possess an intermediate approach, the information that is provided quite simply is not as simple as it seems. There can be a cluster of ideological concerns, social bonds and slant in the contents of an editorial.

A unique opportunity to examine the development of public policy is offered by editorials. According to Carl G. Miller, "Editorial is an essay, written on a current issue in which an effort is made to organise the opinion of the reader according to the point of view of the writer". In editorials, the opinion possesses an explicit manner. Editorial is the written effort to change the mind of mind-setters. It is not the cup of tea of a common person, so it can be called as the designed act to influence the working of influentials.

### Editorial and the Policy of Newspapers

Every media organisation follows a conceptual framework called policy. Some elements of this framework can be seen in written form but the overall policy is dependent on organisational benefits and an analysis of the situation. Being the most sensitive segment, the contents of an editorial reflect the policy of the newspaper and without having an understanding of the policy an editorial cannot be examined or analysed.

### The Nation, Daily Dawn and The News

The three major English dailies of Pakistan have different policies towards various national and international issues. *The News* follows a broadminded moderate and pro-western policy. *Daily Dawn* is

considered as the professional, commercial and liberal newspaper. Whereas *The Nation* is considered to be an ideological newspaper.

*The News* claims to be neutral and impartial by following the policy of 'No Policy'. People from different sects and communities are participant in the contents of this newspaper. Sometimes there is felt a vivid slant in the paper's contents regarding liberal and pro-leftist issues.

*Daily Dawn* possesses a neutral repute in its readers. There is a view that it follows a liberal policy like covering the issues of women rights, human rights, child labour and so forth. *Daily Dawn* advocated good bilateral relations with neighbours especially India. Read by decision makers in public and private sector, *Daily Dawn* is considered as the most influential newspaper for elite.

The primary focus of the policy of *The Nation* is on ideology of Pakistan. The paper possesses a history of working as the custodian of national interest. Like its sister paper *Nawa-i-Waqt*, *The Nation* has a determined circle of readers. Generally, it is the newspaper that has introduced more nationalist trends in the English news contents.

## EDITORIAL, AS REFLECTION OF POLICY AND VOICE OF THE NEWSPAPER

To present the level of mediated facts, the contents of editorials of three respective newspapers *Daily Dawn*, *The News* and *The Nation* of February 10, 2005 are analysed.

### The News

"More Help From World Bank" is the title of the main editorial followed by two short editorials. The main editorial starts as

*"The World Bank will provide one billion dollars annually to Pakistan for the next three years, a substantial increase in its assistance for socio-economic development with particular emphasis on poverty alleviation programmes".*

The editorial presents the World Bank president's account to grant Pakistan a loan of one billion dollars annually. At that time another issue was also present at the scenario known as 'Baglihar Dam', and president was used to state some important steps about it. But it can be felt clearly that statement about loan is given more importance than other issues. The editorial further states:

*"His reference to the need to develop the education and the health sectors merits urgent attention. Some major challenges facing the economy include increasing the availability of water, upgrading and developing the infrastructure, and improving social services delivery and the investment climate. Also, a neutral expert on Baglihar Dam will be appointed in a*



The first line of the main editorial "Arab-Israeli cease fire" as "The ceasefire announced by president Mahmood Abbas and minister Ariel Sharon on Tuesday should serve to arouse hope for peace in the holy land".

The second editorial is given the title of "The fate of the ceasefire agreement depends essentially on the stronger party, Israel. The days and weeks following this announcement should be able to show us whether Mr. Sharon has had a change of heart".

The second editorial is titled as "FTA with Sri Lanka". The opening line of the editorial is "The signing yesterday of a free trade agreement between Pakistan and Sri Lanka will lend further substance to the long standing good neighbouring relations between the two countries".

It is felt more focused on the bilateral relationship of Pakistan rather multilateral. Regional cooperation is treated in a soft manner than other national or international issues.

The third and last editorial comments on the rumours regarding the shifting of US consulate in Karachi from Abdullah Haroon Road to Boating Basin area of Karachi. The editorial presents the conceptual pictures of the upcoming difficulties for the local residents due to this change. It also remembers the historical importance of both places and predicts the future developments due to this change.

**The Nation**

Regarding the editorial page of *The Nation* on February, 10, 2005 the paper, following the same pattern of one leader and two sub-editorials has more focus on international issues than national.

The opening paragraph of the leader editorial titled as "Hanging by a thread" is:

"A ceasefire is jointly announced by the Palestinian President Mahmood Abbas and Prime Minister Ariel Sharon on Tuesday. The former has assured that the both sides will cease all acts of violence against each other, while Mrs. Sharon has ordered a cessation of military activities against Palestinians. The latter has also agreed to release 900 out of 8000 Palestinian prisoners, pull back troops from five cities and end assassinations of top militants".

There is felt a sense of irony as the figure 900, out of '8000' is quoted. The editorial gives a picture of the dual policies of Israeli prime minister. It also evokes the sense of rationality in Muslim leaders as it is stated further:

fortnight, whose findings would be binding on both India and Pakistan".

There can be felt a vivid slant in the contents as: "Its support for deregulation trade liberalisation, tariff reduction and privatisation is expected to reduce the cost of doing business in Pakistan, and should help improve the investment environment".

The editorial presents a convincing style about the policies of World Bank, the constructive elements are given in an persuasive manner:

"With the challenges the economy is well known and acknowledged, the international donor community as well as bilateral donors are willing to extend their assistance to meet these challenges in an effective manner. It is for the government and all the concerned institutions to implement the reform agenda and development projects with commitment and vigour".

Second editorial titled as "Outrageous Freebies" presents a critical analysis of the extravagant expenses raised by government officials.

The economist prime minister's promise that the poor will be the main beneficiaries of the government economic plans rings hollow when the national exchequer is emptied of a whopping Rs. 50 million in just five months". The term 'Economist' is used in an ironical manner. The editorial is written against some steps of the government but has a clear sense of accountability.

The third editorial titles as "Not so sweet" presents a critique on the recently implemented national policy for import of sugar.

The first line of the editorial is commented as "In the absence of a well-defined sugar policy, the government has taken an ad hoc decision to allow unlimited import of sugar without payment of withholding tax". The writer has tried to present the situation critically, the term ad hoc is an example.

Later on the contents are balanced as: "After studying the burgeoning price graph of this essential commodity, the government decided to allow the import of sugar but this decision has annoyed the sugar mills owners, who are demanding a 'National Sugar Policy' after consulting all the stakeholders".

**Daily Dawn**

The main editorial of the *Dawn* on February, 10, 2005 is on an international issue followed by two short editorials, covering national issues.

*"The leaders in the Muslim world who have close relations with Washington have to use their good offices to ensure that the Palestinians are not pushed further to the wall".*

The second editorial is given the title of "The Dying Hope" that covers the account of World Bank's president James Wolfenson about the appointment of a neutral expert on Pakistan's objection regarding Baglihar dam.

The editorial starts as:

*"While World Bank president James Wolfenson has categorically stated that the findings of the neutral expert to be appointed shortly to determine the justifiability of Pakistan's objection to the Baglihar project's design would be binding on both sides, it is rather hard to imagine how the bank would be in a position to enforce its verdict in case India refuses to abide by it, which seems likely".*

The grant for loan is given lesser importance than the statement on Baglihar's Dam. *The Nation* is presenting a nationalist stance here, in the perspective of international politics.

The start of the third editorial is, as "the signing of the free trade agreement between Pakistan and Sri Lanka will open avenues for great economic cooperation to the mutual benefits of the countries, and the region as a whole".

It is further stated:

*"Pakistan is currently negotiating a free trade agreement with Bangladesh also, and efforts should be made to complete the process at the earliest. A more encouraging thing would have been trade agreements at the regional level. However, owing to India's continuous undermining of SAARC, such developments have not been forth-coming".*

Here, it can be seen that the three newspapers present their editorials according to their specific policies that are, liberal, balanced and national, respectively. The selection of issues and treatment of matter plays an effective role in the opinion formation of society. By highlighting a matter just like "Grant of loan for Pakistan" or by pointing out the disadvantages like ignoring the grant and focusing on the "Baglihar's issue" gives a clarity in understanding the policy of the newspaper, implemented on the contents of editorials.

**Q.20: What is libel and defamation? Explain in detail.**

**Ans.**

**Libel**

Laws are the basis of society and media is the watchdog of social interest. On some places there is a clash between the two as there are some regulations that evoke the sense of social responsibility in media. Media is the monitor of society but on some ends society does monitor media by the enforcement of laws.

The news can hurt. A front page story reporting allegations that a minister misused his authority can cost that minister his status; a report that a teacher is the member of the terrorist group can lead to the loss of his job.

All these charges are 'defamatory' in legal terms. They may cause their subjects to be, again using legal terminology, 'shunned or avoided' or 'exposed to public hatred and contempt or ridicule' or 'injured in their occupation'.

Truth was established as a defence of libel in 1735. That landmark decision acquitted New York printer John Peter Zenger of libel charges brought by the Royal Governor, who had often been a target of criticism from Zenger's press. Though existing law forbade such criticism, Zenger's lawyer argued that the statements were true and, therefore, not libellous. Privileged information includes charges or statements made as part of the official record during court trials or legislative sessions.

The difference between libel and slander is that libel is defamation by written words or by communication in some other tangible form, whereas slander is the defamation by spoken words or gestures. Traditionally, the law has treated libel more harshly because the written words carry more weight which is more permanent than the spoken words.

Courts said the greater power of the written words to injure reputation justified harsher penalties and legal rules more favourable to the plaintiff in libel cases than in slander ones. More commonly, however, courts treat broadcast defamation as libel, since it can be as harmful as printed or written defamation.

Some words are almost always defamatory. Anyone who has been publicly as Burglar, drunkard or gangster presumably has been exposed to public contempt. Crook, drug addict, mafia member are but a few of the other words that would fall into this category.

Potentially defamatory stories must be handled with extreme care, as people who believe that they have been injured in print may sue for libel. Nonetheless, it is crucial to remember that there is nothing wrong

with defaming somebody in a newspaper if proper care has been exercised in reporting and writing the story.

If that minister has misused national assets because of his personal interests or if the teacher is an avowed member of a terrorist group, then as a reporter can say "I defamed and I am glad. What I wrote is true." Truth is always the best defence in libel cases. If the story can be proved true, then the newspaper and reporter should win. Reporters should be aware, though, that the courts particularly set high standards of proof. With complex stories perhaps truth can be hard to prove. Typically lawyers are consulted before highly sensitive stories run to minimise the risk of a libel suit.

Regrettably, even the most responsible and thorough reporting is not a guarantee against being sued. Anyone can sue for libel and the cost of mounting a defence can be high, regardless of outcome, unless the case is thrown out at a very early stage.

Some legal experts fear that a recent spate of expensive libel judgments against the press has begun to inhibit sound investigative reporting. It can be hoped that the best newspapers, instead of being cowed by the number of libel cases and the size of libel judgments, will redouble their efforts to establish truth.

But the point for beginning reporters to remember is that:

1. Incomplete and sloppy reporting of stories can attract libel suits.
2. It is not acceptable to ruin the minister's reputation on the basis of just a few complaints.
3. The reporter also had better not confuse Dr. Sadat Khan with Dr. Sadia Khan in writing the story.

Such inaccuracies invite a libel suit and demand the printing of an immediate and prominent retraction as if someone's reputation has been hurt, and if the facts are not on the reporter's side, newspapers may lose those suits.

However, if the reporter handles the facts carefully and bases the story on interviews with dozens of victims and makes his documentation ready, if the reporter has found the proof then the story has to be printed and the lawyer trusted, if necessary, to demonstrate its soundness in court.

Libel is the major concern for reporters. People who feel injury by something in a broadcast, a newspaper story or an advertisement may be quick to sue. The cost of a lawsuit can be great. Juries can award millions of rupees to a successful libel plaintiff. In America, CBS had to pay the amount of 3.05 million dollars for defamatory statement aired by one of

its stations about the Brown and Williamson Tobacco Co. Even when media organisations win libel suits, they may still have to pay a lot.

Libel suits place not only the news organisation's pocket book at a risk but also its reputation.

News organisations built their reputation on accuracy and fairness. Individual reporters, producers and editors also depend on their reputation for accuracy, thoroughness and responsibility. If they lose a libel suit they may lose that reputation. They may lose even their jobs. For these reasons and others, journalists must know what constitutes libel and what defence can protect them in a libel suit.

## THE ELEMENTS OF A LIBEL SUIT

A plaintiff in a libel suit involving a statement published in the mass media usually must prove six things:

- |                   |            |
|-------------------|------------|
| 1. Defamation     | 4. Falsity |
| 2. Identification | 5. Injury  |
| 3. Publication    | 6. Fault   |

### 1. Defamation

The essence of a libel suit is the vindication of one's reputation. The plaintiff, therefore, must prove defamation, meaning injury to reputation. A statement is defamatory if it injures a person's reputation so as to lower that person in the estimation of the community or deter third person from associating or dealing with that person.

Judging whether a statement is defamatory involves two steps. The first step requires the determination by the judge that the statement is capable of the defamatory meaning; in the second step, the Judge decides whether a substantial and respectable segment of the public actually understood the statement as defaming the plaintiff.

Some statements obviously have the power to injure reputations. For example, statement that a person has committed a crime, or has a loathsome disease is incompetent in his/her business. In other cases the statement conveys no obviously defamatory meaning. Rather the listener or reader must put the statement together with the previously known facts.

### 2. Identification

The libel plaintiff must also prove that he or she was identified with a defamatory statement. This requires proving that reasonable readers, listeners or viewers would have understood that the statement was "of and concerning" the plaintiff. It does not matter whether the publisher of the statement intended to refer to the plaintiff, only whether the reader, listener or viewer could reasonably draw that conclusion.

Usually, libel plaintiffs have no trouble establishing identification in cases involving the news media. The sources for or subjects of news stories are usually clearly identified by name. In fact, detailed identification protects reporters against libel suits. Many suits arise from situations in which similar names create confusion.

If a person Asif Sheikh is arrested in dealing cocaine, the commonness of the name can create confusion.

By making it clear that the person arrested was Asif Sattar Sheikh, of 235 N, Nishter colony, the reporter eliminates the possibility of defaming another resident of the town having an identical name.

But another aspect of the matter is that name is not only the reason to claim a defamation in fact publication of the name is not necessary for identification. It is found that sometimes juries awarded damages to some people whose names were not used in the cases but the other identification such as, social status, physical realities and personal facts were the same.

### 3. Publication

When a statement appears on TV or in a newspaper it has been published. But a statement does not have to be so widely disseminated for a person to sue for libel. All the law requires is that the defendant made the defamatory statement to someone other than the person defamed.

Once a libel is punished the plaintiff must sue within the time specified by the state's statute of limitations. In most constitutions the statute of limitation is of one or years. But it can be extended or limited more.

### 4. Falsity

For generations, courts presumed that defamatory statements must have the element of falsity.

Even now, in many cases, libel plaintiffs must prove falsity when the allegedly defamatory statements involve matters of public concern. In many libel cases, the parties suffer to prove whether a defamatory statement is true. In those cases the party that must prove truth is more likely to lose.

### 5. Injury

Under traditional libel law courts presumed that obviously defamatory statements had injured the plaintiff. The plaintiff did not have to produce any evidence that he or she had suffered in injury to reputation, monetary loss or emotional suffering. Sometimes the plaintiff does not have to prove injury. If the defendant published the defamatory statement with actual mischievousness, then the courts can presume

injury. Publications that do not involve a matter of public concern are another exception.

### 6. Fault

Fault in libel law refers to the state of the mind of the person responsible for the allegedly defamatory statement: Was that statement made intentionally, recklessly or negligently?

Public officials and public figures must prove that the statement was published with the knowledge, that it was false or with reckless disregard. This is called 'actual malice', a term that causes confusion since many people think it means ill will.

The attitude of the defendant toward the plaintiff is not an issue. All that matters is that whether the defendant knew the statement was false or had a high degree of awareness of the statement's probable falsity when it was published.

### Conclusion

Libel laws never designed to give the individual recourse against damaging statements in the press. Because all parties may not agree on what is fair and unfair, the courts have handed down three guidelines for the reporter anxious to avoid libel suits.

- Is it true?
- Is it privileged?
- Is it fair comment and criticism?

By following these guidelines, a journalist may avoid libel suits and can make his reputation in the profession.

## REFERENCES

- Altschull, J. H. (1984). Agents of power. New York: Longman.
- A free and responsible press. (1947). Chicago: The University of Chicago Press.
- Barron, Stanley, J. (1999). Introduction to mass communication: Media literacy and culture. California: Mayfield Publishing Company.
- Burtan, Graeme. (1990). More than meets the eye, an introduction to media studies. London: Edward Arnold.
- Dennis, E. E., & Merrill, J. C. (1996). Media debates: Issues in mass communication. USA: Longman.
- Festinger, L. (1957). A theory of cognitive dissonance. Stanford, CA: Stanford University Press.
- Grunig, J. E. and Hunt, T (1984) Managing Public Relations, Rinehart and Winston, New York.
- Hassan, M. (2001). Mass media in Pakistan. Lahore: Aziz Publishers.
- Hussain, N. (2003, May 4). Fettered pens and muzzled voices. The News. P, 5A.
- Hohenberg, The New Front Page (1966); A. K. MacDougall, ed., The Press (1972);
- R. A. Rutland, The Newsmongers (1973); D. Halberstam, The Powers that Be (1979); E. Diamond, Sign Off (1982); P. Seib, Who's in Charge? (1989); E. Case, The Press (1989); E. Bliss, Now the News: The Story of Broadcast Journalism (1991).
- Joseph, M. K. (2000). Global perspectives on modern media and journalism. New Delhi: Anmol Publications.
- Kerlinger, F. N. (1986). Foundation of behavioral research (3rd Ed.). New York: Holt, Rinehart Winston.
- Littlejohn, S. W, (1996) Theories Of Human Communication, 5th Ed., Wadsworth Publishing
- Company, Belmont CA: pp.332-345
- McQuail, D. (1994). Mass Communication Theory: An Introduction. (3rd edition). London: Sage Publications
- Media Seminar: A white paper. (1991). Lahore: Press Council of International Affairs.
- Niazi, Z. (1994). Press in chains. Karachi: Educational Press.
- Rao, V. K (2001). Media education. New Delhi: A. P. II.

- Siebert, F. S., Peterson, T., & Schramm, W. (1963). Four theories of the press. Urbana: University of Illinois Press.
- Solomon, M.R., (1994) Consumer Behavior, 2nd Ed., Allyn and Bacon, Boston; pp. 384-392
- <http://www.greenpress.sdnpk.org/media/report> 2002.
- <http://www.keralamonitor.com>
- [http://pakistan\\_facts.com](http://pakistan_facts.com)
- <http://www.journalism.org>

MISCELLANEOUS

## SHORT QUESTIONS & ANSWERS

**Q. What is communication?**

**Ans.** The process of information from one person to another for establishment of commonness of thoughts and ideas with other peoples.

**Q. What are the theories of communication?**

**Ans.** There are nine theories of communication:

- (i) The theory of consistency and selective perception
- (ii) Theory of cognitive dissonance
- (iii) Cultivation theory
- (iv) Osgood's congruity theory
- (v) The authoritarian theory
- (vi) Libertarian theory
- (vii) Social responsibility theory
- (viii) The communist theory
- (ix) Hypodermic needle theory of communication.

**Q. What is a communication model?**

**Ans.** Model is considered as a consciously simplified description in graphic form of a piece of reality. A model seeks to show the main elements of any structure or process and the relationship between these elements.

**Q. What are the functions of Models?**

**Ans.** Models relate systems to each other and provide us images of wholes that we might not otherwise perceive. They help in explaining by providing in a simplified way the required information which would otherwise be ambiguous and complicated.

Models make it possible to predict the outcome or the course of events.

**Q. What are the components of persuasive Communication?**

**Ans.** The components of persuasive communication are privacy and accuracy, repetition, one sided Vs two sided persuasion, fear arousing appeals, conclusion drawing, logical persuasion Vs emotional appeal, negative Vs positive approach and climax Vs anti-climax.

**Q. What is testimonial?**

**Ans.** In advertising and propaganda techniques, communication experts or those who are authority in their respective field are commonly used to advertise various products. Such personalities are respected and loved by general public for attaining their attention. This technique is called as transfer or testimonial.

**Q. What are functions of journalism?**

**Ans.** Education, entertainment and information.

**Q. What is militant journalism?**

**Ans.** In order to forcibly get accepted the Muslims rights by the British Government, Muslims journalists including Maulana Zafar Ali Khan, Maulana Mohammad Ali Johar, Maulana Abul Kalam Azad and Hasrat Mohani adopted the policy of criticising the British Government despite draconian restrictions. Their policy of challenging the British throne is called militant journalism.

**Q. What are the problems of the press in Pakistan?**

**Ans.** Following are the problems of press in Pakistan. Illiteracy, advertisements (governmental), political parties, pressure groups, inept journalists, limited buying capacity of masses, newsprint quotas, government restrictions, press advise, defective service structure for employees.

**Q. What is mass media?**

**Ans.** Any channel carrying messages to a large and widespread general public is called mass media. Radio, television and newspapers are called mass media.

**Q. What is a satellite?**

**Ans.** Satellites have brought about revolution in our lives. They have brought the world at our doorsteps as we can get information and watch live events across the globe with the push of a button. They really have transformed the world into a global village.

**Q. What is 'Global Village'?**

**Ans.** The term is applied to the impact of television through satellite communication and programs exchanges among various countries. This term was introduced by Marshall McLuhan - an American scholar.

**Q. What is propaganda?**

**Ans.** It is derived from the latin word 'propagal' which means to cause or continue to multiply by generations' striking terror in their hearts.

**Q. Who was the first to disseminate the news?**

**Ans.** Julius Caesar.

**Q. What is Dura Acta?**

**Ans.** Orders related to Senate activity.

**Q. Which country invented printing press?**

**Ans.** China.

**Q. Who invented movable type printing press?**

**Ans.** Johan Gutenberg.

**Q. Which Muslim ruler introduced newsletters in India?**

**Ans.** Ghaznavids

**Q. The system of newsletters was at its peak during the period of?**

**Ans.** Aurangzeb.

**Q. The first editor of daily Muslim was?**

**Ans.** A T Chaudhry.

**Q. Daily The Frontier Post was launched from Peshawar on?**

**Ans.** March 23, 1986.

**Q. The Nation is owned by?**

**Ans.** Nawa-i-Waqat Group of Publications.

**Q. The News is owned by?**

**Ans.** The Jang Group.

**Q. The Pakistan Times was acquired by the National Press in?**

**Ans.** 1964.

**Q. The second editor of Daily Dawn was?**

**Ans.** Mazhar Ali Khan.

**Q. Morning News was taken over by National Press Trust in?**

**Ans.** 1964.

**Q. Morning News was closed down in?**

**Ans.** 1995.

**Q. The first editor of Daily The Frontier Post was?**

**Ans.** Aziz Siddiqui.

**Q. The Nation appeared in?**

**Ans.** 1986.

**Q. Dawn was published from Karachi in?**

**Ans.** 1947.

- Q. Pakistan Observer appeared from Islamabad in?  
Ans. 1989.
- Q. The News was published from Karachi in?  
Ans. 1990.
- Q. Star published from Karachi in?  
Ans. 1967.
- Q. First Urdu newspaper from Lahore was?  
Ans. Koh-i-Noor.
- Q. Koh-i-Noor was founded by?  
Ans. Munshi Harsukh Rai.
- Q. The earliest circulation of Koh-i-Noor was?  
Ans. 227.
- Q. Munshi Harsukh Rai died on?  
Ans. September 2, 1890
- Q. First editor of Koh-i-Noor was?  
Ans. Suraj Bhan.
- Q. First independent newspaper from Lahore was?  
Ans. Darya-i-Noor.
- Q. Darya-i-Noor was edited by?  
Ans. Shah Swaind Din.
- Q. Lahore Gazette was started in?  
Ans. 1855.
- Q. First newspaper from Sialkot was?  
Ans. Riaz-ul-Akhbar.
- Q. Riaz-i-Noor was started from?  
Ans. Multan.
- Q. The editor of Gulzar-i-Punjab was?  
Ans. Kunda Mal.
- Q. The first Gujrat newspaper was?  
Ans. Matla-ul-Anwaar.
- Q. First Urdu newspaper from Peshawar was?  
Ans. Khush Bahar.
- Q. The first Urdu newspaper Jam-i-Jehan Numa was started from Calcutta in?  
Ans. 1822.

- Q. The oldest newspaper of Pakistan is?  
Ans. Koh-i-Noor.
- Q. Paisa Akhbar appeared from Gujranwala in?  
Ans. 1887.
- Q. Weekly Zameendar started its publications from Lahore on?  
Ans. May 11, 1911.
- Q. Hamdard was started in?  
Ans. 1913 from Delhi.
- Q. Zameendar started appearing as a daily on?  
Ans. October 15, 1913.
- Q. Daily Inqilab was started by?  
Ans. Maulana Ghulam Rasul Mehr and Maulana Abdul Majeed Salik.
- Q. Ehsan was issued from Lahore in?  
Ans. 1934.
- Q. Maulana Abu'al Kalam started weekly Urdu-i-Maulla in?  
Ans. 1912.
- Q. The first issue of Nawa-i-Waqat issued by Hamid Nizami in?  
Ans. March 23, 1940.
- Q. Nawa-i-Waqat was converted into daily on?  
Ans. March 22, 1944.
- Q. British annexed Punjab in?  
Ans. 1849.
- Q. Siraj-ul-Akhbar was started in?  
Ans. 1885.
- Q. Zameendar was started from Wazirabad in?  
Ans. 1903.
- Q. Siyasat was launched in?  
Ans. 1919.
- Q. Muslim outlook was started in?  
Ans. 1922.
- Q. First Muslim news agency was?  
Ans. Orient Press.
- Q. Imroz was launched in?  
Ans. 1948.
- Q. Kohistan was started in?  
Ans. 1953.



- Q. Daily Mashriq was launched in?  
Ans. 1963.
- Q. Musawat was started in?  
Ans. 1970.
- Q. Daily Azad was started by?  
Ans. Group of senior working journalists.
- Q. Nida-i-Millat was started by?  
Ans. Majid Nizami.
- Q. Javidan appeared in?  
Ans. 1970.
- Q. Urdu daily Pakistan was started in?  
Ans. 1990.
- Q. The first successful evening paper from Lahore was?  
Ans. Sahafat.
- Q. Daily Mashriq was taken over by National Press Trust in?  
Ans. 1964.
- Q. Daily Mashriq was closed down in?  
Ans. 1966.
- Q. Daily Azad was started from Lahore in?  
Ans. November 1970.
- Q. Jasarat was started in?  
Ans. 1970.
- Q. The National Press Trust took over Anjam in?  
Ans. 1965.
- Q. Daily Hurriyat was launched from Karachi in?  
Ans. 1965.
- Q. Jang published from Delhi in?  
Ans. 1937.
- Q. First Persian newspaper was?  
Ans. Mirat-ul-Akhbar.
- Q. First Muslim owned newspaper was?  
Ans. Ain-i-Sikandri.
- Q. Mah-i-Akbar of Calcutta appeared in?  
Ans. 1823.
- Q. Soltan-ul-Akhbar appeared in?  
Ans. 1835.

- Q. Muslim-i-Hind was started from Lahore on?  
Ans. July 1, 1854.
- Q. Monthly religious magazine started from Sialkot was?  
Ans. Muslim-ul-Ulema.
- Q. Total members of dailies in Pakistan is?  
Ans. 70.
- Q. Total circulation of dailies is?  
Ans. Over one million.
- Q. Oudh Punch appeared from?  
Ans. Lucknow.
- Q. Rafiq-i-Hind appeared in?  
Ans. 1884.
- Q. Wakil was published in?  
Ans. 1895.
- Q. The Star of India was?  
Ans. Eveninger.
- Q. Radio was invented by?  
Ans. Marconi.
- Q. When was the first programme broadcast?  
Ans. 1906.
- Q. By 1924, the number of radio stations in America was?  
Ans. 235.
- Q. BBC started functioning in?  
Ans. 1922.
- Q. Broadcasting started in subcontinent in?  
Ans. 1927.
- Q. The number of radio stations at the time of independence was?  
Ans. 3.
- Q. Pakistan Broadcasting was established on?  
Ans. December 20, 1972.
- Q. The farm broadcast were introduced in Pakistan in?  
Ans. 1966.
- Q. Radio is?  
Ans. Time consuming channel.

- Q. What are apocryphal stories?**  
**Ans.** Stories of doubtful origin, false or spurious.
- Q. What is 'back bench'?**  
**Ans.** Journalists slang name, in U.K the night desk of a national newspaper.
- Q. What is banner?**  
**Ans.** A headline extending across the entire page. Also called streamer.
- Q. What is bulletin?**  
**Ans.** Important news usually disseminated as an interruption in normal broadcast programming.
- Q. What is catalyst effect?**  
**Ans.** When a book, newspaper, film, T.V or radio programme has the effect of modifying the situation, or taking a mediating role.
- Q. What is close-up?**  
**Ans.** A shot taken at a close distance.
- Q. What is communication gap?**  
**Ans.** Failure of understanding usually as a result of information, especially between different groups, classes, factions and cultures.
- Q. What is copy?**  
**Ans.** All written material.
- Q. Hickey Gazette appeared on?**  
**Ans.** June 29, 1780.
- Q. The second newspaper from Calcutta was?**  
**Ans.** The India Gazette.
- Q. The first weekly from Madras was?**  
**Ans.** Madras courier.
- Q. The first missionary newspaper in the 19<sup>th</sup> century was?**  
**Ans.** Dig Durshan.
- Q. The first Urdu newspaper was?**  
**Ans.** Jam-i-Jahan Numa.
- Q. First Urdu newspaper in Pakistan was?**  
**Ans.** Koh-i-Noor.
- Q. The first Indian owned newspaper was?**  
**Ans.** The Bengal Gazette.
- Q. The first press in the subcontinent was set up by?**  
**Ans.** Portuguese missionaries.

- Q. The civil and military gazette appeared from Lahore in?**  
**Ans.** 1877.
- Q. Pakistan Times appeared on?**  
**Ans.** February 14, 1947.
- Q. The first editor of the Pakistan Times was?**  
**Ans.** Faiz Ahmad Faiz.
- Q. Dawn was converted into daily on?**  
**Ans.** October 12, 1942.
- Q. First editor of Dawn was?**  
**Ans.** Pothan Joseph.
- Q. Dawn was founded by?**  
**Ans.** Quaid-i-Azam.
- Q. How many periodicals and newspapers are published in Pakistan?**  
**Ans.** Over 1150.
- Q. The biggest group of newspapers in Pakistan is?**  
**Ans.** The Herald Publications.
- Q. What is admass?**  
**Ans.** The term credited by JB priestly to describe high pressure advertising and publicity across the media to stimulate sales.  
 Back bench journalist's slang name, in the U.K, for the night desk of a national newspaper.  
**Bank:** A part of headline. Also called 'deck'.  
**Banner:** A headline extending across the entire page. It is also called 'streamer'.  
**Bull Dog:** Early edition of a newspaper.  
**Bullet Theory:** The theory that suggests the mass audience is an unidentified group of people effected by messages received from the mass media and independent of interpersonal influence. For the most part, replaced by the two step flow theory, taking into consideration the role of interpersonal communication is dissemination and influence of media messages.
- Q. Earliest newspaper of Karachi was?**  
**Ans.** Kurrachee Advertiser.
- Q. Karachi was annexed by British in?**  
**Ans.** 1843.
- Q. The Bombay Times, edited by?**  
**Ans.** Dr. Bulsif.

**Q. The friend of India, a weekly journal from Seesampore was issued on?**

**Ans.** October 9, 1845.

**Q. The earliest newspaper of Lahore was?**

**Ans.** Lahore Chronicle.

**Q. The proprietor of Lahore Chronicle was?**

**Ans.** Muhammad Azam.

**Q. The first editor of Lahore Chronicle was?**

**Ans.** Mr. Henry Cope.

**Q. The Civil Military Gazette appeared from Lahore?**

**Ans.** 1877.

**Q. Indian Public Opinion appeared in?**

**Ans.** November 16<sup>th</sup>, 1866.

**Q. The Punjabee, an English weekly issued on?**

**Ans.** February 23, 1857.

**Q. The Punjabee was published by?**

**Ans.** Syed Mohammad Azam.

**Q. Our paper was edited by?**

**Ans.** Rupert Mansfield Malvery.

**Q. The first paper of Balochistan was?**

**Ans.** The Quetta Gazette.

**Q. The first English newspaper appeared from Dacca in 1850 was?**

**Ans.** The Dacca News.

**Q. The Mohammadan Observer appeared from Chittagong was sponsored by?**

**Ans.** Shah Badi-ul-Alam.

**Q. The Pakistan Times was sponsored by Mian Iftikharuddin on?**

**Ans.** February 4, 1947.

**Q. Dawn was converted into daily on?**

**Ans.** October 12, 1942.

**Q. The first editor of Dawn was?**

**Ans.** Pothan Joseph.

**Q. The Morning News was started by?**

**Ans.** Abdur Rehman Siddiqui.

**Q. Daily Muslim was started from the federal capital in?**

**Ans.** 1973

## JOURNALISTIC TERMS

<b>ABC</b>	Audit Bureau of Circulation, which certifies the audited statistics on the circulation of a publication.
<b>Accredited</b>	A senior journalist having accreditation card form information department.
<b>Ad</b>	Advertisement.
<b>Add</b>	Fresh copy to be added to a story already written.
<b>AIR</b>	All India Radio.
<b>All in hand</b>	When all the copy has been given out to the compositors, it is said to be all in hand.
<b>All up</b>	All the copy has been set.
<b>AFP</b>	Agency France Press.
<b>AM</b>	Amplitude Modulation.
<b>A.Ms</b>	Morning newspapers.
<b>Annual Billings</b>	Money billed advertisers for commercials carried in a medium over a one year period.
<b>AP</b>	Associated Press (American International News Agency)
<b>APA</b>	Associated Press of America
<b>APP</b>	Associated Press of America. (A National News Agency)
<b>APNEC</b>	All Pakistan Newspaper Employees Confederation.
<b>APNS</b>	All Pakistan Newspapers Society.
<b>Apprentice</b>	A beginner or novice in profession.
<b>Art</b>	All news paper illustrations are called art.
<b>Art Department</b>	Where art work is done.
<b>Art Work</b>	Photographs, drawings, illustrations, etc.
<b>Assignment</b>	A reportorial task.
<b>Authoritarian Theory</b>	The belief that the press operates solely with the permission of, and to serve the purpose of, the ruling Govt.
<b>Asterisk</b>	A star shaped character (*). It is used to link it with a footnote.

<b>Average-persons</b>	The estimated number of persons listening to a station at least five minutes during any quarter hour in a time period.
<b>B.B.C.</b>	British Broadcasting Corporation.
<b>B.F</b>	Bold Face (darker type)
<b>Bank</b>	A part of a headline. Also called deck.
<b>Banner</b>	A headline extending across the entire page. Also called streamer.
<b>Beat</b>	The particular subject or area which is assigned to a reporter to cover.
<b>Beat reporter</b>	A journalist whose task is to cover a particular area.
<b>Billboard</b>	A major publication of the recording industry.
<b>Blind interview</b>	An interview without mentioning the name of the interviewed person.
<b>Blow up</b>	An enlargement.
<b>Body type</b>	Size of type in which normally, newspaper next to be set.
<b>Boil</b>	Reduce in size.
<b>Box</b>	A story, usually short, enclosed in rules.
<b>Break</b>	The point at which a story must be continued to another page.
<b>Brief</b>	A short news story.
<b>Blurb</b>	A publisher's commendatory description of book. Commonly printed on the jacket.
<b>Booder</b>	The line rules used to form a box in display.
<b>Bull dog</b>	The early edition of a newspaper.
<b>Bull</b>	The first edition of side.
<b>Bulletin</b>	Significant last minute news item on an important event.
<b>By line</b>	The author's reporter's name at the top of a story.
<b>Canned copy</b>	Publicity.
<b>Caps</b>	Capital letters. Also called "upper case".
<b>Caption</b>	The headline above a piece of art.
<b>Case room</b>	The room where printers work.
<b>CATV</b>	Community antenna television or Cable TV.

<b>City desk</b>	Department of a newspaper dealing with the local news.
<b>Circulation</b>	Number of copies of newspaper or Periodical sold.
<b>Clipping</b>	A cutting of an item from a Newspaper.
<b>CNN</b>	Cable News Network.
<b>Clip</b>	A clipped newspaper.
<b>Col</b>	Column.
<b>Communication</b>	The process of sharing meaning, our link to the rest of humanity.
<b>Copy</b>	All written material.
<b>Correspondent</b>	Reporter at other places, who send news by post, fax, telephone, or telex.
<b>CPNE</b>	Council of Pakistan Newspapers Editors.
<b>Credit line</b>	Indications of source of material.
<b>Cub</b>	A beginner in reporting.
<b>Date-line</b>	The city from which a news dispatch comes and the date of the dispatch.
<b>Deadline</b>	The item by which a copy is required
<b>Dead</b>	Composed type once used and not to be used again.
<b>Desk</b>	Sub-editor's table is called 'desk'.
<b>DGPR</b>	Directorate General Public Relations.
<b>Drop</b>	A smaller head to continue after a streamer or banner.
<b>Dummy</b>	Draw plan for a news page make-up
<b>Ear</b>	A small box in the upper corner of the front page, carrying, normally, advertising.
<b>Edition</b>	Specific number of copies printed for a specific area, at a single run.
<b>Em</b>	It is space of the same point width as the depth of the body so named because the latter M in early founts was usually cast on a square body. It is a standard unit of measurement equal to 12 points (the pica em) known as a mutton.
<b>En</b>	It is measurement of space equal to half an em, known as a 'nut'.

<b>Engraving</b>	A metal plate bearing an illustration or a printing plate produced by a deterring or cutting process.
<b>Embargo</b>	Fixed time given for an advance story, before which the item can not be printed.
<b>Family</b>	All types of any one design, including all the styles width and compose a family for instance, the Bodoni family.
<b>Farm magazine</b>	Category of magazines targeted to readers interested in farming.
<b>Feed back</b>	The return of information to the source of a message.
<b>Flag</b>	The newspapers name on the editorial Page.
<b>Feature news</b>	Material developed out of current happening as background information or with story.
<b>Flash</b>	A short press association notice of an important event.
<b>Filler</b>	Sort item used to fill space.
<b>Five W's</b>	Who, What, When, Where, Why, term to denote possible elements that may be included in summary lead paragraphs.
<b>Flush</b>	Set against the margin without indentation. A flush left head is set with all lines beginnings as the left hand side of the column.
<b>Folio</b>	It is sheet of a copy usually associated with numbering. (First, Second, Third, Folio of a story).
<b>Font</b>	A complete set to type, consisting of all letter of the alphabet and other symbols in their normal proportions.
<b>FM</b>	Frequency Modulation.
<b>Fourth Estate</b>	Press, other pillars are legislative, executive and judiciary.
<b>FYI</b>	For your information.
<b>Gallery</b>	A metal tray to hold type.
<b>Gatekeeper</b>	Any person who has the ability to limit, expand, emphasise, de-emphasise, interpret, or reinterpret the information sent over or received from a mass medium.

<b>Glossy Paper</b>	A shiny photograph paper preferred by photo graves.
<b>Gossip column</b>	A personality column usually written under a real or fictitious name.
<b>Halftone</b>	A picture that is photographed on metal through a screen and chemically or electrolytically etched.
<b>Handout</b>	Publicity release.
<b>Head</b>	Headline
<b>Hell box</b>	Box in which discarded type is thrown.
<b>Hold</b>	Delay publication until further orders.
<b>Human Interest</b>	Feature or news material with high emotional or dramatic appeal.
<b>In-depth-reporting</b>	News items with explanation, background, interpretation.
<b>IINA</b>	Islamic International News Agency.
<b>Interview</b>	Story obtained by talking with individual. Also act of such talking.
<b>Intro</b>	First paragraph of a news story in which story is introduced, briefly.
<b>Inverted pyramid</b>	News style; in which most important and interesting facts are given in start and remaining according to their importance after
<b>IPS</b>	International Press Service.
<b>ISPR</b>	Inter Services Public Relations.
<b>Italic</b>	Slopping to right side word's style, as written "italic".
<b>J.D</b>	Diploma in journalism
<b>Jump</b>	Break a story from one page or another.
<b>Junkets</b>	Excursions for journalists, compliments of some one seeking news coverage of an event.
<b>Justify</b>	Fill out a line of type by spacing so that it will be even on each side.
<b>Kill</b>	Delete or exclude a story or part of a story.
<b>KPI</b>	Kashmir Press International.
<b>Layout</b>	The newspaper page designed in pencil for the guidance of the printer compositors, copy pasters or art editors.

<b>Lead</b>	The main story in a newspaper or the first paragraph in a news story giving the main facts.
<b>Leader</b>	Editorial article of a newspaper.
<b>Libel</b>	False and malicious defamation include type, pictures, cartoons, drawings.
<b>Lineage</b>	The total no of line of an advertisement or number of advertisements.
<b>Logo</b>	A symbol, usually simple in design which becomes the visual identity of a company or product.
<b>Lithography</b>	Writing with stone.
<b>Make up</b>	Placing articles in position for printing in a page.
<b>Matrix</b>	The mould from which the letters on the slug of a composing machine are cast.
<b>Mass Media</b>	Medium of mass communication i.e. Radio, T.V, Newspaper.
<b>Mf</b>	An abbreviation for more follows.
<b>Most</b>	An item which must be published.
<b>MENA</b>	Middle East News Agency.
<b>NCNA</b>	New China News Agency.
<b>Nameplate</b>	Flag, title or name of newspaper on the front page.
<b>News editor</b>	Incharge of news department.
<b>News Conference</b>	A meeting of journalists press conference called by any important person or persons to give them his/their view point on a certain issue.
<b>Newsprint</b>	Relatively inexpensive paper usually used to print newspapers.
<b>Newsroom</b>	Areas of a newspaper office where news are edited.
<b>News Value</b>	The value of importance of an event or the potential impact of an event in relation to other events or potential news stories.
<b>Noise</b>	Anything that interferes with the ability to send or receive messages.
<b>NPT</b>	National Press Trust.
<b>NNI</b>	News Network International
<b>Obit</b>	An obituary or a dead person's biography.

<b>Offset</b>	Method of lithographing printing whereby the impression is transferred to a rubber blanket which in turn transfers it to paper.
<b>Overset</b>	Additional type for which there was no room in edition.
<b>PBC</b>	Pakistan Broadcasting Corporation.
<b>PFUT</b>	Pakistan Federal Union of Journalists.
<b>Pica</b>	Old name for 12 point.
<b>PID</b>	Press Information Department.
<b>PIX</b>	Abbreviation for pictures.
<b>PPA</b>	Pakistan International Press Agency.
<b>PPI</b>	Pakistan International Press Agency.
<b>Pipe line</b>	Special source of a reporter for information.
<b>Play up</b>	To give prominence to some aspect of news.
<b>Proof</b>	An imprint offset type used in correcting errors or calligraphed script before correction.
<b>Pyramid</b>	A headline deck set in inverted pyramid form.
<b>Query</b>	Brief statement by a correspondent of a story which he can send if it is wanted.
<b>Quote</b>	Quotation mark.
<b>Rating</b>	The percentage of the total number of television or radio household tuned to a give programme.
<b>Rewrite man</b>	Sub-editor is also called as re-write man.
<b>Read out</b>	A headline or deck subordinate to a streamer or a large news display head.
<b>Reader Interest</b>	That quality which compels reader to attend to copy.
<b>Reglet</b>	A wooden strip, six or 12 point thick used for.
<b>Revise Proof</b>	The proof pulled after a gallery of type has been corrected.
<b>Rotary Press</b>	Printing press in which paper, fed from endless roll, is impressed upon curved surface by cylinder.
<b>RUN</b>	The period of printing an edition.
<b>Rush</b>	A copy to be set quickly.
<b>Royalty</b>	Compensation paid to originators of works for each copy of their work sold or used.
<b>Scoop</b>	An exclusive story printed and circulated first.

<b>Side</b>	The sheet of teleprinter copy.
<b>Stick</b>	The metal tray used to set type by hand.
<b>Streamer</b>	A multi-column headline on the top of a page, not necessarily across it.
<b>Spot News</b>	Immediate, recent, live news.
<b>SPA</b>	Saudi Press Agency.
<b>STN</b>	Shalimar Television Network.
<b>Stet</b>	Retain the text of copy that has been crossed out.
<b>Stringer</b>	A correspondent who may assist a staffman.
<b>Subbing</b>	The work done by a sub-editor, or editing a copy.
<b>Syndicates</b>	Companies whose business it is to promote and sell comics, columns, and other special features to newspapers.
<b>Tabloid</b>	It is the page half the size of a broad sheet, usually applied to newspapers of page size approx. 16 x 11 inches.
<b>Take</b>	A portion of copy of a long story.
<b>Tailoring</b>	Slanting the news to suit a policy.
<b>Tape</b>	It is a news agency copy in teleprinter sheets.
<b>Tip</b>	A bit of information which leads to a story.
<b>Seditious libel</b>	Criminal libel against the Govt.
<b>Shirt tail</b>	An add or follow usually used as a short explanatory piece added under a three em dash to a telegraph story or of a short telegraph story similarly added to a total story.
<b>Sky line</b>	A banner run before the name plate on page 1.
<b>Slug line</b>	Words or several words used to identify news copy.
<b>Small Caps</b>	An alphabet of small capital letters.
<b>Semantic noise</b>	Interference with the communication process because of a misunderstanding caused by a cliché or slang.
<b>Slug</b>	(1). The one or two words that a reporter uses to identify a specific story. (2). A line of lead type used in letter press printing.
<b>Splash</b>	The main news story on the front page of a newspaper.

<b>Stencil</b>	Sheet with ink is forced to various opening through which ink is forced to reproduce written typed or art material used in Mimeographic and silk screen press.
<b>Tip-Off</b>	An information passed on to a newspaper by the public.
<b>Thirty</b>	End of a news story.
<b>Trim</b>	Reduce in size.
<b>UPI</b>	United Press International.
<b>Underscore</b>	To set a rule under a word or group of words or headline for emphasis.
<b>UPA</b>	United Press of America.
<b>VOA</b>	Voice of America.
<b>VOG</b>	Voice of Germany.
<b>Vet</b>	To examine a story for possible legal implications or danger.
<b>VDT</b>	Video Display Terminal.
<b>VHS</b>	Video Home System.
<b>Wire Machine</b>	An electronic machine for transmitting photographs by the telegraphic wires.
<b>Wrong Fount</b>	A letter from a type fount other than the one specified.
<b>W.P.B</b>	Waste Paper Basket.
<b>X-height</b>	The height of a lower-class 'X' in any size of type.
<b>Xylography</b>	Wooden instrument for writing.
<b>Yellow journalism</b>	A newspaper, magazine or a journal containing news about sex, violence obscenity and vulgarity.

## MEDIA & MASS COMMUNICATION

**A Wire:** Main news wire of The Associated Press and United Press International that transmits the most significant national and international stories of the day. The wire is sometimes written as AAA or Aye.

**Absolute defences:** In libel suits, defences that, if proven, are viable with no conditions or qualifications. For example, under the statute of limitations, suite must be brought within a specified period or the plaintiff has no standing to sue.

- Abstracts:** Brief summaries of articles or books that are contained in some computer reference searches.
- Accident forms:** Reports available in police stations that outline the circumstances surrounding accidents investigated by the department. Larger circulation newspapers generally cover only spectacular accidents. Smaller circulation dailies and weeklies routinely report all accidents, no matter how minor.
- Action-line column:** Consumer-oriented column that helps people solve their problems. People write or call to describe their problems, and a reporter tries to solve them.
- Active voice:** Term describing the verb form used when the subject of sentence acts upon an object. For example: *The mayor denied the charge.* Active voice is generally preferred in journalistic writing because it is more vigorous than passive voice.
- Actuality:** Audiotape expert, sometimes called a soundbite, that is inserted in a broadcast news story.
- Add:** Each subsequent page of a story written on hard copy. For example, the second page of a story is the first add, the third page is the second add and so forth. When wire copy is electronically transmitted, an add is additional information to a story that is filed under the same key word as the original story.
- Advance:** Story announcing a coming event.
- Advance text:** A copy of the speech a source is expected to deliver. Reporters use advance texts to help them prepare for covering speeches. They do not write stories from advance texts, however, because speakers often wander from their prepared remarks.
- Advocacy journalism:** News writing in which a reporter defends or maintains a proposal or a cause.
- Agate:** Type size smaller than regular text type; agate is generally 6 points or 7 points. (A point is  $\frac{1}{72}$  of an inch). Sports statistics and public record items are commonly set in agate.
- Agenda:** Outline of matters to be considered by a government body.
- A.M.:** Morning newspaper.
- A.M. cycle:** Morning newspapers usually report news that breaks on the A.M. cycle, generally the time from noon to midnight.
- Analysis piece:** Feature story, also called a backgrounder, that adds meaning to current issues in the news by explaining them further.
- Anchor:** On-camera person who reads the script for a broadcast news show. Some anchors write their own scripts; some read only what reporters and other off-camera newsmen have written.

- Annual report:** Report issued by a public company and sent to its stockholders, informing them of the company's financial health and what is in store for the future.
- Anonymous sources:** People who are willing to provide information on the condition that their names not be used in the story.
- AP members:** Newspapers and broadcast stations that receive news from The Associated Press, a not-for-profit cooperative.
- Appropriation:** Type of invasion of privacy that involves using someone's name or likeness for commercial gain.
- Arraignment:** Step in the judicial process involving the reading of the charge to the accused. The arraignment is often held in a lower court, where a plea is typically entered.
- Assets:** What a company owns. A company's assets are listed in its report to stockholders.
- Assignment editor:** Editor who coordinates all assignments in a broadcast newsroom. He or she makes assignments, keeps track of crews in the field, makes follow-up calls for reporters and takes incoming calls.
- Associated Press:** Generally referred as the AP, the world's oldest cooperative news-gathering service.
- Attribution:** Telling readers the source of information.
- Authoritarian (press) system:** System in which criticism of the government is forbidden. Most newspapers in countries that operate under this philosophy are privately owned, but their content is controlled by the state through licensing or the issuance of patents.
- "Aw nuts" school:** Premise subscribed to by some sports reporters that even great games and gifted athletes should be treated with near disdain.
- B wire:** News wire of The Associated Press and United Press International that transmits national and international news of secondary importance.
- Background:** Sentences in a news story that explain important elements. Background can explain something technical or provide details that were reported in earlier stories.
- Backgrounder:** See analysis piece.
- Banner:** Headline that stretches across a newspaper page.
- Baud:** Measure of speed of data transmission.
- Beat reporter:** Reporter who covers a specific geographic or subject area each day. Beats include police and fire; country and federal courts, and city, country and state governments.



**Body:** Portion of a news story or a feature between the lead and the conclusion. The body should keep readers interested in the story and hold them until the conclusion.

**Bold face:** Dark type that is thicker and blacker than ordinary text type. Also: boldface caps, which are capital letters set in type blacker than ordinary type. Bold face or boldface caps are often used for bylines.

**Box score:** Statistical summary for various sports.

**Breaking news:** News that is available for publication and that reporters try to cover as quickly as possible.

**Brief:** Written report in which a lawyer sets forth facts that support his or her position.

**Brightener:** Short, often humorous story that emphasizes quirks in the news. Brighteners are used to give an audience a break from hard news. They allow people to sit back and smile.

**Broadcast producer:** Person who puts a broadcast news show together. He or she chooses which stories will be broadcast, in what order they will appear, how long they will be and in what production style they will be (how much videotape of a scene, how many interviews, etc.).

**Broadcast wire:** News wire of The Associated Press and United Press International that transmits stories written in a shorter, more conversational style than those transmitted for print media.

**Bulldog:** Newspaper's first edition of the day.

**Bulletin:** Priority designation used by wire services. A bulletin contains at least one publishable paragraph but not more than two; it alerts newsrooms that a major story is developing.

**Bullets:** Bold dots that introduce and highlight items in a news story or a feature.

**Bureau:** Geographically removed extension of a news medium's headquarters. The Associated Press, for example, has its headquarters in News York, but it has bureaus in every state and in scores of foreign countries.

**Buried lead:** Term for a news story's most important point when it is not in the opening paragraph, where it belongs.

**Byline:** Line, usually at the top of a story, that names the author.

**Capital budget:** Sometimes called a "hard" budget, the capital budget provides the dollars for government projects that are often large and long-range and have a physical presence, such as storm drains, streets and parks.

**Caps:** Media shorthand reference to capital letters.

**Change of venue:** Moving a trial to another location to reduce the possibility that prejudicial opinions, emotions and publicity will deprive the accused of a fair, impartial hearing.

**Citation:** Information found on a data base that tells the searcher where an article, news story, report or document can be found. A citation usually contains name of author, title of article, title of publication in which it appeared, volume number, date and page number. It may also include a summary of the article's contents.

**Citation database:** Electronic storage facility accessible by computers connected to it with telephone lines. It contains citations, or information that indicates where an article or document can be found.

**City editor:** Editor who runs the city (or metropolitan) desk and is in charge of city-side general assignment, beat and speciality reporters. The city editor makes certain that news in the city (or metropolitan area) is covered and that as many local stories as possible get into each edition.

**Civil case:** Case that involves arriving at specific solutions to legal strife between individuals, businesses, state or local governments or agencies of government. Civil cases include suits for breach of contract and for libel.

**Closed-ended question:** Question that is structured to elicit a short, precise answer. Reporters often ask closed-ended questions that require only "yes" or "no" responses. Sometimes, such questions have answers built into them. For example, Hassan and Arif are candidates for mayor. Which of these candidates will you vote for?

**Codes of ethics:** Guidelines for journalists developed by national groups and by some individual news media. Codes often cover matters such as responsibilities of journalists, use of unnamed sources, accuracy, objectivity, misrepresentation by reporter, acceptance of gifts and favours from sources, political activities that journalists should or should not take part in and business dealings that could present conflicts of interest.

**Colour:** Observations, narrative or anecdotes in a story that give an audience a clearer picture of a person or an event.

**Column inch:** Measure of space in a newspaper; a column inch is one column wide and one inch deep. Stories are often measured in column inches.

**Commission government:** Municipal government system in which a committee of city leaders assumes both executive and legislative functions.

**Complaint:** In law, a document that is filed by a plaintiff against a defendant in a civil suit. The complaint usually contains a precise set of arguments against the defendant.

**Complete direct questions:** Source's exact words, set off by quotation marks.

**Complex sentence:** Sentence that has only one independent clause and at least one dependent clause. For example, Johnson is the coach who will be elected to the hall of fame. Johnson is the coach is an independent clause sense when left standing alone; who will be elected to the hall of fame is a dependent, or subordinate, clause (it does not make sense standing alone).

**Composing room:** Production area of a newspaper where each edition's pages are put together according to an editor's instructions on layout sheets.

**Computer reference services:** Services provided by many libraries to search for information via computer. The search is similar to a volume-by-volume search of a printed index, except that the requested information is returned electronically.

**Conditional defence:** Defence against libel suits that involves certain conditions or qualifications. For example, privilege of reporting may be used as a defence when reporting information from official proceedings, public documents and court proceedings. This defence is limited, however, to fair and accurate reporting that does not intertwine extraneous, libelous matter.

**Contrast lead:** Lead that compares or contrasts one person or thing with one or more other people or things.

**Conversational style:** Less formal, less stilted style of writing for broadcast than is normally found in print media.

**"Cooling off" period:** Relatively short time, generally 10 or 15 minutes, set aside by coaches after a game during which the locker room is off limits to reporters who seek interviews with players.

**Cop shop:** Old-time journalism term for police station that is still used today by many reporters.

**Copy:** Written material produced by journalists.

**Copy desk:** Desk inside a newsroom where copy editors process copy written by journalists and then write headlines.

**Copy editor:** Editor who checks stories to make certain that they follow proper style, usage, spelling and grammar rules. The copy editor also makes certain that a story is well-organized and not libellous. After editing the story, the copy editor writes a headline for it.

**Copy paper:** Paper on which a story is typed. Copy paper is often newsprint trimmed to 8½ by 11 inches.

**Correspondent:** Journalist who contributes news stories to a medium that is located elsewhere. Metropolitan newspapers, for example, normally have correspondents stationed in the nation's capital as well as in countries around the world.

**Council-manager government:** Municipal government system in which the city manager controls the administrative apparatus of the city. The main source of government expertise is the city manager, a trained professional adept at administering a community's affairs.

**Counts:** In law, parts of a complaint or indictment claiming a specific wrong done.

**Courtesy titles:** Titles such as Mr., Mrs. or Miss that precede names. Most newspapers limit courtesy titles to second references in obituaries.

**Criminal case:** Case that involves the enforcement of a criminal statute. Actions are brought by the state or federal government against an individual charged with committing a crime, such as murder or armed robbery.

**Criss-cross directory:** Directory that lists a city's residents by names and addresses. By looking up an address in the directory, a reporter can find the identity and phone number of the person at the address.

**Crop:** Mark on a photograph or other piece of art indicating that it will not be used full frame. Art is cropped to eliminate unneeded material or to make it fit into a predetermined hole.

**Cultural sensitivity:** Awareness of and sensitivity to the manifestations and structures of diverse cultures and their people.

**Culturally inclusive:** Term describing newsrooms where reporters, editors and photographers with various racial, linguistic or religious ties work together to cover diverse communities.

**Current assets:** Those things owned by a company that can be turned into cash quickly.

**Current liabilities:** Debts of a company that are due in one year. Current liabilities are paid out of current assets.

**Cursor:** Flashing light on a computer screen that indicates where the next character would appear.

**Cut:** Another term for a printed photograph or some other piece of art. Stories are also cut, trimmed or sliced.

**Cutline:** Copy accompanying a photograph or other piece of art that explains what is occurring or being shown.

**Damages:** In law, the monetary value of an injury allegedly sustained through the unlawful act or negligence of another.

- Dangling modifiers:** Grammatical errors that occur when a phrase used to begin a sentence is not followed by a subject, or when the subject is not correctly connected to the phrase or modifier. For example: By working diligently, the job was accomplished.
- Dateline:** Opening line of an out-of-town story that gives the place of origin.
- Death notice:** Story or listing of information about someone who has died. Many newspapers consider death notices and obituaries synonymous.
- Defendant:** Party against whom a law-suit is brought.
- Demographics:** Distribution, density, size and composition of a population.
- Dependent clause:** Clause that would not make complete sense if left standing alone. For example: John studies hard before he takes a test. The clause before he takes a test is dependent upon John studies hard in order to make sense. It cannot be left standing alone.
- Deposition:** Out-of-court statement made by a witness under oath.
- Direct-address lead:** Lead that communicates directly with an audience by including the word you.
- Docket:** Court record that documents progress in a specific case. All complaints filed, motions made and other developments in a case are recorded chronologically.
- Double truck:** Story or advertisement that covers two facing pages of a newspaper or magazine, including the gutter (the space down the centre of the two pages).
- Dummy:** Mock-up of a newspaper or magazine page that has advertisements with specific sizes keyed in. News stories, features and photographs are laid out around the ads.
- Dupe:** Abbreviations for duplicate and a designation for a carbon copy of a story.
- Editor:** Person in charge of the editorial function of a newspaper. The role of the editor changes depending on the size of the newspaper.
- Editorial news hole:** Space on a newspaper page that does not contain an advertisement and is reserved for stories or art. The ads are laid out on the page first; the editorial news hole consists of the remaining column inches.
- Electronic camera:** Computerised camera that uses no film. Instead, pictures are recorded on a video floppy disk that resembles a computer floppy disk.

- Electronic carbons:** Designation by The Associated Press for the transmission of stories directly from newspapers' computers to regional AP bureaus.
- Electronic mail:** Facility for exchanging messages using central computer storage. A writer can type a message on a computer and then store it in a central electronic file accessible only by the addressee. The remote computers and central file are connected by telephone lines.
- Electronic morgue:** Electronic storage facility that holds clippings of published stories for instant retrieval.
- Electronic storage bin:** Computer disks and other electronic devices that store data accessible from remote terminals.
- Element of immediacy:** Asset of the broadcast media that allows them to give up-to-the-minute reports and to write copy in a way that makes it sound fresh and lively.
- Enterprise journalism:** Stories that require reporters to go beyond their daily routine. For example, a police reporter routinely writes stories from accident logs. An enterprise story would examine why a particular intersection has more accidents than any other in the city and would require multiple sources, statistical information and extensive quotations.
- Ethnic coverage:** Reporting on the trends, events and issues of particular ethnic groups, people who have ties of ancestry, culture, nationality or language that distinguish them from the majority in society.
- Executive producer:** Person who runs a television newsroom. He or she is responsible for story content, reading and editing reporters' scripts, long-range planning and scheduling, and countless other decisions. At smaller stations, the executive producer may also make assignments and decide the layout of each news show.
- Executive session:** Meeting at which no official actions can be taken by government officials and from which members of the press and public are excluded.
- False light:** Type of invasion of privacy that involves painting a false, though not necessarily defamatory, picture of a person or event.
- Feature story:** Story that analyses the news; entertains; or describes people, places or things in or out of the news.
- Federal judicial system:** Branch of the federal government that is responsible for interpreting the law. The Supreme Court is the nation's highest court.

- Feeds:** Program content sent to a television station via satellite, microwave or land lines from a network's headquarters or from another station.
- Felony:** Serious crime for which punishment is normally imprisonment in a penitentiary.
- Field producer:** Person who directs broadcast reporters and photographers in the field. At many stations the reporter is also the field producer. In some operations, however, a separate field producer directs the news gathering.
- Filing:** In law, the formal lodging of a complaint in a civil action.
- Financial editor:** Editor in charge of handling business news. Most newspapers have a business page or section each day, and many have a staff financial reporters who cover local businesses.
- Financial wire News wire of:** The Associated Press that transmits business news stories, some stock tables and other market data.
- Fire reports:** Daily reports of activity involving the fire department.
- Five:** W's and H Six primary elements of a news story: who, what, where, when, why and how.
- Flash:** Top-priority designation used by wire services. It usually contains only a few words and may not be a complete sentence. A classic flash: DALLAS (AP) - Kennedy shot.
- Floppy disk:** Portable storage device that is inserted into a computer's disk drive.
- Fluff:** Superfluous, overwritten and untimely information from a press release.
- Focal point:** Thrust of a summary lead. A reporter determines the focal point of the lead by choosing which of the five W' and H (see above) to emphasize.
- Focal question:** Primary question in a survey directly addressing the main issue. Other survey questions flow from this umbrella query.
- Follow:** Sometimes referred to as a second-day story, a second or later story written about a newsworthy event. A follow provides the latest news in the lead or early in the story, but it also repeats the major news that was reported earlier.
- Follow-up question.** Re-articulated or new question that a reporter asks to elicit a new or more specific response.
- Foreign editor:** Editor who supervises reporters who cover news events outside the country.
- Fragmentary quotations:** Extremely small parcels of the precise words of a source that are spread throughout a sentence or paragraph.

- Fragmentary quotations look confusing when set in type and should generally not be used.
- Free ad:** Information in a press release that is clearly of no news value and tries to seek free publicity for a person, business or organisation.
- Freedom of Information Act:** Generally referred to as the FOI Act, the law that provides for access to federal materials that are not statutorily exempt.
- Free-lance:** To produce news stories for several publications, none of which is a full-time employers.
- Frequency distribution:** In surveys, the percentage of responses to each questions.
- Full-text database:** Electronic storage facility accessible by computers connected to it with telephone lines. It contains the entire text of an article or document.
- Funnel interview:** Most common type of interview, in which the reporter begins with non-threatening background and open-ended questions. The toughest questions, those that may put the source on the spot, are saved for near the end of the interview.
- Gag order:** Judicial mandate, sometimes called a protective order, that requires the press to refrain from disseminating specific information or that restricts those associated with the trial or investigation from discussing the case with the press.
- Gang interview:** Press conference in which every reporter is given the same information and the source refuses to meet with reporters individually.
- Gatekeepers:** People who make news decisions. Editors and reporters, on a story-by-story basis, decide what items to include and what angles to emphasize.
- "Gee whiz" school:** Premise of some sports stories that athletes perform nothing but heroic feats.
- General assignment reporter:** Reporter who covers a breaking news story or a feature that has been assigned by an editor. A general assignment reporter does not cover a specific beat.
- Grand jury:** Jury of citizens convened to determine if there is probable cause that a crime has been committed and that the person charged with the crime committed it. A grand jury is so labelled because it has more members than a trial jury.
- Graphics editor:** Editor who serves as a liaison between reporters, editors, photographers, artists and designers to coordinate the production of maps, charts, diagrams, illustrations and other

- Guild:** Union of journalists formed to bargain collectively over such things as wages and benefits. For example, many newspaper journalists belong to the Newspaper Guild.
- Handout:** Another term for news release or press release. Corporations, businesses, universities, organisations and political parties send handouts to alert the media to something they are doing.
- Hard copy:** Product of a story composed on a typewriter or printed out from a computer.
- Hard news:** Events that are timely and are covered almost automatically by print and electronic media. A speech by a ranking public official is an example.
- Hardware:** Physical components of a computer such as a terminal, cables, disk drives and so forth.
- Head sheet:** Paper on which a headline is written or typed. Computerised newsrooms no longer use head sheets.
- Hoax:** Deceptive or fraudulent story. An example is a call or letter that dupes a newspaper or broadcast station into disseminating an obituary for someone who has not died or does not exist.
- Hostile source:** Uncooperative, close-lipped source who does not want to talk to reporters.
- Hourglass style:** Style of writing in which the major news of a story is reported in the first few paragraphs and then a transitional paragraph introduces a chronology of the events of the story.
- House ad:** Advertisement that promotes a publication.
- Human angle:** Approach to a story that readers can relate to. The human angle is common on weather-related stories that reporters write to emphasize how the weather will affect people.
- Human interest story:** Feature story that shows a subject's oddity or emotional or entertainment value.
- Hyperbolic adjectives:** Overused references (most common in sports writing) that stretch beyond controlled, accurate description. Phrases such as phenomenal freshman, sensational sophomore and game of the century are examples.
- Immediate news value:** Term descriptive of a breaking story, such as a fire, an accident or an election, that reporters try to cover as quickly as possible.
- Immediate release:** Line at the top of a press release informing the media that the information it contains can be used immediately.
- In-camera inspection:** Judge's examination of materials in a private room or with all spectators excluded from the court room.

- Independent clause:** Clause that makes complete sense when left standing alone. For example: John studies hard before he takes a test. The clause John studies hard could stand alone; it expresses a complete thought.
- In-depth story:** Story that, through extensive research and interviews, provides a detailed account well beyond a basic news story. An in-depth story can be a lengthy news feature that examines one topic extensively; an investigative story that reveals wrongdoing by a person, an agency or an institution; or a first-person article in which the writer relives a happy or painful experience.
- Indictment:** Written accusation by a grand jury charging that a person has committed a public offence.
- Indirect quotation:** Paraphrase of a source's statement that retains its meaning. Attribution must be provided.
- Individual statistics:** Data compiled for each player in an athletic contest. For example, field goals made, free throws made, fouls, rebounds and total points are important individual statistics for basketball players.
- Information:** In law, a written accusation, presented by a public officer such as a prosecuting attorney instead of a grand jury, that charges a person with committing a public offence.
- Initial appearance:** Step in the judicial process at which the charge is read to the accused. In most states, this is referred to as an arraignment.
- Insert:** Copy that is placed, or inserted, into a story to make the story more complete or to clarify what has been written already.
- Interview from the outside in:** (See out-side-in interview)
- Intrusion:** Type of invasion of privacy in which the defendant intrudes upon an individual's solitude, either physically or by electronic eavesdropping.
- Invasion of privacy:** Legal wrong against what has evolved in the 20th century as the right "to be let alone." There are four types of invasion: intrusion, appropriation, public disclosure of embarrassing private facts and false light.
- Inverted-funnel interview:** Type of interview in which the key questions, often the toughest, are asked immediately. This style of interview is used when sources are experienced in fielding closed-ended or adversarial questions or when there is little time to ask questions.
- Inverted pyramid:** Traditional news writing form in which the key points of a story are put in the opening paragraphs and the news is

stacked in the following paragraphs in order of descending importance.

**Issues reporting:** Reporting that examines complex matters of interest rather than simply providing the who, what, where, when, why and how of a newsworthy event.

**Italics:** Type the slants to the right like this.

**"Jell-O journalism":** News reporting that overemphasises soft writing, which is declared by some editors.

**Journalists' privilege:** Assertion that journalists have a privilege, under certain conditions, not to reveal information sought by a court or grand jury. No such absolute privilege exists.

**Jump:** To continue a story from one newspaper page to another.

**Key-word approach:** Method of selecting data for the holdings in a database. It involves writing a computer command citing concepts and terms central to the research topic.

**Kid quotes:** In sports writing, quotations gathered from junior-high and high school athletes.

**Layout:** To position stories and art elements on a newspaper page. A layout, or dummy, is an editor's plan of how the page will look when it is printed.

**Lead:** Opening paragraph of a story.

**Lead-in:** In broadcast writing, a sentence or phrase that sets listeners up so that they are mentally prepared for what follows. For example, Reporting from the scene of the fire, Tom Johnson describes...

**Lead block:** Multi-paragraph lead that builds up to the major point of the story.

**Lead journalism:** Reliance on "leaks" from unnamed sources to construct a story. Most editors and news directors discourage this practice.

**Level of confidence:** In a random-sample survey, the probable error because of chance variations. The most common interval is the 95 percent level of confidence. This means that the probability is only 5 in 100 that the true answer is not within the range found.

**Liabilities:** What a company owes. A company lists its liabilities in its reports to stockholders.

**Libel:** Legal offence of publishing or broadcasting a story that damages a person's reputation by holding him or her up to public ridicule, hatred or scorn.

**Libertarian (press) system:** Developed in the United States beginning early in the 19th century. A system in which the media fund the

enlightened decisions. The press is regarded as a primary instrument for checking on the government and its officials.

**Lifestyle editor:** Person, also called the feature editor, who leads what is usually a newspaper's main features section. The section may include articles by lifestyle writers, a food editor, an entertainment writer, a drama critic, a television writer and other reviewers and critics.

**Limited access:** Designation for police reports that cannot be examined in their entirety, under all circumstances, by members of the public or journalists.

**Localising:** Putting a local emphasis on a story with broad ramifications. For example, if a wire-service report datelined Washington mentions a local or state official in the body of the story, the local newspaper may rework the story to move the local reference to the top of the story.

**Local news value:** Characteristic of a story of particular interest to local readers, viewers or listeners.

**Local weather forecasts:** Stories that discuss and predict weather for a local area.

**Lower case:** Small letters of type, in contrast to capital letters.

**Mainbar:** Main story is a group of articles about the same topic in a single edition of a newspaper.

**Mainframe:** Powerful central computer to which other computers are connected. The mainframe usually holds a system's software.

**Mainstreaming:** Practice at newspapers of citing and quoting in stories a variety of sources that represent and reflect the ethnic and gender mixes of communities.

**Makeup editor:** Person who dummies (lay out) pages of a newspaper.

**Managing editor:** Top editor in most newspaper newsrooms. This editor makes certain that the paper is out on time each day and that costs are kept within a budget. The managing editor is responsible for hiring and firing newsroom personnel and is usually involved in selecting stories, photo and graphics.

**Masthead:** Box that appears inside a newspaper, often on the editorial page, identifying its top executives.

**Media critic:** Reporter who writes stories about the strengths and weaknesses of and trends in daily media coverage. David Shaw of the Los Angeles Times is probably the best known. Also called a press critic.

- Media event:** News occurrence, such as a presidential press conference, in which both the interviewee and the reporters are in the limelight.
- Memorials:** Gifts in honour of a person who has died. In obituaries, most newspapers note when families suggest memorials to a specific cause or organization.
- Menu approach:** Method of selecting data from the holdings in a database. The searcher gets computer access to a generic list of topics from which one is chosen. That action brings a second list of subtopics to the computer screen from which, again, one is chosen. This process continues until the precise information is uncovered.
- Meteorologist:** Person trained in the science of weather and climate. Metropolitan-area television and radio stations often employ meteorologists to provide weather forecasts and news.
- Mill levy:** Tax imposed on property values by a municipality or school district in order to raise necessary money. The mill is the unit of measure (1/10 of a cent) used by municipalities and school districts in computing property taxes.
- Minor sports:** Non-revenue-producing sports such as gymnastics, volleyball, cross country and swimming.
- Minority affairs reporting:** Reporting on the trends, events and issues of people who are not part of the larger, more dominant group in a given society.
- Minority source list:** List of names of minority people in a variety of professions and capacities, developed at media outlets to help reporters find sources for stories that reflect the ethnic mixes of communities.
- Misdemeanour:** Crime considered less serious than a felony. Punishment is normally a fine or imprisonment in a facility other than a penitentiary.
- Modem:** Short for modulator-demodulator. Device that translates computer-generated signals into signals that telephone lines can transmit.
- More:** Word written at the end of a page to indicate that another page follows.
- Morgue:** Common name for a newspaper library where clippings files and reference books are kept. Reporters do much of their research in the morgue. Stories (clips) are generally filed under subject and reporters' bylines.
- Mugshot:** Head-only photograph of a source. One column mugshots of primary sources often accompany news stories. They are used to

- show readers what the sources look like, as well as to break up long stretches of gray type.
- Multiple-element lead:** Lead, also called a double-barrelled lead, that gives two or more of the primary elements of a news story equal rating and that informs an audience immediately that more than one major event is occurring.
- Nameplate:** Name of a newspaper on the front page; also called the flag.
- Narrative lead:** Lead that uses narrative to draw people into a story by putting them in the middle of the action. A narrative lead is the most popular on features and non-breaking news stories.
- National editor:** Editor who supervises reporters covering news events in cities other than the city in which the newspaper is published.
- Negligence:** Fault standard in libel law articulated by the Supreme Court in 1974 that can vary from state to state. In some states, the level of liability is "gross negligence"; in others, it is "failure to act as a reasonable person" when gathering information for and writing a story.
- Net income:** Company's profit or loss after taxes.
- Net income per share:** How much each share of a public company earned in a quarter or for the year.
- New lead:** Updated information that replaces the original lead. The wire services, during a 12-hour cycle, are constantly transmitting new leads to developing stories.
- News director:** Top person in a television newsroom. He or she reports to a station manager or a general manager or both and does many of the jobs that a managing editor of a newspaper does. The news director is responsible for what goes on the air, the newsroom budget and the hiring and firing of a most reporters and other personnel.
- News editor:** Editor who decides which news appears in the newspaper and where. This editor is in charge of the copy desk, where makeup editors and copy editors work.
- News huddle:** Daily meeting of a newspaper's editors, also called a doping session, a news conference, an editors' meeting or an editorial conference. In this meeting the editors discuss and then decide which of the top foreign, national, state and local stories and photographs will make it into the paper.
- News mix:** Combination of hard news stories and feature pieces. The news mix can also include a blend of longer and shorter local, regional, national and international stories.
- News peg:** Sentence or paragraph linking a story to a news occurrence.

- News story:** Write-up or broadcast piece that chronicles the who, what, where, when, why and how of timely occurrences.
- Newsworthy element:** Peg of a story that should often be reported in the lead paragraph. In stories based on survey research, for example, the most significant statistical finding would be the newsworthy element that belongs in the lead.
- No bill:** Finding returned by a grand jury if it determines that a sufficient probability does not exist that the accused committed the crime with which he or she is being charged.
- Nose for news:** Reporter's instinct, which is used to gather information and to make news decisions as quickly as possible.
- Nut graph:** Explanatory paragraph, also called a "so-what" paragraph, that follows the introductory lead block and explains the significance of a story.
- Obit:** Common journalism term of obituary, a story about someone who has died.
- Objective verbs of attribution:** Verbs of attribution such as said or added that reporters can use when quoting sources, to avoid interjecting personal feelings or perceptions about the way the source sounded.
- Observation:** What a reporter sees, hears, smells, tastes or touches while working on a story. Observations add colour to news stories and features.
- Off the record:** Agreement reached by a reporter and a source before an interview that disallows use of the material revealed. Often, reporters refuse to accept information off the record, choosing instead to try to obtain it from another source.
- Ombudsman:** "Middle person", or theoretically objective employee of a newspaper, who listens to complaints from readers and, when they are justified, passes them on to appropriate reporters or editors. About 30 newspapers employ ombudsmen.
- On background:** Agreement reached by a reporter and a source before an interview that the material can be used, but attribution by name cannot be provided.
- On deep background:** Agreement reached by a reporter and a source before an interview that the material can be used, but not in direct quotations and not accompanied by attribution.
- On line Connected:** Information held in computer memory that is available to searchers using computers remote from the memory unit is said to be "on line".

- On the record:** Agreement reached by a reporter and a source before an interview that the material can be used, complete with the name of the source and identification.
- Op-ed page:** Page that runs next to an editorial page, giving readers a mix of opinion columns and illustrations.
- Open-ended question:** Question that is structured to allow a source time to develop an answer. Open-ended questions are a good way to break the ice between a reporter and a source because they give the source time to expand at length. For example: What do you think about the quality of sports coverage in your local daily?
- Open-meeting laws:** Statutes in all 50 states that provide for public access to meetings of government bodies. The laws are not uniform, and all list exceptions to access.
- Open-records laws:** Statutes that provide for access to state-level information. Most of these statutes, which also list specific exceptions to access to public records, specify that the laws should be construed liberally in favour of people seeking the records.
- Open sentences:** Clearly constructed sentences that present no confusing ambiguities to the reader. Open sentences normally contain a straight subject verb sequence and are seldom introduced with distracting dependent clauses and phrases.
- Operating budget:** Sometimes called the "soft" budget, the operating budget provides dollars required to finance government entities on a day-to-day basis. One of the largest components of operating budgets is salaries.
- Organisational structures:** Chains of command that outline the titles and duties of executives and employees. Beat reporters, for example, must master the organisational structures of the agencies they cover.
- Outside-in interview:** Technique, used by investigative reporters, of interviewing acquaintances, associates and friends of a source first, before going to the source. By the time the reporter is ready to interview the source, he or she is well-armed with information and already knows many of the answers to critical questions.
- Pagination:** Layout process in which stories, photographs, graphics, cutlines and headlines are assembled electronically on a computer screen.
- Paper of record:** Newspaper that offers comprehensive, straightforward news accounts of what happened in the world, nation, state and community since the last edition. A paper of record is also a source for future historical reference.



**Paraphrase:** Sentence or sentences providing the essence of what a source said, but not in the source's precise words.

**Partial defence:** Defence, sometimes called a mitigating factor, that can be employed against libel suits if conditional or absolute defences cannot be used successfully. Partial defences, such as publication of a retraction, represent good faith on the part of the defendant and can be taken into consideration when damages are assessed.

**Partial quotation:** Specific portions of a lengthier complete direct quotation that are reported and set off by quotation marks.

**Passive voice:** Term describing the verb form used when the subject of a sentence is acted upon by the object. For example: The child was hit by the car. Passive voice should be used in news writing only when the person or thing receiving the action is more important than the person or thing doing the acting.

**Personal computer:** Stand-alone computer that can be used for a variety of functions, including the input of stories. Material produced on a personal computer (PC) can be stored in the computer's built-in storage device, which is called its hard disk, or on a portable storage device called a floppy disk.

**Personality profile:** Feature story that brings an audience closer to a person in or out of the news. Interviews, observations and creative writing are used to paint a vivid picture of the person.

**Petition:** In law, a document that asks a court to take a particular action.

**Photo editor:** Editor who supervises a newspaper's photographers. This editor may also write the captions that run with photographs.

**Plaintiff:** Party who is bringing a law-suit.

**Planning editor:** Also called a metropolitan editor, the person who is in charge of long-term planning in a broadcast newsroom. The planning editor coordinates coverage of future events, such as trials or elections.

**Play-by-play charts:** Tables produced at sports events such as football and basketball games to help reporters piece together important sequences in the contents. In basketball, for example, the chart would note who scored, on what kind of shot and what the score was at the time of the play.

**Plea bargaining:** Negotiation between the prosecutor and defence lawyers over the kind of plea a suspect might enter on a specific charge. Prosecutors often propose that, in exchange for a plea of guilty, the state would bring a lesser charge against the suspect.

**Pleading:** In law, a written statement by all the parties setting forth assertions, denials and contentions.

**P.M.:** Evening newspaper.

**P.M.:** cycle Evening newspapers usually report news that breaks in the P.M. cycle, generally the time from midnight to noon.

**Police log:** Daily report of activity involving the police department.

**Population:** In surveys, the total number of subjects in the group to be studied. For example, in a survey conducted to find out where local high school seniors will attend college, the population would be all seniors in all local high schools.

**Precision journalism:** Use of social science research methods—such as methodologically sound sampling procedures and computer analysis—to gather facts, leading to more precise, accurate news stories.

**Preliminary hearing:** Step in the judicial process at which the state must present evidence to convince the presiding judge that there is probable cause to believe that the defendant committed the crime with which he or she is being charged.

**Press critic:** See media critic.

**Privately held company:** Also called a closely held company, a privately held company is a firm controlled by a family or small group. The value of the company's stock, which is not traded on an exchange, is set by the owners.

**Procedural safeguards:** Steps, such as a change of venue, available to judges who want to ensure that defendants are not deprived of the judicial serenity and fairness to which they are constitutionally entitled.

**Proof:** Copy of a typeset story.

**Proofreader:** Person who reads a proof of a story to ensure that it is set the way the editors wanted and that it is free of typographical errors.

**Public disclosure of embarrassing private facts:** Type of invasion of privacy that involves communicating information not of public concern in violation of standards of "common decency" perceived by persons of "ordinary sensibilities".

**Public figure:** In libel cases, a person who has "voluntarily thrust" himself or herself into the vortex of a particular controversy to resolve that controversy, or a person who has assumed a role "of especial prominence" to the extent that, for all purposes, he or she is to be considered a public figure.

**Public held company:** Company owned by investors who purchase its stock on an exchange.

**Public official:** In libel cases, a government employee who has substantial responsibility for or control over the conduct of governmental affairs.

**Public relations people:** People who work for public relations (PR) firms and whose job it is to gain media attention for the businesses, organisations, people or institutions that they represent.

**Public relations wire:** Wire over which news releases and other public relations transmissions are sent to wire-service bureaus and to other news outlets that subscribe to it.

**Queue:** File in a newsroom computer system. Stories and other information are stored in and pulled out of queues.

**Question lead:** Lead that asks a question. The key to writing a question lead is to answer the question as quickly as possible.

**Quote lead:** Lead that allows a central character to begin a news story or a feature by talking directly to the audience. The question may be the most powerful one in the story, or it may set the tone for what is to follow.

**Rambling quotations:** Long, drawn-out direct quotations that journalists should avoid when possible by paraphrasing or by using indirect quotations.

**Random selection:** Process by which each entity in a group has an equal chance of being selected.

**Release date:** Date at the beginning of a press release or a wire story that informs the media of the earliest time that they can use the information. Many press releases are stamped for immediate release, which means that the information can be used as soon as it is received.

**Religious News Service:** Supplemental news service established in 1933 to supply religion stories to news outlets.

**Same-day obits:** Obituaries, written on the day of a person's death, in which the lead paragraph reports that the person has died.

**Sample:** Portion of a population being studied. For example, in a survey conducted to find out where local high school seniors will attend college, a news medium might question one out of every 10 students.

**Sampling error:** Margin of error that should be reported in all stories based on random-sample surveys. A mathematical formula is used to compute the percentage. An error margin of 5 percent, for example, means that the result could vary 5 percentage points either way because of chance variations in the sample.

**Scanner:** Multichannel radio that monitors police and fire dispatches.

**Search warrant:** Court document issued in the name of the state that directs a law enforcement officer to search specified premises.

**Second-day obits:** Obituaries, written one or more days after a person dies, in which the lead paragraph features the time of services.

**Settlement:** In law, an agreement reached by the parties, often before the case goes to trial.

**Shareowners' equity:** Difference between a company's total assets and its liabilities.

**Shield laws:** Statutes (existing in about all the states) that allow journalists and other specified people who are questioned by grand juries or under other circumstances to protect their sources under certain conditions.

**Shotgun interview:** See smoking-gun interview.

**Sidebar:** Story that runs with a mainbar. A sidebar isolates a person, place or thing usually mentioned in a mainbar and further explains, examines or illustrates it.

**Simple sentence:** Sentence that has only one independent clause. For example: The high jumper won.

**Skip interval:** In random selections from a list, every nth entry. e.g., if 10 names are to be chosen from a list of 100, the skip interval is 10. If the fourth name on the list is the first chosen, every 10th name thereafter would be chosen.

**Slot editor:** Person who supervises copy editors. The slot editor distributes stories to copy editors and then checks their editing and headlines.

**Slug:** One or two word label on a story. The slug identifies a story and keeps it separate from other stories.

**Smelling a story:** In reporting a story, letting emotions, intuition, past experiences and gut reactions be a guide in gathering information.

**Smoking-gun interview:** Question and answer session (also called a shotgun interview) in which a reporter, armed with videotape or other evidence of wrongdoing, asks direct questions about specific incidents. When the source denies any wrongdoing, the reporter shows the incriminating evidence in the hope that the source will admit guilt.

**Social responsibility theory:** Philosophy, which emerged as a theory in the United States in the post-World War II years, that all views should be disseminated through the media, which are bound by professional ethics. The theory holds that if the press fails to live up to its obligations to present diverse views and to interpret

them responsibly, the government can step in to ensure public service.

**Soft news:** Events that are usually not considered immediately important or timely to a wide audience. Many of these events still merit coverage. A math fair at an elementary school or a faculty member's prize-winning rose garden might be covered as soft news, for example.

**Software:** Program that tells the computer how to carry out specific functions such as word processing.

**Soundbite:** See actuality.

**Source:** Written material or a person that a reporter uses for information.

**Source file:** File a reporter keeps of names, phone numbers, addresses and the expertise of useful sources.

**Speciality reporter:** Reporter who covers breaking news stories or features in a highly specialised area, such as transportation, the arts and legal affairs. Like the sources they cover, speciality reporters must be experts in a particular field.

**Spending caps:** Limitations imposed by government bodies on revenue or expenditure. Such caps can sometimes be overcome by a referendum.

**Sports editor:** Editor in charge of sportswriters and the desk people who process their copy. The sports editor often writes a column.

**Sports writing clichés:** Phrases, such as brilliant field generals and sparkplug guards, often overused by reporters.

**Spot news:** News event covered by reporters as it is occurring.

**Staccato lead:** Lead made up of a short burst of phrases that carry readers into a story by dangling some of its key elements in front of them. It is meant to tease readers and to sell the mood for the story.

**Standard offence forms:** Forms available at police and sheriff's departments, providing information such as when the alleged offence took place, where it occurred, the names of any victims and a brief synopsis of what reportedly happened.

**State editions:** Issues of a metropolitan daily newspaper that have earlier deadlines than other editions and are delivered to counties and towns outside the metropolitan area.

**State editor:** Person who supervises reporters covering communities and areas outside the city in which the newspaper is published, alternatively called the area or suburban editor.

**State judicial systems:** Third branch of government for each of the 50 states. State judicial systems usually have three layers; trial courts, intermediate courts and supreme courts.

**State news only (SNO) wire:** News wire that carries virtually all of the state news and sports produced by The Associated Press or United Press International for a particular state.

**State weather forecasts:** Stories that discuss and predict weather for a state.

**Steady advance:** Term used to describe writing that flows smoothly and logically. Sentences are constructed in such a way that readers glide efficiently from the first word to the last.

**Story budget:** List of stories that have been written or are to be written. Individual reporters sometimes keep their own budgets. The wire services move international, national and state budgets and contain overviews of the most important stories on each day's cycles.

**Stringer:** Part-time newspaper or broadcast correspondent who covers a specific subject or geographical area for a news medium often located elsewhere.

**Sub Substitute:** Reporters are often asked to write subs, which may provide later information or which may be better written than the original material.

**Subpoena:** Court order for an individual to give testimony or to supply documents.

**Summary lead:** Terse opening paragraph that provides the gist of a story and lets readers decide right away if they are interested enough in the story to continue.

**Summons:** In law, a writ informing a person that an action has been filed against him or her in court and that he or she must answer the complaint.

**Supplemental news services:** Services more limited in scope and resources than The Associated Press and United Press International. Supplemental services, for a fee, provide news media with materials ranging from cartoons to in-depth political analysis. An example is the Newspaper Enterprise Association.

**Survivors:** Persons who live after the death of someone closely related to them. In obituaries, most newspapers list names of surviving spouses, children, sisters, brothers and parents.

**Team statistics:** Data computed by totalling individual statistics for sports contests. For example, if a team used eight basketball

players in a game and each accumulated three fouls, the team total would be 24.

**Text type:** Type in which newspaper stories are set. Text type is generally 8-, 9-, or 10-point. (One point equals 1/72 inch). -30- symbol used to indicate that a story has ended.

**Thread:** Common element, usually a narrative about a person or event, that is intertwined throughout a story to connect the beginning, body and conclusion.

**Throw line:** In broadcast writing, an introduction to the reporter. For example: KFAB's John Johnson reports from the scene.

**Tight pages:** Pages on which there are so many advertisements that comparatively little space is available for news stories and features.

**Time element:** The when of a news story. Generally, the time element is included in the lead paragraph.

**Tokenism:** Practice, which should be avoided, of quoting or citing in stories a single minority person who ostensibly represents the point of view of an entire community or group.

**Tort:** In civil law, a wrongful act committed against a person or against his or her property.

**Transition:** Word, phrase, sentence or paragraph that ushers an audience from one area of a story to another. Transition alerts an audience that a shift or change is coming.

**Transitional paragraph:** Paragraph that shifts readers smoothly from one area of a story to another.

**Trend story:** Type of feature story that examines people, things or organisations having an impact on society.

**True bill:** Indictment returned by a grand jury if it determines that there is probable cause that a person charged with a crime committed it and should stand trial for it.

**Truncation:** Means of using root words plus extra symbols to broaden a computer key-word search of a database. For example, report??? In a command would elicit articles with key words such as reporter, reportage and reporting.

**Turn word:** Transitional word that moves readers from one area to another. Some of the most common turn words are now, today, but and meanwhile.

**Undercover journalism:** Type of reporting in which the journalist does not reveal to a source that he or she is working on a story.

**United Press International:** Privately held corporation formed in 1958 when United Press and International News Service merged; generally referred to as UPI.

**Unrestricted access:** Term for unlimited availability of police reports to members of the public or to journalists. The types of reports permitted unrestricted access vary among cities and states, but accident reports are often unrestricted.

**UPI clients (subscribers):** Newspapers and broadcast stations that receive news from United Press International (see above). These news media are called client because UPO, unlike the AP, is a private corporation.

**User friendly:** Term for a computer that is easy to use and that requires little training by anyone using it.

**Video display terminal:** Computer terminal at which a reporter "inputs" (types) a story. A video display terminal, or VDT, is normally connected to a publication's mainframe computer.

**Verdict:** Decision of a trial jury after it has considered the directions given to it by the judge and after it has weighed the evidence presented.

**Visitations:** Hours established for viewing a descendant at a funeral home. Most newspapers provide details about visitation in obituaries.

**Visuals:** Non-word elements of a printed page, including photographs, illustrations and graphics.

**Voice:** "Signature" or personal style of every writer. Using voice in a story allows writers to put an individual stamp on their work. Voice reveals a reporter's personality and subtly tells readers that this story is not by any writer, but by this writer.

**Voice track:** Words of a television reporter that accompany an anchor's words and the videotape.

**Warrant:** Writ issued by a magistrate or by another appropriate official to a law enforcement officer, directing that officer to arrest a person and to bring him or her before court to answer a charge.

**Weather forecasting services:** Sources of information for journalists working on weather-related stories. The National Weather Service is a primary source, although some larger newspapers and television stations also contract with private weather forecasting services.



**THE CSS POINT**  
Yes We Can Do It!

For More FREE CSS Books, Notes and  
Current Affairs Material Please Visit our  
Website

[www.thecsspoint.com](http://www.thecsspoint.com)

Join us on facebook

[www.facebook.com/thecsspointOfficial](http://www.facebook.com/thecsspointOfficial)



**Note: This Booklet and All Books available  
on thecsspoint.com are FREE and just for  
educational purpose **NOT FOR SALE.****