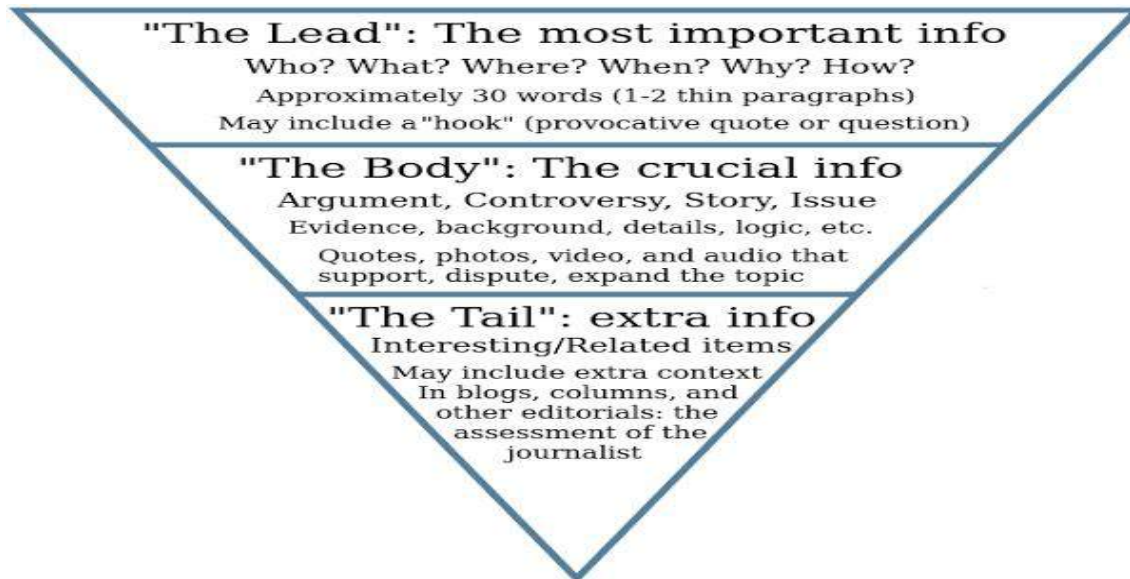


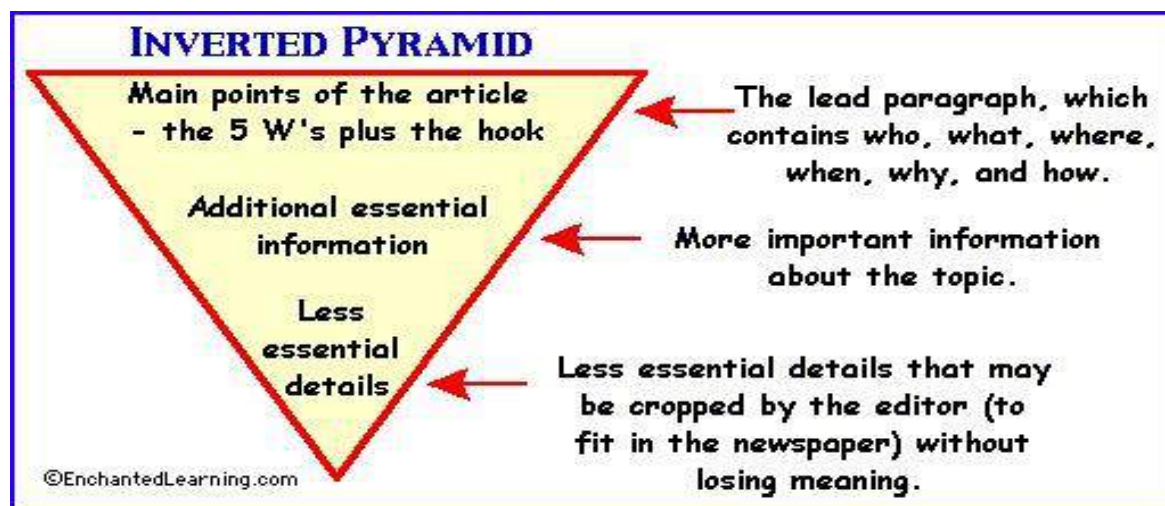
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UNIT III



Inverted Pyramid:

By Inverted Pyramid, we mean, while going to the bottom, the importance will narrow down. So when writing the story the reporters should put the crucial points in the opening paragraph. The less important matter can come in the following paragraphs. Towards the end, the reporters should give the least important details of the story with even if not published does not affect the over all impact of the story. Once the lead is finalised and the angle decided, then comes the body of the story. It is the fleshy part. All the facts and the figures come in the body. While writing the body, a reporter have to fluent in the language. A good story requires an easy flow. By this, we mean the readers should be able to sustain interest till the last sentence. For writing a story, the most commonly used method is of an Inverted Pyramid.



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Headlines:

The sub-editor has other creative duties as well. The most significant one is that of providing headlines and sub headlines to news reports. The significance of this task can be realised from the fact that most readers glance through the headlines before they pick and choose items for detailed reading. Headlines, therefore, have the function of attracting the readers attention, and of grading and organising the news. Besides, they make a newspaper page spring to the life, lending it to the character of a mosaic, with a form, symmetry and beauty on its own. Headlines capsule the whole stories into a few words, which fit into the limited space of newspaper columns, and in typography that pleases the eye. Yet, headlines are not mere summaries. To be effective, they need to be packed with punch, to shoot fast and straight. This is achieved by the use of ‘action’ words like ‘stab’ (for murder), ‘raid’ (for search), ‘hike’ (for raise), ‘flay’ or ‘rap’ (for criticize), ‘probe’ (for investigate), and ‘scam’ (for fraud).

Headlines are usually written in historical present tense and in a positive tone, as these lend an air of immediacy to the news. Besides, they must convey the spirit of their stories. Disaster stories lead to bear headlines that convey the tragedy. Amusing stories like the case of a minister who panicked on his first flight in a helicopter: ‘minister ends for life, god runs for help!’.

Headlines are of several types: the ‘banner’ which stretches across many columns: the ‘boxed’ headlines which is framed in a small rectangle, the ‘flush’ headlines which are multi-deck and printed flush left; the ‘cross’ line which is centred in column; the ‘inverted pyramid’ headline which as the name suggests multi-deck, with the decks below centered with the upper: the hanging indent headline which is also a multi-deck but with the lower decks indented from the left, the ‘jumphead’ which is the secondary head that carries the continued part of a news story in an inside page. There are numerous other types of headlines, some with fancy names like ‘shoulder headline’ and ‘curiosity headline’ but the ones that have been listed are those most frequently encountered by readers.

Feature Writing:

While news reports present brief write-ups on events, issues and people, features present detailed analyses of the same, often in the form of discussion, narrative or critiques. Further, while news reports are written mostly in the inverted pyramid formal structure and style, features follow the structure of essay and discussions and present a distinct point of view. News reports are written by staff reporters,

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stringers or correspondence but features are usually contributed by senior reporters, assistant editor, editor, but also by outside experts who may be academics, free-lancers, researchers and others.

A feature, then, is an essay-like piece written for publications in a newspaper or a magazine. News reports dominates in a newspaper, but in magazine features takes up most space. 'Cover stories' in magazine are usually written in the form of features while a newspapers remain on lead story would be written in the form of a news report. Newspapers do not usually carry features on the front page, except perhaps in the 'anchor' position.

A feature is a longer piece of writing than a news story. Features come in many different types and are widely used in magazines, newspapers and online. A feature will often cover an issue in greater depth than a news story would do; or it might look at an ongoing story from a different angle.

Feature Journalism is creative journalism. It escapes the hard-news format allowing the creative writers among us to write feature articles in an inventive and compelling way. Unlike short and to-the-point news articles, feature articles deal with a subject in greater depth and, usually, at greater length.

Examples of feature stories include news features, profiles, spot features, trend stories, and live-ins. Feature stories can be found in the main news section of a newspaper, especially if they profile a person or group currently in the news

Different Kinds of Feature Stories

- Human interest. Involves persons rather than things. ...
- Interviews. Usually done with prominent persons. ...
- Informational features. Of historical, social, practical interest. ...
- Personality sketch. Develops a total picture of the person. ...
- Featurttes. What we used to call "Brites." Also called "mini-features." Clever.

Features of academic writing

- Complexity. Written language is relatively more complex than spoken language. ...
- Formality. Academic writing is relatively formal. ...
- Precision. In academic writing, facts and figures are given precisely. ...

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- Objectivity. Written language is in general objective rather than personal. ...
- Explicitness. ...
- Accuracy. ...
- Hedging. ...
- Responsibility.

The following is a brief description of five qualities of good writing: focus, development, unity, coherence, and correctness.

List of various types of Feature Writing.

A feature can be written on any subject. A reporter can write about a cat trying to catch an elusive rat, a roadside vendor in your street, a doctor at work in a hospital, a blind man trying to cross a busy street, men and women in an unusual profession, reminiscences of the past and personal accounts of travel. The subject can be any thing. A feature has also no specific length. It can be written in four paragraphs as well as in 20 paragraphs. Given below are some types of features writing generally you will find in newspapers.

Human Interest Features Writing : Human interest feature discusses a person or people in an emotional way. It presents people and their problems, concerns, or achievements in a way that brings about interest or sympathy in the reader or viewer. Human interest features may be the story behind the story about an event, organization or otherwise faceless historical happening, such as about the life of an individual soldier during war-time, an interview with a survivor of a natural disaster, or profile of someone known for a career achievement. The human touch is perhaps the most vital quality in such features.

Personal Narratives: Personal narrative features are stories about eminent men and women. Human interest in them survives even long after their death. Features can be written on their work, their achievements and their unique contribution to the society.

Meeting Unusual People: Features can be written on extraordinary people about whose life and work readers will be interested to read.

Travel Sketches: Features can also be written on travel which fascinates most people. Travel features satisfy a basic human desire to know more about the world we live in. It makes interesting reading.

Historical Features: Persons in history books or about historical places also make interesting feature. On occasions, newspapers carry historical features.

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Interpretative Features: Interpretative features analyze facts and information. Such features are intended to inform and instruct the readers about the background and significance of various issues.

Autobiographical Human Documents: Such features are written about the personal experiences or intimate personal matters. “My Experiment with Truth’ is a wonderful account of the personal experiences of Mahatma Gandhi.

Science Features: Features can be written on science and technology, scientific studies and innovation. Readers are interested to read about science and technology.

Practical Guidance Features: These features are intended to inform and guide the readers. Such features are designed to tell the reader how to make, repair or collect things.

Miscellaneous: Features can also be written on various other subjects. You can write on mundane activities like gardening and cooking to unusual trades and professions, from fashions and good grooming to mountaineering and bird watching. If you find news point on any topic, subject or issue that will be interesting, you can write.

Unusual Professions: Features can be written on unusual professions like puppeteers who have fallen on bad days, the leech doctor who may well claim to be a precursor of the modern surgeon, the street juggler and many others.

Photography in Newspaper

Newspaper photography is better than most newsletters or in-house organs and some web site photography. It's usually not as good as the better magazines. ... (Certainly the same qualities hold true for many images that don't run in newspapers.) The dominant element will be in or near the center of the frame

Importance of Photographs

A photograph of it is just what a newspaper editor wants. A photograph of a happening helps the readers in many ways. It provides proof that the event really happened, since the readers can see it with their own eyes. It also takes the readers there, and lets them see the setting in which the event happened.

Photojournalism plays a prominent role in disseminating both information and misinformation nowadays. Photographs can also arouse emotion much more quickly than the written word.

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For one thing, a photograph of a crucial or significant moment can "say" more than a long article and, also, convey much more emotion. The capture on film of a candid expression on the face of a prominent businessman or on that of a political, famous, or controversial person is sometimes very powerful in its influence on public opinion. Unfortunately, the camera can also distort reality at times. For instance, a small crowd can seem larger than what it is if the photograph or camera shot is taken so that it excludes the surrounding area which provides perspective.

The expression that "a picture is worth a thousand words" has sometimes been distorted nowadays by altered photography. In an article entitled "Staging, Manipulation, and Truth in Photography," printed in *The New York Times* (October 16, 2015), a report was made on a survey given to photographers who entered a photojournalism contest. The sixty-three question online survey was completed by 1,549 of 5,5158 entrants. Nearly ten percent of those surveyed were from North America.

One of the most disturbing findings was that more than half of the news photographers who replied said they sometimes staged photos — with 12 percent saying they did so at least half the time. All of the major wire services and newspapers in the United States forbid staging news photos. (*New York Times*)

As a consequence of the manipulation of cameras, viewers of news often do not know what is real and what is "staged." Therefore, while pictures retain their prominence in the news, the public cannot always trust in photography as a neutral medium.

From the findings, almost half of the newspapers run two photographs everyday on the front-page while others run three or more. However, 98 percent of those newspapers use a dominant photograph. Editors choose front-page picture carefully to attract readers. Copyright is a legal issue which relates to the publishing of a photo by someone else (such as a newspaper or magazine) without the permission of the owner of the photo. We cannot help with or advise on legal issues. Photojournalism is a particular form of journalism that employs images in order to tell a news story. □It collects, edits, and presents for news material for publication or broadcast that creates IMAGES in order to tell a story. ...

Pictures are more powerful than words

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According to marketing industry influencer Krista Neher, the human brain can process images up to 60,000 times faster than words. ... The point is with a picture, you can convey so much more information than you can with words. In fact, it can take a thousand words just to describe what is in one picture. Photograph not only supplement text, but also enhance and extend it by highlighting and pressing upon the readers important points and make it easier for the reader to build up a picture of what he or she is reading about.

The first photographic images printed in newspapers were actually wood engravings meticulously hand-copied from a photograph printed in the normal way. ... Halftones were made like this: the original printed photograph was re-photographed through a glass screen with a pattern of tiny apertures, onto a film or a plate.

March 4, 1880

The first photograph published in an American newspaper-- actually a photomechanical reproduction of a photograph--appeared in the Daily Graphic on March 4, 1880.

According to the Miriam Webster Online Dictionary, photography is defined as the art or process of taking a picture with a camera. On the other hand, photojournalism is defined as using photographs to report news stories.

Communication is a great way of running a photography business as well as it improves your social skills. It can help you in everyday life also. The photographer must practice professionalism than this thing is helpful in every way. Communication in photography builds an interest of the audience in your photos.

Types of Photography

Portrait Photography

- Portrait Photography. One of the most common photography styles, portrait photography, or portraiture, aims to capture the personality and mood of an individual or group. ...
- Photojournalism. ...
- Fashion Photography. ...
- Sports Photography. ...
- Still Life Photography. ...
- Editorial Photography. ...
- Architectural Photography.

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Newspaper Article

- Make your headline short and snappy.
- In the first sentence sum up what the story is about.
- Write your report in the third person and the past tense.
- Split your newspaper report up into paragraphs to help the reader clearly understand the information.

The 5 parts of a newspaper article are:

- 1.1.1 Headline.
- 1.1.2 Subhead.
- 1.1.3 Byline.
- 1.1.4 Lead.
- 1.1.5 Body or running text.
- 1.1.6 Conclusion.

Characteristics of a feature article

- Explore a topic or issue of current importance.
- Follows narratorial conventions (i.e. There is a plot, complication, and conclusion)
- Written in short paragraphs.
- Combine facts and opinions.
- Provide a perspective or angle about the topic or issue.
- Includes catchy features (eg.

Elements of a newspaper are:

- # Anchor: A soft story used at the base of Page One. ...
- # Banner: Banner is a headline that runs across all eight columns on the top of the page. ...
- # Box: A news report that is surrounded by a printed rule. ...
- # Byline: The name of the reporter who wrote the story. ...
- # Caption: The text used to describe a photograph.

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The main elements. An article typically constitutes the following sections and elements: ...

- Title. ...
- Abstract. ...
- Introduction. ...
- Theory / Literature review. ...
- Research method / process. ...
- Results and discussion. ...
- Conclusions.

Layout of a Newspaper

- Newspapers as you may have observed have a typical layout and the pages are divided vertically into what is known as columns. The column size in different newspapers also vary, newspapers are generally around eight columns of 4cms width each.

Now let us give you detail about these different types of graphic layouts in details.

- Mondrian Layout. ...
- Circus Layout. ...
- Multi Panel Layout. ...
- Silhouette Layout. ...
- Big-Type Layout. ...
- Alphabet Inspired Layout. ...
- Copy Heavy Layout. ...
- Frame Layout.

<https://www.graphic-design-institute.com/visual-grammar/types-of-graphic-web-page-layout/>

Newspaper Design

- Write Interesting Titles. Your titles need to be interesting and even intriguing. ...
- Use White Space. White space is essential part of design for two reasons. ...
- Design for Readability. ...
- Pictures Tell a Story. ...
- Keep It Simple. ...
- Design around Articles.

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News design is the process of arranging material on a newspaper page, according to editorial and graphical guidelines and goals. Main editorial goals include the ordering of news stories by order of importance, while graphical considerations include readability and balanced, unobtrusive incorporation of advertising.

Editors work on producing an issue of *Bild*, 1977 in West Berlin. Previous front pages are affixed to the wall behind them.

News design incorporates principles of graphic design and is taught as part of journalism training in schools and colleges. Overlapping and related terms include layout, makeup (formerly paste up) and pagination.

The era of modern newspapers begins in the mid-nineteenth century, with the Industrial Revolution, and increased capacities for printing and distribution. Over time, improvements in printing technology, graphical design, and editorial standards have led to changes and improvements in the look and readability of newspapers. Nineteenth-century newspapers were often densely packed with type, often arranged vertically, with multiple headlines for each article. A number of the same technological limitations persisted until the advent of digital typesetting and pagination in late 20th century.

Contents

- 1Process
- 2Design options
- 3Notable news designers
- 4See also
- 5References
- 6External links

Process[edit]

Designers typically use desktop publishing software to arrange the elements on the pages directly. In the past, before digital pre-press pagination, designers used precise "lay out dummies" to direct the exact layout of elements for each page.

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A complete layout dummy was required for designating proper column widths by which a typesetter would set type, and arrange columns of text. Layout also required the calculation of lengths of copy (text in "column inches"), for any chosen width.

Much of the variance and incoherence of early newspapers was because last minute corrections were exclusively handled by typesetters. With photographic printing process, typesetting gave way to paste-up, whereby columns of type were printed by machines (phototypesetters) on high-resolution film for paste-up on photographed final prints. These prints in turn were "shot to negative" with a large format production camera —directly to steel-emulsion photographic plates.

Though paste-up put an end to cumbersome typesetting, this still required planned layouts and set column widths. Photographic plates are (still) wrapped on printing drums to directly apply ink to newsprint (paper). In the mid-1990s, the paste-up process gave way to the direct to plate process, where computer-paginated files were optically transmitted directly to the photographic plate. Replacing several in-between steps in newspaper production, direct to plate pagination allowed for much more flexibility and precision than before. Designers today still used column grid layouts only with layout software, such as Adobe In Design or Quark. There five consecutive numbers 5577 those are the numbers

Design options [edit]

Designers choose photo sizes and headline sizes (both the size of the letters and how much space the headline will take). They may decide what articles will go on which pages, and where on the page, alone or in consultation with editors. They may choose typefaces for special pages, but newspapers usually have a design style that determines most routine uses.

Notable news designers [edit]

John E. Allen in *Linotype News* of the 1930s was the first to write extensively about the design of the U.S. press, followed at mid century by Syracuse journalism professor Edmund Arnold, sometimes identified as the father of "modern" newspaper design, and journalist Harold Evans played a key role in British news design later in the century.

DESIGN GUIDES

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Digital printing guide

Find out how digital printing for newspapers is different and what this means for setting up your design

Traditional printing guide

Understanding traditional (litho) newspaper printing and how to work with it

Glossary

Printing terms like bleed, CMYK and gsm explained.

Pages, spreads and sheets

One of our most frequently asked question is what is a page. Find out more about pages, spreads and sheets.

Image resolution

A guide to image resolution and dpi - essential for good quality newspaper photographs.

- Designing with ARTHR

- Designing your PDF

- Export guide

 - Arthr

 - ARTHR is Newspaper Club's specially-designed layout software. It makes newspaper design easy. The pages are automatically the right size for a tabloid newspaper, with the correct margins set up so you can start adding text and pictures straight away.
 - The layout of a newspaper is designed to attract readership and to optimize the newspaper's effectiveness in presenting information. Rules and conventions have evolved over the years and almost all western newspapers share well-established layout principles.
 - Insert all your articles first and get them situated well. Using 11pt or 12pt serif fonts (such as Times New Roman) for the body or copy text. Using 14pt or 16pt font size for article titles (except for the feature story, then choose a size somewhere between 16pt and the main newspaper title font size