

UNIT-I

NEWS AND INTERVIEWS

STRUCTURE

This chapter shall cover the following main points:

- What is News?
- Definition of News
- History of News
- Early news networks
- Elements of News
- Sources of News
- Types of News
- Leads
- Tips for Writing Leads
- Types of Leads
- Interviewing
- Purpose of Interview in journalism
- Types Of Interviews:
- Techniques Used For Good Interview

• LEARNING OBJECTIVES

By the end of this unit, the students will learn :

- What is News? Definition of News and History of News
- Students will also learn about the Elements, Types, and Sources of News
- Students will come to know about the concept of Lead, tips for writing leads, and types of Leads
- The concept of the interview will be done with the students along with its purpose types and techniques



What is News?

The English word "news" was developed in the 14th century as a special use of the plural form of "New".

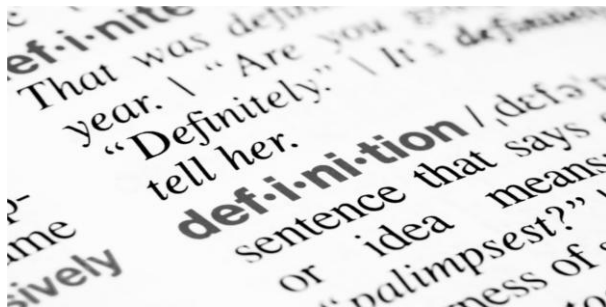
News is information about events. This information is provided through different media like word of mouth, printing, postal systems, broadcasting, electronic communication, or through the testimony of observers and witnesses to events.

Common topics for news reports include war, government, politics, education, health, the environment, economy, business, fashion, and entertainment, as well as athletic events, quirky or ~~unusual events~~.

~~Government proclamations, concerning royal ceremonies, laws, taxes, public health, and criminals, have been dubbed news since ancient times.~~

~~Technological and social developments, often driven by government communication and espionage networks, have increased the speed with which news can spread, as well as influenced its content. The genre of news as we know it today is closely associated with the newspaper.~~

• DEFINITION OF NEWS



~~Definitions given by scholars and media professionals are as follows.~~

~~**William S. Maulsby**. News is an accurate, unbiased account of the significant facts of a timely happening that is of interest to the readers of the newspaper that prints the account.~~



The news is also transmitted in public gathering places, such as the Greek forum and the Roman baths. Starting in England, coffeehouses served as important sites for the spread of news, even after telecommunications became widely available. The history of the coffee houses is traced from Arab countries, which was introduced in England in the 16th century.

In the Muslim world, people have gathered and exchanged news at mosques and other social places. Travelers on pilgrimages to Mecca traditionally stay at caravanserais, roadside inns, along the way, and these places have naturally served as hubs for gaining news of the world.

Government proclamations

Before the invention of newspapers in the early 17th century, official government bulletins and edicts were circulated at times in some centralized empires. The first documented use of an organized courier service for the diffusion of written documents is in Egypt, where Pharaohs used couriers for the diffusion of their decrees in the territory of the State (2400 BC).



Julius Caesar regularly publicized his heroic deeds in Gaul, and upon becoming, dictator of Rome began publishing government announcements



Visible chains of long-distance signaling, known as optical telegraphy, have also been used throughout history to convey limited types of information. These can have ranged from smoke and fire signals to advanced systems using semaphore codes and telescopes. The latter form of optical telegraph came into use in Japan, Britain, France, and Germany from the 1790s through the 1850s

- **ELEMENTS OF NEWS**

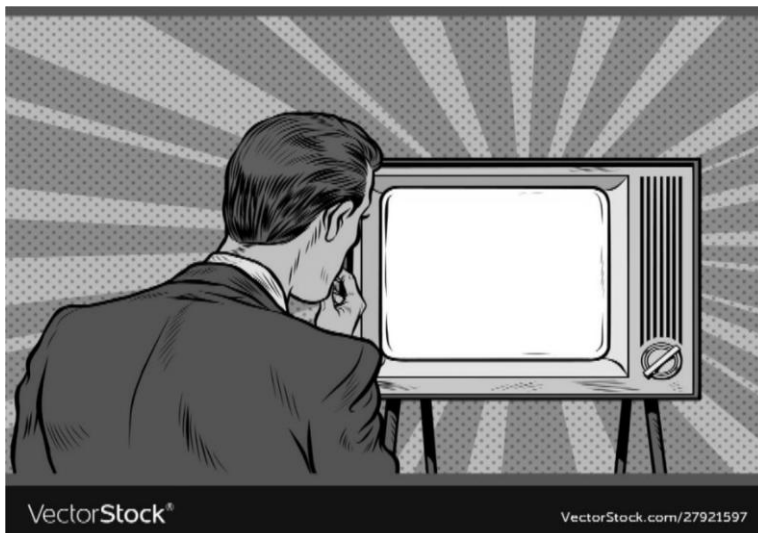


There are eight elements of news. They are:

(1). **Immediacy:** It refers to the time when the incident occurs. In short, it means as to how immediate or how quickly the information was collected, and the news was made. The aspect of timing is very important in

a television rely on radio as it is cheap. If we talk about urban areas where we do not see many using radio at their houses instead they listen to it in their cars. Over decades radio has gained popularity and is said to be a good source of news.

(2). Television:



Television telecasts their news on them through which newspapers take their sources. It is said to be the most authentic source of news as it has visuals to establish authenticity. Television helps and provides newspapers with detailed information which is further transferred to the audiences but television news just doesn't act as the source to the newspaper but also the audience itself.

(3) Newspapers and Magazines:



These two also act as a good source of news. Newspaper on both the levels national and international provides the best information in detail. The newspaper has 5W's and 1H which gives all the significant information at the starting of the news and further deals with the minor details and the same is done in the magazines.

(4) Press Release:

News and Interviews



Press Releases are generally used for the release of particular news. The Press Release should contain worthwhile material that has some news value. A Press Release should be written in a journalistic style and must provide facts and information of interest to readers and should cover all aspects of a specific subject. The release should be on the current subject and a piece of clear writing without any ambiguity, color, or ornamentation but it should at the same time not be generally lengthy.

(5) Press notes:



The press notes are less formal. These are also issued on important official matters e.g. raising or lowering of tariff rates, price fixation of food grains, subsidy announcement of seeds, fertilizer, etc. Apart from the name of the department, place, and date, a press note mentions headings. Unlike the press communiqué, the newspaper can edit or condense the press notes.

(6) Handouts:



The handouts are issued on a variety of subjects like the day-to-day activities of the ministry or departments, VIP speeches, questions and answers in Parliament or legislature, and the developmental programs of government departments. It covers the name of the PIB or information department. No official handout is issued, if the minister or a government official has spoken in his capacity.

(7) Press statement



The statements are usually given by known people, then he shares his statement with media and later this becomes a press statement.

(8) Police station



Every event which is of big concern for the police would be firstly found in the police station. If the reporter wants to know about a crime scene he would get first-hand information from there.

• TYPES OF NEWS

News and Interviews



There can be many factors based on which news can be classified into various types. Some of these classifying factors are currency or immediacy of the event, importance of the event, the interest level of the event, storybreaking pattern, continuation stories, number of elements in the events to be covered, etc.

Accordingly, the following types of news stories have been identified:

- o Hard News
- o Soft News
- o Breaking News
- o Follow-up News

Hard News



News that has great importance and impact on the life of a nation or people is termed as “Hard News”. The swearing-in of a President or Prime Minister, the presentation of the national budget, the passing of an

important bill in Lok Sabha or Rajya Sabha, the assassination of a Prime Minister or a President, a major earthquake, plane crash, etc. are examples of hard news.

News, which is of immediate importance, is called hard news. It must be brought to the notice of the audiences as soon as possible. For a newspaper, the waiting period is the time of publication of the next issue. In radio and television, the first news bulletin after the information about an event reaches the newsroom must carry the hard news. With the advent of twenty-four-hour news channels, the waiting period for the hard news is almost zero. It is told instantaneously.

Examples. Election results, accidents, swearing-in of a government, fall of a government, budget announcements, removal of a Vice-Chancellor, murder, rape, dacoity, theft, marriage or divorce of a celebrity, death of a public figure, etc.

Soft News



News that interests people but has relatively less significance is called soft news. The wedding of a film actor, the birthday party of a celebrity, a rock show, a beauty contest, or a campus festival are examples of soft news. Many news stories contain information that needs to be disseminated urgently. They have news values, which will not be reduced over time. Such news stories are called soft news.

Soft news stories can wait for publication or broadcast. Soft news is sometimes sensational. Soft news is on the priority list of the news desk. Soft news is also generally first to be 'killed' (rejected) due to the shortage of space or time.

Newspapers are meant for hard news. But every newspaper carries a mix of hard news and soft news daily. This is because of the changing taste of the news audiences. With a high level of entertainment content on most media including TV, radio, magazines, and the internet, even newspapers

have started giving more space to entertain. This is reflected in the increased coverage of sports activities and the entertainment world. Also in addition to short stories, poetry, satire, and other such write-ups, newspapers have started giving more soft news.

A newspaper, a news program, or a news bulletin normally contains a judicious mix of hard news and soft news but hard news always gets a higher priority in terms of selection and placement. Soft news is also used to break the monotony of a bunch of hard news items in radio and television news bulletins.

Examples. Voters' perception of contesting candidates, the release of a book, seminars, and workshops, people's reactions to budget proposals, lifestyle stories, follow-up stories, etc.

HARD NEWS TOPICS	SOFT NEWS TOPICS
International news	Entertainment or celebrity news
Political news	Lifestyle news
Business and economic news	Arts and culture news
Health or education news	Sports news

Breaking News



Events have the habit of happening unexpectedly without any prior intimation. Not only nature behaves without any warning, but human behavior is also quite unpredictable. When hard news is flashed immediately on the radio and television it is called breaking news.

Breaking news means releasing news stories while the event is still taking place or it has just happened. Such news stories are of immense consequence and are flashed on television and radio even when other scheduled programs are being broadcast. There is intense competition

~~amongst different news channels and broadcasting media to be the first to break news stories.~~

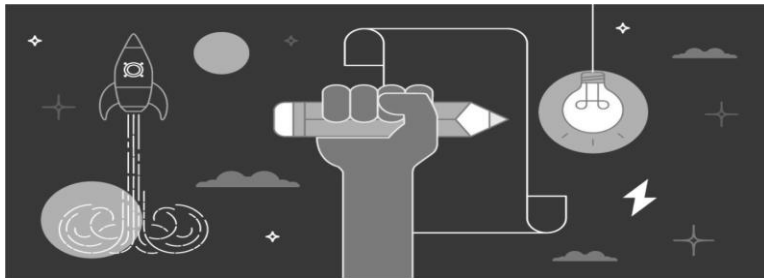
~~Breaking news is the~~ measure of the efficiency of the newsgathering network of a news system. Channels take great pride in breaking news and use such achievements as selling points. In some cases news channels have been found bragging about breaking a particular story for months. Sometimes it so happens that a major story breaks when the newspaper is about to be sent for printing or is being printed. Under such situations, the printing job is stopped for a short while and a brief news item is inserted under the heading 'stop press'.

FOLLOW-UP NEWS

NEWS UPDATE

Only a few stories are one-time happenings. In most cases, new events unfold and need to be reported over and over again. The news that relates to the stories filed on earlier days is called follow-up news and is a very important component of news media. Journalists need to be vigilant to follow events for further developments. This task needs the skills to anticipate new developments and a lot of hard work including legwork. This follows up news can also be termed as News Update.

• LEADS



In journalism, the beginning sentences of a news story are everything. Called leads or “ledes,” they must convey essential information, set the tone, and entice people to continue reading. If one is interested in becoming an expert journalist, understanding how to write a lead is a key skill for achieving it.

• TIPS FOR WRITING LEADS

Few things need to be kept in mind while writing a Lead in journalism. Some of them are as follows:

(1). The Five W's and H

News writing strives to answer “The Five W’s and H:” that is, Who, What, When, Where, Why, and How. Good leads answer as many of these questions as possible in a single sentence. When writing a lead, it helps to think about which of these facts is the most vital for readers to know.

(2). Keep It Short

A good lead provides all the information the reader requires in just a few words. Ideally, a lead should be between 25 and 40 words.

(3). Keep It Simple

One should not clutter up the lead with unnecessary adjectives or adverbs. The journalist should discuss one idea or one lead at a time to avoid confusion.

(4). Write in Active Voice

One should avoid all forms of the verb “to be.” Common exceptions including writing about fatalities (“two people were killed on Thursday”) and when discussing police activity (“two people were arrested”). Passive voice is often the result of incomplete reporting.

(5). Structure Your Lead Properly

Put the most crucial information at the very beginning of the sentence. Important secondary information can go in subsequent sentences. Not following this practice is called “burying the lead.” If one needs attribution in the lead, make sure it goes towards the end of the sentence because it is less important than the information itself.

(6). Understand the Context

Keep in mind what the readers may already know about the story based on previous media coverage. Write in a way that speaks to these realities and adds relevant useful information.

(7) Be Honest

Never mislead the reader. If one promises a certain type of information with the lead, one should be ready to deliver.

• TYPES OF LEADS



Style implies a certain degree of voice and personal ownership over how a story is written. Although there are many ways to write leads, here are seven common approaches.

(1). Straight Lead

It is also called the “Summary” lead. This is by far the most common and traditional version of lead that is used in most cases. It is a summary, containing most of the Five W’s and H in one sentence.

Example: “The European Parliament voted on Tuesday to ratify the landmark Paris climate accord, paving the way for the international plan to curb greenhouse gas emissions to become binding as soon as the end of this week.”

(2). Anecdotal Lead

The anecdotal lead uses a quick, relevant story to draw in the reader. The anecdote must help to enhance the article’s broader point, and one must explain the connection to that point in the first few sentences following the lead.

“At the dilapidated morgue in the northern Brazilian city of Natal, Director Marcos Brandao walks over the blood-smeared floor to where the corpses are kept. He points out the labels attached to the bright metal doors, counting out loud. It has not been a particularly bad night, yet there are nine shooting victims in cold storage.”

(3). Scene-Setting Lead

The scene-setting lead describes the physical location where a story takes place.

“On the second floor of an old Bavarian palace in Munich, Germany, there’s a library with high ceilings, a distinctly bookish smell, and one of the world’s most extensive collections of Latin texts. About 20 researchers from all over the world work in small offices around the room.”

(4). First-Person Lead

This lead describes the journalist’s personal experience with the topic. It should only be used when you have a valuable contribution and perspective that help illuminate the story.

“For many of us, Sept. 11, 2001, is one of those touchstone dates — we remember exactly where we were when we heard that the planes hit the World Trade Center and the Pentagon. I was in Afghanistan.”

(5). Observational Lead

When offering an authoritative observation about a story and how it fits in with the larger picture, one should make sure that they know the broader context of your subject matter.

“Tax records and literary criticism are strange bedfellows. But over the weekend, the two combined and brought into the world a literary controversy — call it the Ferrante Furor of 2016.”

(6). Zinger Lead

The zinger lead is dramatic and attention-grabbing. Although it has a strong tone, it requires a hard set of facts to back it up.

“His last meal was worth \$30,000 and it killed him.” (The story was about a man who died while trying to smuggle cocaine-filled bags in his stomach.)

(7). Question Lead

Question leads do just that: ask a question. Although they are effective in sparking interest, it is used sparingly because they generally do not provide the main points of a story as concisely.

“What’s increasing faster than the price of gasoline? The cost of court lobbyists.”

Ultimately, understanding the types of leads and style options available can help journalists tell stories as clearly and effectively as possible.

• INTERVIEWING



A journalistic interview is a form of a conversation between two or more people: interviewer(s) ask questions to elicit facts or statements from interviewee(s). Interviews are a standard part of journalism and media reporting. In journalism, interviews are one of the most important methods used to collect information, and present views to readers, listeners, or viewers

Although the question-and-answer interview in journalism dates back to the 1850s, the first known interview that fits the matrix of interview-as-genre has been claimed to be in the year 1756. The interview was by Archbishop Timothy Gabashvili (1704- 1764), prominent Georgian religious

figure, diplomat, writer, and traveler interviewing [Eugenios Voulgaris](#) (1716-1806), renowned Greek theologian, Rector of Orthodox School of Mount Athos.

Purpose of Interview in journalism

Most communicators use interviewing to meet the information task of backgrounding themselves on their topic/client/industry and gathering basic information. Depending on the purpose, and audience, for which one is crafting the message, one will seek different kinds of basic information:

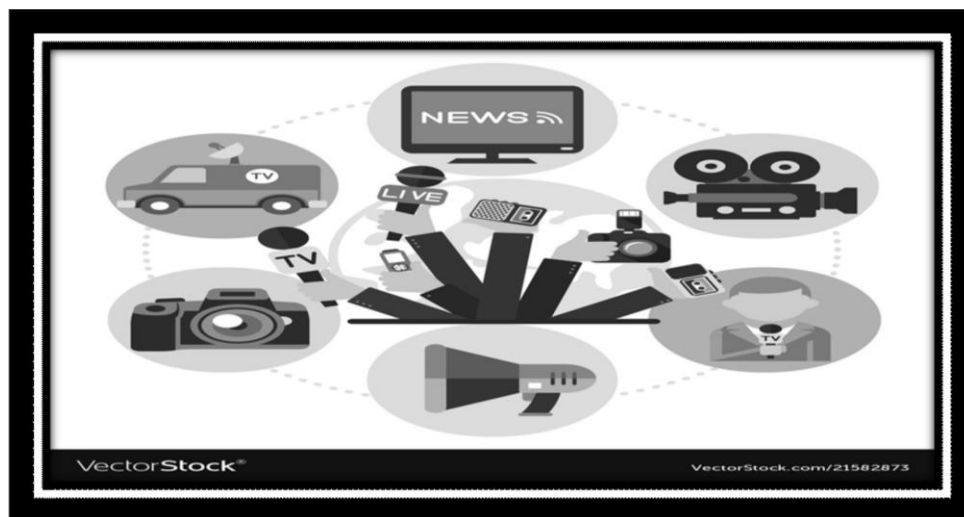
PR piece in the company's magazine for employees and shareholders: one would ask questions about the impact of the new equipment/ research or other issues on the workforce of the firm.

Advertising campaign: One would focus on acquiring details about the effectiveness of the ideas and plans initiated.

News report: One would want to learn about the effect of the ideas initiated and then draft the report accordingly. The interview makes people concerned with a particular topic or idea to know the pros and cons of it.

In each of these instances, the interviewer is engaging the company's representative in a dialog that recognizes the ultimate interest of the audience in particular questions about the firm's decisions and behaviors. The information task in this type of interview might be getting hard facts, opinions, attitudes, or anecdotes.

• TYPES OF INTERVIEWS:



Broadly speaking there are Twelve different types of interviews:

Hard news interview

Informational interview

Investigative interview

Adversarial interview
 Interpretative interview
 Personal interview
 Emotional interview
 Entertainment interview
 Actuality
 Telephone or remote interview
 Vox pop
 Grabbed interview

(1) Hard News Interview:

The hard news interview is normally short, to the point. To illustrate a bulletin or news item deals only with important facts, or comments and reactions to those facts. The hard news interview aims at getting answers to five Ws and one H.

In case a building is set on fire, the reporter will conduct interviews of those figures who can give him exact or almost exact information about the incident.

Following questions may be asked regarding the incident:

When did it happen?

What about the people who are directly affected?

What is the amount of damage?

Where are the injured ones taken to?

How did the incident occur?

(2). Informational Interview

The informational interview is similar to hard news interview, but not necessarily be restricted to main stories. An informational interview can be about an event, something that is happening or about to happen. It can also provide a background. The informational interview goes beyond the main point to seek an explanation of the HOWs and WHYs of the story. They intend to get a bit more detailed than short bulletin items.

(3) Investigative Interview

The investigative interview aims at getting behind the facts to discover what caused the happening of the events and sometimes what could be done to prevent a repeat of that incident, to get behind the facts to dig out the actual reasons for the accident/ train collision/ air crash/ the reasons of the reconciliation between two arch-rivals.

The investigative interview might be developed about stories and issues:

Why the team showed poor performance in the match despite having been provided the best facilities and trained by the best coach?

Why the minister resigned from his office?

Why is our film industry not getting up to its feet?

Why the fire brigade didn't reach the spot in time?

Why the tank of the fire brigade ran short of water while putting out the fire?

(4) Adversarial Interview

A kind of interview in which the interviewer gets into a war of words with the interviewee to get his question answered. This approach should never be seen to be a head-on clash between the interviewer and the interviewee.

Though the interviewer is representing the audience or speaking up on the behalf of the public opinion, even then he needs not to be impolite or rude while asking questions.

Precautions

A verbal assault on an interviewee might result in allegations of victimization and bias, and if it happens the public opinion about the reporter may get changed and the interviewee may get the sympathies of the listeners.

An adversarial interview may expose the interviewer to the libel suit and the interviewee may drag him to the corridors of the court. So it is pertinent that the reporter thinks well before he speaks while he is conducting an interview.

- (1). Get direct but avoid a head-on crash with the interviewee.
- (2). The impression of victimization of the interviewee must be avoided.
- (3) The impression of being bias must be avoided.

(5). Interpretative Interview

There are two types of interpretative interviews:

A reaction story \neg It is a response either for or against what has happened.

Explanatory story \neg This story provides details of a news story. So the interview that is conducted to get the details of an event, accident, or incident is called an interpretative interview.

For instance, if a train is derailed causing severe injuries and damage to the passengers the following questions may be asked from any representative of the railways:

How will this accident affect public confidence in a train traveling?

What measures will the ministry take to restore the public trust?

(6).Personal Interviews

The personal interview might be a short interview with an important figure of society about his/her likes and dislikes, hobbies, pastimes, habits, or a detailed interview exposing personality profile.

In a personal interview following areas are normally focused on while putting questions:

Family background.

Education (Place & degree)

Why not further study?

Likes and dislikes

Favorite dish. Book. Personality. Cologne. Game. Movie. Singer.

Hobbies ----leisure-spending.

Any interesting incident, event.

(7) Entertainment Interview:

It is a kind of interview in which light things are asked from the interviewee. The only purpose is to entertain listeners. The person to be interviewed may be an actor making a parody of any famous personality or any real one whose profession is to entertain people.

(8) Emotional Interview:

In this kind of interview an attempt is made to lay bare someone's feelings. An emotional interview lets the person who was the victim or one of the victims of an accident or event share the personal tragedy with the listeners. A heart-stricken woman having been saved from the earthquake will be asked the question like the following ones.

What were you doing at the time of the earthquake?

What about your kids?

Were they school going, infants or toddlers?

When did you first realize that the quake was going to be horrible?

Were you able to save anyone?

How did you manage to save yourself

(9). Actuality Interview:

It is a kind of interview in which the reporter's voice is not included in the final product and only the interviewee's voice is made to be heard by the listeners. This kind of interview is made a part of a documentary or feature.

While conducting actuality interviews following instructions must be followed by the reporter: The questions must be:

Clear not vague.

Subjective not objective.

Subjective questions: Questions that start with Question words i.e., what, when, which, where, who, how.

Objective questions: Questions that start with helping verbs like is, are, am, will, would, shall, should, etc.

For instance, observe the following questions:

Which areas in Pakistan is child labor more than the others and why?

How many types of child labor are found in Pakistan? What are the government's efforts to curb child labor?

(10) Remote Interviews (Interviews on the telephone)

The personality to be interviewed is not in the city or country and is interviewed on the telephone. While recording remote interviews the telephone lines must be checked whether they are clear or not. If there is a noise problem in the line, try to change the line or wait until it is clear.

(11) Vox Pop Interviews:

Vox pop is an abbreviation of the Latin expression voxpopuli that means 'voice of the people'. It is conducted to obtain diversified public opinion on a certain issue. The questions are asked by different people representing different age groups, races, classes, etc.

(12) Grabbed Interviews:

It means to interview a person who does not intend to give an interview but the reporter is determined to take. Normally it is a very short interview and sometimes the potential interviewee comes up with "no comments".

In this case, though the interviewee refuses to say anything about the issue his saying "no comments" suggests the listeners get the meaning.

• TECHNIQUES USED FOR GOOD INTERVIEW

News and Interviews



Techniques used to make an interview successful are as follows:

(1). **Know Your Subject:** One needs to know as much as possible both about the person and the topic. For this use of modern tools is recommended. There are great chances that one will find a whole bunch of information on the Internet. Read previous interviews of the concerned person if one can find some, dig further into the person's job, their interests, and more importantly the subjects that are going to be a part of the interview.

Thus, first of all, the journalist needs to understand what to say if they get into deep details. However, it doesn't mean that one needs to know everything. One can, of course, ask for further explanations as the conversation goes on. But don't get trapped on basic things.

(2). **Don't Send Questions In Advance:** It would be like blowing the candle before even lighting it. Even when asked, never send the questions in advance. Let the interviewee know about the topics one is going to discuss, so they know what to expect, but never send the questions.

There are two reasons for not sending the questionnaire to the interviewee.

First, the person will get prepared, and be more likely to recite a ready-made speech. The interviewer won't prefer to get it. One needs to surprise the interviewee and observe their reactions, to know extract who they truly are.

Secondly, interviews can't be reduced to a matter of questions/answers. It's a discussion that one person leads more than another. If the interviewer sends the questions in advance then he or she is reducing their job and also the process of interview.

(3). **Humanize The Interaction:** Don't dive into the topic right away. Humanize the interaction. Start with questions centered on the person one is talking to. Not their job or career, or their role in any political organization, etc. At first one needs to know the concerned person.

It shows the interviewer's interest while building the foundations of more personal exchange and a confidence-based relationship. It's not pleasant to feel reduced to a job, a role, or a position. First and foremost we are human beings.

(4). Get Questions Ready: Always prepare a list of questions in advance. It's a two steps process. First, while doing researches, some questions naturally come to mind so write them and then start researching again

However, don't stick too much around the prepared questions during the interview. They are kind of a safe net, and a way to remind yourself what you mustn't forget to ask. Adjust along with the conversation. If one feels like the spark is appearing, drop the questions, and continue.

(5) Use A Voice Recorder: This one doesn't work all the time. But one can use it wherever they can This technique has both advantages and disadvantages. Advantages are Interviewer doesn't have to take notes, so he or she can pay attention to the exchange happening and also keep eye on the interviewee. The interviewer will not miss out or forget any information and will be able to write complete quotes to the nearest word in the article. It's more difficult to call into question what one wrote if there is a voice record of it.

However, not every interlocutor accepts this. The interviewer needs to ask the interviewee before using it. Another disadvantage is that one will have to listen again and again to the whole thing, which is a longer process than just taking notes.

(6). Ask Open-Ended Questions: The interviewer sometimes needs to ask closed questions, such as "for how long have you been...?". But more than 80% of the questions should be open-ended.

Let the interviewee drift away. Not too much, because one doesn't want them to fall in the "corporate speech". But let them talk and bring the conversation somewhere else. The interviewer can still refocus on the discussion later, using formulas such as "may I go back to..."

(7) Use Silence As Advantage: Whatever the situation, silence is a very powerful tool that an interviewer has to use to his or her advantage. When one feels like the person is not saying everything they would want to, or they might be lying, just keep silent a bit after they've stopped speaking. Not too much, otherwise, it will be awkward. But a few seconds. The interviewee might be surprised, and feel a bit ill at ease, therefore great are the chances that they'll add further information.

(8) Reformulate Answers: This is another trick to getting more information. When the interlocutor keeps silent, and one feels like things need to go deeper, just reformulate the answer of the person: “If I understood you correctly...”, and drop an interrogative intonation at the end of the sentence. They might add further details.

(9) Pay Attention To The Answers Received: Human communication is about words, but also about intonations and facial expressions. Pay attention to all of this, as it is the raw material. Is the person stating something? Hesitating? Do they seem angry? Shy? Are they maintaining eye contact?

It’s a great tool to make sure that the interviewer is not misinterpreting what is being said. And it’s another reason for the interviewer to use a voice recorder.

(10) Listen To Little Burst: When one feels the little burst, the little excitement, the “here we are” thing, it’s a sign that one is getting close to the core of the interview. Dig deeper. Ask further questions. Focus all attention on the moment.

Each successful interview has this “turning point” when things slightly shift. It’s this exact moment that the interviewer looking for.

All of these can seem like tools intended to extort information from the interlocutor. It’s not. Please see them as tools to lead a great interview. Always show respect to the interlocutor. If they don’t want to go any further on any topic, then the interviewer has to respect their choice. It’s a matter of confidence.

A great interview is when something magically goes on a higher or deeper level than the basic questions/answers thing.

• SUMMARY

News is information about events. This information is provided through different media like word of mouth, printing, postal systems, broadcasting, electronic communication, or through the testimony of observers and witnesses to events

The spread of news has always been linked to the communications networks in place to disseminate it. Thus, political, religious, and commercial interests have historically controlled, expanded, and monitored communications channels by which news could spread. Postal services have long been closely entwined with the maintenance of political power in a large area.

There are eight elements of news.

Anything that provides news information for a while is said to be a news source, such as televisions, radio, press releases, press conferences, newspapers, press interviews, institutions such as hospitals, schools, colleges, police stations, etc.

Types of news are:

Hard News

Soft News

Breaking News

Follow-up News

In journalism, the beginning sentences of a news story are everything. Called leads or “ledes,” they must convey essential information, set the tone, and entice people to continue reading. If one is interested in becoming an expert journalist, understanding how to write a lead is a key skill for achieving it.

A journalistic interview is a form of a conversation between two or more people: interviewer(s) ask questions to elicit facts or statements from interviewee(s). Interviews are a standard part of journalism and media reporting. In journalism, interviews are one of the most important methods used to collect information, and present views to readers, listeners, or viewers.

There are Twelve different types of interviews:

• **QESTOPMS**

Short Answer Type questions:

1. What is News? Mention any three definitions given by scholars.
2. Explain the history of News in brief. Not more than 10 sentences.
3. Explain any 5 elements of News.
4. Explain the various sources of News.
5. What are the various types of News? Explain them in detail.
6. What are the Leads? Explain some of its types.
7. What is an interview? Explain the purpose of the interview.
8. How many types of interviews are there? Explain any five in detail.
9. What techniques are used to write or take a good interview? Mention any 5 in detail.

Multiple Choice Questions:

1. The English word _____ was developed in the 14th century.

- (a) New (b) News (c) Information (d) Report
2. News is what is important because of its impact on society; it is what people need to know and what they want to know. This definition of news was given by _____.
 (a) William S. Maulsby (b) William G. Bleyer
 (c) Mitchel Chainley: (d) Sam Zelman
3. According to _____ "if a dog bites a man, it is not news, but when a man bites a dog, it is news."
 (a) Prof. Charles Coates (b) Mitchel Chainley
 (c) Lord Northcliffe (d) William G. Bleyer
4. _____ is an element of news.
 (a) Immediacy (b) Proximity
 (c) Prominence (d) All
5. Press release and press notes are part of news _____.
 (a) Elements (b) Source (c) None (d) Achievements
6. The press notes are less _____. These are also issued on important official matters.
 (a) Informal (b) Formal (c) Useful (d) Meaningful
7. _____ are generally used for the release of particular news.
 (a) Press Notes (b) Press Release
 (c) Press Statements (d) All
8. _____ are issued on a variety of subjects like the day-to-day activities of the ministry or departments, VIP speeches, questions and answers in Parliament or legislature etc.
 (a) Pamphlets (b) Cut-Outs
 (c) Handouts (d) Press Statement
9. In Journalism Hard and Soft are types of _____.
 (a) News (b) Software (c) Crime (d) None
10. News that has great importance and impact on the life of a nation or people is termed as _____.
 (a) Scam (b) Hard News (c) Soft News (d) None
11. News that interests people but has great significance is called _____.
 (a) Page Three News (b) Crime News
 (c) Soft News (d) Social News

12. Straight, Anecdotal, Scene-Setting, and Observational are the types of _____.
- (a) News (b) Leads (c) Reporting (d) Crime
13. A journalistic _____ is a form of a conversation between two or more people.
- (a) Debate (b) Chat (c) Argument (d) Interview
14. The _____ aims at getting behind the facts to discover what caused the happening of the events.
- (a) Informational Interview (b) Investigative Interview
- (c) Interpretative Interview (d) None
15. _____ interview means to interview a person who does not intend to give an interview but the reporter is determined to take.
- (a) Forced (b) Pressurized (c) Grabbed (d) Stalked

ANSWERS

1. (b) 2. (d) 3. (c) 4. (d) 5. (b) 6. (b) 7. (b) 8. (c) 9. (a) 10. (b)
11. (c) 12. (b) 13. (d) 14. (c) 15. (c)

