

Reporting and Feature Writing



How to Write to be Read?



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Foreword by
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REPORTING AND FEATURE WRITING

How to Write to be Read?

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Knowledge is Our Business

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by *Suman Kumar Kašturi & P. Bobby Vardhan*

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FOREWORD

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In the age of information revolution media occupy an important place in the global world and have a great impact on all spheres of life. The process of culture mediatization leads to the appearance of such concepts as “media reality”, “media generation”, “media impact”. Marshall McLuhan was among the first who proposed the idea of “the Extensions of Man” and explained how media form the environment and at last form the person of the digital epoch – “homo medius”. His theory of media was grounded on a thesis which became very popular, “The Medium is the Message”, and described key points of change in “how man has viewed the world and how these views were changed by the adoption of new media”.

The development of communication technologies and social media made information more available and as a result less valued. Already in 2007, more information was produced than mankind could store. Big information companies declared that traditional approaches to information processing were not effective, even large servers couldn't handle and store such a large volume of data. There was a need for constructing an optimal computing infrastructure, new network architecture based on a large number of nodal centers and cheaper servers in a Global Net. In this situation we can ascertain that inconstantly growing huge data arrays not only users, but sometimes mass media itself were lost and couldn't give objective coverage of events.

International organizations determining the Millennium Goals maintain that technologies of information search and selection are as valuable as knowledge itself. In UNESCO reports «Towards Knowledge Societies» (2005), “Information for All Programme (IFAP)” (2014), “UNESCO Science Report: Towards 2030” (2016) mentioned equal access to information and knowledge, information and communication technologies, information literacy among the basic principles of Knowledge Societies.

In this context, traditional media were reducing their monopoly on informing. Newspapers, magazines, radio, television had been going through the period of transformations according to scientific progress, looking for new capabilities, new business models. In order to survive they become digital, integrative and interactive.

Herewith Quality Journalism still remains a reference point in the huge flows of information. The reason is that traditional media highlight the most socially significant events and must dedicate to the promotion of universally shared human values and international understanding. In the global world the question about the quality of information resources becomes not only significant but defining in the person's choice of a style of life, pivotal for the common values support.

The book "Reporting and Feature Writing: How to Write to be Read?" prepared by Dr. Suman Kumar Kasturi and Professor Bobby Vardhan, is an up-to-date edition. It gives clear and qualified answers to questions very important for every journalist: how to make your newspaper trendy and necessary, to keep to high professional standards, become interesting for the readers. Authors emphasize the importance of quality journalism; describe its definitions, characteristic features and peculiarities of functioning.

The interesting and informative textbook by Dr. Kasturi and Professor Vardhan shows that journalism in India develops in line with world communication trends and absorbs the best innovations of the world information market. Challenges of the modern world remind professional journalists of the necessity to keep to objectivity and ethics in all the forms of journalism. Following Stephen J A Ward (2004), the authors stress that objectivity is an essential norm for responsible journalistic communication in the public interest and propose their own definition of Journalism as "an art and science of human communication which is not only vivacious as an art form, but also follows various steps logically as in science, to arrive at a conclusion — the truth". They define norms of professionalism, which are universally recognized.

It happens that in modern world the segment of quality press is not always financially successful. Entertainment becomes the fastest way of raising ratings and attracting the audience's attention. Page3 journalism or Page 3 reporting becomes modern tendency not only in India, but in European countries too. This approach becomes more and more popular in the whole world integrating media content with mass culture on newspapers pages, in television and radio broadcasting.

Indian press stands out on global media landscape due to a stable tendency of increasing readership against the background of general decrease of interest to printed media in the world. The book "... How to Write to be Read?" is a substantial and required guide for everyone, who decided to devote their lives to professional journalism, working in newspapers and magazines. The book structure is built as a system. It includes definitions, norms and rules for many forms of journalism and different genres, such as: reporting, investigative reporting, interpretative reporting, interviewing, feature writing, photo features, columnist's journalism, reviews and criticism. At the end the authors lead their readers to understanding of wider sphere of mass communication – film and TV reviewing.

The publication "... How to Write to be Read?" has one peculiarity, which can be called its strong point. It covers not only the genre system of journalists' materials, but also thematic diversity. Sports reporting, accidents and disasters reporting, city life reporting are common in general, concerning rules, laws, instruments of making reports. But it is not enough for a good material. All these types have their particularities grounded on special skills of how to use this knowledge in specific areas and situations. Every sphere of journalism has its own traditions of highlighting, its national features and models of behavior for professionals. Indian version in the book "... How to Write to be Read?" is represented in a full and systematic way. It gives the opportunity to understand its richness.

One more point, which allows us to emphasize the importance and usefulness of the book "... How to Write to be Read?" This is the authors' conception of journalism. It is based on quality press dominants and presupposes reliability of facts and opinions. Suman Kumar Kasturi's and P. Bobby Vardhan's style of presentation is characterized by responsible attitude to sources, purposes and techniques in writing, emphasizing, how professional journalism differs from non-professional.

Such approach to the topic involves the suggested vision of the professional standards in journalism into wide-spread discussion about the role of journalism in the global world and coming challenges of information society. In debate sit sounds like that: "All the media will be transformed into multimedia formats in the Global Net", "Quickly developing forms of civil journalism will assimilate norms of professional reporting", "Blogging and social media become more popular than traditional media, people will not pay for them", "In the large amounts of information sources people will not choose newspapers".

Dr. Kasturi and Professor Vardhan prepared very useful and interesting textbook, which gives clear understanding of how traditional media can survive. The only way to be read is to keep to high quality — Indian media proves this authors' conclusion. Indian press in general led the world in terms of newspaper circulation; "The Times of India" continues to be the highest-circulation quality newspaper in the world.

Foreword Writer

Doctor Svitlana Bezchotnikova (www.sv@mail.ru) is Professor and Chair of the Department of Philology and Mass Communication, Mariupol State University in the south of Ukraine. She also is a Head of Mariupol Radio Group, broadcasting since 2009 in Priazov Region, member of the Science and Methodology Commission of the Ukrainian Education and Science Ministry Board (2009-2015), member of a Working Group of the Ukrainian Education and Science Ministry for the development of educational standards on Journalism, expert of the National Accreditation Commission on Social Communications for foreign students (2010-2014), since 2015 expert of the Science Council of the Ukrainian Education and Science Ministry.

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CONTENTS

.....

<i>Dedications</i>	v
<i>Foreword</i>	vii
<i>Preface</i>	ix
<i>Acknowledgements</i>	xi
<i>Authors' Profiles</i>	xv
<i>Foreword Writer</i>	xix
<i>Introduction</i>	xxxi

Part - I: Understanding Writing and Reporting

1. Definition, Concepts and Components of News	3
□ Introduction	
□ Definition of News	
□ Concepts	
— Nose for News	
— News Values	
— News Balance	
— Objectivity	
□ How to Write News	
— Components	
— Attribution	
□ Summary	
2. News Values and News Sources	19
□ Introduction	
□ News Values	
— Impact	
— Audience Identification	
— Pragmatics of Media Coverage	
□ News Sources	
— Press Trust of India (PTI)	
— United News of India (UNI)	

- Hierarchy in News Paper Reporting
- Staff Reporter
- Special Correspondents
- Contributors
- Stringers
- Monitoring
- Press Release
- Public Relations Officer (PRO)
- Press Communiqué
- Hand-Out
- Press Conference
 - Embargo
- Interviews
 - Tips for Interviews
 - Different Types of Interviews
 - Written Interview
 - Question and Answer Format
 - Special Stories
 - Dos and Don'ts of Interview
 - Do's
 - Don'ts
- Sources of Interviews
 - Telephonic Interview
 - Specialized Interview
 - Political Parties
 - Government Ministries and Offices
 - Civil Society Organizations
 - Business and Commercial Organizations
 - Hospitals
 - Specialists and Experts
- Summary

3. Qualities and Responsibilities of a Reporter

41

- Introduction
- Role of a Reporter
 - Duties of a Newspaper Reporter
- Journalists: An Overview
 - What do Journalists do?
 - What Entails a Person to Become a Journalist?
 - What does Journalism Take?
 - Yellow Journalism
- Qualities of a Good Reporter
 - Be Inquisitive

- Be Sceptic
- Be Determined
- Have a Good Grasp of General Knowledge
- Be Trustworthy
- Develop a Passion for Accuracy
- Be Motivated and Enthusiastic
- Develop Good Writing Skills
- Be Responsible and Fair
- Be Competitive
- Responsibilities of Reporter
 - Legal Responsibility
 - Social Responsibility
 - Professional Responsibility
 - Ethical Responsibility
- Summary

4. Objectivity and Ethics in Reporting

59

- Introduction
- Objectivity
 - Definition of Objectivity
 - Importance of Objectivity in Journalism
- Ethics of News Profession
 - Definition of Ethics
 - SPJ's Ethics of Journalism
 - Seek Truth and Report It
 - Minimize Harm
 - Act Independently
 - Be Accountable
 - The Tares Ethical Model
 - Ethics of Journalism in India
- Summary

Part - II: Specialisations in Reporting

5. Reporting Accidents and Disasters

83

- Introduction
- The Definitions of an Accident and a Disaster
- Comprehensive Lines on Reporting Accidents and Disasters
 - Getting to the Scene
 - At the Scene
 - Reports of Main Tasks
 - Tasks in the Newsroom
 - Tips for Effective Reporting
- Disasters: An Overview

- Advance Planning for Reporting
 - Contacts
 - Liaison with Emergency Services
 - Prepare Yourself
- Summary

6. Reporting Speech and Crime

107

- Introduction
- Speech Reporting: An Overview
 - Direct Speech
 - Indirect Speech
 - Speech Programs and their Types
 - Important Elements of Speech
 - Reporting Speech
- Crime Reporting: An Overview
 - Constituents of Crime
 - Types of Crime
 - Against Habitation
 - Against Property
 - Against Morality and Decency
 - Against the Public Peace
 - Against Justice and Authority
 - Against Public Safety, Health, and Comfort
 - Fire
 - Homicide
 - Accidents
 - How to Write Crime Stories
 - A Fair Trial Vs. Free Press
 - Personal Qualities
 - Sources of Information
 - Reporting Techniques
 - Required Information
- Summary

7. Reporting Court and Legislature

137

- Introduction
- Court Reporting: An Overview
 - Pre-requisites for Court Reporting
 - News Source
 - Trial Coverage
 - Contempt of Court
 - Civic Actions
 - Damage Suits
 - Libel

- Divorce
- Foreclosures
- Evictions
- Condemnation Suits
- Receiverships
- Bankruptcy
- Journalistic Defence
- Legislature Reporting: An Overview
 - Importance of Legislative Reporting
 - Parliament
 - Composition of Lok Sabha
 - Rajya Sabha
 - Powers and Functions of Parliament
 - Parliament's Control over the Financial System
 - Parliamentary Committees
 - Legislative Procedures in the Parliament
 - Call Attention Motion
 - No Confidence Motion
 - Special Debates
 - Breach of Privileges
 - Law Making Procedure
 - Report Stage
 - Relation between Lok Sabha and Rajya Sabha
 - Tips to Cover Legislative Proceedings
- Summary

8. Reporting Business and Sports

175

- Introduction
- Reporting Business: An Overview
 - Sources of Business News Story
 - Types of Business News Stories
 - Trends and Analysis
 - Developing the Story Idea
 - Ways to Approach Business Stories
- Management
 - Finance
 - Conducting the Interview
 - Tips for Business Reporter
 - Reporting Agriculture News
 - Reporting Labour News
- Reporting Sports: An Overview
 - News Values in Sports Reporting
 - Qualifications of Sports Reporter