

Identify five “W” and one “H” in any news which is selected by you? MARKS 10

Solution:

News Story:

A 16-year-old West High School sophomore is in critical condition today at River City Hospital after being treated for smoke inhalation at his home last night.

Joe Smith, son of Bob and Carol Smith of 116 Travis Lane, was overcome by smoke in the family garage about 8 p.m. after pouring carbon solvent into the carburetor intake of his car, according to a hospital spokesman.

He was discovered by his parents, who called an ambulance.

5 W and 1 H in the above selected news story are as follows:

What: in critical condition

When: at last night

Where: River City Hospital

Why: after being treated for smoke inhalation

Who: 16-year-old West High School sophomore

How: by smoke in the family garage about 8 p.m. after pouring carbon solvent into the carburetor intake of his car

Roles And Responsibilities Of A Sub Editor

Work activities vary and can depend on the extent to which production and layout work falls within a sub-editor's remit. Only senior sub-editors would be expected to have much legal knowledge, but there are common activities that form much of the work of most sub-editors. These include:

editing copy to remove spelling mistakes and grammatical errors;

- rewriting material so that it flows or reads better and adheres to the house style of a particular publication;
- ensuring that a story fits a particular word count by cutting or expanding material as necessary;
- writing headlines that capture the essence of the story or are clever or amusing;
- writing stand-firsts (brief introductions which sum up the story);
- liaising with reporters or journalists to clarify facts and details about a story;
- editing press releases or reports;
- compiling routine information, such as tables of sports results or financial data;
- checking stories to ensure they are accurate, do not break the law or go against the publication's policy;
- cropping photos and deciding where to use them for best effect;
- writing the captions for pictures;
- discussing concerns with editors;
- proofreading complete pages produced by other sub-editors;
- working to a page plan to ensure that the right stories appear in the correct place on each page;
- laying out pages and, depending on the nature of the role, playing a part in page design;
- adding last minute news stories;
- keeping up to date with sector issues, eg by reading related publications.
- **Reporter Vs Sub Editor**
- Reporter goes in the field and collects news while subeditor stays in the office and edits the news.

- Reporter is not responsible for grammatical mistakes but sub-editor is.
- Reporters' stories are published with by line but sub-editor remains anonymous.
- Reporter works on specialized areas but subeditor works on a particular desk.
- Sub editor is responsible for the page/ Layout and pictures as well as captions while reporter is just responsible for the facts about the news he/she writes.

Question: How will you conduct an effective interview? Marks 10

Solution:

Solution should include the following points regarding how to conduct an effective interview:

- Be polite.
- Explain the ground rules of the interview to people unfamiliar with how the media works - this means that you tell them the information they give you can and will be published. If they do not want any part of what they say published, they need to tell you it is "off the record."
- Tape the interview (so if anyone comes back at you, you have the proof of what was said).
- Build a relationship with the person being interviewed.
- Start with easy questions; end with difficult questions.
- Read the body language of the person you're interviewing and if they get defensive, back away from the question you are asking and return later.
- Don't attack the source.
- Keep control of the interview; don't let the subject ramble or stray from the subject.
- On the other hand, don't let your "opinion" of what the story should be colour the interview. Always remember that the person you are talking with knows more about the subject than you do.

Organizing the information

- Gather your notes, interviews and research into a file.
- Review your notes.
- Look for a common theme.
- Search your notes for good quotes or interesting facts.
- Develop a focus.
- Write the focus of the article down in two or three sentences.

Writing and editing

- Remember you are the narrator, the story teller.
- Don't be afraid to rewrite.
- Be as clear and concise in the writing as possible.
- Avoid run-on sentences.
- Be direct.
- Tell a good story.

Tell the reader what you think they want to know.

- Always ask yourself what the story is about.
- Read the story out loud; listen carefully.

Reference: Media Awareness Network

Question:

What are the traditional definitions of news? Do you think that the very concept

of news has undergone a change with the emergence of 24 x 7 journalism?

Solution Assignment 1

Your answer should cover following points.

News is any new information or information on current events which is communicated by print, broadcast, Internet or word of mouth to a third party or mass audience.

- ☐ Information about recent events or developments is also news.
- ☐ News may be defined as something unusual, uncommon. According to Lord Northcliff, if a dog bites a man it is not news but if a man bites a dog it is news.
- ☐ News comprises all current activities of general human interest and the best news is that in which the most listeners or readers take interest.
- ☐ News is anything that enough people want to know about is news, provided it does not violate the canons (principals) of good taste and the laws of libel. (Laws of libel will be touched upon in detail in coming lectures).
- ☐ News is anything that is timely that interest a number of listeners, and the best news is that which has the greatest interest for the greatest number of people.
- ☐ News is also a presentation of a report on current events in a newspaper or on radio or on television.

With the arrival of 24x7 journalism, the very concept of news has been modified. Following changes can be discussed in this regard.

- ☐ Now the moment anything happens, the very next moment it reaches to the people. No one waits for the next day's newspaper to know about the happening.

Total question was 64

Mcqs was 56

1. In the current age every, when there was many sources of news, why people believe only that news that present the sources of news? Marks 3
2. Spouse if u is in any TV channel then enlighten any 3 type of people who you can interview? Marks 3
3. To days our many TV channel present the Indian programs, what should effect on our societies in futures? Marks 3
4. Suggest any two catching headline of the given news. Marks 3
5. Those days our politicians on TV channel talk. What should be restricting you to impress by the politician? Marks 5
6. Explain these abbreviations:
APP, APNS, PEMRA, SAARC, WHO Marks 5
7. Ali after complete his M mass communication, he want to get job in news media, but his quick decision making is not well. What u should recommend him to enhances his decision making power well. Marks 5

1. If you are going to interviews CM, what two question you will ask. 3 marks
2. News is everywhere a journalist has to be a good observer discusses about it. 3 marks.
3. Write three adverse effects of Indian shows on Pakistani society. 3 marks
4. How to develop attractive newspaper pages. List three important considerations. 3 marks
5. You bring news, which is interesting, and other channel has already shown it, now what consequences and treatment your editor will give to your news. 5marks.

6. Asif zaheer is a BS mass com student in his final year. He lacks quick decision skills and he wants to be a good reporter in a reputed news channel. List

Any five tips you would like to give him to become a good reporter.

7. You receive story about Eid celebration in your city. Mention at least 5 activities in which you will perform to give final shape to the story.

8. Why users are not visiting your IT Products shopping website?

(wording is little bit changed, MCQs were all like situation given and choose what you will do, overall was 60% easy)

