**GE – II**

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| **YEAR** | **SEMESTER** | **Title** | **L** | **T** | **P** | **C** |
| **I** | **II** | **INTRODUCTION TO JOURNALISM** | **2** | **0** | **0** | **2** |

**Objectives:**

1. An introduction to Journalism
2. To understand the different types of Journalism.
3. To gain basic knowledge in the field of Advertisement.

**Unit I** Introduction to Journalism

1. Canons of Journalism
2. Ethics of Journalism
3. Social responsibility of the press

**Unit II** The functions and departments of a newspaper

1. Information, Instruction and Entertainment
2. Advertisement department
3. Circulation department

**Unit III** The Editorial department at work

1. Role of the Editor
2. The news Editor
3. Editorial Writer or Leader Writer
4. Sub-Editor

**Unit IV** Opinion Pieces

a)Review

b) Article

c) Op-ed

d) Letter to the Editor column

**Unit V** Advertisement

1. What is advertisement?
2. Types of Advertisements, effective advertisements
3. Role and importance of advertisements
4. Trends and problems in advertising
5. Designing an advertisement

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**UNIT- I**

**Introduction to Journalism**

An **Introduction to Journalism** examines the skills needed to work as a **journalist** in newspapers, television, radio, and online. ... It offers a wide range of comments and tips on the best way to approach stories and includes interviews with **journalists** working on a variety of news outlets, from the BBC to weekly newspapers.

**What are the 7 types of journalism?**

**The Common types of journalism are as follows:**

* Investigative journalism.
* Watch dog journalism.
* Online journalism.
* Broadcast journalism.
* Opinion journalism.
* Sports journalism.
* Trade journalism.
* Entertainment journalism.

**Five Core Principles of Journalism are?**

* Truth and Accuracy. Journalists cannot always guarantee 'truth', but getting the facts right is the cardinal principle of journalism. ...
* Independence. ...
* Fairness and Impartiality. ...
* Humanity. ...
* Accountability.

**What are the functions of journalism?**

* **Functions of Journalism** are to Inform, Educate, Guide and Entertain. The press performs a very important role as means of mass communication in the modern world. The press tries to inform its reader objectively about what is happening in their community, country and the world at large.
* Information
* Entertainment
* Advertising
* Education Function
* News Function
* Guidance

1. **The 7 Canons of Journalism are as follows:**

**The first** canon is responsibility. This canon is meant for journalists to always consider the public’s welfare. This means that journalists must use great care when publishing information. They can ultimately say anything about anyone and put it in the press. By considering the public’s welfare, journalists must maintain accuracy with what information they are given. This is the responsibility of the journalist to only publish what is true, which will also keep the public’s trust.

**The second** canon is freedom of the press. Freedom of the press is in the Constitution as our First Amendment. Journalist are supposed to guard this canon as vital and unquestionable. Freedom of the press guarantees you the right to say whatever you want, by any means necessary. The only problem is that not everyone will agree or listen to what you have to say. This goes back to the first canon of responsibility. Journalists must be wise in what they say. They can say it however they want to, but they must also consider the public’s welfare and filter certain things.

**The third** canon is independence. Journalists are supposed to be independent from sources, politics, and advertisers. Being independent means, no one can tell you how to write something, when to write it, or what to write about. There are a lot of companies and advertisers that want journalists to write propaganda to either make them look good or make their opponents look bad. A true journalist will not give in to these types of people, and they will ensure that the truth is told about everyone. There are journalists that do give in. They will write whatever is needed to make someone look good or bad, even though it is not always the truth. I think this canon is more overlooked than others.

**The fourth** canon is sincerity, truthfulness, accuracy. This canon, with its three separate qualities, is supposed to be the foundation for all journalism. Again, this canon can tie into the first canon, responsibility. To be sincere, journalists must mean what they write. They should not write something just to slander another or hurt someone’s feelings. When being truthful, journalists need to always produce the truth in everything they write. Being known as a journalist who only lies about one’s works does not give a good reputation. Also, being known for publishing the truth will make readers trust that journalist and want to read his or her works. Journalists must be accurate, too. When getting information, a journalist needs to confirm one’s sources and make sure everything that is written is correct. No one is perfect, though, and there will always be some mistakes. That is why it is good to learn from them and move on.

**The fifth canon** is impartiality. This canon requires that journalists write everything free from bias or opinion of any kind. There are always two sides to every story. It is the job of a journalist to publish the full story, with both sides, so the public can read it and make a fair opinion for themselves. Everyone has an opinion, but when it comes to being a journalist it is not right to express one’s opinion in a news story. It would not be fair to whoever was a part of the story or the readers to read the story with someone’s opinion over the issue.

**The sixth canon** is fair play. This canon says that journalists should not write any slander or negativity towards anyone without them having a chance to state their side as well. Also, any errors should be promptly corrected. Fair play goes along with impartiality. As mentioned earlier, there are two sides to every story. It would not be fair to the side that is getting accused if the public believes any slander or negativity without knowing both sides of the story. If a journalist makes an error, it is that person’s responsibility to correct the error at once to avoid conflicts.

**The seventh canon** is decency. Decency says that journalists should avoid “deliberate pandering to vicious instincts.” This means that journalists should not write something just because they do not like someone or something, and everyone deserves equal treatment. Decency applies to everyone in general, not just journalists. This canon is more along the lines of following morals and what is right and wrong. It is not right to write or say something negative about another just because a journalist’s opinion of that person might not be positive. An example of this would be when writing about politics. Everyone has a different view of the people involved with politics, like the president, but that does not mean a journalist should write badly about that person, which in turn will sway readers’ opinions without knowing both sides of the story about that person.

These are the seven Canons of Journalism. Each plays a huge part in the world of journalism when it comes down to morals and ethics. Without these canons, especially freedom of the press, journalism and tabloids would not be what they are today. They help keep the wide range of freedom that tabloids and journalists use every day. As a nation, we are lucky to be able to live in a country where we can publish and say whatever we want without the government interfering. As a journalist myself, I live by these ethics stand up for them in every way possible.

1. **What Are Ethics in Journalism?**

Journalistic ethics are the common values that guide reporters. They lay out both the aspirations and obligations that journalists, editors, and others working in the field should follow to execute their work responsibly. Journalism ethics have evolved over time. Most news organizations have their own written codes of ethics, as do professional membership bodies. If a professional journalist or news organization transgresses these ethical standards, they will lose credibility.

**What Are the Standard Ethical Principles for Journalists?**

There are several key ethical standards that appear across global news organizations. At the highest level, they call on journalists to seek the truth, act in the public interest, and minimize harm.

* **Honesty**. Journalists have an obligation to seek out the truth and report it as accurately as possible. This requires diligence: this means making every effort to seek out all the facts relevant to a story. Journalists should also corroborate any information with multiple sources.
* **Independence**. Journalists should avoid taking political sides and should not act on behalf of special interest groups. Any political affiliations or financial investments that might constitute a conflict of interest with the subject they are writing about should be declared to editors and readers. Some organizations characterize this principle as “objectivity,” while others, especially non-profit civic journalism projects, reject this term, as they position themselves explicitly on the side of public interest.
* **Fairness**. In addition to being independent, journalists should show impartiality and balance in their reporting. Most news stories have more than one side, and journalists should capture this. That said, they should not place two different perspectives on equal footing where one is unsupported by evidence. The exception to the impartiality rule is opinion writing, as well as “gonzo” journalism and creative nonfiction.
* **Public accountability**. News organizations should listen to their audience. To enable the public to hold them accountable, journalists should write under their own bylines and accept responsibility for their words. When news outlets publish factual errors, they need to issue a correction.
* **Harm minimization**. Not every fact that can be published should be published. If the amount of harm that could come to private individuals—particularly children—as a result of disclosure exceeds the public good that would come of it, then news outlets might choose not to publish the story. This is less of a consideration when it comes to public figures. It is huge, however, in matters of national security, where lives could be on the line.
* **Avoiding libel**. This is a legal as well as a moral imperative for journalists. Journalists cannot print false statements that damage a person’s reputation. In most jurisdictions, true statements cannot be libelous, so journalists can protect themselves by rigorously checking facts.
* **Proper attribution**. Journalists must never plagiarize. If they use information from another media outlet or journalist, they need to attribute it to them.

**Objectivity:**

* Distinguish between writing factual-news stories and opinion/advocacy pieces and label them accordingly. The former should be written as objectively as possible.
* You should not purposefully hide or omit information in order to further support your own personal agenda.
* Stay clear of any potential conflicts of interest.
* Avoid showing preferential treatment to corporate, political or public groups. Every entity should be reported on equally. Do not accept gifts/bribes in exchange for covering stories in a certain way.

**Accept Responsibility:**

* If you’ve realized you’ve made mistakes accurately presenting to the truth, accept responsibility and supply the corrections to the public via your media source.
* Invite the public to ask questions/seek clarification on the stories you’ve covered and with the media at large.
* Hold yourself and others accountable to journalism ethics.

**UNIT -II**

**The Functions and Departments of a Newspaper**

**WHAT IS NEWS:**

* News is anything out of the ordinary.
* News is the unusual picture of life.
* News is anything that people talk about; the more it excites the great value of information given. News comprises all current activities which are of general human interest and the best news is that which interests most of the reader.
* Anything that enough people want to read is news provided it does not violate the canons of good taste and the law of libel.
* News is like a hot cake coming straight from oven.
* News is the report of an event that is fresh, unusual and which is interesting to a greater number of people News is a report of a current event.
* It is information about something that has just happened or will happen soon.
* News is a report about recent happenings in a newspaper, television , radio or internet.
* News is something that is not known earlier.
* From all these, we can safely define news as a development that has happened in the past 24 hours which was not known outside and which is of wide interest to the people and that which generates curiosity among listeners.

**Advertising Department** – the advertising department is also another very important department of any newspaper establishment. Everyone knows how much revenue advertisement brings newspapers. As a matter of fact, advertisement is said to be the major source of revenue for newspaper establishments. Without advertisements in a newspaper, the establishment cannot survive. The Advertising department of a newspaper is in charge of advertisements that are published in the paper.

**ADVERTISING DEPARTMENT** **IN DETAIL:**

An advertising department for a newspaper is responsible for generating revenue for the business by selling advertising space to local or national organizations. To sell advertising space, the department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising agencies, helping businesses develop advertising plans and working with editorial teams to develop features that will attract advertisers. Business The newspaper advertising department plays an important role in helping small businesses market their products and services.

The advertising department takes orders for classified advertisements via telephone, email or the Internet, and processes the orders for publication on an agreed-upon date. Design Advertisements that appear within the editorial sections of a newspaper are known as display advertisements. Generally, they include photographs or illustrations as well as text. The advertising department may offer design services to advertisers who do not have their own facilities or do not use an advertising agency; an in-house graphic designer will create and write an advertisement to suit the space the advertiser has purchased. Media Data Providing media data to advertisers is an important function of the advertising department. Media data includes the circulation of the newspaper, its frequency of publication, geographical coverage and a profile of its readership based on audience research. The department also produces a rate card that lists the costs of different sizes of advertisements, together with discounts available for multiple bookings. Advertisers and advertising agencies use media data and rate cards to plan their advertising campaigns. They choose a medium, such as a newspaper or magazine, that reaches the largest proportion of their target audience for the lowest cost.

Features Advertising departments work with editorial teams to develop special features that will attract advertisers. An example is a feature on home improvements where the editorial content would include a series of articles on decorating, furniture placement and small building projects. The advertising department contacts suppliers of relevant products and services, inviting them to advertise in the feature and emphasizing the benefits of the editorial environment. Relationships To encourage customers to become regular advertisers, advertising departments call or visit businesses or advertising agencies to discuss their advertising requirements. Advertising departments also help small businesses plan advertising campaigns. Sales representatives often meet with advertisers to discuss their business objectives and recommend the best way to use the newspaper to advertise their products and services. Advertising departments may also offer special deals or discounts to high-profile advertisers that they wish to attract to the newspaper.

**The Circulation Department** – this department as the name suggests is in charge of circulating or distributing the newspapers. They are also a very crucial department in a newspaper organization. This department is responsible for selling the newspapers, which is also another major source of revenue for the organization. The department also sees to it that the newspapers are delivered to the right places.

**CIRCULATION DEPARTMENT IN DETAIL:**

The circulation department takes care of everything after the newspaper is printed. This includes delivering the publication to homes through their own or third-party carriers, to the post office to be mailed into homes, as well as to newsstands, vending machines, and other places it's distributed. They're also the department responsible for encouraging people to start or keep reading the print and digital editions. Since people are constantly moving out of the area or canceling subscriptions for other reasons, the circulation department is always working to bring in new people through telemarketing, direct mail, and advertising campaigns in print and multiple digital platforms.

Although typically advertising sales brings in about 75% of all newspaper revenue and circulation brings in the other 25%, without the circulation department, nobody would be reading the paper and therefore no ads could be sold. What is the Role of Circulation Department of Newspaper? Circulation is another major division of the business office and is usually headed by a major executive, the circulation manager, since the newspaper ultimately stands or falls on the basis of the number of steady readers that can be enrolled. The circulation manager may have any or all of the following subdivisions under his supervision:

**(i)City Circulation:** It involves the maintenance of circulation records for the city of publication; the recruitment, supervision and reimbursement of carrier boys; the: supervision of district men who oversee circulation by subdivisions of the city, taking responsibility for moving papers to the newsstands, relations with news-stand operators, etc.

**(ii) Area Circulation:** Responsibilities here include getting papers destined for the surrounding area into the mail and operation of a fleet of tempos/taxis to carry the papers into surrounding areas where mail service is not rapid enough. The circulation manager is also in charge of moving the papers into the appropriate distribution channels as they move into the mailing room from the press room.

**(iii) Sales Promotion:** It involves the direction of an office staff to keep records, notifying subscribers when their subscriptions need renewing, the handling of complaints, new subscriptions and renewals over the counter, by mail, etc. Promotion is essentially the "public relations" department of the newspaper. Where a separate promotion department exists, it usually is responsible for initiating promotion policies, subject to the approval of the publisher, and usually coordinates the promotional activities of other departments.

**UNIT-III**

**The Editorial Department at Work**

**1. The Editorial Department** – as the name implies, this department is the one responsible for content creation in any newspaper establishment. It is headed by the Editor. The main responsibilities of this department is the gathering of news, selecting of which news and features get to be published in the paper, editing the news and features that have been selected for publication and then laying them out for print. Like was said above, the Editor is the head of the Editorial department of a newspaper and he or she is the one responsible for all the content that appears in a newspaper. The Editor works in conjunction with Assistant Editors, Sub Editors, copy tasters, feature writers, correspondents and so many others to gather news from various sources and bring them to the doorsteps of readers.

**EDITORIAL DEPARTMENT IN DETAIL:**

What is the Role of Editorial Department of a Newspaper? The primary concern of the copy editor in the organizational chart of his newspaper is, of course, the editorial department. Here the description is not so easy, since very marked differences are discernible from one newspaper to another. However, a typical organizational scheme would go something like this: The editorial department actually has two sides, and usually these are separately responsible to the publisher. They are "news" and "editorial". The news side is usually under the supervision of a managing or executive editor. The editorial page crew consists of editorial writers and is directed by a "chief editorial writer," and "editor'', or "editor-in-chief", or sometimes an "editorial page editor".

**A) Role of the Editor**

If you have aspirations to become an editor, one of the ways is through a direct invitation from a publisher. This may happen as a result of your expertise in a specific field of science or discipline, in particular when Publishers wish to publish a new journal. It could also be that you had approached them with the idea of setting up a new journal with their Publishing Company.Another way to become an editor is to set up your own journal with a University Publisher where you are employed. You may also choose to respond to an advertisement for an editor or associate editor post in a journal in your specialist field, when you will then be interviewed by the Publisher for the post.

What are the typical criteria for an Editor position?

These would be:

* + Expertise and experience in the specialist field related to the journal
  + Publication record of a number of articles and /or books (usually in / related to the specialist field)
  + Being a reviewer for an international peer reviewed journal
  + Some journals ask for a PhD qualification or a senior research position with equivalent experience in research and scholarship
  + Enthusiasm to undertake the Editor role, but ensuring recognition of all aspects of the reality of the role and the work involved
  1. **The News Editor:**

All stories destined for the newspaper, whether they come from the typewriters of reporters and rewrite men or from the several wire services, teleprinters and other sources-require editing. This duty falls chiefly on the copyreader who sits on the horseshoe shape table called the desk. The city editor and other editors read all the copy. In the old days there was what was called the universal desk system under which the desk editor handled everything that came in. Nowadays, even in small dailies, the work is usually divided between the city desk and the teleprinter's desk. Between them they edit the copy and write headlines for all spot news-everything except sports and financial coverage. The independent or separate desk system in operation on a large scale allocates the news of different readers, each of whom has his own team of copyreaders. The editors with a crew of men edit the news designated as cable, teleprinter, city beats, society, business, finance, sports and reserve news. In larger newspapers there is a separate desk for international news.

This editor, called the news editor, glances through the copy quickly, gauges its relative importance, determines the space it should occupy-200 words or a half or three-quarters of a column- and decides the type on the copy and passes it on to one of his copyreaders who sits on the rim of the horseshoe. This copyreader, also called the desk man, rim man or 'mechanic' of the editorial room, is the anonymous and frequently unappreciated collaborator of the writer. These requirements may vary but, as a general rule, we take it that the paper requires.

**(i) Clearness:** The reader must have no difficulty in finding out what the story means.

**(ii) Condensation:** The copyreader must cut and condense each story to the length assigned to it. Condensation applies to words and not to ideas. Verbal frills may go but the meaning must remain. Condensation is done by substituting short words for long ones-even smaller words tor bigger ones; for example, 'try' in place of 'endeavour'.

**(iii) Arrangement:** The copyreader's notion of arrangement differs from that of the literary man. It is based on the convention of the Mead' which puts the important parts first and the least important parts last. It also makes for the sequence of ideas.

**(iv) Style:** The copyreader's style has nothing to do with literary quality. It refers to particular rules which his paper has laid down for spelling, punctuation, capitalization, abbreviation, use of numerals and the like.

* 1. **The News Editor or Editorial Writer:**

That member of the editorial staff of a newspaper whose business it is to attend to the collecting and editing of news items.

## Career Definition for a Newspaper Editor:

Newspaper editors have the daily responsibility of deciding which news stories are printed in the paper. Long before the paper is published, the editor assigns reporters to cover the news, checks for accuracy and fairness in the newspaper's articles and writes headlines.

**Editorial Writer’s Responsibilities and Duties:**

* Analyze and capitalize various attributes and requirements of print and digital media to strengthen editor’s position.
* Manage and produce news to present information with accuracy, flow, and within time frame.
* Design innovative and unique solutions to optimize routine news coverage.
* Monitor and use multimedia, nonlinear and alternative storytelling strategies to widen readership base.
* Manage and edit contents to cater to readers’ requirement and provide detailed information for same.
* Work within creative environment to respond to various competing priorities.
* Prepare work schedule and deadlines and encourage team members to meet targets to facilitate timely publication.
* Design and implement coverage strategies to facilitate wide coverage of all sorts of issues and news.
* Provide training to news reporters on how to select news for existing readership and gain new readers.
* Coordinate with colleagues in he newsroom and other departments to define priorities for same.
* Coordinate with internal and external customer service to obtain optimum workflow.
* Evaluate all new for authenticity and check with sources to ensure correctness of published article to avoid conflicts.
* Collaborate with reporters, editors and photojournalists and anchors to facilitate efficient news coverage to strengthen company’s position in media market.
* Administer technology backup such as computer graphics, stingers, maps, editor’s software to make news presentation attractive for readers.
* Manage and edit daily news, special news stories and periodical items with help of video editing tools to facilitate video telecast.
* Monitor all feeds from news bureaus and other agencies for editing and further publication.
* Provide assignments to freelance photographers and prepare reports for current news trends new readers and sustain existing readers.
  1. **Sub Editor:**

Press sub-editors are journalists or designers responsible for overseeing the content, accuracy, layout and design of newspaper and magazine articles and making sure that they are in keeping with house style.

**Typical responsibilities of Sub Editor**

* writing, rewriting, editing and proofreading text
* making sure that house style is adhered to (house style means the particular style conventions of a given publication, eg the publication’s tone and punctuation/grammar conventions)
* writing headlines, picture captions and story summaries
* editing reports and press releases
* liaising with journalists, reporters and editors
* verifying information and story details
* gathering and preparing routine information, including sports results
* designing page layouts
* ensuring that stories are the right length and correctly placed on pages
* sizing photographs and placing them within features
* making sure that stories are accurate and do not compromise legality.

**Key skills for sub-editors**

* Determination
* Resilience
* Ability to work under pressure and to tight deadlines
* Excellent standard of grammar and spelling
* An understanding of the law relating to publishing and journalism
* Meticulous attention to detail
* Excellent oral and written communication skills
* Interpersonal skills
* IT skills

**UNIT -IV**

**Opinion Pieces**

# **Review:**

A **review** is an evaluation of a publication, service, or company such as a [movie](https://en.wikipedia.org/wiki/Film) (a [movie review](https://en.wikipedia.org/wiki/Film_criticism)), [video game](https://en.wikipedia.org/wiki/Video_game) (video game review), [musical composition](https://en.wikipedia.org/wiki/Musical_composition) ([music review](https://en.wikipedia.org/wiki/Music_criticism) of a composition or recording), [book](https://en.wikipedia.org/wiki/Book) ([book review](https://en.wikipedia.org/wiki/Book_review)); a piece of hardware like a [car](https://en.wikipedia.org/wiki/Car), [home appliance](https://en.wikipedia.org/wiki/Home_appliance), or [computer](https://en.wikipedia.org/wiki/Computer); or an event or performance, such as a [live music concert](https://en.wikipedia.org/wiki/Live_concert), [play](https://en.wikipedia.org/wiki/Play_(theatre)), [musical theater show](https://en.wikipedia.org/wiki/Musical_theater), [dance show](https://en.wikipedia.org/wiki/Dance_show), or [art exhibition](https://en.wikipedia.org/wiki/Art_exhibition). In addition to a critical evaluation, the review's author may assign the work a [rating](https://en.wikipedia.org/wiki/Content_rating) to indicate its relative merit. More loosely, an author may review current events, trends, or items in the news. A compilation of reviews may itself be called a review. [The New York Review of Books](https://en.wikipedia.org/wiki/The_New_York_Review_of_Books), for instance, is a collection of essays on literature, culture, and current affairs.

## User Review:

A user review refers to a review written by a user or consumer for a product or a service based on her experience as a user of the reviewed product. Popular sources for consumer reviews are e-commerce sites like [Amazon.com](https://en.wikipedia.org/wiki/Amazon.com), [Zappos](https://en.wikipedia.org/wiki/Zappos) or lately in the Yoga field for schools such as Banjaara Yoga and Ayurveda, and social media sites like [TripAdvisor](https://en.wikipedia.org/wiki/TripAdvisor) and [Yelp](https://en.wikipedia.org/wiki/Yelp). [E-commerce](https://en.wikipedia.org/wiki/E-commerce) sites often have consumer reviews for products and sellers separately. Usually, consumer reviews are in the form of several lines of texts accompanied by a numerical rating. This text is meant to aid in shopping decision of a prospective buyer. A consumer review of a product usually comments on how well the product measures up to expectations based on the specifications provided by the manufacturer or seller. It talks about performance, reliability, quality defects, if any, and value for money. Consumer review, also called 'word of mouth' and 'user generated content' differs from 'marketer generated content' in its evaluation from consumer or user point of view. Often it includes comparative evaluations against competing products. Observations are factual as well as subjective in nature. Consumer review of sellers usually comment on service experienced, and dependability or trustworthiness of the seller. Usually, it comments on factors such as timeliness of delivery, packaging, and correctness of delivered items, shipping charges, return services against promises made, and so on.

Consumer reviews online have become a major factor in business [reputation](https://en.wikipedia.org/wiki/Reputation) and brand image due to the popularity of TripAdvisor, Yelp, and online review websites. A negative review can damage the reputation of a business and this has created a new industry of [reputation management](https://en.wikipedia.org/wiki/Reputation_management) where companies attempt to remove or hide bad reviews so that more favourable content is found when potential customers do research.

An **Expert review** usually refers to a review written by someone who has tested several peer products or services to identify which offers the best value for money or the best set of features. An example of this is Amazon Vine. [Amazon Vine](https://en.wikipedia.org/wiki/Amazon_Vine) is a program which was introduced to "help their fellow customers make informed purchase decisions".[[3]](https://en.wikipedia.org/wiki/Review#cite_note-3) This program is invite-only and is designed to generate reviews for product vendors that Amazon works with.

One type of user review can be in the physical world, such as a video reviewing a product or software. This is common on platforms such as YouTube and Vimeo.

A **Bought review** is the system where the creator (usually a company) of a new product pays a reviewer to review their new product.

## Music reviews

### Performance reviews

Reviews of live music performances are typically short articles that tell readers about the performers or group(s) that were involved and the pieces or songs that were performed. The comments made by reviewers fall, roughly into two categories: technical comments and subjective/artistic comments. The elements in the "technical" category include rhythmic "togetherness", intonation, errors or slip-ups, and so on. These elements are fairly "black and white"; a pianist playing a concerto either played the right notes on a climactic scale run, or she missed it. The subjective comments refer to elements which are a matter of taste. The balance between the different elements in a review (information about the performer or group; information about the pieces/songs; commentary about the technical and subjective elements of the performance) depends on the audience that a music critic is writing for. Music reviewers writing in local newspapers or general-interest magazines may not be able to assume that the readers will be familiar with music performers and pieces/songs, so they may decide to include a great deal of "background" information.

### Recording reviews

Music critics and music writers also review recordings of music, including individual songs or pieces or entire albums. In the case of a review of an entire album, the reviewer will not only judge the individual songs or pieces; they will also judge how well all of the songs or pieces work together or go together.

The age of digital downloads may considerably change the album review. Where previously albums were purchased as collections of songs, often with a common theme, the rise of individual song downloads may have significant impact on consumers' exposure to an artist's music. Die-hard fans will most likely continue to explore an artist's complete work, but individuals will most likely make significantly different choices and "cherry-pick" songs they have been exposed to. The concept of "singles" or individual hits marked for retail has been around for long time; however, the price for a single in the days of CDs or 45's was much closer to the complete album price. When you consider that each song on an artist's album is often priced at the same amount, the odds of the average consumer purchase the entire album instead of selecting the "hit" songs decreases significantly.

### Composition reviews

In Classical music, music critics may also do reviews of compositions, even if the piece or song has never been performed and it only exists on manuscript paper in a score. To review a composition in this fashion, the critic will use music theory skills such as harmonic analysis and thematic analysis, along with their knowledge of idioms and compositional practices, etc.

## Motion picture, television and video reviews

A [motion picture review](https://en.wikipedia.org/wiki/Film_criticism) is a work of film criticism addressing the merits of one or more motion pictures. Generally, the term "movie review" implies a work of [journalistic film criticism](https://en.wikipedia.org/wiki/Film_criticism) rather than of academic criticism. Such reviews have appeared in newspapers and printed periodicals since the beginning of the film industry, and now are published in general-interest websites as well as specialized film and film review sites. Television programs and other videos are now commonly reviewed in similar venues and by similar methods.

**Project reviews**

In [project management](https://en.wikipedia.org/wiki/Project_management), large projects are broken down into several stages, and there are reviews after each stage. In particular, as part of [closing](https://en.wikipedia.org/wiki/Project_management#Closing) the entire project undergoes a *Post Implementation Review* to come up with lessons learned for improving the next project.

# **Article:**

An **article** is a [written work](https://en.wikipedia.org/wiki/Written_work) published in a [print](https://en.wikipedia.org/wiki/Publishing) or [electronic](https://en.wikipedia.org/wiki/Electronic_media) medium. It may be for the purpose of propagating news, research results, academic analysis, or debate.

## News Articles:

A **news article** discusses current or recent news of either general interest (i.e. daily [newspapers](https://en.wikipedia.org/wiki/Newspaper)) or of a specific topic (i.e. political or trade news [magazines](https://en.wikipedia.org/wiki/Magazine), club newsletters, or technology news websites).

A news article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc. Headlines can be used to focus the reader's attention on a particular (or main) part of the article. The writer can also give facts and detailed information following answers to general questions like [who, what, when, where, why and how](https://en.wikipedia.org/wiki/Five_Ws).

Quoted references can also be helpful. References to people can also be made through the written accounts of interviews and debates confirming the factuality of the writer's information and the reliability of his source. The writer can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles. For example, phrases like "Continued on page 3” redirect the reader to a page where the article is continued.

While a good conclusion is an important ingredient for newspaper articles, the immediacy of a deadline environment means that [copy editing](https://en.wikipedia.org/wiki/Copy_editing) occasionally takes the form of deleting everything past an arbitrary point in the story corresponding to the dictates of available space on a page. Therefore, newspaper reporters are trained to write in [inverted pyramid](https://en.wikipedia.org/wiki/Inverted_pyramid_(journalism)) style, with all the most important information in the first paragraph or two. If the less vital details are pushed towards the end of the story, then the potentially destructive impact of draconian copy editing will be minimized.

**How to write a Newspaper Article?**

**Contents**

* Headline.
* Byline.
* Lead.
* Body or running text.
* Conclusion.

#### **Headline**

A [**headline**](https://en.wikipedia.org/wiki/Headline) is text above a newspaper article, indicating its topic. The headline catches the attention of the reader and relates well to the topic. Modern headlines are typically written in an abbreviated style omitting many elements of a complete sentence and almost always including a non-copular verb.

#### **Byline**

A [**byline**](https://en.wikipedia.org/wiki/Byline) gives the name and often the position of the writer, along with the date.

#### **Lead**

The [**lead**](https://en.wikipedia.org/wiki/Lead_paragraph) (sometimes spelled *lede*) [sentence](https://en.wikipedia.org/wiki/Sentence_(linguistics)) captures the attention of the reader and sums up the focus of the story. It is meant to hook the reader into the article. The lead also establishes the subject, sets the tone and guides reader into the article.[[1]](https://en.wikipedia.org/wiki/Article_(publishing)#cite_note-jaco-1)

In a news story, the introductory paragraph includes the most important facts and answers the questions: *who*, *what*, *where*, *when*, *why* and*how*. In a featured story, the author may choose to open in any number of ways, often using a [narrative hook](https://en.wikipedia.org/wiki/Narrative_hook), possibly one of the following:[[2]](https://en.wikipedia.org/wiki/Article_(publishing)#cite_note-polk-2) an [anecdote](https://en.wikipedia.org/wiki/Anecdote), a shocking or [startling](https://en.wikipedia.org/wiki/Startle) statement, a [generalization](https://en.wikipedia.org/wiki/Generalization), pure [information](https://en.wikipedia.org/wiki/Information), a [description](https://en.wikipedia.org/wiki/Description), a [quote](https://en.wikipedia.org/wiki/Quotation), a [question](https://en.wikipedia.org/wiki/Question) or a comparison.

#### **Body or running text**

For the news story, details and elaboration are evident in the body or running text of the news story and flow smoothly from the lead. Quotes are used to add interest and support to the story. Most news stories are structured using what is called an inverted pyramid. The *angle* (also called a *hook* or *peg*) is usually the most newsworthy aspect of the story and is specifically highlighted and elaborated upon.[[3]](https://en.wikipedia.org/wiki/Article_(publishing)#cite_note-3)

A featured article will follow a format appropriate for its type. Structures for featured articles may include, but are not limited to:[[1]](https://en.wikipedia.org/wiki/Article_(publishing)#cite_note-jaco-1)

* *chronological*, where the article may be a narrative of some sort;
* *cause and effect*, where the reasons and results of an event or process are examined;
* *classification*, where items in an article are grouped to help aid understanding;
* *compare and contrast*, where two or more items are examined side-by-side to show similarities and differences;
* *list*, a simple item-by-item run-down of pieces of information;
* *question and answer*, such as an interview with a celebrity or rebel

#### **Conclusion**

The conclusion will sum up the article, possibly including a final quote, a descriptive scene, a play on the title or lead, a summary statement, or the writer's opinion. Make the conclusion attention-grabbing.

### **Characteristics of well-written news articles:**

The article is usually on a well-defined topic or topics that are related in some way, such as a factual account of a newsworthy event. The writer of a well-written article is seen as objective and showing all sides to an issue. The sources for a news story should be identified and reliable. The technique of [show, don't tell](https://en.wikipedia.org/wiki/Show,_don%27t_tell) is applied.

### **Authorship:**

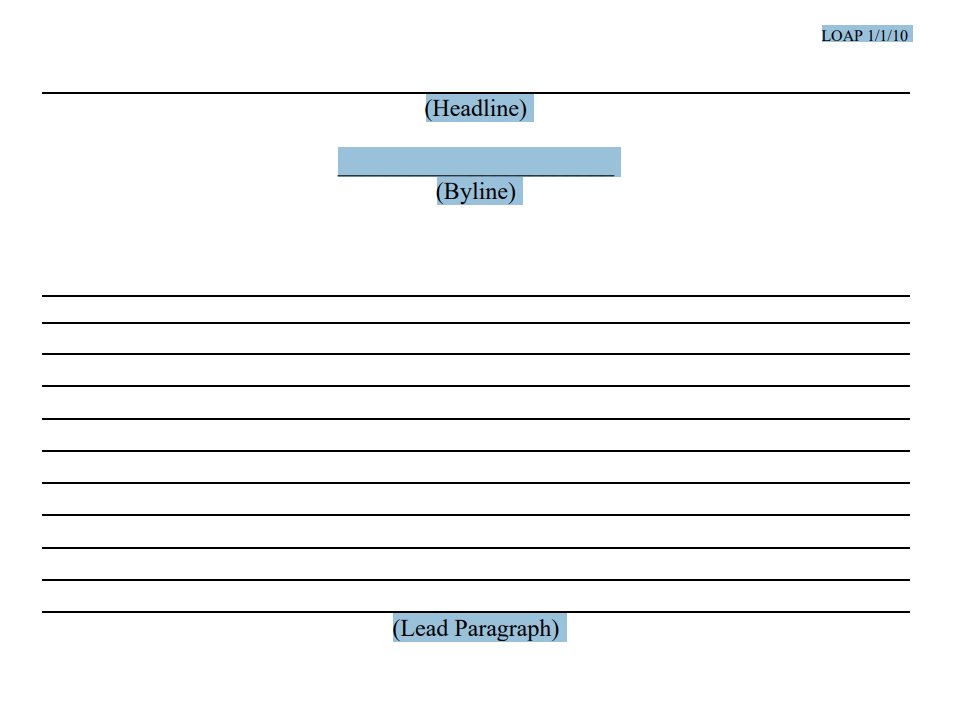
Publications obtain articles in a few different ways:

* **staff written** – an article may be written by a person on the staff of the publication.
* **assigned** – a [freelance](https://en.wikipedia.org/wiki/Freelancer) writer may be asked to write an article on a specific topic.
* **unsolicited** – a publication may be open to receiving article [manuscripts](https://en.wikipedia.org/wiki/Manuscript_(publishing)) from freelance writers.

## Other types of articles:

* [**Academic paper**](https://en.wikipedia.org/wiki/Academic_paper) – an article published in an [academic journal](https://en.wikipedia.org/wiki/Academic_journal). The status of academics is often dependent both on how many articles they have had published and on the number of times that their articles are cited by authors of other articles.
* [**Essay**](https://en.wikipedia.org/wiki/Essay) some overlap with academic paper.
* [**Scientific paper**](https://en.wikipedia.org/wiki/Scientific_paper) – an article published in a [scientific journal](https://en.wikipedia.org/wiki/Scientific_journal).
* [**Blog**](https://en.wikipedia.org/wiki/Blogging) – some blog articles are like magazine or newspaper articles; others are written more like entries in a [personal journal](https://en.wikipedia.org/wiki/Personal_journal).
* [**Encyclopedia article**](https://en.wikipedia.org/wiki/Encyclopedia_article) – in an encyclopedia or other reference work, an *article* is a primary division of content.
* [**Marketing article**](https://en.wikipedia.org/wiki/Article_marketing) – an often-thin piece of content which is designed to draw the reader to a commercial website or product.
* [**Usenet article**](https://en.wikipedia.org/wiki/Usenet) – a message written in the style of e-mail and posted to an open moderated or unmoderated Usenet newsgroup.
* **Spoken article** – an article produced in the form of an [audio recording](https://en.wikipedia.org/wiki/Audio_recording), also referred to as a [podcast](https://en.wikipedia.org/wiki/Podcast).
* [**Listicle**](https://en.wikipedia.org/wiki/Listicle) – an article whose primary content is a list.
* [**Portrait**](https://en.wikipedia.org/wiki/Portrait) – a portrait of a person (article)

**How to write a Newspaper Article? And what is the regular format of it?**



**UNIT- V**

**Advertisement**

**What is Advertising?**

Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short. The goal of advertising is to reach people most likely to be willing to pay for a company’s products or services and entice them to buy.

Traditional advertising outlets include newspapers, magazines, TV and radio stations. Today, however, advertisements are placed nearly everywhere and anywhere, including:

* Roadside billboards
* Sides of buildings
* Websites
* Electronic newsletters
* Print newsletters
* Inside bills
* Product packaging
* Restaurant placemats Types of Advertisements
* Event bulletins
* Store windows
* The sides of cars and trucks
* Subway car walls
* Airport kiosks
* Sporting arenas
* YouTube videos

**19th Century:**

[Thomas J. Barratt](https://en.wikipedia.org/wiki/Thomas_J._Barratt) of London has been called "the father of modern advertising". Working for the [Pears Soap](https://en.wikipedia.org/wiki/Pears_Soap) company, Barratt created an effective advertising campaign for the company products, which involved the use of targeted slogans, images and phrases. One of his slogans, "Good morning. Have you used Pears' soap?" was famous in its day and into the 20th century. As the economy expanded across the world during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

In June 1836, French newspaper [La Presse](https://en.wikipedia.org/wiki/La_Presse_(France)) was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its [profitability](https://en.wikipedia.org/wiki/Profit_(economics)) and the formula was soon copied by all titles.

### **20th Century:**

Advertising increased dramatically in the United States as industrialization expanded the supply of manufactured products. In 1919 it was 2.5 percent of [gross domestic product](https://en.wikipedia.org/wiki/Gross_domestic_product) (GDP) in the US, and it averaged 2.2 percent of GDP between then and at least 2007, though it may have declined dramatically since the [Great Recession](https://en.wikipedia.org/wiki/Great_Recession). Industry could not benefit from its increased productivity without a substantial increase in consumer spending. This contributed to the development of mass marketing designed to influence the population's economic behavior on a larger scale. In the 1910s and 1920s, advertisers in the U.S. adopted the doctrine that human instincts could be targeted and harnessed – "[sublimated](https://en.wikipedia.org/wiki/Sublimation_(psychology))" into the desire to purchase commodities. [Edward Bernays](https://en.wikipedia.org/wiki/Edward_Bernays), a nephew of [Sigmund Freud](https://en.wikipedia.org/wiki/Sigmund_Freud), became associated with the method and is sometimes called the founder of modern advertising and public relations.

**The Effects of Advertisement:**

It’s true that advertising often helps you increase the revenue your business generates. The effects of advertisement, however, are much more complicated than simply telling someone why they should buy your goods or services. Advertising is closely tied to psychology, and good marketing campaigns will engage the viewer on multiple levels. Instead of trying to make a single sale, advertising often forms a long-term relationship between the consumer and your brand.

**Most Effective Techniques of Advertisement**

In this section, the readers will be able to learn about the important techniques of effective advertising. And some of those techniques are mentioned below.

* **Bolder Headline**

It is important to remember that it is the headline of an advertisement which is the main point of contact between any particular business and its target audience. Hence, the headline should be intriguing and informative. It should also be ideally able to generate an emotional response.

* **Cross Promotions**

One of the most effective ways of promoting your business is by collaborating with other businesses. If companies engage in a very well thought out cross promotional strategy than that can be beneficial for both the parties involved.

* **Using Humor**

Using humor content is one of the most fantastic ways of gaining more customers as it tends to be one of the most memorable forms of advertisements.

* **Internet Marketing**

There are millions of internet users all across the globe. And because of that companies and business can tap into the large spectrum of internet marketing to experience possible an exponential growth.

These are some of the most effective strategies of advertising. In the next sections, readers will be able to learn about the effects for advertising and the effects of advertising to children

**Positive & Negative Advertisement:**

* **Positive Advertising**

According to experts, positive advertising is more appealing to an average individual than negative advertising techniques. Positive advertising can be defined as some sort of marketing strategies which show the target audience all the positive effects which one can receive due to any particular product or service. Positive advertising techniques are optimistic and persuade customers to switch to the desired product or services. Positive advertising is also more common than negative advertising. Positive advertising techniques allow customers to trust the company in question more easily.

**The Positive Effects of Advertisement**

There are many positive effects of advertising both for the company and the consumers. And some of those positive effects are mentioned below.

1. **Social Benefits**

There are many social benefits which advertisements can provide. For example, advertisements can highlight various social issues and promote free speech in nations where it might still be suppressed. This is a very important effect of advertisement. It is also important to remember that it is the freedom of speech and advertising-supported content which are the promoters of various social changes.

1. **Economic Benefits**

According to research, advertisements can make companies and businesses compete to provide higher quality products and services. This ensures that more high-quality products and services are available in the markets which are able to meet the needs and requirements of all customers. This is a very important positive effect of advertisement.

1. **Free Entertainment**

Another important effect of advertisement is that it provides all viewers with a free form of entertainment without getting anything back as a guarantee.

1. **Mass Communication**

The most important effect of advertisement is that it has enabled the various forms of mass media to exist in the form which it does today.

* **Negative Advertising**

Negative advertising, on the other hand, is the advertisements which work by warning the consumers about the negative consequences of some habit or behavior. A good example of negative advertising could be smoking advertisements. It is important for readers to remember that even negative advertising strategies have many positive elements in it.

**The Negative Effects of Advertisement**

In this last section, readers will be able to learn about the negative effects of advertisements. And some of those negative effects of advertisements are mentioned below.

1. **Misrepresentation**

All advertisements tend to display the products and services in the best possible light. And many advertisements often tend to cross the line of a little exaggeration to utterly falsely representing the product or the service. There are many government organization which charges hefty fines for misrepresentation.

1. **False Image**

Advertisements tend to invade all possible spheres and because of that one can often develop a false image. This false image also often tends to make an individual feel bad about himself or herself. This is also one of the negative effects of advertising to children.

1. **Unrealistic Expectation**

This negative effect is common in case products which tend to exaggerate regarding its effectiveness. It sets unrealistic expectations which are hard to meet.

**Conclusion:** Advertising is a form of marketing communication through which a business or an organization informs the target audience about its products and services. There are two major types of advertisements. And those are positive and negative advertisements. There are also many forms of advertisements. There are also many negative and positive effects of advertisements like the unrealistic expectations, false image, and the social and economic benefits of advertisements

**Designing Advertisement :**

**Advertising designers** are the people who create **advertising** campaigns that are intended to get consumers to buy the ad's featured product. Their role involves researching what is effective for reaching their target customers, and developing **advertising** strategies that can increase sales.

**Ideas for Designing Advertisements:**

## Keep It Simple

* When a lot of us picture advertisements we picture extravagant images that flaunt the product, the features and the reasons we should buy it. You can definitely go down that route with your ad, or you can go down a simpler one.
* Check out this ad by Lego that strips things back and relies on one image and idea. With no copy, just a plain and easy to digest message, this ad captures the complex concept of imagination in its simplest form.
* Capturing a much simpler, more general idea in a simpler way not only makes for an effective ad, but also gives this ad a greater chance of appealing to more people. The only people it directly targets are those that have played with lego and have experienced imaginative play, which is a pretty vast target market. So, keeping things simpler (both in terms of message and design) can be a one way ticket to a great ad

## Include A Call To Action

* Calls to action are used a lot in promotional designs, particularly advertisements. In case you’re not familiar, a call to action is a piece of copy that urges or invites the audience to take action. Some calls to action you may be familiar with are things like “Buy now”, “Come in while stocks last”, etc.
* Calls to action work particularly well in advertising when used thoughtfully and cleverly. For example, have a look at this multi-purpose call to action for Monarto Zoo. Not only does this call invite consumers to come visit the zoo, but it also helps to explain and contextualise the image above.
* Since this call is accompanied by such a clever graphic and concept, it is kept simple and direct and a main focal point of the page. A lot of other ads may lower the hierarchy of their calls to action so that they are small, almost subliminal type. But, if your call to action is a part of your key message, don’t be afraid to make it big, make it bold, and put it in the forefront.

## Use Visual Metaphors

* One big technique in the advertising game is visual metaphors. Much like a written metaphor, a visual metaphor represents one concept by comparing it to another (often unrelated) concept. Confused? Check out this example from Elter Drugs.
* This ad warns the public about food borne illnesses by comparing an unwashed artichoke to an explosive. By creating a visual metaphor, Elter Drugs is able to impart a strong message about food safety and Elter Drugs’ own Gastric and Antibacterial Therapy Division without showing any sensitive images.
* When devising a visual metaphor, work until you get one that seems obvious enough for consumers to understand in an instance. There’s no worse feeling than showing someone your design and having them say “I don’t get it”. Work to develop a clever and smart but clear and obvious visual metaphor. Is it easy? Not really. But is the payoff worth it? Almost always

## Find Hidden Visual Relationships

* A surefire way to create a clever ad is to find hidden visual relationships that surround your topic. I know, that sounds like a big ask, but lets look at an example that does it well.
* This ad is for online matchmaking service Parship.com, and it depicts symbols of men and women being brought together by a zipper. For this ad, the designer would have sat down and brainstormed visuals that represent men and women (the universal restroom symbols) and visuals that encompass the idea of bringing two things together (the zipper).
* Finding hidden visual relationships can give you a unique way of promoting your product. Try to brainstorm concepts related to your message that have similar shapes, lines, or contours, and try to think up a way to bring these two concepts together to promote your message

## Use Iconic Figures And Ideas

* There are a certain amount of icons in the world, people, ideas, objects, and concepts that a majority of people are very familiar with. Advertisers often play up on these iconic elements of life in their advertisements in order to create new meanings.
* This example for Samsung represents the famous figure Vincent Van Gogh. Signaled by the use of color, Van Gogh’s likeness, the paints, pipe and sunflowers, consumers are given a whole heap of iconic visual cues to make meaning from in a quick instant. This quick recognition of Van Gogh helps to drive home the tagline message of the ad “For self-portraits. Not selfies.” as people familiar with Van Gogh will probably also be familiar with the fact that he was an avid painter of self-portraits.
* By using an iconic figure and concept and giving it a new, funny spin, this design creates an ‘inside joke’ of sorts amongst consumers, while also bringing in a dash of culture to the product. So, get cultural, get topical, and don’t be afraid of using iconic ideas and concepts and giving them a new meaning.

## Show, Don’t Tell

In many creative schools of thought, there’s a general rule of ‘show, don’t tell’, which dictates that you should never explain something when you can show it, and there is no exception to this rule when it comes to advertising. If you’re designing your own ad, keep in mind that there is probably a myriad of other brands that are advertising a very similar product to you, and making similar promises, so take the chance to show off the features and ideas that surround your product rather than telling people about them, in order to create a much stronger and lasting effect.

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