UNIT 2

DIFFERENT MEDIA,
ONE MESSAGE

Discuss

• Do you read newspapers everyday?
• Are you familiar with any of the newspapers shown above?
• Which page of the newspaper do you prefer to read?
• Do the pictures and layout of the newspaper attract you?
We come across different articles like news reports, features, editorial etc. in a newspaper.

A **local news** article focuses on what’s making news in our neighbourhood. A **national news** article dwells upon news of national importance. An **international news** article focuses on news that’s happening outside India. A **feature article** is a light-hearted write-up on events or people who are newsmakers, celebrities or unique people. An **editorial** is the opinion or stand of the newspaper about a particular current event, news or person. A **column** is newspaper space given to a senior writer or a person of eminence to write on topics of social, cultural, academic or historical importance on a regular basis.

A few clippings of newspaper articles are given below. Identify and select the types of news. Write them in the boxes given along with the clippings.

![Specimen](image-url)
Fresh out of Grandma’s cookbook

For someone who was least interested in cooking in her childhood, Bridget White Kumar made a remarkable turnaround. Hooked to her Anglo-Indian community’s cuisine, Ms. White dusted her foremothers’ recipes to perfect her own and published six books on the subject, making her an authority on delights such as the Mulligatawny Soup and the Dak Bungalow Curry that date back to the days when the sun never set on the Empire.

“I had to literally go back to the days of the Raj to uncover some of the recipes,” she says relating how a book dating back to 1902, and lining her mother’s meat shelf in their home at Kolar Gold Fields, supplied many recipes. “But it was not precise; it listed ingredients as a pinch of this and a dash of that. I had to experiment and arrive at exact measurements of off-the-shelf ingredients to ensure that they were easy to make.”

Cheap labour and competitiveness

For years now China has been the world’s manufacturing powerhouse, leveraging its cheap labour and much else to dominate global trade in general and developing country exports in particular.

Search for recovery

Even as the progress of the taper triggers capital flight from emerging economies, disrupting their markets and depressing their currencies, the World Bank and the IMF.

US claims Russia tested new missile, despite treaty

The United States on Thursday revealed Russia tested a new ground-launched cruise missile, raising concerns about Moscow’s compliance with a landmark arms control treaty.

Russia arrests two over blasts

MOSCOW: Russian officials said on Friday police arrested two men suspected of setting off car bombs. The blasts killed a 7-year-old boy and an 11-year-old girl.

Russia said the two men, both from Chechnya, were involved in a plot to kill President Vladimir Putin.
You have read various samples of newspaper articles. Do you know where these reports and articles are produced?

**Newsroom** is the central place where editors, reporters, photographers and production managers work to gather the news to be published in a newspaper, magazine or broadcast on radio or television. The modern newsroom has gone through several changes over the last 50 years.

**Discuss**

Given below are the pictures of two newsrooms. Compare them. Can you find any difference between the two? Can you guess what the modern newsrooms would be like? (You can use: may/might/could/must/can't be/ seems to be/ appears to be etc., to express your thoughts.)
Work in pairs and talk to your partner about what you see in the pictures. Remember to make use of the expressions in the box.

**Activity**

| I think .../I believe .../I guess ... | It may / might be ...
I am under the impression that... | It strikes me as ...
To the best of my knowledge... | It comes across as ...
I take it (that) ... | It has all the hallmarks of ...
It seems to me (that) ... | It shows signs of ...
| It looks like ... | It looks as if ...
| It appears to be ... |

**A welcome party at a newsroom**

Imagine that you are working in a media firm and you are participating in a function where you have to introduce your staff to the audience. Introduce the following people. Make use of the job titles and the nature of work.

**'The New Guy'**

<table>
<thead>
<tr>
<th>Correspondent</th>
<th>a person employed by a newspaper, a television station, etc. to report on a particular subject or send reports from a foreign country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporter</td>
<td>a person whose job is to discover information about news events and report them for a newspaper, magazine, radio or television</td>
</tr>
</tbody>
</table>
Editor

a person who corrects or changes pieces of text or films before they are printed or shown, or a person who is in charge of a newspaper or magazine

Scriptwriter

a person who writes scripts for films or radio or television broadcasts

Sub editor

someone whose job is to check and correct writing, especially articles in a newspaper, before it is printed

Proof reader

a person whose job is to check text before it is printed or put online

Journalist

a person who writes news stories or articles for a newspaper or magazine or broadcasts them on radio or television

News reader

someone who reads the news on the television or radio

Graphic designer

someone whose work is related to the arranging of text and pictures

Newspapers have become an integral part of our lives. We subscribe to newspapers at home, school, college and even in shops.

Discuss

1. Do you think newspapers have long life span? Will newspaper disappear soon? Comment.
2. What would the world be without news?
3. What media do you depend for news? Why?
   a. Newspaper
   b. Radio
   c. Television
   d. Internet
To state your opinion, you can make use of the following expressions:

- In my experience…,
- As far as I'm concerned…
- In my opinion…
- Personally, I think…
- I'd say that…
- I'd suggest that…
- I'd like to point out that…
- I believe that…

Headlines are very important for newspapers and other media. Let's look at some of the features of headlines.

The headline of a news story is a summing statement which introduces the story at the beginning of a TV or radio news broadcast, or which leads us to read the article in a newspaper or on a website.

Look at the following headlines:

China officials dismissed over deadly stampede
Dhoni pins hopes on batsmen for crucial second game
Space station hit by hitch

Since the aim of a news headline is to grab readers' attention, 'unimportant' words are often left out. These include:

- Articles: **The** space station has been hit by a hitch.
- Auxiliary verbs: The space station **has been** hit by a hitch.
- Possessive adjectives: Dhoni has pinned **his** hopes on batsmen for crucial second game.
News broadcasts and newspapers are designed to make you think that news stories are happening now. So news stories make use of the *present simple tense* in the headlines.

e.g: **Simple Present**: Dhoni *pins* hopes...

The passive voice is also used in headlines. However, we usually notice just the past participle form in them.

**Past participle**: China officials *dismissed* over deadly stampede.

(Instead of ‘The China officials were dismissed over .......’)

To refer to about future plans of the subject, the headline usually uses a verb in the infinitive form.

**Infinitives**: Sugarcane farmers *to launch* indefinite agitation.

Activity

Change the following sentences into news headlines.

e.g: The Indian cricket team arrived in Napier on Monday for the five-match ODI series against New Zealand starting January 19.

'Pleasant weather' greets Team India in New Zealand

1. Twelve people were killed overnight in the Brazilian city of Campinas in a surge of violence that began with the murder of an off-duty policeman, police and media said on Monday.

2. A victim of a car crash has learned to walk again.

3. A new drug will cure 'flu this winter.

4. The police questioned a suspect in a robbery yesterday.

Headlines lead us to read the details of the news story. The reporter needs to choose the words very carefully to make the newsreport clear and unbiased.
Activity

Go through the following newsreports:

a) Five men **have been arrested** in connection with the theft last month of three masterpieces from the National Museum in Stockholm. The Swedish nationals **were detained** in the Stockholm area just days after police received several photos of the paintings, along with a demand for hundreds of thousands of pounds. The works of art, including one by the Dutch master, Rembrandt, **are estimated** to be worth up to $30 million in total.

b) The crew of the world’s biggest ocean-racing yacht, the Team Philips catamaran, have been rescued after the boat was badly damaged in storms. They had been preparing for a race 800 miles off the west coast of Ireland.

1. Look at the verbs in bold print. In what respect are they similar?
2. Find out two words or phrases which refer to ‘paintings’ in report (a).
3. List two words that refer to a ‘boat’ in report (b).
4. What special effects do the headline ‘Five men were arrested’ instead of ‘Police arrested five men’ bring to you. What are they? Discuss?
5. How does the use of synonyms keep the readers’ interest in the story?

Choose one of the following and write a newspaper report about it.
1. An unusual event that took place in your school.
2. An interesting place you have visited.
Remember:

• to think of a good headline.
• to include some interesting facts and descriptions.
• to keep it simple and not to write too much!

Have you ever thought of becoming a columnist or a journalist for a newspaper? Read the following article of Simon Jenkins and identify the features of journalistic writing.

Journalists are creatures of nature not nurture. The profession develops from *instinct*, from a peculiar way of seeing and describing the world. It may be objective in practice but it is *subjective* in motivation.

Journalism is expressed in the written or spoken word, but I have never regarded that as its *essence*. The technical skill is that of creating *clear* and *succinct* sentences, which any profession should inculcate. This can be taught and should be part of any core curriculum. Its absence from so much of written English nowadays, from users' manuals to student exam questions to government white papers, is *deplorable*. I sometimes think a well-produced newspaper is that last *redoubt* of clear English. There is no talent for such technique. While some people pick it up quickly, it must be acquired, as must a skill at playing the piano. Like many *ingénue* journalists, I acquired it first in the trial and error of a student newsroom and then went on to a more formal training, in my case with the Times Newspapers.

The latter's Educational Supplement, then integrated with the main paper, possessed two invaluable bits of equipment. One was a source of stories, the politics of education, to which little harm could be done by my reporting. The other was a ferocious, Irish sub-editor. He would score through *superfluous* words, underline bad grammar and mercilessly spike articles, leaning back in his chair, removing his glasses and asking the classic question of any journalism teacher: 'Now, what is it you are really trying to tell me?'

I absorbed his maxims like mother's milk. Never begin a paragraph with 'it'. Make every paragraph a single idea. Nouns and verbs are the workhorses of a sentence, never qualifiers. Delete every adjective and adverb from your story and reinsert only those that appear essential. Never use *sloppy* words.
such as supply, problem, accommodate and interesting and try to use concrete not abstract nouns. The best punctuation is a full stop.

That training was a privilege greater than anything I acquired at school or university. It was the toolkit for a career, always to be kept oiled and polished. I watched colleagues floundering as they sought to fashion stories in ignorance of its framework.

I used to ask aspiring journalists whether they kept a diary. What was their instinctive response to meeting an exciting person or visiting a beautiful place, to any highly charged emotion? Did they crave to communicate their experience through the written word? It is the best indicator I know of a natural reporter.

The qualities essential to journalism thus extend far beyond an ability to write. They are those of curiosity, an uninhibited mind, native cunning and an eagerness to communicate, summed up in the gift to narrate. Such is the raw material on which the story depends and without which there is nothing to say. There can be a story without journalism, but no journalism without a story.

Simon Jenkins - The Guardian

1. Read the text again and ensure that you understand the words in bold.

2. Imagine that you are interviewing Mr Jenkins for a TV channel.
   a. Prepare a possible script for the interview and make a write-up based on your interview.

3. 'What you say' and 'the way you say it' make a lot of difference in news reporting. Look at the phrases on the left and match them with their negative counterparts on the right.

<table>
<thead>
<tr>
<th>1. a reminder of a bygone age</th>
<th>a. dull, cream and beige</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. a ground breaking innovation</td>
<td>b. a gas-guzzling monster</td>
</tr>
<tr>
<td>3. an extensive range</td>
<td>c. an untried experiment</td>
</tr>
<tr>
<td>4. a leisurely, relaxing drive</td>
<td>d. an outdated piece of junk</td>
</tr>
<tr>
<td>5. subdued, neutral tones</td>
<td>e. a bewildering variety</td>
</tr>
<tr>
<td>6. a sleek, powerful sports car</td>
<td>f. a tedious, uncomfortable trek</td>
</tr>
</tbody>
</table>
Many new words make their entry into the English language every now and then. Let's look at the following words that we come across in the media very often.

**journalese** (disapproving): a style of language considered typical of newspapers.

**reportage** (formal): the activity of, or style of, reporting events in newspapers or broadcasting them on television or radio

**parlance**: a group of words or style of speaking used by a particular group of people

### Activity

Use your dictionary and find out the meanings of the following words.

<table>
<thead>
<tr>
<th>Word</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>cliche</td>
<td></td>
</tr>
<tr>
<td>bias</td>
<td></td>
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<tr>
<td>slander</td>
<td></td>
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<tr>
<td>plagiarism</td>
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<tr>
<td>redundancy</td>
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</table>

Now read the following extract:

*In one day, the face of Ananda Bhavan changed. Expensive silverware, costly carpets, and drapes were thrown out. Chandeliers were smashed to smithereens.*

*Garments made outside India were piled up in the front yard. Silk, satin, and chiffon were piled on the ground. Trousers and suits were cast off. Ladies threw away their silk dresses. Every member of Ananda Bhavan now wore khadi.*
Someone threw a burning faggot on the pile of clothes. Tongues of fire lapped up the clothes. Indu appeared there in an expensive frock presented by someone in Paris. Without any hesitation she removed it and threw it on the fire. Her cheeks glowed with joy and pride.

The eyes which turned to congratulate her, got hooked on the doll she held to her bosom. It was always with her as though of her flesh and blood. It smiled in her arms. A beautiful doll. The gift of some visitor to Ananda Bhavan. She used to hug it tightly in her sleep. Indu thought that even dolls have life.

"Indu's doll is also foreign made."

The voice fell on Indu's ears like a thunderbolt. She looked at the doll's eyes. It seemed to bat its eyelids as though it had life. She held it tightly for a moment. Some of the onlookers were grinning.

Indu did not hesitate. She kissed her dear friend on the forehead. As everyone looked on, she wrenched it with all her strength as though from her heart, and flung it on the fire. She could not stand there anymore. The air around was too hot. Her mind and body could take no more of it. She rushed to her bedroom and fell on the floor. There she sobbed for a long time.

"The duty to one's nation is so much greater than the love for a doll."

Whose voice was that? Mother's? Mother India's? Mother Earth's?

*The Wind in the Mountains* by George Onakkur.
Can you recognise the girl in the extract? She is none other than the former Prime Minister of India, Mrs. Indira Gandhi. When you read it, you can feel the spirit of freedom among the people of India.

- What role does the media have in inculcating patriotic spirit?
- Imagine you are a media person reporting for the Indian press. Report this incident in your own words.
- Make a speech about this incident.

**Project Work**

1. Collect patriotic speeches, reports and articles found in the Indian media during the days of freedom struggle.
2. Bring out a class newspaper

You have noticed the different features of a newspaper. Now, collect news from your class and arrange them properly to bring out a class newspaper. Think creatively and bring in substitutes for local, national and international news. Include an editorial as well as feature articles too.
Assess your performance in the project work by putting a tick mark in the appropriate column of the following grid.

**Know your Progress**

**How effective was my project work?**

<table>
<thead>
<tr>
<th>Learning outcome</th>
<th>Good</th>
<th>Average</th>
<th>Needs improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Arranging the collected materials in different heading</td>
<td></td>
<td></td>
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<tr>
<td>• Editing the material</td>
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<tr>
<td>• Providing proper layout and style</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Giving proper headlines</td>
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</tbody>
</table>

**Discuss**

Newspaper is a medium meant for the eyes. How do other media entertain you?

Do you listen to radio?

How does the radio survive today?

Which are the most popular radio stations in your locality?

**Radio** is meant for the ears and not for the eyes. Writing news for radio is different from writing news for the newspaper or the television.
1. Identify some of the features of radio language from the following news.

An explosion followed by huge sheets of flame rising hundreds of feet lit up the sky over Troy this morning. A security guard called the fire department at 4:30, and when firefighters arrived just six minutes later, the fire had escalated. Chief Jed Krystowiak said his men battled for five hours before they brought it under control. The fire's cause is unknown, but they haven't ruled out arson. No one was injured. Police officials and fire department arson investigators say they'll issue a full report as early as Monday night.

In Troy, I'm Rip Reed, Newsradio 93.6.

Radio is a verbal communication medium and the language to be used for knitting radio content must be spoken, easy and colloquial.

2. What radio text would you make for the following news:
   a. ‘The government,’ said the opposition leader, ‘had created the problems.’
   b. A taxi driver, overran a pedestrian.
   c. Because of heavy rainfall, which poured down yesterday, the city life was jammed.

What shape might it take if you are to read it the same way without editing? And what meaning would it convey?

**Two - minute news bulletin**

Work in groups. Each group can prepare one part of the whole class bulletin. Select news and write down the script for the news bulletin.
Discuss the following questions in pairs

1. How is radio different from TV?
2. What advantage/disadvantage does TV have over other media?
3. Would you like to work in the TV industry?
4. What are the differences between being a TV anchor and a newspaper journalist?
5. What is the attraction of a TV anchor?
6. Can you think of the skills required for a TV anchor?
7. What do you think happens behind the scenes of a TV programme?
8. What are the characteristics that make the television different from other news media?

Work in groups: You are producers of a 30 minutes news programme for a local TV channel. The headlines given below are the possible stories for today’s edition of the programme.

- GOVT. TO CRACK DOWN ON NET CRIME
- FLOOD TOLL RISES
- MOVE TO CURB TOBACCO SALES
- PM PLEDGES TAX CUT
- CAT SAVES OWNER FROM BLAZE
- OLYMPIC GOLD AFTER 9 YEARS
- KERALA FAST BOWLER AXED
- UN URGED TO ACT OVER NEW CLASHES.
Activity

1. • Discuss the possible content of each story and decide how interesting they would be for your viewers?
• Choose 5 headlines for your programme. You may also include one extra item of "breaking news" (your own idea).
• Decide a running order for the stories.
• Decide how much time will be spent on each story. Will it contain an interview? If so, whom will you interview? Present your ideas before the class.

2. Look at the following words related to TV/radio programmes and match these words with their definitions on the right.

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>fly-on-the-wall</td>
<td>a long television advertisement, that contains a lot of information and seems like a normal programme</td>
</tr>
<tr>
<td>Infomercial</td>
<td>a television programme in which the people involved behave normally, as if they are not being filmed</td>
</tr>
<tr>
<td>Roadshow</td>
<td>a film or television show made in the style of a documentary to make invented events seem real</td>
</tr>
<tr>
<td>Mockumentary</td>
<td>a series of shows or events that take place in different places around the country, for entertainment or in order to give the public information about a company, product, etc</td>
</tr>
<tr>
<td>Reality TV</td>
<td>a short news report on radio or television, giving the most recent information about an important or unexpected event</td>
</tr>
<tr>
<td>Newsflash</td>
<td>television programmes about ordinary people who are filmed in real situations, rather than actors</td>
</tr>
</tbody>
</table>
Project Work

Collect the following items and analyse their language features.

1. Headlines of national, international and sports news in different media.
2. Text of a running commentary of a sporting event.
3. Common expressions used by anchors of Radio and Television programmes.