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Dept	MSMC



1/- why we do classification of Newsprint & Electronic Media?

### Classification of News:-

Text classification process involves following main steps for classification of news Article. The steps are Data collection, pre-processing, Feature selection, classification Techniques application and evaluating performance measures. The first step of news classification is Accumulating news from various sources.

**Print Media** - is one of the oldest and basic forms of communication. It includes newspaper, weeklies, magazines, monthlies, banners & graphics, posters and other forms of printed material. The contribution of print media in



Providing information and transfer of knowledge is remarkable.

Print media includes:

**Newspaper:-** printed and distributed on a daily or weekly basis. They include news related to sports, politics, technology, science, national or international news. Today parents grew up with type of printed media.

**Magazines:-** printed on a weekly, monthly, quarterly or annual basis. It contains information about finance, food, lifestyle, fashion, sports etc.

**Books:-** Focused on a particular topic or subject, giving the reader a chance to spread their knowledge about their favorite topic.

**Banners:-** used to advertise a company services and products hung on easily noticed signs to attract people attention.

**Bill Boards:-** These advertisements created with the help of people. Their goal is to attract people passing by. (3)

### **Electronic Media:-**

Radio and Television which may be transmitted electronically through wires or Broadcast through the air.

The uses of electronic media especially the Internet and cell phones are a major form of communication. Students and staff use this media to communicate about matters involving and relating to the schools.

P.T.O





**Radio:-** uses Radio waves to transmit entertaining, informative and educative content to the public due to its high reach to the audience radio is widely used for advertising products and services.

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**Movies:-** Film, motion picture screenplay moving picture or movie has world-wide reachability.

### **Television:-**

In the past, there were a few channels sharing various types of content whereas now we have hundreds of TV channels to choose from. Each channel delivers a different type of content, so you have separate channels for news, drama, movies, sports, animation, nature, cartoon and religion.



## Print Media

Development - Support  
Communication

Editorial & Feature  
writing

Newspaper Project

Visual Communication

Camera & Photography

Intro to TV Journalism

Inpage

## Electronic Media 5

Distribution, Networking  
Archives

News Casting, Anchoring

Visual Communication-II

movie - Camera

History Film & TV

News Reporting

TV Production

Management



Q2- writing news story is totally 6  
different other form of writing?  
Discuss its principles.

### \* NEWS STORY:-

News is typically connotes the presentation of new information. News conspicuously describes the world in the present or immediate past even when the most important aspects of a news story have occurred long in the past - or are expected to occur in the future.

### \* Basic principles of news story:-

#### 1) Truth and Accuracy:-

Journalists cannot always generate the truth but they can get the facts in any situation. We should always strive for accuracy. Give all the relevant facts we have and ensure that they are checked when we cannot corroborate information we should say so.



**Independence:-** Journalists must be independent voices we should not act formally or informally on behalf of special interests whether political corporate or cultural. We should declare to our editors - or the audience - any of our political affiliations, financial arrangement or other personal information that might constitute a conflict of interest. 7

**Fairness and impartiality:-**

Most stories have to least sides. while there is no obligation to present every side in every piece, stories should be balanced and add context. objectivity is not always possible and may not always be desirable in face for example of brutality or inhumanity. But impartial reporting builds trust and confidence.





Q3f Prepare English news story on the following topics. 9

(A) Write a detailed news story on Bank Dacoity?

Karachi: Nazimabad police on Thursday registered a case against unknown suspects over looting of over Rs 3.4 million from a private bank on Wednesday afternoon and ruled out the possibility of involvement of militants in the incident.

The police have registered an FIR on the complaint of the bank management against three suspects who took away Rs 3.4 million from cash counter of Mezzan Bank located on the main road Nazimabad.

At around 3:30 pm on Wednesday three armed men stormed the bank and snatched a pistol from a



Humility:- Journalists should do no harm. What we publish or broadcast may be hurtful but we should be aware of the impact of our words and images on the lives of others.

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### Accountability:-

A sure sign of professionalism and responsible journalism is the ability to hold ourselves accountable. When we commit errors we must correct them and our expressions of regret must be sincere not cynical. We listen to the concerns of our audience.





Security guard posted outside  
after a scuffle when they  
entered the bank a lady staffer  
tried to flee. One of the  
armed men resorted to firing  
and fired shots at the guard  
apparently to terrorise the  
employees said Nazimabad SHO.

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Another officer, Arshad Abbasi  
said that the bank had  
established a bunker inside  
its premises. However the  
guard posted inside the  
bunker did not challenge  
the robbers

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### 13/- News story on current budget? 11

Industries Minister Hammad Azam Azhar on previous Friday announced 7.1 trillion budget in a bid to revive the stalled (IMF) program which both the opposition and experts termed unrealistic and full of internal contradictions

### Budget 2020-21:

Budget aims for trillion Rupee

Tax Revenue hike with no more Taxes

- 1) Deficit worked out 3.195 trillion.
- 2) 2.946 trillion set aside for debt servicing.
- 3) Salaries, pensions of Govt employees Frozen
- 4) PSDP slashed to Rs 650 bn.
- 5) FBR Tax collection target set Rs. 4.963 tr
- 6) Subsidies cut down by 48 PC.
- 7) Rs 70 bn earmarked for coronavirus - related schemes.
- 8) Allocation for Ehsas program increased from Rs 187 bn to 208 bn.





C/- Write Interpretative News story 12  
on Fire incident at Board Bazar?

\* What is Interpretative News?  
Interpretative Journalism or  
Interpretive Reporting requires  
a Journalist to go beyond  
the basic facts related  
to an event and provide  
more in-depth news coverage.

In Board Bazar there was  
cylinder Blast on Traundershop  
Due to cylinder Blast 3 shops  
were fully damaged and 6  
people were injured inside in.  
The rescue team can come  
early and the fire brigades  
also come with us and  
drop the water on fire all  
the people were standing in front



of Rescu-Team every one helps  
the People who were Injured.  
After some times the Fire was  
Fully be Fintshed the Injured  
was taking to the hospital  
the people were clear the  
Blast AREA After some time  
police come and people out  
From the Blast place. The  
Rescue Team helps the thaundier  
shop and 3 more shops  
The shops were Fully Damage

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## Diff urdu News stories on Topics: 14

### A) Made story on legend Tariq Aziz?

طارق عزیز 1936 میں پیدا ہوئے۔ 28 اپریل کو (Jalandhar Punjab) میں آنکھ کھولی ان کے والد کا نام میران محمود عزیز تھا۔ طارق عزیز پاکستان کا سب سے پہلے یونیورسٹی کا پروفیسر تھا۔ اس نے پاکستان میں ایبٹ آباد شروع کیا مشروع میں اس کا نام نیلام ٹرسٹ رکھا گیا وقت گزرتے ساتھ ساتھ اس کا نام تبدیل ہو گیا اور طارق عزیز بن گیا۔ وہاں تک کہ بعد میں طارق عزیز نے پاکستان سے نام سے مشہور ہوئے۔ عزیز پبلشنگس تھا پاکستان میں جس کو سب سے پہلے پاکستان کے عوام نے سیرت پیر دیکھا۔ طارق عزیز نے اس کے ساتھ ساتھ فلمیں بھی بنائی دھیر مہراں اور (Zeba) کے ساتھ۔ 1960 اور 1970 کی دہائی میں اور اسٹر فلمیں بنایا کرتا تھا۔ طارق عزیز کی سیاست کا کافی شوق تھا اور 1972 میں اس نے PPP میں شمولیت اختیار کر لی اور اس کے بعد اس نے PPP کو چھوڑ کر مشرف کے ساتھ



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دل کراچی نے اپیل مار ۱۹۶۶ میں قومی  
اسمبلیء نشست پر ایجن سڑا اور پھر اس  
میں کامیاب ہو گئے اور پہلی دفعہ قومی  
اسمبلی میں شامل ہوئے اس نے اپیل مار  
محمد خان کو شکست دی تھی۔ پھر سال  
گزرتے بھر اس نے سیاست کو حیرت آبلہ  
تہ دیا اور واپس فلم انڈسٹری میں  
ملازم رہا۔ اور آخر طویل عرصے  
بعد آخر کار ۱۶ جون ۲۰۲۰ کو اس  
فانی دنیا سے چلے گئے۔



ⓑ SOFT NEWS ON ANY SHOWBIZ  
PERSONALITY?

شاید افسرین کی

کیا افسرین کے لئے سپرستاروں کے لئے  
ٹوپ سپر سٹاروں کی جاری کر دیا  
نہیں۔

P.T.O



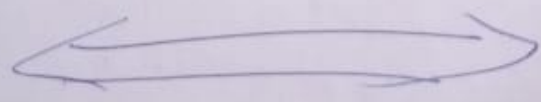


ستارے اور اجڑی ستارے میں بہت سے  
 مقبول ہے اور دنیا بھر میں ان سے لاکھوں  
 ستارے موجود ہیں۔ مانی میں سو قتل  
 عیڑیا میں ان کے جانے والوں کے بہت  
 زیادہ جعلی اکاؤنٹس بنائے گئے ہیں ان سے ان  
 کو بیک حاصل نہیں ہوا۔ ستارے اور اجڑی اب  
 خود ٹویٹر اسٹار کے ہیں۔ اب اس  
 کے خود اعلان کر دیا کہ وہ اپنا ٹویٹر  
 ٹویٹ پر بہت جلد ڈالے گا تاکہ اپنے  
 جانے والوں سے براہ راست بات کر سکیں۔  
 میں اپنے جانے والوں کے لیے ایک کمر  
 عقیں کروں گا جب میں سری ہو گا  
 تو میں ان سے بات کروں گا۔ میری  
 تمام جانے والوں سے درخواست ہے  
 کہ میں اپنے مددگاروں کے لیے کمر  
 کمر اپنے جانے والوں میں ضرور یاد رکھیں

عیرا الما صحتی کا جشن منان حضرت ابراہیم  
کی اللہ سبحانہ و تعالیٰ نے اپنے عقیدت اور اپنے  
بیٹے اسماعیل کی قربانی دینے کے لیے تیاری  
کو منان ہے۔ قربانی کے لفظ سے مراد غیر  
اللہ کے اسماعیل کی جگہ اپنے منڈھ کا لیا  
اللہ کے حکم حضرت ابراہیم کی رہا مہزی  
اور اپنے بیٹے اسماعیل کی تعمیل کرنا  
عزم کا تقاضا تھا۔

عیرا کا فعلی تفسیریات دو سے  
چار دن کے درمیان عیرا جس چل  
سدنی ہے قربانی کا عمل عیرا چل (act)  
(عیوبی نماز کے بعد کیا جاتا ہے۔ جو  
عیرا کی بیٹے قربانی مسجروں  
باجاعت لگائی جاتی ہے۔

روایتی طور پر یہ جن کعبہ، حوضوں  
اور بیاروں کے ساتھ منان میں کسر نماز  
ہے جو اکثر لوگ نیا لباس پہنتے ہیں  
اور تحائف دیتے ہیں۔





Q/- Prepare "Enterprises News story"  
on Eid-ul-Adha?

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### Enterprises News story:-

Enterprise Journalism is reporting that is not generated by news or a press release, but rather generated by a reporter or news organization based on developed sources. On the other hand this kind of reporting involves stories where a reporter uncovers a story on his/her own a lot of people refer to these as scoops.

### "Eid-ul-Adha"

تقویم آہری (بارہویں) مینے میں دیوں  
دن پڑتا ہے۔ ذی الحجہ اس دن اس کا جشن  
منانے کا انعقاد ہوتا ہے جاہل زمانے میں  
سیر ہے۔ حجے سالانہ مقوم میں سفر کے لیے  
بجرت جو ان تمام مسلمانوں کے لیے ایک  
فریضہ ہے جو مقوم میں تعمیر پر پورا اترتا ہے۔

