

Muhammad Abdullah

ID * 14549

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1/- write detail note on Introduction to Journalism? ①

Journalism :-

Journalism means writing for newspaper or magazines. It is the communication of information through writing in periodicals and newspapers. The people have an inborn desire to know what's new or news. The curiosity is satisfied by the journalists through their writing in the newspaper and journals on current affairs & news.

Introduction of Journalism:-

* Functions of Journalism.

- 1) Inform the public through the news coverage.
- 2) Influence and mold the public opinion.
- 3) Amuse or entertain the public.
- 4) Serve and promote community welfare as a whole.



* Scope of Journalism :-

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Journalism covers three channels or areas of mass communication.

- 1) Audio
- 2) Audio-visual
- 3) Print

* Sections of News papers :-

News Section

Editorial system

Features

Columns

Sports

Fashion

Review etc.

HARD & SOFT NEWS :-

HARD NEWS :- it is important to large numbers of people, usually about events in government politics foreign affairs education, Labour, Religion Courts etc.



(3)

Soft News:- usually less important because it entertains, although it may also inform often less timely than hard news, includes human interest and feature stories which may relate to hard news.

Three Facts essential to News:-

- * Facts
- * Interest
- * Readers

* Elements of news:-

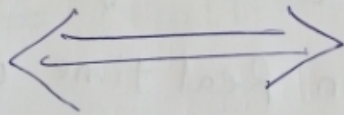
1) Immediacy:- Accident occurred this morning
Story will be Released in the Afternoon.

2) Proximity:- Accident occurred locally
Squadron and pilot are attached
Locally

- 3) Timeliness:- How recent a story is ④
not all of the story needs to be timely.
- 4) Consequence:- How many people are impacted by the story.
- 5) DRAMA:- The more movie-like a story is the more newsworthy it is. Whenever life and death hang in the balance, it is news!
- 6) Conflict:- Whenever there are two opposing sides to an issue this can be taken literally a fight or argument.
- 7) Emotions:- People love reading stories that play on emotion (waaaaw) Factor.

Qualities of Good Journalists: ⑤

To be a good Journalist, you must possess a "solid ethical core" and integrity. Journalists must have their audience trust in order to succeed. Fairness, objectivity and honesty are three factors that need to be built into every story.



P.T.O



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What is Online Journalism?

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Introduction:-

Online Journalism is Journalism more or less produced for the world wide web (unlike print, radio and television journalism). it explains the unique characteristics of the internet.

Distinguishing Characteristics of Online Journalism as compared to the traditional Journalism. Online Journalism can be published in real time updating breaking news and events as they happen nothing new here - we are had this ability with telegraph tele type Radio and TV

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* Online = shifted time:-

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Online Journalism also takes advantage of shifted time. Online publications can publish and archive articles for viewing now or later just as print film or broadcast publication can. WWW articles can be infinitely easier to access of course.

* Online = Multimedia

Online Journalism can include multimedia elements text and graphics (newspaper and books) plus sound music, motion video and animation (broadcast Radio T.V Film) 3D etc.

* Advantages of online Journalism - (8)

As we all probably know by now online Journalism has a few advantages that make it to be preferred choice when put side to side with traditional Journalism. Some of its advantages include immediacy, the use of multimedia elements, interactivity, unlimited space and more.

* Qualities of online Journalism

The four identified types of online Journalism to some extent utilize the key characteristics which include hypertextuality, multimodality, interactivity and immediacy. Each of these four characteristics make up online Journalism in their own way.

* Characteristics of Online Journalism: ⑨

Ease of Adding Information.

Multimediality

Responsiveness to the user

Interactivity

Hypertextuality

Complexity of choice available.

Responsiveness to the user

* Characteristics of Internet:—

Anonymity

Interactivity

Beyond Geography

Online Community

Lower cost of participate in public sphere.

Lower threshold for self expression of political opinions.

* Dis Advantage of online Journalism:- (10)

Most media is biased - views expressed are almost always one sided. With more and more news outlets putting a greater focus on providing online news services the result is a cut in jobs as to operate on the internet fewer personnel are required.

* Discuss Print Media In Detail?

(17)

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* Print Media:- one of the oldest forms of communication this form of media includes weebles, posters newspaper magazines, banners bill boards and any thing that is printed on paper or another surface. when people talk about print media they are typically talking about magazines or newspaper.

* Discuss Print Media :-

Print media includes those media of communication which are controlled by space rather than time it can be read at any available time and can be kept record. Following are major print media of mass communication

Print Media and Types:-

(12)

The two most common print media are newspaper and magazines but print media also include out doors bill boards, transit posters the yellow pages and direct mail.

* What are Types of Media

Media can be classified into four types:-

- ① Print Media
- ② Broadcast Media
- ③ out door or out of home media
- ④ Internet



* Kinds of print Media :-

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Books or Text books.

Newspaper

News Letters

Magazines

Handouts

* Types of print Advertising :-

Newspaper Advertising

Magazine Advertising.

Directories

Business Card

Banners

Signs

pens

Letter head and stationery

Calendar or Community magazines

* Importance of print media -

(14)

Marbetus Praus the significance of having a well recognized brand and printed publications and other branded materials are an excellent way to establish your brand. It allows you to bring the aesthetic qualities of font, colors, images and texture that helps to the establish brand recognition.

Components of Printed Media -

Print advertisements usually contain four key elements headline, copy illustrations and signature.

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* Brief History of Printed Media - 15

- 59 BC Caesar orders the publications of events in Rome.
- ~~748~~ 748 First hand written newspaper china.
- 1440 Gutenberg develops wooden printing press.
- 1502 First mass produced news report (zeitung).
- 1653 First double column paper (Oxford Gazette).
- 1702 First daily newspaper (Daily Courant).
- 1731 First magazine published (Scotland)
- 1833 The penny press - \$.01 newspaper
- 1845 Paper books appear in America.
- 1880 First photograph in newspaper.
- 1909 Conde Nast buys Vogue and transforms it into a photo-fashion.

