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Q1: Why we do Classification of News in Print and Electronic Media? Explain.

Answer:

As we know that there exists a large amount of information being stored in the electronic format and print format. With such data it has become a necessity of such means that could interpret and analyse such data and extract such facts that could help in decision-making. Data mining which is used for extracting hidden information from huge databases is a very powerful tool that is used for this purpose. News information was not easily and quickly available until the beginning of last decade. But now news is easily accessible via content providers such as online news services, reporters, hospitals, police stations etc. A huge amount of information exists in form of text in various diverse areas whose analysis can be beneficial in several areas. Classification is quite a challenging field in text mining as it requires prepossessing steps to convert unstructured data to structured information. With the increase in the number of news it has got difficult for users to access news of his interest which makes it a necessity to categories news so that it could be easily accessed. Categorization refers to grouping that allows easier navigation among articles. So therefore news needs to be divided into categories. This will help a person to access the news of their interest in real-time without wasting any time. And it would be easy for a people to direct reach to the point of newspaper that what type of news he/she wants. For example a person want to read a news about sports so he/she knows that where the sports news is placed in a newspaper so without wasting his/her time could reach his target. As we know that there are a lot of information from several sources but for each we have different beat reporters like investigative reporters, interpretative reporters etc. and their job is to go and collect information from the areas that they are actually hired for. Same as like that the news classification for both print and electronic media is also important, to inform their masses in very organized way. When it comes to news it is much difficult to classify as news are continuously appearing that need to be processed and those news could be never-seen-before and could fall in a new category

**Different forms of print media.**

Print media include those media of communication which are controlled by space rather than time. It can be read at any available time and can be kept for record.

**Following are the major print media of mass communication:**

**Book:**

Books are best source of education. They are a diverse platform comprising varied topics that include literature, history, fiction stories, and many more, that not only increase our knowledge but also entertain us.It is best example of print mass media. By books people easily get information and knowledge

**Newspaper:**

It is most effective and important form of print media. Newspapers are the most popular form of print media. They are generally delivered at home, or are available at newsstands, and it is the most inexpensive way to reach a huge mass of people quickly.  
Different types of newspapers cater to various audiences, and one can select the particular category accordingly. A newspaper is divided into various segments containing current events, sports, food, entertainment, fashion, finances, politics, advertisements, informative articles, and so on.

It gives information to the people in the printed form. It is good example of print media.

**Magazine:**

Magazines provide detailed articles on various topics, like food, fashion, sports, finance, lifestyle, and so on. In magazines people show their talent in the form of anything. It is predecessor of the daily newspaper.

**Newsletter:**

A newsletter is a publication that mostly covers one main topic. Newsletters are generally used as information sources for neighborhood, communities, and groups having an interest about that particular topic, or event. They are also used for promotional purpose, political campaigns, or for causes. Newsletters are also used in many schools as a communication tool for parents, which give them information about what is new in the school. Many companies make use of newsletters as a marketing strategy to provide all the information to customers and employees.

**Electronic Media:**

Electronic media is the media that one can share on any electronic device for the audiences viewing

electronic media is broadcasted to the wider community.

**Following are the major electronic media:**

**Television:** television is a principal source of information and entertainment for people exposed to mass media.

**Radio:** The Radio is similar but does not give the audience visuals, just sound. This method of Electronic media can be effective and much more affordable than Television but does not engage the listeners as much as visual ads.

**Classification of News:**

1. **Hard News**
2. **Soft news**
3. **From Geographical Point Of View:**
4. **Local News:**
5. **National News:**
6. **International News:**
7. **Straight News:**
8. **Develop or In-depth News:**
9. **With Spot News Peg:**
10. **Investigative News Story:**
11. **Interpretative News Story:**
12. **Without Spot News Peg:**
13. **Enterprises News Story:**
14. **Made Story:**

Q2: Writing News Story is totally a different format from other form of writing, discuss its basic Principles.

**News Story:**

a news report of any length, usually presented in a straightforward style it is unbiased, based on facts and without editorial comment.

in news story reporter cannot share his opinion or point of view about something or any issue, he/she should research on an issue and collect facts and figures and then write a news story, news story should be what exactly happened , so writing news story for the newspaper is different from other stories here followings are some principle for writing news story.

Basic Principles Of News Story:

Lead or Introduction:

The first sentence of a news story is called the “lead”—rhymes with “reed.” It is also the first paragraph of the story. A news lead summarizes what is most important about the story.

The reporters should write the lead and intro short and in a very discipline way as well as to highlight the main points of the story; the lead should be written a way to summarize the whole news story and to grab the attention of the reader to read a whole story. Generally speaking, the Lead, or introduction to the story, should be a

Single sentence of 35 to 45 words

Paragraphs:

Paragraphs in a news story should be short and clear and put informative materials in it. Avoid writing long seven eight lines of paragraphs fill with unnecessary information.

Sentences:

Sentences should be kept short and clear, do not use long and complicated sentences in your story keep your audience in mind and make it easy for them to read that story. Cut unnecessary words and lines and whenever possible use the subject, object and verb formula. Paragraphs in news stories should generally be no more than one or two sentences each.

Words:

Keep your readers in mind because it will guide you to write a story according to their knowledge. The words that you are using should not be complicated and difficult to understand a reporter should use easy words in his/her news story.

Use short (mostly one- and two-syllable) and plain words instead of fancy synonyms. For example: often instead of frequently, get instead of acquire or obtain, about instead of regarding, lives instead of resides, funny instead of humorous, try instead of attempt, about instead of approximately, and also instead of additionally.

Clearness:

strive to be concise, precise, specific and clear.

Past tens:

Always write in the past tense (assuming the events you are describing occurred in the past).

Avoid repetition of words:

Don't repeat information that you have already wrote, try to find something informative and advanced for the conclusion of your story.

Unbiased:

The writing of a news story is totally unbiased and impersonal, the reporter must avoid using such words like ( I ) (we) (us) (our) (other) (your) etc.

The reporter must not to involve himself in a news story.

Editorializing:  
Probably the most important difference between news writing and other kinds of writing is that in news writing, editorializing isn’t allowed. “Editorializing” means expressing an opinion, which is appropriate only on the editorial page and in reviews (of restaurants and movies, for examples). To some extent, it’s acceptable in columns and articles that are clearly marked as “analysis” or something similar.

objective style:

the reporter should write a news story in a objective style he should not add personal opinion in his news story .He must know the difference between facts and opinion.

Use full names:

When you first refer to someone in a story, use the full name and job title if applicable.

Avoid using phrases:

Don't use phrases such as "thankfully, he was fired from his job" Obviously, it's good that he was not hurt.

Don’t add your emotions and opinion in news story Let your readers to judge and can figure that out for themselves.

Attribution:

Attribution refers to naming the source of information just given. The information being attributed can be in the form of a direct quote or a paraphrase or summary of that someone said or the contents of a text.

That usually happens when the writer decides that the source of the information is the most important element in the story.

Quotations;

Quotation marks only around quoted material. Except in quotes, do not use the words I, me, my, we, us, our, you or your.

Section (B)

Q3: Prepare English News Stories

(b) Write Interpretative News Story on **“Fire Incident”** at Board Bazar?

**Peshawar:** The fire that erupted in the private company of electronics situated at Board bazaar area of Peshawar took place.

After more than 10 hours as fire tenders failed in their attempts to extinguish it.

According to sources, more than 120 workers of rescue 1122 took part in operation to bring the fire under control.

The local administration has termed it a third degree fire and fire brigade vehicles have also been called from other districts to bring the fire under control.

Sources further informed that five fire fighters of rescue 1122 also received burn injuries during the operation and were shifted to hospital for further medical care.

A big portion of the factory has been collapsed due to intensity of the blaze.

The officials said they need to extinguish the fire and start the cooling process until they can see how the fire broke out and the extent of the damage.

Sections of the building have collapsed as well.

(c) Write a detailed News Story on **“Current Budget”?**

**Islamabad:** The federal budget for the financial of Pakistan year 2020-21 was presented in National Assembly by Federal Minister for Industries and production Hammad azhar. The provincial share in federal taxes is estimated at Rs 2,873.7 billion, which is 11.7% lower than the budget estimates for 2019-20. The overall expenditure during has been estimated at Rs 7,294.9 billion, out of which the current expenditure is Rs 6,345 billion. Under the head of General Public Service, the major portion goes to executive and legislative organs, financial, fiscal and external affairs which stood at Rs 3,663,740 million. For defense expenditure of Rs 1,289,134 million have been allocated. Public order and safety affairs, an amount of Rs 169,927 million has been provided in the budget i.e. The allocation for Police Rs 158,621 million has been allocated. The budget allocated for Economic Affairs in the budget has been projected at Rs 71,751 million. Major share of this budget goes to Construction and Transport is 21.79% of total allocation for Economic Affairs. In current budget 2020 RS 431 million has been allocated for Environment Protection. Under the head of Health Affairs and Services, a total allocation of Rs 25,494 million has been allocated in the budget The current budget amount of Rs 9,822 million has been budgeted for Recreation, Culture and Religion. Education Affairs and Services have been allocated with Rs 83,363 million. Submitting tax proposals, it has been suggested to reduce the sales tax ratio from existing 14 percent to 12 percent on point of sale to provide relief to common people and shopkeepers during the pandemic of COVID-19. Minimum tax on hotel industry has been reduced from 1.5 percent to 0.5 percent during the months for six months with effect from April. An automatic system has been introduced for filing of tax returns, as a result of anti-smuggling campaign seen a rise of 19 to 30 billion rupees. The import of nutritional food for medical purposes will be exempted from sales tax, while exemption on import of medical equipment has been increased for further three months. Federal Excise Duty on imported cigarettes and tobacco is being increased from 65 percent to 100 percent, while e-cigarettes and other substitutes of tobacco have also been included in this list. To discourage consumption of caffeine based energy drinks, FED is being increased from 13 percent to 25 percent.

(a) Write a detailed news story on **“Bank Dacoity”**?

**Nawshera:** On January 2020 a gigantic robbery took place in Nowshera taking RS 20 million in Broad daylight.

The manager told the police that eight robbers arrived at the bank situated in Aman Ghar in a black car.

They brutally forced their way inside the bank by beating the 2 security guards, leaving them injured, later they were shifted to a hospital in Peshawar for treatment.

Five of the robbers entered the bank while three stood standby on the gate. The robbers collected money from the cash counter after taking the band staff hostage at gunpoint. After the robbery, five robbers escaped in the car parked outside the bank while the remaining fled on motorbikes. The robbers also took away CCTV cameras installed in and outside the bank along with computer devices.

Local eyewitness calls the local police station but the call went unanswered. One of the witnesses, who did not want to disclose his name, said robbers remained for about 20 minutes in the bank but there was no sign of police anywhere. "The police could have prevented the robbery if they acted promptly but the robbers fled before the cops could arrive at the scene," he added. One witness also reported the presence of a cash-collecting security vehicle with armed security personnel outside the bank during the robbery. They fled away when they realized what was going on inside the bank.

District Police Officer Yaseen Perviaz visited the bank in the busy market along with the Crime Scene Unit of the police which investigated the crime scene and started collecting evidence.

The police launched a search operation and set up checkpoints on all the roads leading to and out of Aman Ghar after reports emerged that robbers had escaped towards Peshawar.

Deputy Inspector General of Police, Pabbi Range, Salman Ali Gandapur flanked by DPO and DSP Nowshera told a press conference that the first information report of the crime had been registered and an investigation was underway.

**Q:4 Write Urdu News Story**

**Pictures from pages are bellow…**





