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***Qno1: What is editorial in a newspaper? How it defines the policy for rest of the newspaper?***

Ans: Editorial in a Newspaper:- An editorial is the leading article written by the senior editorial staff or publisher of a newspaper, magazine, or any other written document, often unsigned.

Editorials are typically published on a dedicated page, called the editorial page, which often features letters to the editor from members of the public; the page opposite this page is called the op-ed page and frequently contains opinion pieces (hence the name think pieces) by writers not directly affiliated with the publication. However, a newspaper may choose to publish an editorial on the front page. In the English-language press, this occurs rarely and only on topics considered especially important. Many newspapers publish their editorials without the name of the leader writer.

***Policy***:- Editorial policy is the set of guidelines by which the news organization operates. It includes the news organization's attitudes toward its community and aids editors in making editorial decisions. The editor-in-chief has responsibility to implement any policy decisions reached by the editorial board. When determining policy the board should keep in mind the need for readers to know information, community standards and the effect the newspaper has upon the community agenda. The newspaper should strive to inform, enhance discussion of campus issues, and to entertain

***QNo2:- What are the elements of newspaper. Explain the importance of each one.***

Ans: ***Elements Of Newspaper***:-

* Anchor
* Banner
* Box
* By-line
* Caption
* Classifieds
* Column
* Dateline
* Deck
* Editorial
* Filler
* Folio
* Headline
* Infographic
* Jump
* Jump line
* Kicker
* Lead
* Masthead
* Sidebar
* Strapline
* Subhead
* Teaser

***Anchor:***A soft story used at the base of Page One. The headline of such a story is different to the headlines used for hard news stories. It will be more creative and eye-catching.

***Banner:***Banner is a headline that runs across all eight columns on the top of the page. It is used for momentous events, and is set in big and bold letters. The banner is also called a streamer

***Box:***A news report that is surrounded by a printed rule. The box is used to display those stories that are important or unusual.

***By-line:***The name of the reporter who wrote the story. In the case of agencies, the name of the news agency is used as by-line.

***Caption*:** The text used to describe a photograph. It is known as cutline in the US.

***Classifieds*:** The advertisements run in small type. These are ads placed by individuals or small traders, who pay according to the number of words used.

***Column*:** A weekly or fortnightly article written by a seasoned commentator, who is either a journalist or a specialist.

There is one more definition of column. As you know, each newspaper page is divided into six to eight vertical rows. These rows, which are used to display content, are called columns.

***Dateline*:** It comprises of two elements: the name of the city from where a story originated and the date on which it was written.

***Deck*:** Deck is the term used to describe each line in a newspaper headline.

***Editorial*:** Editorial is the article that represents the newspaper’s opinion. It is also called the Leader.

***Filler*:** Filler is a short item that is used to fill up space on a newspaper page.

**Folio:** Folio is the line of text placed on top of inside pages giving the page number, day and date of publication.

***Headline***: Headline is the title of a news report run in display type to catch the attention of the readers. A headline summarises the most important point in a news report.

***Infographic*:** An infographic is an art form where words are used with charts, illustrations, graphs or photographs to tell a news story.

***Jump*:**Jump is the part of the story that is continued from the front page to an inside page of a newspaper.

***Jump line*:** The jump line is used to inform the reader of the page and column number where he can find the rest of the story.

***Kicker*:** Kicker is the headline that is written on top of the main headline. It is set in a point size that is less than the point size used to set the main headline. In several newspapers the Kicker is called Shoulder.

***Lead*:** Lead is the first paragraph of a news report

***Masthead*:** Masthead is the forehead of the newspaper where the title of the newspaper is published. It also gives the place of publication, publication date etc.

***Sidebar*:** Sidebar is a short story related to the main story and run adjacent to it.

***Strapline*:** Strapline is a headline written beneath the main headline. It is written in a point size that is smaller than the point size used to write the main headline, and is generally used to highlight a new point. It can also be used to amplify the main headline. In some newspapers, Strap-line is also referred to as Reverse Shoulder.

***Subhead*:** Subhead is one or two word headline inserted at the head of a paragraph to break the monotony of a solid column of type. Sub-heads are generally written in bold letters in the same point size as the body text.

***Teaser*:**Teaser is a front-page box placed over or below the newspaper masthead. It lists the important stories run on inside pages. or boxes announcing a paper’s inside contents.

***QNo3:-Write a note of virtual reality and augmented reality.***

Ans: ***Virtual Reality:-*** The computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors. Virtual reality is an artificial environment that is created with software and presented to the user in such a way that the user suspends belief and accepts it as a real environment. On a computer. virtual reality is primarily experienced through two of the five senses: sight and sound.

Virtual reality (VR) implies a complete immersion experience that shuts out the physical world.

***Augmented Reality:-*** A technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view. Augmented reality (AR) is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory.

Augmented reality (AR) adds digital elements to a live view often by using the camera on a smartphone.

***QNo4:- Explain the process which is use for the placement of news item in newspaper.***

Ans:- ***Importance of the "Make-Up"***

* The arranging of the material on the several pages of the newspaper is done under the direction of the editors.
* This arrangement, particularly of the front page, plays a very important role in the success of the newspaper.
* The best arrangement is that in which the important news stands out prominently, and can therefore be most easily read.
* A symmetrical balancing of the headlines, half-tones and cartoons adds to the attractiveness and readability of the newspaper.

***Principle of contrast***

* Large heads are alternated at the top of the column with smaller heads so that the large ones will stand out in contrast with the other columns of less prominence
* With heads not at the top of columns, effort is made to secure contrast by some form of alternation: e.g., cuts or cartoons.

***Positions of prominence***

* The most important news is generally put in the last column to the right on the first page.
* This is done for two reasons: first, because a long story in this column can run on continuously to the first column of the second page without a jump head; second, because as the papers ae laid out on the news stand. the right side of the paper is prominently displayed.
* The second reason also accounts for the placing of cuts and cartoons on the right side of the front page.
* If there are two very important stories carrying larger heads than usual, the one second in importance is put into the first column, partly for symmetry and partly for the reason that. as the paper is read, the first column is prominent.
* On all pages, except the front page, the first column is usually considered the best.

***Breaking Over Front Page Stories:-***

* Long stories with large heads are continued from the first page to one of the inside pages. (in order to preserve alternation and get as much news as possible on the front page)
* One column of these stories, or often only one-half or two-thirds of a column, is put on the first page, according to the make-up of the lower
* half of the page, and the remaining part is put with a jump-head on an inside page.

***Kinds of jump-heads:***

1. A reproduction of whole of the original head
2. A reproduction of the top deck of the original head
3. An entirely new head, in a smaller type font than the original

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***Qno5:- What is newspaper layout? Why is it important?***

Ans: The layout of a newspaper is designed to attract readership and to optimize the newspaper's effectiveness in presenting information. Rules and conventions have evolved over the years and almost all western newspapers share well-established layout principles.

## ***MINIMALIST DESIGN***

Don’t make your newspaper look crowded or too busy. Use lots of white space where you can. Newspapers have always looked crowded in the past, but modern design tends to use more white space, thus giving more importance to the images and text you do have on a page.

To give you an extreme example, imagine an entire page with only a single word in the middle: "Desire." That forces all the attention on that one word and the possible connotations. That might be extreme, but the concept of using more white space and making your newspaper look less crowded is valid. Put more space between images and text. Space text out more, and put more white space between paragraphs, columns, and other text boxes.

***HAVE GOOD COLOR SCHEMES***

Don't use too many colours. That just looks messy. Know what colours go well together and which ones clash. On a newspaper, colours will always print darker than what is on your computer screen so it is important to lighten up your colours.

## ***FLAT LOOK***

Try not to use 3D effects, bevels, or too many shadows. Those styles went out last decade when they were novelties at the time. It is the flat appearance that looks clean and stylish.

## ***GRID OR GEOMETRIC PATTERNS***

Modern design often employs images in a grid or geometric pattern. Again, this gives your project a fresh, clean look with straight lines and easy on the eyes visuals.

## ***CHOOSE EASY-ON-THE-EYES FONTS***

Your articles and stories are central to your newspaper design and layout. Don't use fonts that are difficult to read or make out. Use fonts that the eye can pick up on easily and avoid using many different kinds of fonts. Stick with the same font for each of your different text groupings: your main text, your titles, your subtitles, and your headings.

## ***STAY CONSISTENT IN YOUR FONT SIZES***

Different sized fonts can be used, but stay consistent. When your body text suddenly gets larger, it has an unconscious impact on your readers. Not only does it look messy, but it creates a visual detraction from the message.

## ***ALIGNMENT IS ESSENTIAL!***

It may seem tedious, but a well-aligned newspaper will standout as being far superior to those that are not aligned properly. Here are some areas of alignment you should consider:

* **Columns** — Make sure your columns are the same width and either aligned at the top or the bottom and evenly spaced between themselves.
* **Pictures** — Align pictures to each other where you can and to text where appropriate. Always try to show straight lines.
* **Titles** — Align titles vertically or horizontally where obvious. Centring titles over columns will also look good.
* **Horizontal and Vertical Spacing** — If you have space on the right, make sure there is the exact same amount of space on the left. If you have space between a title and a textbox, make sure that you keep the same spacing between other titles and textboxes.
* **Keep picture aspect ratios**— If you need to shrink a picture on only one side only (vertically or horizontally) to make it fit a particular space, don't shrink it. This will only make your picture look fat or skinny instead of natural. Instead, crop it. It is always better to crop the picture to align it than to make an image look unnatural.

## ***MANAGE FREE SPACE***

Empty space is as important as the space you do use. Leaving large holes in your newspaper design is not wise, but trying to use all the free space up may not be wise either. Well positioned empty or white space can make a newspaper really stand out, look clean, look fresh, and look elegant.

***Importance of Layout of a Newspaper:-*** The aim of layout is both to present information in a logical, coherent way and to make the important elements stand out. An additional, more understated benefit, is that a well-designed layout can make the content easier to understand.