

VARIOUS DUTIES OF JOURNALIST

- **Report:**
 - A report is a document that presents information in an organized format for a specific audience and purpose. Although summaries of reports may be delivered orally, complete reports are almost always in the form of written documents.
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- **REPORTING :**
 - The news as presented by reporters for newspapers, radio or television.
 - Give a spoken or written account of something that one has observed, heard, done, or investigated.
 - Present oneself formally as having arrived at a particular place or as ready to do something.
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- **REPORTING :**
- While doing reporting the reporter must have to keep 7 Cs formula in his mind as it will help him to convey his message in an ideal way to his readers, listeners or viewers. The 7 Cs are as follows:

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- **Credibility:** If the sender can establish his/her credibility, the receiver has no problems in accepting his/her statement. Establishing credibility is a long-drawn out process in which the receiver, through constant interaction with the sender, understands his/her credible nature and is willing to accept his/her statements as being truthful and honest. Once the credibility of the sender has been established, attempts should be made at being courteous in expression. Much can be accomplished if tact, diplomacy and appreciation of people are woven in the message. Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message. A courteous message is positive and focused at the audience. It makes use of terms showing respect for the receiver of message and it is not biased.

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- **Completeness:** The communication must be complete. It should convey all facts required by the audience. It is cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete. A complete communication always gives additional information wherever required. It leaves no questions in the mind of the receiver. There should be enough information to be useful to enable the reader use the technology or practice successfully after following the instructions. Important items should be included and all the steps in a process covered in enough detail. Complete communication helps in better decision-making by the audience/ readers/ receivers of message as they get all desired and crucial information. It persuades the audience.

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- **Clarity:** Clarity of ideas adds much to the meaning of the message. The first stage is clarity in the mind of the sender. The next stage is the transmission of the message in a manner which makes it simple for the receiver to comprehend. As far as possible, simple language and easy sentence constructions, which are not difficult for the receiver to grasp, should be used. Scientific terms can be made simpler and jargon should be avoided. Clarity in communication enhances the meaning of message. A clear message makes use of exact, appropriate and concrete words.

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- **Correctness:** If the sender decides to back up his communication with facts and figures, there should be accuracy in stating the same. The information must be truthful and accurate and the statements should be scientifically justifiable. A situation in which the listener is forced to check the presented facts and figures should not arise. Finally, the usage of terms should be non-discriminatory. In correct communication, the message is exact, correct and well-timed; a correct message has greater impact on the audience/readers; it checks for precision and accuracy of facts and figures used in the message and makes use of appropriate and correct language in the message.

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- **Consistency:** The approach to communication should, as far as possible, be consistent. There should not be too many ups and downs that might lead to confusion in the mind of the receiver. The level of the language should be the same throughout. If a certain stand has been taken, it should be observed without there being situations in which the sender desires to bring about a change in his understanding of the situation. He should ensure that the shift is gradual and not hard for the receiver to comprehend.
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- **Concreteness:** Concrete and specific expressions are to be preferred in favour of vague and abstract expressions. It should say when a particular technology or policy is appropriate? When it should not be used (eg: on which soils, at what altitude), and give an indication of costs and benefits. Abstractions or vague statements can cloud the mind of the sender. Instead of stating “There has been a tremendous escalation in the sales”, if the sender made the following statement: “There has been an escalation in the sales by almost 50% as compared to last year”, the receiver is more apt to listen and comprehend the details. Concrete message is supported with specific facts and figures; it makes use of words that are clear and build the reputation and concrete messages are not misinterpreted.

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- **Conciseness:** The message to be communicated should be as brief and concise as possible. As far as possible, only simple and brief statements should be made.
 - Excessive information can also sway the receiver into either a wrong direction or into inaction. Quantum of information should be just right, neither too much nor too little. Concise communication is both time-saving as well as cost-saving. It underlines and highlights the main message as it avoids using excessive and needless words. Concise communication provides short and essential message in limited words to the audience. A concise message is more appealing and comprehensible to the audience and is non-repetitive in nature.
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VARIOUS DUTIES OF JOURNALIST

- **SUBBING :**
 - Subbing or Su-editing is done by the Sub Editor who corrects and checks the News stories. The sub-Editor checks the style and tone of the story and often writes the headlines. He gives the final touch to the news story. He is responsible for the circulation and should ensure the reader's satisfaction.
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VARIOUS DUTIES OF JOURNALIST

- **Editing:**
- The reporters of a newspaper surveys the outside or exterior. The Editor manages the inside of the Newspaper. The editor or the editorial board is responsible for every news published in the paper or magazines. The editor is penalized for the mistakes published by the newspaper. The Chief Editor assigns duties to reporters. He checks quality of the news submitted. The News Editor is usually the active head of the copy desk. The news editor handles all the copies - local and non local except that processed by special desks such as sports and literary sections. The Managing editor or Executive editor is the head of the Editors. The duties of the editor includes

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- **Editing (Continued)**
 - 1 To make sure that the news story conforms to the attitude and style of the News paper.
 - 2. Correct factual errors.
 - 3. Make stories objective and legally safe.
 - 4. Check the clarity of the news and correct the language.
 - 5. Determine the space to be provided for news.
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- **FREELANCING:**
 - A Freelancer is a self- employed journalist not committed to any newspaper or magazines. They have the freedom to write on any topics and can sell their stories at their will. They do not have a regular work schedule and need not work for an employer. The major drawback of freelancing is the uncertainty of job and income and the lack of company benefits. They are unorganized workmen. Freelancers should be aware of the market, should have update knowledge, should know that readership of the important newspapers and magazines and should be clever enough to sell their news to prominent papers and magazines.
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REFERENCES

- www.google.com
- en.wikipedia.org/wiki/Report



That's All
Thank
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