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## **UNIT-1 ORGANISING THE NEWS STORY; 5 WS AND 1 H; INVERTED PYRAMID STYLE OF WRITING**

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### 1.0 UNIT STRUCTURE

#### 1.1 Learning Objectives

#### 1.2 Introduction

#### 1.3 Organising News Story

#### 1.4 The 5 “W” and 1 “H”

#### 1.5 Inverted Pyramid Style

##### 1.5.1 Feature Style

##### 1.5.2 Sand Clock Style

##### 1.5.3 Nut Graph

#### Check Your Progress

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### **1.1 LEARNING OBJECTIVES**

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In this unit we would learn about how to structure a news story. After completion of this unit you will be able to:

- Prepare news
- Understand the basics of News Structure.

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### **1.2 INTRODUCTION**

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How does a journalist pick a story for news? Journalists step into a new subject every day. They have to decide which story is big and which one is small. Which one will be more interesting for the readers? Which story will be placed and where? These and a lot of other questions arise in the mind of a reporter as well as the whole news room.

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### **1.3 ORGANISING NEWS STORY**

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Journalists start their day with new assignments on new and old stories, see what’s on their table. It is of interest to each journalist to know what is new and fresh for the day. The other is to meet with an editor, discuss on the background from the earlier stories and decide on the fresh items. Selecting a story for next day paper is more complex in nature. In this section help you understand how to organize your stories.

Journalists always try to find out what to write and how. The story and its reporting should be fair and fulfil the newspaper's objective.

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#### 1.4 THE FIVE “W” AND ONE “H”

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If a reporter wants to know the root of all news then he/she need to know only six things:

**Who? What? Where? When? Why? How?**



Any good news story provides answers to each of these questions. You must drill these into your brain and they must become second nature.

This concept helps the reporter to write better news releases. Journalist should always search of these 5W and 1 H to complete his story. This concept is also useful to all professional writers.

For example, if you wish to cover a story about a major train accident then as a reporter you must answer the following:

**Who or Whom-** is it about; person(s) involved

**What-** is happening or has happened

**Where** –place where it is happening or has happened

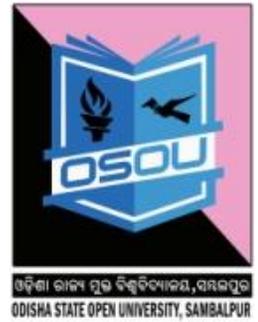
**When-**is it happening or the time of happening?

**Why-**is more relevant to the issues or cause

**How-**the reason behind

The method of 5W and 1H can be consider as the formula of news writing. While writing any news, the reporter should be cautious to collect all the basic information. Readers want to know the story from every angle. So here the 5W and 1H covers all

the required information which can be organised into a piece of news. While starting the story, the reporter pick one of the Ws or Hs to make a lead and start the news.

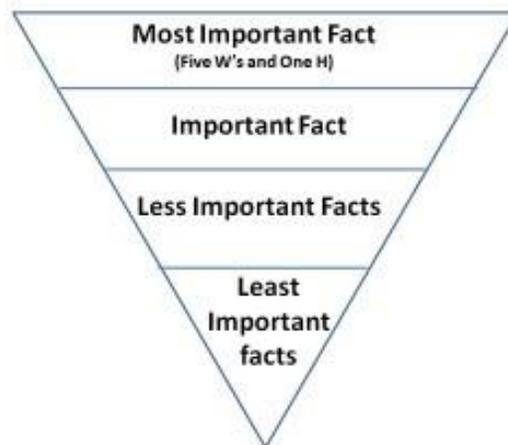


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## 1.5 INVERTED PYRAMID STYLE

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Most of the news items start with the most important information and this is followed by other information in the order of significance. That means the first paragraph contains the most important point(s), the third paragraph contains the second most important point, the fourth paragraph contains the next most important point and so on. Such way of writing a news story, with the main news in the beginning and the rest of the information following in decreasing order of importance is known as ‘inverted pyramid style’. It is the most prominent and the most commonly used style for writing a news story.



If you turn a pyramid upside down, you will have the broad base at the top and the body pointing down. The widest part at the top represents the most substantial, interesting, and important information, illustrating that this kind of material should head the article, while the tapering lower portion illustrates that other materials should follow in order of descending importance.

In this style of writing the news story is summarized in the lead and the facts are presented in diminishing order of importance. The most important details are given in the first paragraph and more details are added in decreasing order of importance. All the paragraphs in the news story contain information, but each paragraph is less vital than the one before it. All questions of who, what, when, where, why and how are answered in the first paragraph.

This style basically organizes the information in order of diminishing importance. The inverted pyramid style has several advantages. A reader can leave a story at any point of time and still understand it and get essential facts. Since less important facts are given at the end, it can be removed by the editor to fit a fixed size. It provides a format to convey information in a quick and efficient way. It allows, at least on the



face of it, a format for providing a dispassionate and unbiased account of events. For these reasons, the Inverted Pyramid news story has become the basic form of newspaper writing. Since it is so common, it is the form that must first be mastered by any student with a serious interest in journalism.

It has some limitations too. The major disadvantage is the lead reveals every major detail and hence lacks surprises. Sometimes it can be confusing to select the most important fact, while writing a news story. While it's easy in theory to state that the most important facts should be put at the top of the story, it's not always so easy to determine what facts are most important. This, of course, is where “news judgment” comes in.

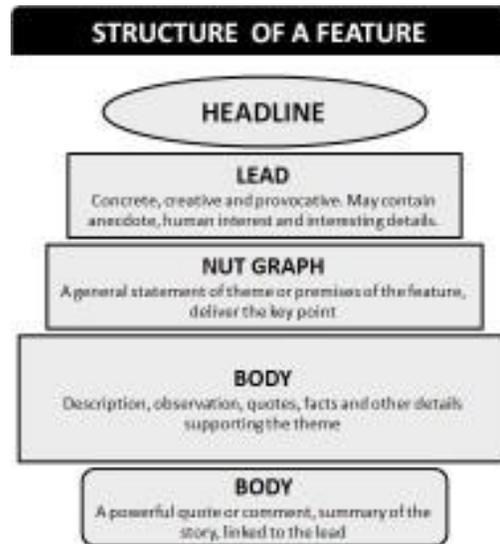
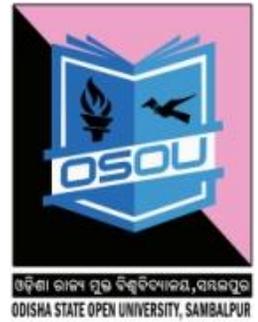
### **1.5.1 Feature Style:**

In addition to news stories several longer articles also appear in newspapers or magazines. There are also longer articles, known as features. Such articles are human-interest stories about people, places or situations. Broadly, features are of two kinds: news features and timeless features. A news feature is a timely features based on something in the news recently. Timeless features have intrinsic human interest and do not get dated. Newspaper features are usually short, within 600-700 words and are less descriptive, while magazine features are long more descriptive and leisurely. A feature tries to entertain while in forming. This does not mean that features are for entertainment only. It also deals with serious topic all issues at greater length and depth, which is not possible in general news stories.

Feature stories differ from straight news stories in several ways. Unlike many news stories feature stories are not written in inverted pyramid style. Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. It also differs from news stories in terms of scope and intention. A news story presents facts in a direct manner, where as a feature can cover any aspect of an event and in a manner as to make it interesting. A news story informs but a feature appeals to the emotions of the readers. The feature story always has a subjective treatment and is rarely objective.

The feature style leads the audience into the story rather than presenting them with facts in the first line. It is different from regular news journalism because it allows for more freedom with literary techniques. It goes beyond the standard inverted pyramid structure and begins with an anecdotal lead; it conveys information in a more unique way. Short- form structures can also be used to make a more colorful, creative layout. Some examples include a checklist, bio box, diagram and a quotecollection. Journalistic standards of accuracy, fairness and precision are applicable to features as

news reports. Though feature stories offer considerable freedom to the writer, it has a structural pattern.



Vir Bala Aggarwal in his book ‘Essential of Practical Journalism’ says, “Features start with a central theme or central point. The theme is supported by factual data, quotes, ideas, observations and so forth that can be separated into major supporting sections”. The overall pattern of the feature is as follows:

- An Opening calculated to gain reader attention and interest, also to indicate what the article is about. Often it is an illustrative anecdote or a descriptive scene to set the stage.
- A general statement of the theme to orient the reader specifically to what the article is about and perhaps what it means to them or how it ties in with some news event or trend. This orientation section is also called the ‘establishing section’ or the first paragraph.
- Two or more main supporting points for the theme. These are like topics heading for an essay or speech. They comprise the body of the article.
- Ending should be strong. Many readers follow a well written feature till the end. The ending or conclusion can contain a colorful story, a touch of humor, a worthy quotation or a food for thought to comment. Sometimes, endings are tied together with the beginning; so that the question raised in the opening paragraph is answered in the end.

### 1.5.2 Sand Clock Style

Sand Clock Style (also known as hourglass Style) of news writing is a modified form of inverted pyramid. It combines the inverted pyramid style with narrative style. The format was identified in 1983 by Roy Peter Clark of the Poynter Institute. Like inverted pyramid structure, it begins with the most important information first, but it takes a turn in the middle and becomes a chronological narrative. This style of writing can be divided in to three parts: The Top, The Turn and The Narrative.

**THE TOP** : This is the opening of the story. This includes a summary lead, which is followed by three or four paragraphs giving most important facts. This section contains the basic news in a concise manner. If readers stop at the top only, they can still be informed. Since it is limited to four to six paragraphs, the top of the story should contain only the most significant information.



**THE TURN** : This is basically the trans action paragraph. It is the most important part in this style of news writing and usually contains attribution for the narrative that follows.

**THE NARRATIVE:** This is the last part of the story. It gives information about beginning, middle and end of the story in chronological order. Details, dialogue, quotations and background information are given in this section.

Sand Clock Style of news writing summarizes the news, and then shifts to a narrative. This style is used when the news story has sequential events to be told. It is best suited for covering trials, accidents, crime, disaster news, where dramatic stories can be told in a chronological fashion. It satisfies editors who prefer at traditional approach to news writing as well as readers who want a more complete story.



### 1.5.3 Nut Graph

The term nut graph is a derivative of the expression ‘in a nut shell’ combined with the word paragraph (graph). It refers to the paragraph that expresses the main idea of the story or article, shortly after the lead. Ken Wells, a writer and editor at The Wall Street Journal, described the nut graph as “a paragraph that says what this whole story is about and why you should read it. It’s a flag to the reader, high up in the story: You can decide to proceed or not, but if you read no farther, you know what that story’s about.”

The term was first coined by The Wall Street Journal more than 50 years ago. It’s called the nut graph because, like a nut, it contains the “kernel,” or essential theme, of the story.

A nut graph informs readers about the focus of the news or feature story. It elaborates the lead and provide context for the story as well as explain the news value of the story. It tells the reader what the writer is upto. Sometimes a nut graph is an expanded explanation of the ‘why’ or the ‘what’ giving the leads some background and context.

The US-based Poynter Institute explains that the “nut graph” has several purposes:

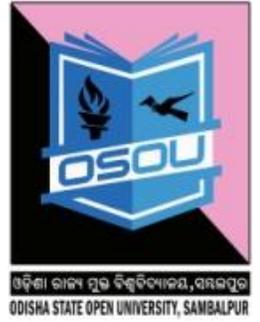
- It justifies the story by telling readers why they should care.
- It provides a transition from the lead and explains the lead and its connection to the rest of the story.
- It often tells readers why the story is timely.
- It often includes supporting material that helps readers see why the story is important.

Nut graphs give a bit more creative freedom. In case of hard news story the lead mostly contains the focus of the news, so nut paragraph may not be required. But in case of feature or soft stories, nut graph is critical. It is placed high in the story, generally by the third to fifth paragraph. But if the lead is strong enough it can come late.

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**CHECK YOUR PROGRESS**

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1. What is 5W and 1 H of News reporting?

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2. Explain inverted pyramid style of news structure?

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3. Where is feature style of news reporting used?

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4. Explain Nut graph style of news reporting?

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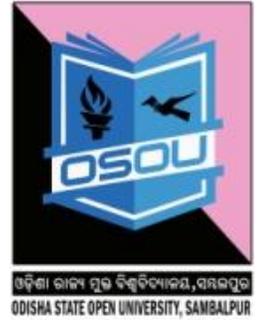
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## UNIT-2 CRITERIA FOR NEWS WORTHINESS; PRINCIPLES OF NEWS SELECTION

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### 2.0 UNIT STRUCTURE

#### 2.1 Learning Objectives

#### 2.2 Introduction

#### 2.3 News Worthiness

#### 2.4 Selecting a News Item

#### 2.5 Principles of News Selection

Check your Progress

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### 2.1 LEARNING OBJECTIVES

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In this unit, we will learn about the news worthiness of information, the in formal ways in which journalists, reporters, writers and editors sub-consciously select a copy and make it news. By the end of this chapter you would have learned about various principles that affect the selection criteria of a copy.

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### 2.2 INTRODUCTION

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Before we learn how a copy is selected to become a news item, we need to understand the work of a news desk from where news is assigned to different groups. News desks are not just notorious for assigning story ideas and beats to reporters; they might intervene when a sports copy will no more be a first lead story on the sports page, but the story will make it to the lead of the front page of the newspaper.

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### 2.3 NEWS WORTHINESS

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News value helps journalists, editors, newsmen to be systematic in making routine and regular decisions of categorizing a copy. It helps decide which stories are more news worthy than the other. It decides the lead stories, anchor story, blurbs and snippets, which stories to run and which ones to drop. Although there is no rule-book' formally simplified for this purpose, it works like a mutual understanding according to the political stand or ideologies or preferences of the paper and daily agenda-setting of the desk.

The basic aspects in News-making are:

- The bureaucratic order of the departments and desks which categories news

- A set of news-value that filters important news from relatively insignificant pieces.
- Identification and contextualization—categorizing news according to the reader’s familiarity with the news’ social context (i.e. the bracket of meanings familiar to the audience)
- A piece of news has to be located in the range of social and cultural identification. This helps newsmakers to map and make sense of a piece of information.
- Meaningful news—making sense and bringing events defined in the framework of reporter’s vocabulary.

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## 2.4 SELECTING A NEWS ITEM

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The editorial desk is divided into various sub-desks like state desks, international desk, national desk, page-2, page-3, center-spread or editorial desk, Front page, sports desk, feature desk etc. When a reporter covering crime beat or political beat brings a ground breaking piece of information, it can be assigned to the front-page desk rather than the regular pages it is usually carried on. The news items of a day are distributed among the pages and desks.

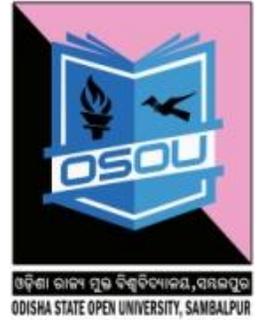
The problem of selecting a piece for any page arises when there are contending news items within a category. Those that suit the best to the agendas of the editorial desk or the one that suits the readers are given preference over the other. Professional ideologies of what constitutes ‘good news’— the newsman’s sense of news values – begin to cloud the process. Generally, orientation comes towards a news item which ‘stands out’ of the ordinary or has more impact value. This phenomenon is called the primary or cardinal news value. All categories of news item find their way in the page according to their suitability. As a result, journalists pace up to find a suitable and better placement of their stories in the paper and tend to bring in elements like drama, shock, humor, sadness or sentimentality in a copy in order to enhance its newsworthiness. Events which score higher than the other stories on this supposed cardinal news-value indicator have more chances to make it to the page.

You must have noticed that events or issues like a catastrophic natural tragedy or assassination of a world leader or dignitary, a terrorist strike or break of a war between nations, gets sudden preference over any running news (routine) on a radio channel or TV news channel. It becomes a news flash or breaking news so that these can be conveyed immediately.

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## 2.5 PRINCIPLES OF NEWS SELECTION

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### 1. NEWS AS FORM OF KNOWLEDGE

News is an organized effort. Newspaper office is like a network of communication channels, and news has been explained by concepts which loosely revolve around the cybernetic properties of such channels. This mode of analysis neglects the distinctive nature of news. The desk's knowledge of particular events in the world is condensed as news. These events have some extra-ordinary quality that makes them worthy of being reported to a large audience. Whatever they may be, their reporting signifies that they have been identified for the audience.

### 2. COMPLICATIONS WHILE IDENTIFYING

The identification process is quite complex. Journalists and sociologists feel that the world does not appear as a structured entity to reporters. A few happenings have become remarkable by convention. Aircraft crash and elections are routinely reported. Other happenings are so engineered that they become eminently reportable. Some news items are ambiguous and rest are pulled out of ordinary and extraordinary occurrences. Mostly this identification of news worthy items is based on readers' choice. And the readers' interest grows and wanes out naturally. 'News worthiness' is still regarded as an independent quality of autonomous events.

The world does not have to be simply arranged for reporting purposes, when a reporter struggles to bring information to the desk; they sometimes are unable to explain how they impose the order of flux. There are no formal rules laid down to identify and record news. They are instead governed by an interpretative faculty called 'news sense' which cannot be communicated or taught. The bureaucratic set up of the desk further makes it difficult. The critical task of capturing news is entrusted to some indescribable skill sets which are undefined and uncertain.

### 3. INSTITUTIONAL IMPERATIVES

The organisational setup or bureaucratic nature has lent a bad shape to journalism. A definite set of rules fail to emerge because of institutional imperatives. Imperatives like timetable and routine of work hours.

Layout policies: Policies affecting the layout of a newspaper predetermine what should be reported.

### 4. RELATIVE IMPORTANCE

Much of the layout policies i.e. space allocation to a news item in the paper is decided according to absolute and relative importance. This too is a matter of convenience, as what



suits the best. Even popular morality and culture dominates the selection process of a news item.

#### 5. TIME SEQUENCE

Events are expected to occur in relatively stable proportions, they are also expected to occur in definite sequences. Newspapers are published in editions which follow on another in definite time interval. So when a certain piece is selected for first edition, the second edition expects to carry relatively more information on the same copy. Journalists tune themselves with sources which generate a useful volume of reportable activity at regular intervals.

#### 6. THE STORYLINE

Walter Lipmann suggested that news is large part of filling out an established 'repertory of stereotypes' with current news. In a similar manner, network news has a limited repertory of story lines with appropriate pictures. In simple words, news development or a new piece of information is tried to be fit into development moulds or moulds shaped by the current readership trends. The desk is supposed to maintain the flow, following typical formulas, and to order stories along pre-determined lines.

#### 7. NEWS PATTERNS

News media often tries to give public the news it wants to have. Most mediums follow a pre-set formula. Sometimes important copies get looked over before popular copies. A story is expected to have a larger word-count than the information it runs. Sometimes the word counts are dramatically increased to fit the space allotted in the layout of the page.

#### 8. READERSHIP SURVEYS

Readership survey was brought up by George H. Gallup. It involves interviews with a sample of the public, that is a typical cross-section of those who read the printed news medium. Factors that are considered in making the cross-section may include income and occupation, sex and race, politics and religion, education and war service. If the data gathered in such surveys is tabulated and interpreted carefully it becomes useful for both editorial and marketing teams of the print.

#### 9. THE PHENOMENON OF LIBEL

Defamation in the press and radio is libel. The person defamed may sue the paper. The editorial desk has to protect the paper from carrying any potential defamatory content.

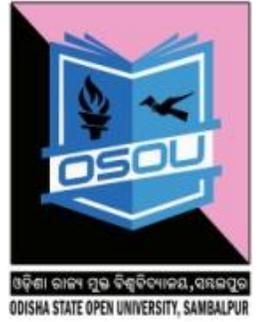
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**CHECK YOUR PROGRESS**

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5. What are the basic aspects in News making?

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6. What is Libel in in the context of press?

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7. Describe different principles of selecting news?

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## UNIT-3 USE OF ARCHIVES, SOURCES OF NEWS, USE OF INTERNET

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### 3.0 UNIT STRUCTURE

#### 3.1 Learning Objectives

#### 3.2 Introduction

#### 3.3 Use of Archives

#### 3.4 Sources of News

#### 3.5 Use of Internet

Check your Progress

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### 3.1 LEARNING OBJECTIVES

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The objective of this unit is to use of different information for news, after completion of this unit learners will able to understand,

- The use of archives in news preparation
- Different sources of news collection
- Use of internet and websites in news collection

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### 3.2 INTRODUCTION

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Any information for the journalist can be treated as news report. Though Journalists try to gather information as much as possible from their own observations, this is always not possible. Some events or issues are finished before the journalist gets there. Several events are happening simultaneously at different places. It is not possible for a journalist to witness all these events at a time. Journalists who only report what they see can miss much of the news unless they have sources to tell them of more details or other aspects which are out of sight. Hence they depend upon various sources which can be people, letters, books, files, films, tapes to gather the information. When someone or something provides information to the Journalist, we call them a 'news source'. But some information which is based on history or is too old can be collected from the archives. So archives can be treated as the main source of information from past history. But in recent years a lot of archival information is collected from the Internet. Information from archives and internet are the largest source of information for every news organisation.



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### 3.3 USE OF ARCHIVES

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An archive is a collection of historical news records. Archives contain different primary documents that have accumulated over the course of an individual or organization's lifetime. These are kept for reuse. Professional archivists and historians generally understand archives to be records that have been naturally and necessarily generated as a product of regular legal, commercial, administrative, or social activities. Printing press or Newspaper organisations usually keep their newspapers and books in their library.

In general, archives consist of records that have been selected for permanent or long-term preservation on grounds of their long-term cultural, historical, or evidentiary value. Archival records are normally unpublished and almost always unique, unlike books or magazines for which many identical copies exist. This means that archives are quite distinct from libraries with regard to their functions and organization, although archival collections can often be found within library buildings.

The computing use have made the record-keeping simpler and accessible. Print media always covers some information relating to past. Here the journalist has to click on different online web portal or newspaper archives to collect the past information. Most of the old newspapers keep their records on their websites.

News agencies are also having their own archive. This is one of the most reliable sources of information for media organisations. This archive provides the original publication of the yesteryears. While the history books provide a condensed picture, journalistic sources give us an eye-witness of the history. News and newspaper online archives provides the most comprehensive resources for every kind of researcher seeking news from mid-18<sup>th</sup> century to the present. From a single window journalist can access news reports, editorials, photographs and many more sources from world class newspapers.

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### 3.4 SOURCES OF NEWS

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Source for reporters have reliable and highly placed contacts for obtaining valuable information or news. These contacts are known as “sources” of information. It is impossible for a reporter to keep track of every activity or happening in and around him and also collect information about the same for reporting at the media. Some of the news are available from public meetings, press conferences, seminars and other functions. But these contacts are exclusive sources of information for the reporter. Normally the reporters have reliable people at different places like the government or other offices, hospitals, municipal bodies, state secretariats, assemblies, police headquarters, university and educational institutes and so on. Their sources may range from politicians, government officials, Public Relations Officers, police personnel to even the peons or other junior employees of different organizations. Sometimes the valuable tip-off comes from the driver of minister’s personal car.



Most of the times the stories are more personal and the reporter are to be cautious about their truthfulness.

Sources can be of different types – primary or secondary, official or unofficial. When the news organisation's own set of reporters or correspondents collect the news from the sources or go to the spot and cover the event, then the news can be said to have come from primary sources. On the other hand, news coming in from news agencies can be said to be coming from secondary sources. Sometimes broadcast media uses newspaper reports also as sources of information to supplement their own information or the print media may supplement their information about an event with what has been shown in the broadcast media. In such cases the print media becomes a secondary source of information for the broadcast media and vice-versa. On the other hand, if the news is received from the grapevine, and is not confirmed by any official source and the source cannot be disclosed then the source is said to be unofficial. Interview is a good source of digging a news story from a newsworthy person. A lot depends on the ability of the interviewer to conduct a successful interview. The interviewer might find some people to be very communicative while at times others might be reluctant to open up. Anonymous sources may also provide the core of a story, background information or just a tipoff. Whatever the value or amount of information, one must handle requests for anonymity with great care. Sources are not built in a day or two. It takes time to develop sources, bring them to your confidence and elicit correct response in the time of need. With experience and time these sources are built. And with time the network of sources also widens. It is said that a reporter is known by the volume of sources he keeps.

In the business of collecting news from Govt. the journalists have to keep in mind that it is their responsibility to put every fact before the public and try to communicate in their favour. This may not suit the politician all the time.

Therefore, it becomes extremely important for the reporter to maintain a good vibe and rapport with the network of sources he or she has. However, it is important to mention here that the reporter should be careful while building contacts. In the pursuit of developing a strong chain of sources the reporter should not forget that the sources should be reliable ones. They should be able to provide you authentic information. There should not be any malice or personal bias involved. Willingness of the sources to share information with the reporter is of paramount importance. Another important aspect is that the sources are for keeps, not for destroying after he or she has given a piece of information to the reporter.

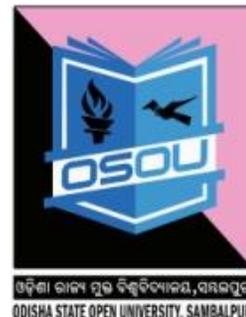
So the reporter should be able to keep them in good faith and shoulder their responsibilities in the truest possible manner. This, in turn would take the reporter a long way in future.

Journalists judge the source on the basis of reliability and accuracy of the information shared by it. For a journalist the source can be:



- **Fellow Journalists:** Other Journalists are found as reliable sources of information. They can be colleagues or reporters in other media.
- **Primary Source:** When the source is someone at the center of the event or issue, it is called a primary source. They are usually the best sources of information. They should be able to give you accurate details and also supply strong comments.
- **Written sources:** Written Reports can also make an excellent source of information for a journalist. They are usually written after a lot of research by the authors; they have been checked for accuracy and are usually published with official approval.
- **Leaked documents:** Documents are often leaked by people who believe that the public should know the contents, but who are unable to reveal it in public themselves, perhaps because they do not have the authority to do so. In some cases, documents are leaked by a person to gain an advantage over someone else, perhaps someone who is criticized in the report. Leaked documents are often excellent sources of news stories because they can contain information which someone wants to keep secret.
- **Secondary sources:** Secondary sources are those people who do not make the news, but pass it on. The official police report of an incident or comments by an official can be called secondary sources.
- **Tip-offs:** Occasionally someone will call a journalist with a story tip-off but refuse to disclose his identity. Such anonymous tip-offs can provide good story ideas. But these must never be used without cross verification.
- **Press conferences & Press Releases:** A press conference or press release shares important information with reporters and journalists. They usually share some announcement, clarification or rebuttal or any new information.
- **Vox-pops:** Vox-pops or voice of the people is a brilliant source of news for journalists. Vox-pop refers to the process in which journalists or reporters go onto the streets to ask random people or rather have a short interview with them on their views and opinions of issues of public concern.

Besides these, there are other sources of news for a reporter. For example court proceedings can also be another good source of news. Speeches can also act as a source of news. There are several others, but the above-mentioned rank amongst some of the best sources of news and information, often used by reporters. Reliability of the source is built over time. If a source is always correct in the information they provide, it will be believed next time. The Journalist should always crosscheck the credibility of the source of Information.



### **Credibility of the Source of Information:**

**Previous Reliability:** Past track record goes a long way to show if a source is reliable or not. If he has been a good source earlier, he has good chance of being a reliable source now.

**Confirmability:** If the information which has been passed on by the source can be confirmed by other sources then the source can be said to be credible.

**Proximity:** The proximity of the source to the place of event determines the credibility of the source to a certain extent. The more proximate he is to the event, greater is his credibility as a source.

**Motive:** The credibility of a source can also be judged from his motive of passing on the information. A source may pass on wrong information in order to fulfil his own selfish motives. As such it is advisable to find out the motive.

**Contextuality:** The credibility of the source also depends on the contextuality of the information. If it fits into the context in which it has been said, then it is credible or else the credibility of the source is questionable.

**Believability:** Believability of the information also determines the credibility of the source. The information that the source passes on must be believable and as such must seem possible to have happened.

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## **3.5 USE OF INTERNET**

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The internet has become the largest and most widespread source of news production and consumption. The use of internet and digital technologies has changed the form of traditional news media and newspapers. The influence of the Internet on news reporting is often expressed in terms of threats to existing, traditional journalism, as well as new opportunities in the journalistic field. Changes in journalism can be reflected by technological developments. The impact of technology and internet have made human beings more dependent on it. News can be easily sent within a shortest period of time through the internet. Many newspapers have moved on to the digital platform. Online papers are accessed widely compared to traditional newspapers. News agencies are more comfortable with computational work rather than manual processing of news items.

It has been observed from the beginning of the 21<sup>st</sup> century that newspaper houses are highly dependent on internet. News writing and distributing process have changed with the advent of Internet. In order to survive in this competitive world, the media outlets have started focusing on consumer tastes and preferences. Internet can be the source of news. It can be a news gathering instrument. Therefore mainstream media houses have started distributing news in various mobile based applications as well. Computers and mobile phone have played a lead role in this era of technology.



Everyone is accessing internet through their mobile phones. Written words are been integrated with digital photos. Newspaper journalist are using the real time information technology to report in the shortest possible time. While writing articles and features journalists spend hours with the internet searching for relevant information. Newspaper organisation have also opened their doors for general people to participate in the news making and distribution process.

Journalists, while collecting information from Internet, should look into the accuracy and fairness. Most of the leading newspapers subscribe to the online news agency and digital archives.

### **Advantages of Internet**

Internet is the greatest creation of humans in this world. Internet has an endless supply of information and knowledge. The following advantages of internet are listed below:

- **Information, Knowledge and Learning:** As mention earlier Internet contains an endless supply of knowledge and information. Using a search engine like Google, almost every answer can be obtained.
- **Connectivity, Communication and Sharing:** In past it took several days to receive a letter from someone. Today with the help of a computer connected to internet, one can send an e-mail to anyone in this world. The same gets delivered within seconds. Instant communication by text chat and video calling is possible through internet. Sharing of photographs and videos has become easier.
- **Banking, Billing, Selling and Shopping:** Internet helps us now a days with our banking transactions. Online shopping is a rising trend.
- **Entertainment:** Internet can be an endless supplier of music, movies, and games.

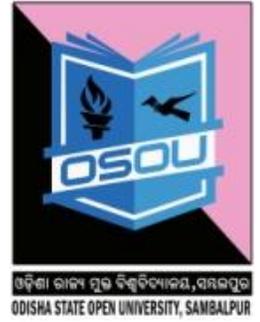
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**CHECK YOUR PROGRESS**

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8. What is the role of archives in news production?

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9. Describe different sources of information for news?

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10. What is the use of internet in Journalism?

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## **UNIT-4 BASIC DIFFERENCES BETWEEN PRINT, ELECTRONIC AND ONLINE JOURNALISM**

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- 4.1 Learning Objectives
- 4.2 Introduction
- 4.3 Why News Styles Differ
- 4.4 Writing for Newspaper
- 4.5 Writing for Radio
- 4.6 Writing for Television
- 4.7 Writing for Web
- 4.8 Comparisons of Style and Substance
- 4.9 Check your Progress

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### **4.1 LEARNING OBJECTIVES**

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In this unit we shall learn how to write for different media. The language used in different mass media.

After going through this unit you will be able to understand:

- How to write for Newspaper
- How to write for Radio
- How to write for Television
- How to write for Web Media

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### **4.2 INTRODUCTION**

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Journalism is a profession of writing news for different media. Writing may differ for different Media. Writing for media is more of practice than theory. In general news writing courses sometimes cover writing for both print and broadcast media.

If someone really wants to learn writing for media, (s)he needs to start a career from a small newspaper. Day-to-day practices in writing stories helps one to understand the style of news writing. Only with a lot of actual writing, preferably done on the job under a competent, demanding editor, comes the needed level of confidence.

Radio news writing is specially done for the listener. Whereas writing for television news involves visuals. Online news has to keep in mind the convergence of all the above media with the additional features of multimedia and animation.

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### 4.3 WHY NEWS STYLES DIFFER

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Writing styles have evolved in newspapers, radio and television due to the unique nature of each medium and the manner in which the audience consumes each medium. An evolutionary process has been at work adapting each news writing style to its medium. Further, by taking note of the gradual shift of many newspapers to a more conversational writing style and the shortening of both television news stories and sound bites, one could well argue that the evolutionary process will continue. Print media relies more on words and photographs, television news requires visuals or videos, radio news is delivered only with the support of sound, whereas online news goes with word, photos, videos, audio. Different media has different approach to influence their respective audience. Newspaper have broadsheet and more space for readers, readers select news of their choice. Television news is all about tone voice and videos captured by the cameraman. Similarly radio voice and tone wields a great influence among the listeners. Here the reporting skills and quality of information comes to influence the audience.

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### 4.4 WRITING FOR NEWSPAPER

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News in newspapers is written so that it may be edited from the bottom up. As old editors liked to say, a page form is not made of rubber. It won't stretch. What doesn't fit is thrown away. Historians trace the inverted pyramid, to the American Civil War, when correspondents, fearing that the telegraph would break down before they could finish would put the most important information into the first paragraph and continued the story with facts in descending order of news value. During the days of letterpress printing, the makeup editor fit lead type into the steel chase by the simple practice of mixing paragraphs away from the bottom until the type fit the allotted space. In modern offset lithography the same job can be accomplished by a razor blade or a computer delete key; the editing, especially under time pressure, is often still done from the bottom of a story up. The reading of a newspaper matches bottom up editing. The reader's eye scans the headlines on a page. If the headline indicates a news story of interest, the reader looks at the first paragraph. If that also proves interesting, the reader continues. The reader who stops short of the end of a story is basically doing what the editor does in throwing words away from the bottom. If newspaper stories were consumed sequentially as they are in radio and television newscasts, the writing style would change out of necessity. If, for instance, a newspaper reader was unable to turn to page 2 before taking in every word on page 1 starting in the upper left hand corner and continuing to the lower right corner, the writing style of newspaper stories would resemble a radio newscast. Yet, although the newspaper reader can go back

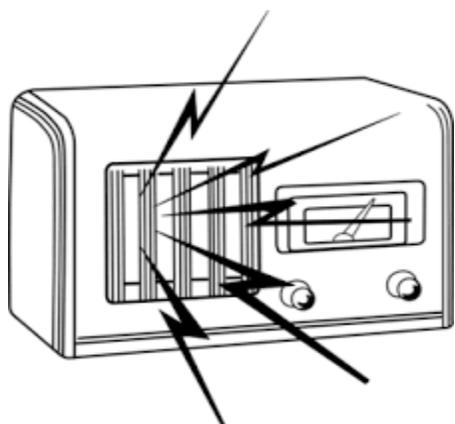


over a difficult paragraph until it becomes clear, a luxury denied to listeners to broadcast news, it is also true, as one newspaper editor noted, that if the newspaper reader has to go back often to make sense of stories, the reader is likely to go back to the television set.

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#### 4.5 WRITING FOR RADIO

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The radio newscast must be consumed sequentially; that is, the listener does not hear the second story in the newscast without hearing the first story. The eighth story waits on the first seven, which means in practice that all seven are chosen to be interesting to a significant number of listeners and are presented at a length, which maintains that interest. In addition to the inevitable centrality of thinking which affects story choice and story length, a pressing concern exists for clarity in both sentence length and

word choice, because the radio listener, unlike the newspaper reader, is unable to stop to review and reconsider the meaning of a sentence. The eye can go back; the ear can go only forward with the voice of the newscaster.

During the “golden age of radio,” from 1930-1950, before television sets appeared in every home, the family gathering around the radio console in the evening sat facing it, a natural thing to do because the radio talked to them. Today, it seems, no one looks at radios. They speak to us from under the steering wheel or over our shoulder. Unlike the attentive newspaper reader, the radio listener is often driving, working, or engaged in some task other than absorbing the latest news, and consequently is paying less than full attention. As a result radio news stories are written to be told in familiar words combined into sentences, which run at comfortable lengths in a style known as “conversational.” One textbook guideline suggests writing as if telling a story to a friend who is trying to catch a bus that is ready to pull away. Because listeners lack opportunity to go back to reconsider a bit of information, there should be no need to do so. This limitation affects the structure of phrases of attribution and the use of pronouns, because pronouns have antecedents. The radio broadcast news writer learns to beware of innocent little words like “it.” These conditions influence television news as well, but perhaps they apply with a little more force to the writing of radio news summaries, where news items average two or three sentences and then the topic shifts. Particularly important is the care needed in the presentation of the numbers sprinkled throughout economic news. Writing news of the economy requires a balance between precision and understanding. An additional difficulty in absorbing the information in a summary newscast is its demand on the listener’s

ability to keep up not only with a rapid delivery but also with the variety of news. The newscaster jumps from topic to topic, geographic location to location, as if the listener would have no difficulty in going from a flood in Bangladesh to a political crisis in Romania to a train accident north of town. Radio news is hard enough for anyone to follow but the confusion is greater for people who are not on top of events. The thoughtful newscaster takes these topical twists and turns into consideration in both writing and delivery; the newspaper editor need not give the matter a moment's thought. The radio news writing style that has developed includes the choice of simple words and short, declarative sentences. Attribution precedes statements as it does in normal conversation. Sentence structure is incomplete at times, such as verb less sentences. Purists may howl, but the reality is that understanding is more important than grammar to a radio news writer.

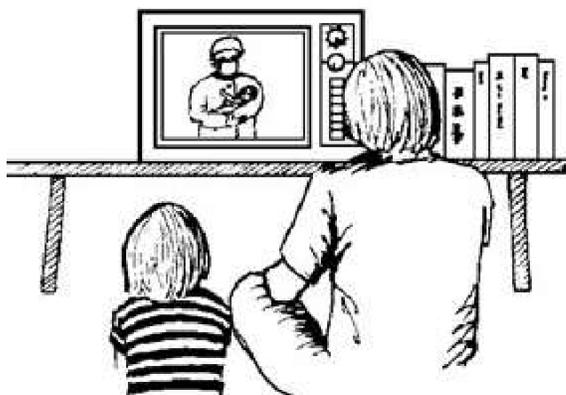
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#### 4.6 WRITING FOR TELEVISION

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Television news style is much like radio news style, for a viewer can no more return to a group of facts than a listener can. The viewer, like the listener, does not always focus on what the newscaster says. Television news adds further complexities when pictures join the words; that is, anchors or reporters deliver what is called a “voice over.”

Ideally the words that accompany a videotape story of an event are written, even under time pressure, only after the writer has viewed the unedited videotape and made editing decisions such that the pictures follow a logic of their own. In practice the ideal method of editing video first and writing text afterward is rarely followed in television newsrooms, but the better news writers at least keep the pictures in mind as they write, and the tape is edited to fit the words. Besides all the other constraints which limit the writing of a news story lead, chronology, clarity, etc. the words should relate in some way to the pictures. If the words and the pictures do not support each other, they surely fight each other for the viewer's attention, a dissonance that detracts from understanding. An examination of a random selection of television newscasts will demonstrate that nearly all of the fresh information is found in the words, but it is the pictures that carry the impact for the viewers. It is the pictures that will be remembered. There are other types of videotape stories, such as news about the economy, which consist primarily of file tape chosen for the sole purpose of illustrating the words. Here, picture logic



barely exists, yet care must be taken that the words are not overwhelmed by the helping pictures. Economic news presents an additional difficulty. The difficulty lies in communicating numbers. Television has one advantage over radio here, because numbers can be presented visually while the newscaster reads them; the presentation can be enhanced by graphs, pie charts or other visual aids lacking in radio.

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## 4.7 WRITING FOR WEB MEDIA

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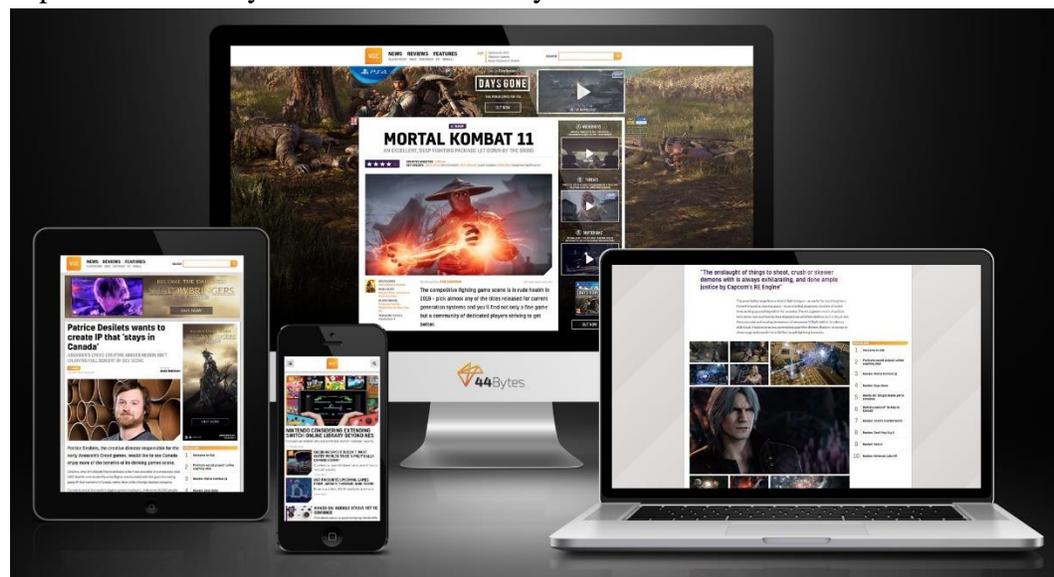
Writing for web media is not the same as writing for the print. People read differently for the web. Web journalism or online journalism is more popular after growth of Internet. Readers here jump quickly from one piece of content to the next.

People are much more action-oriented at the web. They need to get online to get something done. 10 rules are mentioned here for effective web writing.

### 1-Know your Reader

All effective writings begins with knowing one’s readers. The most effective writing is keenly focused on specific needs of a clearly defined reader type.

If your reader is a middle class women having two children, think like her and her expectations from you. Have a chat with your reader at least once a month.



### 2- Take Publishing Approach-

Publishing is about getting the right content to the right person, at a right time, at a right cost.

### 3-Keep Content Short and Simple-

In publishing, less is nearly more. Some guidelines should be considered.



- Headlines; 8 words or less
- Sentences: 15-20 words
- Paragraphs: 40-70 words
- Documents: 500 words or less

Writing effectively is not about showing off. It's all about communicating, writing simply and to the point.

#### **4- Write active Content**

The most powerful word in English Language is “You”. Write from the point of view of the reader. Your content should be written in an action oriented style. Every sentence should be moving towards a purchase, a subscription and a solution.

#### **5-Put Content in Context**

The web is about links and connections. Web content is classified and linked to content. Never leave your reader at a dead-end on your website. Your content should be within your context.

#### **6- Write for how people search**

Write up should facilitate search. That means using the same words that the target readers use. Before you begin writing, you need to sit down and plan the keywords you will use in your content.

#### **7-Write great headlines**

Headlines are the most important piece of content you will write. That's because people scan read and the first piece of content they often read is the heading. If it is not interesting, they are gone. The heading is always used as title metadata. The heading may be placed on a home page as a link to the content.

While writing headlines; the following should be kept in mind:

- Keep them to eight words or less.
- Make sure you include the most important keywords.
- Cut out as many adjectives and prepositions as possible (and, the, a, of)
- Be clear and precise.

#### **8- Write great Summaries, Sentences and Paragraphs**



The summary is who, what, where, when, why and who. Its about getting the facts across in 50 words or less. An objective of a summary is to make people want to read on. Keep them short and factual.

- Sentences should be between 15-20 words.
- Paragraphs should be between 40-70 words.

Remember people scan while reading, if the first sentences of the paragraph are not interesting, they'll move on.

### **9-Write great Metadata.**

If you can't write great metadata you can't write for web. Metadata gives web content a context. You need to see metadata as an extension of grammar. You might say that metadata is web grammar.

Headlines and summaries are metadata. Every web page should have a unique title that precisely describes the content on the page.

### **10-Edit-Edit-Edit**

If possible, get someone else to edit your content.

- Take your time to edit.
- Good editing can take anything from 30-50 percent of the time it took to write the original content.
- Aim to do about three edits.
- Edit first for style and tone.
- Leave the checking of grammar until last.
- For a thorough edit, print out the content, get a ruler for proof reading and only then upload the content.

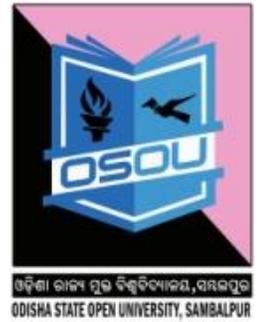
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## **4.8 COMPARISONS OF STYLE AND SUBSTANCE**

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Broadcast news has been the butt of jokes and malicious comments about its perceived lack of substance, but the dominance of television newscasts coupled with the painful demise of many metropolitan newspapers has led to a reassessment of newspaper practices. Changes have included a less formal writing style. The result is not by any means a straight adoption of the style of television and radio news, but there has been a definite trend in that direction.

Local television newscasts, particularly, have been criticized for their concerns with frivolous matters, with a penchant to chase after gossip, with time-wasting chatter.



Both radio and television newscasts, with the notable exception of public broadcasting, are criticized for devoting too little time to political and other matters of significance to public life.

It should be noted that an obvious correlation exists between simple writing and simple topics. It is easier, for example, to use one-syllable words and short sentences to report the mayor's arrest for drunk driving than to report on the mayor's presentation of the city budget. Presenting complicated stories, simply, is what calls for expertise on the part of the editor.

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### CHECK YOUR PROGRESS

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11. Why writing for different media should differ? Explain.

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12. Make a note of two differences between writing for newspaper and writing for radio.

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13. Define 10 rules for writing for web?

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## SUMMARY

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### Unit-1

- Journalists start the day with new assignments on new and old stories, see what has been stories come to his table. It is an interest of the each journalist what is new and fresh for the day. The other is to meet with an editor, discuss on the background from the earlier stories and the fresh items. The problem with both of the stories lies with the interest of the readers. The purpose of journalism is to tell people to keep them active by making decisions about coverage of stories.
- The concept of 5W and 1 H helps the reporter to write better news releases. Journalist should always search of these 5W and 1 H to complete his story. This concept is also useful in many professional writers.
- In most of the news starts with the most important information and this is followed by other information in the order of significance. That means the first paragraph contains the most important point, the third paragraph contains the second most important point, the fourth paragraph contains the next most important point and so on. Such way of writing a news story, with the main news in the beginning and the rest of the information following in decreasing order of importance is known as ‘inverted pyramid style’.
- Feature stories differ from straight news stories in several ways. Unlike many news stories feature stories are not written in inverted pyramid style. Instead of offering the essence of a story up front, feature writers may attempt to lure readers in. It also differs from news stories in terms of scope and intention. A news story presents facts in a direct manner, whereas a feature can cover any aspect of an event and in a manner as to make it interesting.
- Sand Clock Style (also known as hourglass Style) of news writing is a modified form of inverted pyramid. It combines the inverted pyramid style with narrative style. The format was identified in 1983 by Roy Peter Clark of the Poynter Institute.
- The term nut graph is a derivative of the expression ‘in a nutshell’ combined with the word paragraph (graph). It refers to the paragraph that expresses the main idea of the story or article, shortly after the lead. Ken Wells, a writer and editor at The Wall Street Journal, described the nut graph as “a paragraph that says what this whole story is about and why you should read it. It’s a flag to the reader, high up in the story.



## Unit-2

- News value, help journalists, editors, newsmen to be systematic in making routine and regular decisions of categorising a copy. Stories which are more newsworthy than the other, major 'lead' stories, anchor story, blurbs and snippets, which stories to run and which one to drop are decisions that the editorial desk has to take on a regular basis.
- The editorial desk is divided into various sub-desks like state desks, international desk, national desk, page-2, page-3, center-spread or editorial desk, Front page, sports desk, feature desk etc. When a reporter covering crime beat or political beat brings a ground breaking piece of information, it can be assigned to the front-page desk rather the regular pages it is usually carried on. The news items of a day are distributed among the pages and desks.
- Mostly this identification of news worthy items is based on readers' choice. And the readers' interest grows and wanes out naturally. 'News worthiness' is still regarded as an independent quality of autonomous events.

## Unit-3

- An **archive** is a collection of historical news records or the physical place they are located. Archives contain different source of primary documents that have accumulated over the course of an individual or organization's lifetime. This news items are kept to reuse of information needed for the organization.
- The computing use have made the record-keeping simpler and accessible. Print media always cover some information relating to past. Here the journalist has to click on different online web portal or newspaper archives to collect the past information. Most of the old newspaper keep their records on their website as well as for other newspaper. News agencies are also having their own archive.
- Source for reporters have reliable and highly placed contacts for valuable information for news. These contacts are known as "sources" for his/her information. It is impossible for a reporter to keep track of every activity or happening in and around him and also collect the information for reporting in the media. Among the news some are available from public meetings, press conferences, seminars and other function. But the contacts are exclusively information for the reporter.
- Sources can be of different types – primary or secondary, official or unofficial. When the news organisation's own set of reporters or correspondents collect the news from the sources or go to the spot and cover the event, then the news can be said to have come from primary sources. On



the other hand, news coming in from news agencies can be said to be coming from secondary sources.

- The internet has become the largest and most widespread source of news production and consumption. The use internet and digital technologies has changed the form of traditional news media and newspapers.
- Internet is the greatest creation of human in this world. Internet access has endless supply of information and knowledge.

#### Unit-4

- Journalism is a profession of writing news for different media. Writing may be confused in the news language in different format of Media. Writing for media is a practical experience and style to determine every news. In general news writing courses sometimes cover both print and broadcast news.
- Same news can be reported differently are not due to any sources or information. They apply to characterises of news goes in different platform. Writing styles have evolved in newspapers, radio and television due to the unique nature of each medium and to the manner in which its audience consumes each medium. An evolutionary process has been at work adapting each news writing style to its medium.
- News in newspapers is written so that it may be edited from the bottom up. As old editors liked to say, a page form is not made of rubber. It won't stretch. What doesn't fit is thrown away. Historians trace the inverted pyramid, which is not the traditional style of British or other foreign newspapers, to the American Civil War, when correspondents, fearing that the telegraph would break down before they could finish.
- The radio newscast must be consumed sequentially; that is, the listener does not hear the second story in the newscast without hearing the first story. The eighth story waits on the first seven, which means in practice that all seven are chosen to be interesting to a significant number of listeners and are presented at a length, which maintains that interest.
- Television news style is much like radio news style, for a viewer can no more return to a group of facts than a listener can. The viewer, like the listener, does not always focus on what the newscaster says. Television news adds further complexities when pictures join the words; that is, anchors or reporters deliver what is called a "voice over."
- Writing for web media is not the same as writing for the print. People read differently for the web. Web journalism or online journalism is more popular after growth of Internet. They jump quickly from one piece of content to the next.



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## FURTHER READING

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- MacBride Sean, 1982, Many Voices One World, Oxford and IBH Publishing Co., New Delhi.
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- *Handbook of Print Journalism*, by Priscilla Paul, Lulu.com, New Delhi
  
- *Modern Journalism Reporting and Writing* by D. Sharma, Deep & Deep Publications, New Delhi
  
- *Practising Journalism: Values, Constraints, Implications*, edited by Nalini Rajan, Sage Publications, New Delhi

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## ANSWER TO CHECK YOUR PROGRESS

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### Unit-1

1. (Answer to Q.1) The concept of 5W and 1H is as the formula of news writing. While writing any news, the reporter should be cautious to collect all the basic information. Readers want to know the story from every angle. So here the 5W and 1H covers all the required information which can be organised and be prepared a piece of news. While starting the story, the reporter pick one of the W or H to make a lead and start the news.
2. (Answer to Q.2) Inverted Pyramid Style is the most prominent and or the most commonly used style of writing a news story. In most of the news starts with the most important information and this is followed by other information in the order of significance. That means the first paragraph contains the most important point, the third paragraph contains the second most important point, the fourth paragraph contains the next most important point and so on. Such way of writing a news story, with the main news in the beginning and the rest of the information following in decreasing order of importance is known as 'inverted pyramid style'.
3. (Answer to Q.3) Feature Style of news writing is used in article writing and feature writing. Articles are basically human interest stories about people, places and issues. Newspaper articles are basically short whereas magazine article are long and descriptive. Feature stories differ from straight news stories



in several ways. Unlike many news stories feature stories are not written straight. Instead of offering the essence of a story up front, feature writers may attempt to pull readers in. I feature writing style can cover any aspect of an event and in a manner as to make it interesting.

4. (Answer to Q.4) The term was first coined by The Wall Street Journal more than 50 years ago. It's called the nut graph because, like a nut, it contains the "kernel," or essential theme, of the story. It refers to the paragraph that expresses the main idea of the story or article, shortly after the lead. Nut graphs give a bit more creative freedom. In case of hard news story the lead mostly contains the focus of the news, so nut paragraph may not be required.

## Unit-2

5. (Answer to Q.5) News selection, information, worthiness can be treated as the aspect of news making. News making is an art of journalist that pull which item has to keep first and what to be stretched till the end.
6. (Answer to Q.6) Libel is the malicious information against any person which may take to the newspaper to the court of law. The information which is not true against any persons reputation, goodwill comes as news is known as Libel. It is harmful for the newspaper industry if they publish any information without any proof or evidence against any person's dignity and reputation. So the newspaper or reporter should keep away to publish any information from personal antagonize.
7. (Answer to Q.7) Principles of news selection have different criteria like what is all about this information, what knowledge it gives to society, complication of news, relative with person concerned, time, suffering of community, readers choice are all taken into the consideration.

## Unit-3

8. (Answer to Q.8) There are lot of information which are old news as evidence for any fresh issue. By the help of online source as well as physical library which is known as archive, helps a reporter to extract information for new publication. Archive gives lot of historical information from old nes and writes books to publish new.
9. (Answer to Q.9) Journalist contacts are known as "sources" for his/her information. It is impossible for a reporter to keep track of every activity or happening in and around him and also collect the information for reporting in the media. Among the news some are available from public meetings, press conferences, seminars and other function. But the contacts are exclusively information for the reporter. Normally the reporters have reliable people at different places like the government or other offices, hospitals, municipal



body offices, state secretariats, assemblies, Deputy Commissioner's office, police headquarters, university's, educational institutes and soon on. So these are the sources of news information for news.

10. (Answer to Q.10) Journalist use internet and World Wide Web has become the largest and most widespread source of news production and consumption. Journalist are facing lot of pressure not only from their own organisation but also due to the immediacy pressure, getting false news. Still the influence of the Internet on news reporting is often expressed in terms of threats to existing, traditional journalism, as well as new opportunities in journalistic field. Changes in journalism can be reflected by technological developments. The impact of technology and internet have made human being more dependent on it. So the journalist use more to search of information from internet to get something new.

#### Unit-4

11. (Answer to Q.11) News can be reported differently are not due to any sources or information. They apply to characterize of news organization goes in different platform. Writing styles have changed in newspapers, radio and television due to the unique nature of each medium and to the manner in which its audience consumes each medium. An evolutionary process has been at work adapting each news writing style to its medium. So writing of news differ from the platform of news production.
12. (Answer to Q.12) News in newspapers is written so that it may be edited from the bottom up. Newspaper have enough space, so the news can be written with every detail as long as possible. Newspaper reader have the option to go back and review the sentence. Whereas writing for radio is based on the preparation of script, for the listener. The radio listener can listen only once, is unable to stop to review and reconsider the meaning of a sentence. So the news written in the way people used to listen and understand.
13. (Answer to Q.13) Writing for web or online paper have specific rules. But the reporter or sub editor have to look after some basic principles like first to know the readers, have publishing approach, keep content simple and short, use of active sentence, keep content under context, keep search words, attractive headlines, resize summary and Edit repeatedly before it goes to web publishing.