

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

FINLAY WEBB



Introduction to Journalism and Mass Communication

Finlay Webb

ETP
ED - TECH PRESS
www.edtechpress.co.uk

Published by ED-Tech Press,
54 Sun Street, Waltham Abbey Essex,
United Kingdom, EN9 1EJ

© 2018 by ED-Tech Press

Introduction to Journalism and Mass Communication
Finlay Webb

Includes bibliographical references and index.
ISBN 978-1-78882-357-9

All rights reserved. No part of this publication may be reproduced, stored in retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without either the prior written permission of the publisher or a license permitting restricted copying in the United Kingdom issued by the Copyright Licensing Agency Ltd., Saffron House, 6-10 Kirby Street, London EC1N 8TS.

Trademark Notice: All trademarks used herein are the property of their respective owners. The use of any trademark in this text does not vest in the author or publisher any trademark ownership rights in such trademarks, nor does the use of such trademarks imply any affiliation with or endorsement of this book by such owners.

Unless otherwise indicated herein, any third-party trademarks that may appear in this work are the property of their respective owners and any references to third-party trademarks, logos or other trade dress are for demonstrative or descriptive purposes only. Such references are not intended to imply any sponsorship, endorsement, authorization, or promotion of ED-Tech products by the owners of such marks, or any relationship between the owner and ED-Tech Press or its affiliates, authors, licensees or distributors.

British Library Cataloguing in Publication Data.
A catalogue record for this book is available from the British Library.

For more information regarding ED-Tech Press and its products, please visit the publisher's website
www.edtechpress.co.uk

TABLE OF CONTENTS

Preface

ix

Chapter 1	Journalism and Communication in New Millennium	1
	The Schranz Lecture Series	2
	The Human Climate and A "Revolution of Values"	2
	The Role of information Technologies	3
	"Single-issue" Publics	3
	Confrontation as A Tactic	4
	Information "clutter"	4
	Accountability	4
	The "New" Organisation	5
	Why Consider Philosophical inquiry	9
	Memory	13
	Method	15
	Results	17
Chapter 2	Computer World and Journalism	21
	Case Study: St. Petersburg Tampa Area Traffic Accidents	31
	Providing Training and Motivation	38
	Growth of Computers as news Reporting Tools	41
	A formula for Successful Approaches and Strategies	45
	Winning Strategies for Small news Organisations	46
	Newsroom Car Use Demographics	49
Chapter 3	Journalists for Converged Media, Next Generation of Journalists for Converged Media	50
	What is the Status Quo of Media convergence in the Industry?	64

Should J-Schools Train Specialists or Generalists?	64
How Should J-Schools Balance the Teaching of Critical Thinking and That of Technical Skills? Should Technical Skills Be Learned at Work Or in School?	67
What Skills Do news Professionals need to Learn Most at their Current Positions?	68
If news Professionals Have to Re-purpose their work for Multiple Media Platforms, will the Quality of their Work Suffer?	69
How Are J-schools coping with Media Convergence?	69
Chapter 4 Communication: An Overview	75
Meaning and Definition	75
Functions of Communication	76
Process and Elements of Communication	76
Types of Communication	79
Mass Communication	82
Mass Media	83
Meaning and Definition	93
Process of Communication	94
Developing Communication Models	95
Some Important Models of Communication	96
Mass Media and Society	103
Hypodermic or Bullet theory	104
Differential Psychology	105
Two-step Flow of Communication	106
Sociological theories of Mass Communication	109
Normative theories of Mass Media	118
Some Other theories of Mass Media	120
Nature of Communications Research	122
Areas of Communications Research	122
Approaches to Communications Research	125
Communications Research Applications in the Indian Context	133
Characteristics of Mass Media	134
Mass Media Effects and Society	135
Mass Media in India	138
Impact of Journalism	138
Impact of Radio	140
Impact of Films	140
The Indian Cinema	141
Impact of Television	141
Chapter 5 Elements in Mass Media	146
Printed Word in India	146
Characteristics of Print Media	148

Other Print Media	151
Small newspapers: their Role and Prospects	152
Professional Discipline	152
Future Prospects of Print Media	153
Beginnings of Radio, Films and TV Media	153
Characteristics of Radio	154
Characteristics of Television	158
Characteristics of Film	162
Meaning of Mass	167
Emergence of the theory of Mass Society	168
The Concept of Audience	169
Duality of Audience	171
Nature of Audience Experience	173
Audience Feedback Systems	174
Audiences of Various Media	176
Effective Messages	178
Enhancing Impact of Messages	181
Media Relevance	182
Hot and Cold Messages	184
Create Message	184
Visuals with New Angles	185
 Chapter 6 Relation between Mass Media and Society	 186
From the Theory to the Model	188
Communication An integral Part of Human Civilization and Culture ..	188
Functions of Mass Media	189
Media Availability	191
Concept of Right to Free Expression	192
Media Reach	194
Community Participation	195
Psychological, official and Legal Limitations	197
Communication System	199
Communication Problems	199
Defining Communication Policy	200
Mass Media Policy formulation	202
Commissions and Committees on the Media	203
Policy versus Practice and Performance	206
The Future Role of Policy	210
 Chapter 7 Writing and Editing: Concepts and Processes	 212
Habits to Acquire to be a Good Writer	212
Qualities of Good Writing	213
News Story Revisited	214

The inverted Pyramid	216
Good Feature and Magazine Writing	219
Techniques for Good Writing	221
The Accuracy and Attribution	223
Getting Ideas and Sources of information	225
Revise and Rewrite	226
Main Components of A Feature	228
Different Types of Features	229
Technique of Feature Writing	232
Quality People Read Edit Page	232
Importance of Editorials	233
The Editorial Page	234
Should Editorials Always be Adversarial	235
Nehru on Editorial Freedom	235
Definitions and Characteristics of Editorials	236
Policy, Style and Guidelines	238
Letters to the Editor	239
Difference between Editorial and Other newspaper Writings	239
Overview and Scope of Freelance Writers	240
How Freelance Writing Works?	241
Who Can be a Freelance Writer?	241
What to Write?	243
Freelancing of another Kind	245
How to be a Successful Freelancer: Some Tips	246
Magazine Writing	246
Magazine Types	247
Freelancing for Magazines	248
Ideas for Magazine Articles	248
Cultivate Keen Observation Faculty	249
How to Build an Article ?	250
Style for Magazine Articles	251
The Future for Freelancing	252
Radio News	253
Radio Features and Commentary	259
Television News	264
Scripting for Television Documentary and Commentary	276
Principles of Editing	283
Photo Editing	290
Design-layout and Typography	294
Electronic Editing	309
Bibliography	314
Index	318

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

Mass communication is an inter-disciplined domain. It can't understand as stand alone subject, because it deals with society and culture at one hand and technology at the other. Thus this book was needed that could give a comprehensive explanation of terms, concepts, theories and principles at one place. In recent times mass media has grown as a widespread industry which is working all over the world. Here in this book it is the sincere effort of the author to put the matter and facts, myths and realities all in a lucid manner. This book is designed keeping in view the average reader and beginners as well. This book will quench the thirst of knowledge in this field and it is the sincere hope of the author. If it proves to be of little value to the readers, all efforts and hardships of the author will amply be awarded. This book is created for the needs of students relating to the area of journalism and mass communication. As social contexts and milieus undergo changes and get increasingly complex, journalism too undergoes transformations, and gets ever more crucial to the running of a society. In such a scenario, it becomes imperative that one considers the import journalism carries, and how the issues and problems in it are central to how we perceive the world.

Contents: 1. Journalism and Communication in New Millennium, 2. Computer World and Journalism, 3. Journalists for Converged Media, Next Generation of Journalists for Converged Media, 4. Communication: An Overview, 5. Elements in Mass Media, 6. Relation between Mass Media and Society, 7. Writing and Editing: Concepts and Processes.

Finlay Webb is Assistant Professor in the School of Journalism and Mass Communications, where he teaches journalism reporting, writing, editing, and ethics. He received his Ph.D. in Communications from the Institute of Communications Research. Before entering academia, he spent seven years as a reporter and editor for newspapers. Finlay Webb has a decade of professional newspaper experience. His research of journalism ethics issues has been published in Newspaper Research Journal and Journal of Mass Media Ethics, and he contributes to trade publications including Quill, The Masthead, and Grassroots Editor. His current book is a study of the media.

