

Programme:- M.A (JMC)

Subject.

PRINT MEDIA

Topic:- News

Faculty:- Dr.Anjani kr.Jha



Programme Objective:- It demonstrates basics of Print media.

Programme Outcome:- Through this topic the students know about the basics of news.

Learning Outcome :- The students get immense fundamental knowledge of news.

Course Objective:- This paper has been introduced for the basic concept of the news.

Course Outcome:- The students can ought to know about news.

NEWS

- News is something that interests, excites or concerns people.
- News excites and at times concerns because it may be a mishap or a tragedy.
- John B. Bogart of the New York Sun defines News thus: *When a dog bites a man, that is not news; but when a man bites a dog, that is News.*

NEWS VALUE

There are seven news determinants upon which news is judged and selected for publication:

1. Impact,
2. Unusualness, and
3. Prominence,
4. Conflict,
5. Proximity,
6. Timeliness and
7. Currency,

LEAD

- In the journalistic parlance, the word ‘Lead’ is used in three or four different senses.
- I. The story with the biggest headline on the front page of a newspaper is called the lead story and in the order of priority the main stories are called Lead I, Lead II, Lead III or First Lead, Second Lead, Third Lead and so on.

COPY

- Copy is written pieces - news stories, articles, features, etc.- coming to a newspaper's newsroom from different sources - reporters, correspondents, stringers, freelancers, news agencies, feature agencies, assigned writers, etc.