

CHAPTER - 1

Concept and Meaning

Dr. Neeta Khandelwal

Assistant Professor, Dept. of EECM,
ACN&CS. SDAU, S. K. Nagar, Gujarat

1.1 Journalism: Definition

The profession of content creation for newspapers, magazines or news websites is called journalism. Journalism is a way of shaping and delivering information into news contents through text, voice or videos, which help the public, know about contemporaneous incidents and events. Journalism describes the present situation as it develops to everyone: you, me and the society as a whole. The word journalism is originated from the Latin word “journal”, which means a daily register or a diary. This habit of keeping diaries or daily account gradually led to the evolution of the word “journalism”.

It involves gathering, assessing and creating facts & figures about events and issues of the day, and disseminating or presenting this information to the society through print and electronic media. It means the newspaper we read and news we watch on the T.V. or hear headline broadcast on radio, are all products of journalism. In other words, journalism communicates information concerning the events through printed words, pictures, sound and videos.

Presently, there are multiple ways to present information or news such as articles, reports, news items, opinions, editorials, pre-recorded or live broadcast and even tweets. The content provided by news source influences public perception. The authenticity and reliable broadcasting of public information is a prerequisite in journalism. Good journalism means treating your sources and audience, with truth and respect by providing the right context, so people understand the greater truth beyond the information. It implies that every content needs to be looked into carefully, thoughtfully and

ethically before disseminating to the public domain. Journalism is also grassroots endeavor meaning by the people for the people.

1.2 Journalism: A Distinctive type of Communication

Journalism is a form of communication, but it is distinct from other form of communication in three ways:

1. It is a one-way message from the journalist to the audience. Yet it is most unique because the message is not just a personal story or subjective facts, instead journalist normally concerned with communicating knowledge of current events or situation and things that are about to happen or that have happened recently based on his or her observation and discoveries.
2. The journalist directs his writing to all literate people, including the man in the street. Because he is communicating knowledge of current events to the general public, the journalist must use symbols which everyone easily & clearly understands.
3. Before communicating the events of the day to the mass audience a journalist gathers the information and analyze it him or herself. This is done by witnessing the events as it occurs; by questioning others who either have witnessed the event or have some information about it; by a study of public record or official reports; or by research through books, files or other references.

1.3 Elements of Journalism

Any piece of journalism consists of five elements of design:

1. **News:** At the core of news are journalistic conceptions of event, time and subject matter.
2. **Reporting:** This means collecting or gathering facts about current events or background information required for a news story or feature.
3. **Language:** Distinctive linguistic principles work in journalism; therefore journalism has its voice and style. The language of journalism is disciplined by its public and empirical character and its vocabulary of public discourse. It represents the scientific ideas in the vocabulary of common people rather than notions of philosophy so it can be understood in the street or the marketplace. People do & believe what they read and see, so language is a good means of persuasion.
4. **Narrative:** What applies to language, also applies with equal force to the operations of the narrative principle in journalism. Despite of the availability of new technology and the web for news, storytelling is still important aspect of journalism as it joins the dots and shows the full

picture. An important consideration is to know what readers already knew & what they want to know. In other words, journalism creates and presents the information in a rather interesting way to engage the audience.

5. **Meaning:** Like all storytellers, journalists must inscribe meaning to the facts and events they are describing.

1.4 Principles of Journalism

Principles of journalism are as follows:

1. **The first obligation of journalism is to present truth & accuracy:** Journalism is bound by the ordinary moral principle to dig out truth from lies. The journalist's knowledge & his report of the news must be true. What the journalist communicates is information about real events & people. Because people trust only reliable information rather than propaganda, it helps them to make better decisions in their lives; for instance, people can decide who to vote for or what to purchase after accessing reliable information. If what they read in a journalistic publication about the event is not true then the readers are left in an unreal dream world which is dangerous to their welfare. Furthermore, writing journalism is multiplied and distributed rapidly and extensively, the journalist in the position where he might mislead thousands & even millions of people depending upon them for true knowledge of events. It is, therefore, extremely important that they do not report anything fake and take every possible precaution to verify and ensure that what they know & communicate is done truthfully.
2. **The words the journalist uses to communicate his knowledge must be precise & exact:** In journalism, the journalist expresses their information in terms read and interpreted by his readers. If the words are familiar to the reader, he will only be able to extract from them the meaning that the writer intended.
3. **The knowledge and judgment that the journalist communicates & the action that he/she advocates must be good for readers:** Journalistic publication is the cause of good and bad actions of people. So, the journalist must deliberately aim to produce only good effects on the reader. Similarly, when the journalist judges an event or persuades his/her reader to perform a certain act, the basis of judgment must be good for readers.
4. Journalism provides news and information, which are useful and informative to the readers.

5. Journalism must be timely and primarily concerned with current events and news. It becomes useless or worthless if you delay in reporting of main events even by a few hours.
6. **Journalism is a social activity:** Products of journalism have mass appeal and helps in shaping social perceptions and opinions. On the other hand, through public surveys and individual and group interviews, journalists communicate the feeling of the community. Journalism should also attempt to fairly represent different viewpoints and interests in society and to place them in context rather than highlight only the conflicting fringes of debate. Therefore, journalists must strive to put the public interest – and the truth – above their self-interest or assumptions.
7. **Journalism serves as an independent monitor of power:** Journalism is among the vital fields of human activities as it is pertinent to freedom of expression and speech within the framework of ethical values. Journalism enjoys the freedom of expression and speech, one of the seven rights of freedom granted by the Indian constitution. It provides the platform, which gives voice to voiceless people. It acts as the public's watchdog, activist, protector, mentor, and storyteller. Therefore, its primary purpose is to ensure all citizens know their rights. Oscar Wilde once stated, "By giving us the opinion of the uneducated, journalism keeps us in touch with the ignorance of the community". As per the Montesquieu tripartite system, Journalism is considered the fourth estate or called the watchdog of the society after the three estates in modern democracies are often mentioned as branches of a legislature, an executive, and a judiciary. In modern time, social media has been projected to be the fifth estate, where the work of journalists is analyzed.
8. **Journalism is a broad & creative profession:** Journalism deals with many fields of human activities and interests. The profession of journalism is a public and social occupation. Journalists, as professionals, support and sustain the credibility of the decision-making system, maintain its functions, and enhance the story creatively. It presents simple and general news from a different perspective. But it is not an armed chair profession. One has to move from one place to another for collecting information and truth. It is, therefore, imperative that they do not report anything fake. Also, they take every precaution to verify and ensure that what he knows & communicates is entirely accurate.

1.5 Importance of Journalism

"I'm grateful to Journalism for waking me up to the realities of the world" is a quote by Eduaedo Galendo. Journalism has various purposes, but freedom of expression is the most crucial aspect. The root of journalism comes from people's right to have an opinion.

- Journalism is a great social force. It not only disseminates information but also brings people together by breaking their isolation.
- It is considered an intrinsic device invented by society to fulfill a human desire to access information.
- Journalism satisfies the instinct of curiosity.
- Journalism provides a public platform, where people freely express their idea and opinion
- The journalistic function helps in enhancing & intensifying the democracy because of the fundamental conception of democracy that all who have the suffrage may pass judgments on public affairs & public men.
- Journalism acts as a channel between the authorities and people. Journalism, on the one hand, conveys information to the public about what is happening in society whilst on the other hand the policymakers also know the effects of their previous decisions and what the public expects of them through journalism.
- Journalism is meant to place the public good above all else and uses specific methods to gather and assess information. In other words, journalism is meant to benefit the people, and journalists should routinely check what they are reporting on to be sure the information is verified and accurate.

1.6 Functions of Journalism

Though journalism plays several roles, major functions include informing, interpreting, guiding, building opinion and entertaining the audience.

- (i) **Information:** The primary function of journalism is to disseminate information, which is important in a democratic society for making decisions impartially. Conveying information includes all reports, facts, and happenings related to day to day life rather than material involving for the sake of leisure and fun. It consists of all news concerning with government politics & programme, foreign affairs, climate, mishaps, industry, labor & education. Accordingly, information distributed in the form of news broadcast on the radio and T.V. and in the news columns of the newspapers and magazines.
- (ii) **Interpretation:** The need for interpreting and explaining the news in our day and age is readily apparent. Life has become complex and its interest is so manifest that even the specialist become baffled in their field of knowledge. Today presenting news is not merely an announcement of facts & theories but the reader or listener wants clarification, contextual material, interpretation & diagrams or visuals

too. These are all meant to help a person better understand the significance of what they read or hear. Good journalism interprets things, events & phenomena quickly, explains the relationship between the cause and effects of issues and provides related information. In line with the growing trend towards specialization, the best journalism employs men and women with an adequate background of knowledge in their field to provide the average person with these explanations. A good journalist needs to validate the collected facts from different sources.

- (iii) To guide:** Since the beginning, journalism has influenced the behavior of human beings. It affects people's minds through printed words, cartoons and pictures as they appear in the newspapers, magazines, pamphlets, and books and through the spoken words over the air. The journalism/newspapers educate people by giving guidance on various issues through the editorial and column and providing information. It helps the audience, filter through the excess information. This value-added role if done properly, overcomes the narrow tendency of people towards any issue and event, as a result, attracts more people towards a publication.
- (iv) Opinion:** Journalism is formulating & influencing the opinion of the people through feature, article or column. The news is the raw material of opinion and opinion may be indicated without a word of a comment being uttered- by the way in which the news itself is announced, either prominently or inconspicuously. Admittedly, the newspaper needs help to persuade its readers through its articles of opinion, editorials, cartoons, and signed columns. Avowedly the radio seeks to influence through its commentators, interview and many speakers who advocate varying point of view. Media was able to record and reflect response, reaction and anger of the public after Pulwama Attack on 14 February 2019. Consequently, journalism has the power to divert the opinion of people in another direction, sometimes, negatively and sometimes in a positive way. Similarly, during election time, election news/ opinion polls, if reported regularly and frequently, encourage & affect the opinion of the public and can influence the vote percentage and swing. Media try to read the mind of people and even various news channels gather information from the public, before voting for the election.
- (v) Advertising:** This is also one function of journalism to advertise products, messages, services, and facilities. Advertisements are commercially oriented to promote the sale of their goods, but some time also has a public service message like family planning, childcare, health care, policies and programme of governments etc. Advertising also plays a significant role in the success of running mass media. All kinds

of newspapers, magazines; publications depend on revenue through advertising. Advertisement not only supplies marketing information to the public but also helps corporate, industries and businessperson for changes within their arenas.

- (vi) **Entertainment Function:** Besides, the above discussed roles, journalism also play an important role as an entertainer and evoke emotions and experience in people. Entertainment journalism is very popular today that focus on culture, lifestyle, entertainment products, fashion industries, and icons. It is like an electromagnet which captures the attention of readers and fascinated them. The newspaper and magazine appeal to the fun-loving public by playing up the amusing aspects of everyday life in human stories by printing humorous anecdotes and stories and by finding space for an increasing array of entertainment features which include such popular favorites as “cute saying of children”, astrology, crossword puzzle, sports words and comic strips. Journalism over the radio & on the screen has its comedians, comedy shows, quiz programmes & funny stories.

Periodical supply of all type of news is the exciting task of journalism. It includes all reports news and happenings relating to daily life, or regarding politics, foreign affairs, weather, accidents, business, education etc.

- Journalism's first purpose & responsibility is to ensure that people know. This responsibility calls for complete objectivity in the news, including fairness & factuality.
- Reporting, writing, broadcasting, photographing, editing or castings are the various areas of work in journalism.
- The news is the core of journalism. In journalism, people inform, educate and guide through print and electronic media.
- Journalism shows the effects of the event which is very close to people's everyday lives.
- Journalism develops a sense of harmony in society through the biggest news events and by creating unity; it aims to maintain tranquility in society.
- Media has the power to highlight and hide things. Therefore, it is the journalist's social and ethical responsibility to present facts & opinions separately so the public can judge them accordingly. Otherwise, the authenticity of the information is diluted, and the audience gets confused.
- Journalism increases the appetite of people to learn new things.
- Journalism is helpful in creating public awareness by providing a wide range of information on key issues & aspects.

1.7 Modern Journalism

Today's journalism is far different from what it used to be. In past, local newspapers and radio used to be dominating source of news and information. It changed with invent of television, particularly with live streaming of events through 24x7 news channels. Nowadays people are not relying and dependent on single media. They use various sources to gain information. So large news events affect the masses. In response, the scope and prospects of journalism is also changed. Instead of having time to fact checks, present day journalists are required to be the first to break the story and sensationalist it. This rush to first, many times leads to the spread of misinformation through online and live streaming, causing confusion and outrage. It can be said that in the period of digitalization of journalism, researching facts, verifying the information and checking the reliability of sources have taken the back stage. Data journalism is the future of modern journalism as it scrutinizes the world in terms of data. It is a tool that elucidates news story and their context by pouring over data and numbers so the reader can compare and analyze them and pick out interesting ones. Computer-assisted reporting, statistics, charts, and graphics are all involve and used in data journalism. Due to several sources of information over social platforms, sites, and videos, people are flooded with information, resulting in their opinion that clouds facts. Data journalism surmounts this situation by providing perspective on an event and goal to explain what it means. An excellent example of data journalism is a report published by BCG about India's media consumption growth at a compound annual rate (CAGR) of 9 per cent over the past six years. Using the data it is found that this is almost twice that of China and nine times that of the US

Thus, a news source in the digital age is almost a living or breathing thing. It is constantly changing, continuously growing and developing. There are no longer best-selling professionals in the fields of writing. Readers of today are much smarter and well-versed than they are. If you don't pay attention to the reader or don't work for them or give them what they want and desire then you will lose them.

1.8 Conclusion

Journalism in the modern era is not merely collecting and presenting facts but interpreting information accurately and disseminating timely to the people through printed words, pictures, sounds, numbers or the web in an ethical way. News, reporting, language, narrative, & meaning are five promising elements that make journalism successful. Freedom of expression is the most crucial aspect of journalism, providing a platform for people to express their ideas and opinions to others freely. In other words, journalism's foremost function& principle is to publish truthful information along with

guidance, interpretation and entertainment. Hence, it is a form of communication, but broadcasting authentic & reliable information is a prerequisite in journalism. The scope and prospect of journalism in the digital era has been changed and focused on the need and interest of the people.

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