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Subject: JOURNALISM AND MEDIA

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JOURNALISM AND MEDIA

OUTLINE

1. Introduction to Journalism and Mass Media.

2. The History and role of Somaliland Media.

3. Media Programming

· Radio – Television – News Paper

4. Professional Ethics of Journalism.

5. Professional Writing Skills.

UNIT ONE

1) Introduction to Journalism and Media

- What is Journalism?

Journalism is a process for gathering, organizing and delivering information to an audience.

Ø Media (Pl) medium – channel of instruction

Ø Media in Journalism

- Radio – television – News paper and etc

MEDIA CONSIST OF:-

1) Print Media (the press)

2) Electronic Media (the broadcast)

ROLES OF MASS MEDIA

a) To inform

b) To educate

c) To entertain

d) To inspire / encourage

POWER OF MASS MEDIA:-

Is the fourth power of any Democratic State:-

a) Executive Branch

b) Legislative " " "

c) Judiciary " " "

d) The press " " " (Media)

ROLES OF MASS MEDIA

1. To inform Media Produce news of the day about the people or events to the Audience.

2. To entertain To provide entertainment such as: - Sport, Music and etc.

3. To educate Mass Media educates people about certain issues relevant to their

living, such as: - Agriculture, Health, Votes and etc.

4. To inspire Mass Media encourage people to issues that are important to

Them, such as: - National issues, Developmental issues.

THEORIES OF THE PRESS

There are main Press theories:-

1) Authoritarian Press – that means the mass media operate under the influence of government or some authority, Journalists under the authoritarian press often operate under the watchful eyes of authorities and governments.

2) Libertarian Press – that means the Journalist and the mass media are completely free from any government control or influence.

3) Social Responsibility – that means the Journalists and the media are relative free as opposed to absolutely free. Freedom of the press must be balanced whit rights of the society.

(Developmental Theory)

Eye of journalism What done the government.

LESSON 3

NEWS

Ø What is news? “News is a piece of information about a significant and recent event, that affects the listeners and is of interest to them” or “any event that is current is of interest and relevance to the community.

Ø What are the elements of News?

1. Consequence – news event that affects the largest number of people. egg:- hurricane, floods, fire and etc.

2. Prominence – what happens to the prominent people, place or things make news.

3. Proximity – (nearness) the location of news event the nearer the more potential for news worthiness.

4. Timeliness – (new/fresh) the more recent an event the greater the news value.

5. Human interest – stories with emotional appeal, romance, tragedy, fear, grief and etc.

TYPES OF NEWS

a) Hard news – (spot news) – refers to the serious and timely news events, such as: - accidents, disasters, fires, meeting, elections and etc.

b) Soft news – refers to the human interest's stories largely features. They are aimed at evoking human emotions, laugher, sympathy, sorrow and etc.

LESSON 4

NEWS RESOURCE – SOURCES OF INFORMATION

1. News markers:-

News makers are people whose action or statements make news, they are often known as Very Important Persons (VIP). Including this category may be public official, candidates, officers of companies and legislators.

2. Public relations representatives:-

Public relation representatives are information advocates to the companies, they try to "Sell" information about the organization and products to the Journalists.

3. Opposition voices – opposition parties.

4. Entertainment and sports sources.

5. Commercial sources – chamber of commerce.

6. News release.

7. Other publications.

8. Government reports – census, income and etc.

9. Government agencies.

10. Advertisements.

LESSON 5

Press freedom – freedom of expression.

Ø The right to freedom of expression is universal human rights.

Ø People should be allowed to express their views or thoughts without being punishment prosecuted either they are journalist or any other member to the public.

Ø The public has the right to know and the journalist has the right to report.

Ø But is it right to incite violence hated? To spread misinformation out right lies and false accusations?

Ø Journalists get freedom of the press on conditions they are report objectively, not biased, are not partisan, and publish full information that affects the community, and are of interest to the public's right to know.

Ø You cannot use your freedom of the press to write sth that hurts other people's rights.

US chief Justice Oliver Wendell Holmes once said "Freedom of the pres does not mean you can shout falsely fire in a crowded theatre".

UNIT TWO

HISTORY AND THE ROLE OF SOMALILAND MASS MEDIA

Traditional and Informal Media:-

The traditional Somali life style is a continuous quest for news, either near or far. Either it was a question of war or piece, good pasture or drought.

The Somali way of life and social habits provide alternative avenues of communication such as:-

1. The Poetic tradition – war poetic, piece poetic.

2. The tree – Madal – information on matter of peace and livestock war exchanged and examined in the shade of the tree.

3. Water wells

4. Market – market is also notable as a place was urban or rural people meet.

5. Transport – Somali seamen – truck Drives, passengers share information and debate current issues.

6. The Merfish – The merfish has become the most important forum for communication among urban males; information is exchanged arguments are presented.

7. Teashops – Makhaayad – men meet to exchange news and views.

8. The Khayria – khayria has a customary place of public assembly where speeches are broadcasted.

9. Caravan – Safarka Awrta.

10. Camp fire – Golaha.

11. The weddings.

FORMAL MASS MEDIA

The broadcast

The first experimental radio broadcast in Somaliland begins in 1942, under the British Military Administration tested continued until December 1942, when Radio Kuku was established. Radio kuku, was the first Somali Language Radio and served to consolidated colonial role in Somaliland. Government announcements, policies and Regulations were disseminated over the radio and the Somali audience was exposed to British norms and values, in 1944 radio kuku was renamed Hargeisa Radio.

In 1954 Radio Cairo introduced its own broadcasts in Somali strangle for independence. The British responded to the Egyptian challenge by installing new equipment for receiving British Broadcast Corporation (BBC) transmissions in 1955 before launching the BBC Somali Service in 1957.

Radio Kulmis – Radio Halgan (1980 – 1982 – 1985) in Addis Ababa which SSDF and SNM served in the field of information.

Print Media

1. Al – umma (the nation) – 1950, it was Arabic weekly prepared in Hargeisa and printed in Yemen.

2. Al – liwaa (the banner) – 1958.

3. Qarni afriqia (the Horn Africa) – 1958.

4. Al saraha (the truth) – 1959.

Each newspaper as a mouthpiece of on exciting political party.

Al-liwa (NUF) Al-saraha (USP) Qarni afriqia (SNL).

Ø Following the outbreak of civil war in the early 1980's, the SNM took publishing its own periodicals in support of the liberation struggle. Inside SNM controlled zones the news letters UFO and Dhambaal were locally printed and distributed on irregular basis.

Ø Following the SNM victory in 1991 other independent news letters including Codka Hargeisa (voice of Hargeisa) Horiyo (Freedom) and Jamuuriya (the republican) rapidly proliferated. Most of these newsletters quickly disappeared because of shortage of human and material resources.

Television and Radio

Somaliland T.V (initially known as Hargeisa T.V) was inaugurated in fully 1997.

Internet

The first internet commercial internet service was introduced in Borama by Aerolite Telecommunications and in Hargeisa by Aerolite and Barakaat Globe Tel Company in the year 2000 and 2001.

UNIT THREE

MEDIA PROGRAMS

Radio

Advent of Radio

Background: - 1919 -20, UK, USA it was in commercial use in the first phase, types of radio in terms of their Audience and transmissions area:-

1. Commercial radio stations – financed money from advertisers.

2. Public radio – their function is to offer a radio service to the whole population of a country or section of it.

3. Community radio – their first goal is to address social issues.

4. International radio stations – most countries have a national network able to cover the national territory.

5. Local radio stations – radio station target a small area covering between 20 and 150 km.

RADIO NEWS PRODUCTION

1) Concern for “Air time”

Once the news script is edited an air time must be predicted.

2) On air – reading options.

The script may be read either by the news person by a professional announcer who had little or nothing to do with its preparation.

3) Project the image of the program.

The tone, style, and the reading technique (the ability to recover from mistakes).

4) Other persons involved in airing news program.

i. Director

Making that the script and news casters are ready and overseeing the works of technicians.

ii. Producer

Involves making arrangements for technician, equipments and facilities.

iii. Engineering

Equipments – adjusting sound volumes

BROADCAST COVERAGE

For radio stations often hourly news summary from 5 to 7pm and 10 to 11pm.

Ø The news brief – (the news headlines). A news brief is usually as long as 30 seconds or one minute. The news brief usually contains one or two sentences, each about one to three news items to be presented, they are not complete sentences, but fragments highlightening the stories.

Ø The news summary – the news summary runs for three to five minutes. This means that depending on the announcer he/she will deliver 200 to 250 words of copy per minute of air time, in general a five minutes. Hourly news summary will use 750 to 800 words of copy. The writer must subtract an allowance for the time used by cutaways to taped actualities.

Interviewee

INTERVIEW Interviewer

Topic

Ø Goal to achieve:-

1. Obtain the interviewee's knowledge about the topic

2. Obtain the interviewee's opinion or feeling about the topic.

Ø Types of interview:-

1. Informational interview – to reveal facts or opinions.

2. Interpretive interview – to interprete some facts which are already known, to test the validity.

3. Emotional interview – emotional experience:-

- Happiness - such as: - Player who won a game.

- An anxiety – such as: - Mother missing her child.

4. Spontaneous interview – is like an accident and interviewed those around. It was not you plane to interview.

5. Formal interview – you have already planned and discussed the angles of the questions.

6. Light interview – conversational and entertaining.

7. Factual interview – they seek to answer the basic questions of who? Where? And when?

8. Tough and Challenging – questions and of analysis - to analyses a certain situation, why? , how? Would you comment on?

REPORTING

The job of the reporter involves three main types or steps;

1. Assignment – an assignment is a specific task given to a reporter. It can be regular assignments/beat or general assignments.

- A beat is an assignment which reporter covers regularly.

- General assignment is to send a reporter to cover special or unexpected event – so called "Breaking Stories".

2. Information gathering – observation, questioning, listening, reading, research and investigation.

3. Information evaluation – it is the Journalist's job to select what will interest, inform, educate, amuse ore amaze the audience that's taking the news elements seriously as guidelines.

News Elements: - timeliness, proximity, prominence, consequence, human interest etc.

(Breaking News = Developing Story).

WRITING NEWS STORY

Key terms

Ø Lead – the lead is the most important paragraph in the story. It has to get reader's attention, it has to inform the reader quickly – it should be brief, concise and above all accurate.

Ø The body of the story – the rest of the story – Simply retell the story in more detail in the next few paragraphs notice that each successive paragraph is juts a little less important that the previous one – with main facts first and the rest in the descending order of importance.

Writing process in Journalism:-

1. Prewriting – first stage writing involves gathering, organizing information – this means finding out who, what, when, why and how. The five "W's and H".

2. Writing – second stage

- Stand by assembling and reading all your prewriting notes.

- Put into the sentences and paragraphs the prewriting material you collected.

- Concentrate on getting the entire story writer, then go back and smooth-out the rough parts.

3. Post writing – the last stage of writing – revising editing stage.

- Strengthen your lead.
- Make sure all key facts and quotes are accurate.
- Eliminate any piece of information that don't have direct bearing on your story.
- Do quick check on grammar, spelling and Capitalization.

MAKING THE INTERVIEW WORK

Key terms

1. The first step in getting it ready for an interview is knowing what is your want to find out.
2. The second is deciding whom to ask.
3. The role is to go to primary source of information.
4. Always identify your self as a reporter before asking questions.
5. You must be comfortable with the people and be able to talk with them.
6. Prepare your questions before the interview.
7. Don't make a speech every time you want to ask a question.
8. Avoid questions that can be answered with simply YES or NO.
9. Don't pry, snoop as hostile or leading loaded questions.
10. Pay attention to how the questions are answered – if you don't understand what is said, stop and ask for clarification.
11. Don't challenge what the source says except for clarification.
12. You don't have to agree – remember you are neutral.
13. If the source agrees a type record can be valuable – lacking that you might invest a system of speed writing.
14. Remember that no information is "off the record" unless you agree.

UNIT FOUR

ETHICS OF JOURNALISM

Ø Credibility

Credibility means the ability of the press to be believed or trusted. To restore the credibility journalist must put more emphasis on the ethical principles.

1) Trusted – never fake anything, never speculate or guess – don't write rumours – don't let your personal feelings or opinion.

2) Accuracy – involves checking and verification – this means that facts are checked or verified with other source or reference before they are delivered to the audience, it also includes checking spelling or names, the right location, the correct dates and times, proper addresses etc.

3) Objectivity – fairness – neutrality – impartiality – balance.

- Always seek to provide the audience with unbiased accounts of news.

- Tell all sides of story.

- A person accused of action should be offered to tell his/her side of the story.

- You must set a side personal feelings – your likes or dislikes – you may not like a speaker or what is said, but you report it straight without any hint of your own feelings. For Example: - you may think KU KHIX KLAN is wrong, but you report what they do and let the audience decide.

OTHER ETHICAL PRINCIPLES

1. Good taste – never glorify bad behavior. Do not invade the privacy of others.

2. Right of reply – if you must print or air criticism of someone, permit that person to respond to the criticism in the same story.

3. Plagiarism – don't pass off the work of the others as your own. You may quote from other's work, but you may give credit.

4. Attribution – identify where the information come from ("the President said today…."). So the audience can judge for it self the value of the information. Don't use anonymous source.

5. Minimize harm – recognize that gathering and reporting information may cause harm or discomfort pursuit for news is not a license for arrogance.

6. Act independently – refuse gifts, favors, fees, free travel and special treatment, political involvement.

7. Be accountable – journalists are accountable to their reader, viewers, listeners and each other.

Libel = written

DEFAMATION

Slander = spoken

Defamation – An act of communication that causes someone to shamed, ridiculed, held in contempt or lowered in the estimation of community, or to lose employment status or suffer damaged reputation.

A) Libel – published material, text, headlines, photos, or any other presentation.

B) Slander – spoken, as opposed to written defamation.

Photo Journalism

A good photo-graph begins in the mind of the photographer, not in the camera, dark room and in the editing table.

Roles of the Photograph

Ø To grab the viewers attention.

Ø To serve the same purpose as a part of news story.

Ø To show how a piece of the action took place.

Ø To entertain the viewer – reader.

Photo Composition

Good photo composition involves first having good subject, matter and appropriate equipment to shoot.

The Caption (cutline)

Your responsibility is to know who, what, when, where, why and how of the action in the photo.

Cropping

Cropping a picture means removing unnecessary elements from the photo – cropping can serve two purposes:-

1. To improve the composition of the photo.
2. To make the photo fit a predesigned.

Photo Essay

A story told in pictures. It often involves three to seven photographs with captions.

The Focal Point

The focal point is that spot in the picture to which the viewers – readers eyes with normally be drawn after viewing all of the elements. In general the best place for the focal point of a picture is about half way between the exact center of the outside margin or corner.

TAKING PICTURES

§ Take at least four or five shot to get one.

§ Think horizontal and vertical.

§ Get close enough to fill the frame with the real subject eliminate cluster.

§ Avoid harsh heightening.

§ Shoot fronts not backs.

§ Consider the subject – eye – level shot.

§ Take office shots out of the office.

§ Reveal the character.

Types of Photo

1. Stand alone – floater or wild art; does not accompany it self story.
2. Mug shot – head shots often accompanying story.

v Stand alones are only used when they have powerful impacts.

v Stock photos – pictures of previous events that are taken from the files.

TELEVISION

NEWS PRODUCTION

T.V news productions have certain elements in common with the radio. For instance, concern about timing, the skills of reading audience appeal. T.V news casters must also pay attention to their make up, such as: Dressing, the news casters must be careful to wear clothing the same color at the background.

However, T.V jobs can be a more complex and the number of people involved can be larger because the video aspects. A T.V news broadcast features presenters and reporters behind the scenes are camera operator, sound engineers, floor managers, studio managers, editors, researchers because it is live everything has to be right.

UNIT FIVE

PRINT MEDIA

Ø Newspapers – Magazine – Comics.

Newspapers: - Virtually all newspapers fall into the following categories.

1) National Daily Papers – they are published each night and are news stones every morning.

2) Regional Papers – Most regional papers are published once a week.

3) Specialist Newspapers – News papers that cover specific area of interest such as: world news, events in the world of racing, music world leisure, interest.

i. News papers Departments

1) Editorial.

2) Advertising.

3) Production.

4) Sales.

1) Editorial – The editorial department produces the news in a newspaper, the editorial usually made up of:-

1. The editor – the editor in chief – who is in charge of the whole department.

2. The chief – sub editor – is a senior Journalist with design and layout skills and distributes page schemes (which story will go on each page) to Subeditor.

3. Subeditors – are Journalist who place stories and photographs on page schemes they do this on the computer screen.

4. The news editor – is a senior Journalist who is in charge of the team reporters.

- Looks at the stories coming and decides which ones to follow up.

- Check the stories written by the reporters before they are sent to the chief subeditor.

5. Reporters – are senior and junior journalists who research and write stories.

6. Photographers – take and develop the pictures.

2) Advertisement Department – Like all other media organizations, newspapers have to make money if they are to survive, they get their money from two sources.

- Cover price – circulation.

- Advertising fees(money to promote product)

The types of adverts format in newspapers include:-

- Classified adverts – small adverts placed by journalists, they cover second hand goods and marriage etc.

- Display adverts – adverts for products photographs and graphics placed by Business.

- Advertorials – they are written a news stories and are usually accompanied by pictures.

3) Production Department – the production department is responsible putting the paper in its final form, as well as having it printed.

4) Sales Department – sales department works to maximize sales outlets of the paper:-

Sales outlets: - News agents – Paper sales on the streets – Home delivers.

ii. Magazine

The word of “Magazine” comes from the French word of “Magazin” which means “shop” or “Store house”, the first magazine to be published was the Gentlemen’s Magazine of London which was first published in 1731. Difference between newspaper and magazine:-

- Thicker, printed in color in glossy paper published less frequently.

- Focus on feature materials, interviews, (investigation of particular subject).

Making money

As the newspaper – Cover price

- Advertisement
- Subscription system

iii. Comics

Comics are books of stories that are told in the form of cartoon. You may think comics are something produced simply to keep young children amused.

HEADLINES

Headlines is one sentence summary of news story.

Purpose

ü To attract the attention of the readers to story.

ü To give reader on idea of what the story is about.

ü Headline is window of the shop for the newspaper.

Headline writing

Ø Headline use lower case to read like sentence.

Ø Don't capitalize all the headlines, capitalize the first litter.

Ø Write the headlines only after you edited the history.

Ø Headline size starts at about 18 points up 72 or more.

Ø Size of the head is usually put by the page editor 1- 24 – 3, this means 1column, 24 points, and 3lines.

Headline style

Ø Headline style can be flush left, flush right or centered.

Ø A few are “stepped” or given a kind of stair steps effects.

Types of Headlines

1. Banner or streamer – is one line head that runs or stretch across the page.

2. Cross-line head – is a single line runs across one or more columns. A cross-line is a banner except that it does not run across the full page.

3. Kicker line head – runs above another standard head for emphasis only, but does not express complete thought.

CAPTURE!

Fugitive thief arrested.

4. Drop-line head – appears below the main head.

5. Block head – contains two or more line which is printed flush left.

6. Bank heads or decks – is made up two or more lines set off to fill full width of the column or columns they occupy.

Headlines & Story Columns:-

1 column story 3 – 5 line head

2 ** ** ** 2 – 3 ** **

3** ** ** 1 – 2 ** **

4 – 6 ** ** 1 line head

Pyramids

Greating pages

Newspaper designers basically work with four elements:

a) Copy (stories), b) Art (photos), c) Headlines, d) white space.

Designing the front pages: - when coming up with the basic design for the front page, greate a nameplate that reflects the “personality” of the paper. The nameplate should include the name of the publication, Date, Address, Volume, Issue number.

On the other side or at the bottom of the page some staffs choose to place a “menu” to entice the reader into looking inside the publication, the rest of the page is usually devoted to one, two or three major news stories.

Structures of Newspaper

First Section:-

With major news – local / home / domestics – regional – international and some times editorial (where the newspaper editors offer their opinion on various topics).

Second Section:-

Often containing feature articles, non news general interest pieces, for example: Business, Technology, Health or medicine, Sports, Education, Weather, Obituaries, Finance, Economy, Politics, Interviews, Letter from the reader or opinion, Entertainment, Cross word puzzle, Horoscrops, Arts such as literature and Culture, Style or fashion, Religion.

Third Section:-

For classified Arts – in this section people and business advertise items for sale and post job notices.

Public opinion polling questions

1) Census

2) Behavior

3) Attitude

Census – more about respondent – name – gender – age – marital status – education – profession – skills – residence etc.

Behavior – Tends – habits.

- Which radio program do you listen?

Attitude – How well are the mass media informing the people?

- Is the media doing good job?
- Do you support the media should work under watchfulll eyes of the government?

Types of questions

- Open ended questions
- Close ended questions

MEDIA LAW

What is a Law?

Law can be described as a system of rules, which seek to regulate or control the behavior of citizens in a politically organized society by prescribe what acceptable conduct is.

What is mean by media?

Media refers to the people. The policies, organization and the technology that goes into producing mass communication. A media vehicle – is a single component of the mass media such as news papers – radio-stations – TV network – Magazine etc.

A free Press

Press will be free when they are independent from all the influences which can make press out of its objective to serve the people in impartiality way. For that reason, the independent of the press will be part of its existence and acceptance of the mass and society.

Press freedom in the Somaliland Constitution

Article thirty-two (1 – 3).

1) Every citizen is free to express his opinion by writing, by viewing media, by literature or by any other means according to the law.

3) The press and other mass media are integral part of the basic freedom of the expression of opinion and they are absolutely free to perform their duties. It is therefore, forbidden to take any step against them with a view to suppressing them. A law shall be enacted to organize their duties.

Protecting News Source

· Reporters argue that if they are forced to disclose confidential sources, those sources will dry up and public's rights will be affected.

· The Government arguments cit the for administration of justice and right of an individual to a fair trail.

Reporter's Privilege

Reporter's Privilege that he can uncover his source otherwise it will damage the credibility of the reporter as well as the company. In the other hand, law enforcement agents also have the right to trace the crimes committed against the Humanity. For that reason, they have to use other sources, but the damaging credibility of the reporter should be the last resort they will land.

Covering the Courts

Reporters are responsible for informing the public. Trial Judges are responsible for the administration of Justice, some Judges have announced restrictive orders, or gog rule the restrain, the participants trial (attorneys, witnesses, and defendants) from giving information to the media.

Major world news agencies

Ø Associated Press (AP) started in 1900 in New York U.S.A

Ø Reuters – established in 1851 by Paul Julius Reuter in Britain.

Ø Agency France Press (AFP) established in 1835 by Chartes Havas in France.

Ø TASS – started in 1918 in Russia as the agency of state and has been replaced with RITA for Russia.

v Major news agencies do not have correspondents in all capitals often use stringers who paid per story.

Invasion of Privacy

Ø The right of privacy protects a person's peace of mind and feelings. There are four different ways that the mass media can invade someone's right of Privacy.

i. The first is intruding upon a person's solitude, this occur when reporter wrongfully use microphones surveillance cameras.

ii. The second is the unauthorized release of private information.

iii. The third is publishing people in false light.

iv. The fourth is through appropriation of a person's names, or likeness for commercial purpose, this commonly involves starts and celebrities who find their names or images used without their permission in some business or promotional activities.

Copyright

Copyright provides the author with protection against unfair appropriation of his / her work. The law covers literacy, dramatic, and musical work, as well as motion pictures, television programs and sound recording.

Copyright protect last for the life of the author plus fifty years. In order to obtain full copyright protection, it is necessary to send a special from, copes of the works and a small fee to the register of copyright.

Sex offenses

Methodology of Reporting

1) Expressing the truth about the offence.

2) Preserving and expect