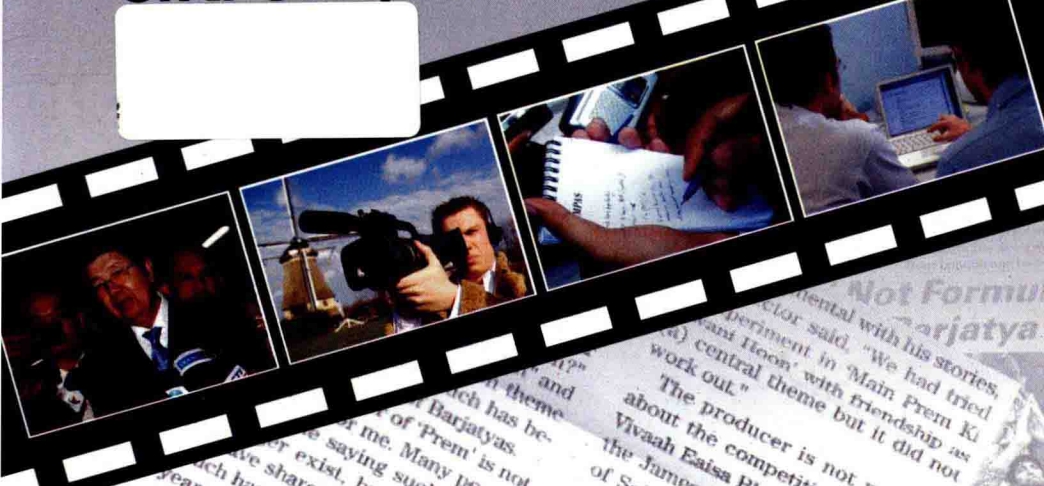


# J.K. Chopra



...the director said. "We had tried to experiment with his stories, but it didn't work out." The producer is not worried about the competition that "Ek Vivaah Aisa Bhi" may face from the James Bond film "Quantum of Solace" and Sanjay Dutt star "EMI" at the box-office. "I do not think that the film is going to face any competition with these two films. Every film has its own audience," he said. Barjatya is, however, realistic when he says he is not expecting a rush among the masses to watch "Ek Vivaah...". "The film will be a slow burner and will pick by word of mouth in the first week, we are adding in tradition," he said. His training for several years. Nath went on to go to a dental school in 2002, where he was a part of a time television series that were... Barjatya. "I am not saying such stories exist, but I disagree. I still believe in the traditional values of family and love. I will stop making such films the day I realize that they do not exist in reality," Sooraj Barjatya, who was recently in Delhi to promote "Ek Vivaah Aisa Bhi," told PTL. When questioned about not being... the director said. "We had tried to experiment with his stories, but it didn't work out." The producer is not worried about the competition that "Ek Vivaah Aisa Bhi" may face from the James Bond film "Quantum of Solace" and Sanjay Dutt star "EMI" at the box-office. "I do not think that the film is going to face any competition with these two films. Every film has its own audience," he said. Barjatya is, however, realistic when he says he is not expecting a rush among the masses to watch "Ek Vivaah...". "The film will be a slow burner and will pick by word of mouth in the first week, we are adding in tradition," he said. His training for several years. Nath went on to go to a dental school in 2002, where he was a part of a time television series that were...

# The Art and Practice of Journalism

...the director said. "We had tried to experiment with his stories, but it didn't work out." The producer is not worried about the competition that "Ek Vivaah Aisa Bhi" may face from the James Bond film "Quantum of Solace" and Sanjay Dutt star "EMI" at the box-office. "I do not think that the film is going to face any competition with these two films. Every film has its own audience," he said. Barjatya is, however, realistic when he says he is not expecting a rush among the masses to watch "Ek Vivaah...". "The film will be a slow burner and will pick by word of mouth in the first week, we are adding in tradition," he said. His training for several years. Nath went on to go to a dental school in 2002, where he was a part of a time television series that were... Barjatya. "I am not saying such stories exist, but I disagree. I still believe in the traditional values of family and love. I will stop making such films the day I realize that they do not exist in reality," Sooraj Barjatya, who was recently in Delhi to promote "Ek Vivaah Aisa Bhi," told PTL. When questioned about not being... the director said. "We had tried to experiment with his stories, but it didn't work out." The producer is not worried about the competition that "Ek Vivaah Aisa Bhi" may face from the James Bond film "Quantum of Solace" and Sanjay Dutt star "EMI" at the box-office. "I do not think that the film is going to face any competition with these two films. Every film has its own audience," he said. Barjatya is, however, realistic when he says he is not expecting a rush among the masses to watch "Ek Vivaah...". "The film will be a slow burner and will pick by word of mouth in the first week, we are adding in tradition," he said. His training for several years. Nath went on to go to a dental school in 2002, where he was a part of a time television series that were...

**Northwestern Polytechnic University**  
 Programs Designed for Full-time Students and Working Professionals  
 Electrical Engineering - BS, MS  
 Computer Systems Engineering - BS, MS, DCE

**High Definition Videography Services**  
 Weddings - Receptions - Anniversaries  
 Arangements  
 Live Shows and Events - Training Videos  
 Blu-Ray Digital HD Photo Albums  
 We Deliver in 1080i  
 Blu-ray Disc or Standard DVD

...the success of 'Vivaah', says his producer according to 'Maine Pyar Kiya', 'Ham Apke Hai Kaun?' and 'Main Prem Ki Diwani Hoon' and which has been a common theme in Barjatya's films. 'Prem' is not the identity of Barjatya's films. Many people disagree. The producer is not worried about the competition that 'Ek Vivaah Ek Aisa Bhi' may face from 'EMI' and Suraj Dutt star 'Solace' at the box-office. 'I do not think that the film is going to face any competition with these two films. Every film has its own audience,' he said. Barjatya is, however, realistic when he says he not expecting a rush among the masses to watch 'Ek Vivaah...'. 'The film will be a slow start and will pick by word of mouth. In the first week, we are expecting traditional Rajshri viewers to come to the cinema hall," he said, adding that only 4-5 prints have been released in Delhi to promote "Ek Vivaah".

...of Solace" and Suraj Dutt star "EMI" at the box office. "I do not think that the film will face any competition with these two films. Every film has its own audience," he said. Barjatya is, however, realistic when he not expecting a rush among the masses to watch "Ek Vivaah...". "The film will be a slow start and will pick by word of mouth. In the first week, we are expecting traditional Rajshri viewers to come to the cinema hall," he said, adding that only 4-5 prints have been released in Delhi to promote "Ek Vivaah".

...the success of 'Vivaah', says his producer according to 'Maine Pyar Kiya', 'Ham Apke Hai Kaun?' and 'Main Prem Ki Diwani Hoon' and which has been a common theme in Barjatya's films. 'Prem' is not the identity of Barjatya's films. Many people disagree. The producer is not worried about the competition that 'Ek Vivaah Ek Aisa Bhi' may face from 'EMI' and Suraj Dutt star 'Solace' at the box-office. 'I do not think that the film is going to face any competition with these two films. Every film has its own audience,' he said. Barjatya is, however, realistic when he says he not expecting a rush among the masses to watch 'Ek Vivaah...'. 'The film will be a slow start and will pick by word of mouth. In the first week, we are expecting traditional Rajshri viewers to come to the cinema hall," he said, adding that only 4-5 prints have been released in Delhi to promote "Ek Vivaah".

...the success of 'Vivaah', says his producer according to 'Maine Pyar Kiya', 'Ham Apke Hai Kaun?' and 'Main Prem Ki Diwani Hoon' and which has been a common theme in Barjatya's films. 'Prem' is not the identity of Barjatya's films. Many people disagree. The producer is not worried about the competition that 'Ek Vivaah Ek Aisa Bhi' may face from 'EMI' and Suraj Dutt star 'Solace' at the box-office. 'I do not think that the film is going to face any competition with these two films. Every film has its own audience,' he said. Barjatya is, however, realistic when he says he not expecting a rush among the masses to watch 'Ek Vivaah...'. 'The film will be a slow start and will pick by word of mouth. In the first week, we are expecting traditional Rajshri viewers to come to the cinema hall," he said, adding that only 4-5 prints have been released in Delhi to promote "Ek Vivaah".

...the success of 'Vivaah', says his producer according to 'Maine Pyar Kiya', 'Ham Apke Hai Kaun?' and 'Main Prem Ki Diwani Hoon' and which has been a common theme in Barjatya's films. 'Prem' is not the identity of Barjatya's films. Many people disagree. The producer is not worried about the competition that 'Ek Vivaah Ek Aisa Bhi' may face from 'EMI' and Suraj Dutt star 'Solace' at the box-office. 'I do not think that the film is going to face any competition with these two films. Every film has its own audience,' he said. Barjatya is, however, realistic when he says he not expecting a rush among the masses to watch 'Ek Vivaah...'. 'The film will be a slow start and will pick by word of mouth. In the first week, we are expecting traditional Rajshri viewers to come to the cinema hall," he said, adding that only 4-5 prints have been released in Delhi to promote "Ek Vivaah".



## D.P.S. PUBLISHING HOUSE

213, Vardan House, 7/28, Mahavir Gali,  
Ansari Road, Darya Ganj, Delhi-110002  
Ph. 011-30120119, Mob. 9811734184  
E-mail : prashant\_pbd@yahoo.co.in

ISBN : 978-93-80388-13-7

Price : 900/-

**Northwestern Polytechnic University**  
Programs Designed for Full-time Students and Working Professionals



Live Shows and Events - Train  
Blu-Ray Digital HD Photo  
We Deliver in 1080i



# The Art and Practice of Joshi's

we are expecting shri viewers in hall," he said. 4-5 prints have been made in Delhi and other parts of the country.

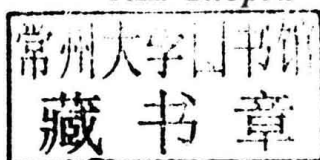
... said, "We had an experiment in 'Main Prem Ki Hoon' with friendship as a central theme but it did not work out."

The producer is not worried about the competition that 'Ehsaas' may face from James Bond film 'Quantum of Solace' and Sunny Dutt's 'EMF' at the box office. "I think that the film is going to have very good competition with the other films. Every film has its own audience," he said. Barjatya



# THE ART AND PRACTICE OF JOURNALISM

*J.K. Chopra*



**DPS**  
**PUBLISHING HOUSE**

New Delhi (India)

# THE ART AND PRACTICE OF JOURNALISM

© Reserved

First Published 2010

ISBN 978-93-80388-13-7

*Published by*

**D.P.S. PUBLISHING HOUSE**

Room No.213, 7/28, Mahavir Street,  
Ansari Road, Darya Ganj,  
New Delhi-110002

email: prashant\_pbd@yahoo.co.in

Mobile: 011-30120119, 91-9811734184

*All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical or photocopying or otherwise, without prior permission in writing from the publishers/author.*

**Printed in India**

Published by DPS Publishing House, New Delhi & Typeset by  
Pryanka Graphics, New Delhi, and Printed at Vishal  
Kaushik Printers, Delhi.

# **The Art and Practice of Journalism**



## Preface

---

The Art and Practice of Journal is the basic characteristic of the communist press is that it is devoted to the mass indoctrination of the population. This indoctrination is called education. To an extent, it is the dissemination of knowledge and techniques, but more often the "instruction" is not education but communistic indoctrination carried on in a steady, ordered, and repetitive fashion on a gigantic all-inclusive scale. When an editor indicates the real significance of an event he is performing for the readers the valuable service of interpretation. Through his special knowledge acquired from research and advice of experts it is possible for the editor to point out the vital and perhaps hidden significance of what has been reported in the day's news. He views the events with his particular readers in mind and interprets the affairs of the world as to how they would affect the people in his own area. To many isolated items bearing on the same subject he may bring the thread of interpretation which correlates and binds them and thus discloses their real meaning.

Though the editorials newspapers are able to indicate to other editors how their own communities are thinking and acting in important situations. In this sense the newspaper is crystallizing public opinion and extending its influence rather than shaping public opinion. Through this reflection of public opinion statesmen and other leaders become informed as to the wishes of the public they represent and are better able to follow the dictates of their constituents.



Among the instrumentalities of communication, the newspaper generally excels because of its technical facilities, its trained personnel, and its immense public. Compared with other techniques for the communication of facts, ideas, and arguments, the press possesses a mechanism which makes it the most powerful force in public affairs. Its technical equipment includes news and opinion-gathering stations manned by thousands of trained men throughout the world; telegraph and wireless equipment that encircles every continent; devices for instantaneous transmission of news pictures; and high-speed machinery for manufacturing newspapers. Reporters and correspondents are stationed wherever government operates. They report the facts which the people in a democracy must have. American newsmen are located in every large city on the globe.

*-- Author*

# Contents

---

<i>Preface</i>	v
1. Headlining the News	1
2. Page-One Make-Up	16
3. Syndicated Features and Illustrations	25
4. The Newspaper Sets and its Policy	35
5. The Editor Speaks	43
6. The Press as a Political and Social Force	55
7. The World's Press Systems	67
8. Building the Magazine Articles	82
9. Realities of the Marketplace	90
10. The Voices of the New Order	117
11. Unesco— Medium for the New Message	158
12. The Village, the Nation and the Global Village	215
13. The Cultural Imperialism	251
14. Worlds Apart	275
<i>Bibliography</i>	295
<i>Index</i>	297



# Headlining the News

---

But the headline, whatever apologies may be made for its bad manners and its offences against good taste, remains one of the clearest illustrations of the temper of a newspaper,—of its sensational character or of a restrained desire to indicate the nature of the news beneath it without exploiting it.

—LUCY MAYNARD SALMON."

## HEADLINES SERVE THREE FUNCTIONS

A good headline should advertise and summarize its story and beautify the page on which it appears.

The Headline Advertises The Story. That is to say, it should interest the casual reader to such an extent that he will read the story. A headline Which does not arouse interest at first glance fails of its purpose. In the United States, thousands of persons "read" several newspapers a day. That Does not mean that they read every word of every story; in fact, they Do not read many stories at all. The determining factor as to whether a certain story will be read or passed by is usually the headline. The reader's eye sweeps rapidly over a page, stopping momentarily at each headline. Almost instantaneously the reader decides, from this briefest of glances, whether or not he will read a story. Therefore a good copy- reader gives considerable thought to the headline which he prepares for any story, long or short, trivial or significant, dull or interesting. A poor advertisement (a perfunctory, careless, or sloppily-written

headline) means no sale to the reader; a good advertisement (an attention-com- pelling, curiosity-arousing headline) means dividends in reader-interest.

What reader could resist reading the story under the following head- line from the Columbus Citizen's first page?

Here's the Man Who Has the Jack

To Buy the House the Cards Built

Or this one from the same newspaper?

'Stars Fell on Alabama' and Ohio's

Due to Get Her Share Monday Night

### SURVEY OF JOURNALISM

These heads are excellent advertisements for the stories. They are striking; they compel attention; they arouse interest; they lead the reader into the story, without the slightest effort on his part, which is what every good headline should do. The Headline Summarizes The Story. This summary may of necessity be one of four or five words in a one-line headline over a one paragraph item, or it may run into as many as fifty or sixty words in a six-deck headline on a New Your Times story. It is possible for a person to gain a fairly complete and not inaccurate picture of the day's news by reading only the headlines of a newspaper which has competent copy- readers who pride themselves on the quality of the headlines which they produce.

The headline "John Jones died yesterday," he can truthfully reply, "yes, I saw it in the Press."

The reader of the following headline in the New York Times had a good picture of the story which ran almost to two columns on pages 1 and 25:



**GILBERT INSTALLED  
AS DIOCESAN BISHOP  
IN ANCIENT RITUAL**

-----

Bishop Manning Gives Oath  
To his successor—6,000 See  
Solemn Cathedral Service

-----

**MILITANT CHURCH URGED**

-----

Lay and Clerical Dignitaries  
Hear New Episcopal Leader  
Challenge the Complacent

Americans have been criticized for being a nation of headline readers. This may be just criticism of the readers but it is high praise for the copyreaders who write the headlines. If a newspaper's desk force can write headlines so summarizing that the reader needs only to scan the headlines to get a picture of the day's news, it is doing its job well. This habit of newspaper readers, however, puts a serious responsibility on the copyreader to be accurate and to mirror in the headline the exact meaning of the story. Exaggerated and misleading headlines have no place in the more carefully edited newspapers.

Headlines Beautify The Newspaper Page. Headlines, with their variety in size and type, do much to make the modern newspaper page attractive. A page of eight columns of solid body type looks uninteresting, gray, and colorless, as one can easily see if he turns to American newspapers of a century ago. There are no high spots, no foci of interest, no attention-arresting elements.

Today headlines introduce contrast, bringing black type and white space as a relief to the dull gray of the body type. Headlines properly placed bring balance, symmetry, and typographical beauty to a well-arranged page.

The headline varies from a one-column line of body-size type to an eight-column line of type several inches high.

Display Headlines Have Different Forms. These range from the one-Column head in 8-point type to two-, three-, four-, five-, six-, seven-, and eight-column headlines in type from less than an inch to several inches in height.

On page one, heads of almost any width may be found, the size depending upon the importance of the stories, the policy of the newspaper, and the rigid mechanical limitations of eight columns.

ONE-COLUMN HEADLINES. Headlines one column in width make up by far the largest number written and, while limited to approximately two inches in width, they offer a wide variety in appearance, number of letters or words used, type faces used, and effects gained.

The crossline or barline is the simplest form of the display headline. It is merely one line a column wide in a type size often little larger than that in which the body of the story is set. The headlines over one- and two-paragraph stories are often simple crosslines. Typical examples are:

**Albion Officials to Run  
MERIT AMENDMENT URGED  
Gannett Group Names Keefe**

The drop or step form of headline is probably the most frequently used headline on longer stories in United States newspapers. It consists of two or three, and infrequently four, lines of type of the same length, somewhat less than a column in width, so that the first line is flush to the left, the second line centered, and the third line flush to the right. Though the most commonly used, it is a hard headline to write because each of the lines must be of exactly the same length as the other two.

Following are examples of the drop or step type of headline:

**LORAIN CRAWLS  
OUT OF RUINS; —  
FIND MORE DEAD  
— Chicago Tribune  
FOUR FLYERS FOUND  
DEAD IN WRECKAGE**

*— Baltimore Sun*

**EXEMPTION OF TAX  
ON DEBT PAYMENTS  
ASKED BY BUSINESS  
— New York Times**

**3 Beat and Rob Man, 73,  
Of His Hearing Device**

*— New York Herald Tribune*

The inverted pyramid form of headline is used less often than it was But still is to be found in the top headlines of some newspapers. Each Above it. An example of a top headline of this form is:

**RAIN SEEN  
FOR GAME  
TODAY**

*— Ohio State Journal*

The most recent development in the evolution of the headline in American newspapers is the "flush-left" headline which has no exact count for the units in each line, although there is a maximum which must not be exceeded. A section at the end of this chapter discusses this modern headline in slightly more detail. Examples are:

**Church Towed  
To Another Port**

*— Ohio State Journal*

**Educators Call  
For Reform  
Of Schools**

*— Chicago Sun*

**Giants Spank Dodgers****After Shaky Start****In 9-5 Tussle**

—*Washington Sunday Star*

**MULTICOLUMN HEADLINES.** Headlines two and three columns wide are used over feature stories and over news stories of importance in many newspapers. Generally speaking, the wider a headline is, the easier it is to write. There are more units in the multicolumn headlines than there is not the necessity of trying to crowd two or three words of eight to twelve letters each into a line which will take only eleven or twelve letters. Some few newspapers use one-column headlines almost entirely, but most editors feel that the use of headlines of greater width gives the page a more attractive and varied appearance. Thus, both emphasis of the news and beauty of the printed page, which is discussed at some length in the chapter entitled Page-One Make-Up, enter into the practice of using headlines of more than a column in width.

**STREAMERS OR BANNERS.** The headline which extends across the entire width of the newspaper (usually eight columns), or across six or even columns, is called a streamer, banner, or ribbon, the nomenclature varying in different sections. This headline usually in large type-72-point (one-inch) or more—and is carried on the most important story of the day. Some newspapers use a streamer every day whether or not the news justifies its use. Others resort to the display only in instances of extremely important news. The streamer usually consists of one line of type but at times it may contain two or more. Sometimes a few words in extremely large, extended type are used, as in the following streamer:

**BRUNO EXECUTED**

—*Chicago Herald and Examiner*