

JOURNALISM PROJECT

HEADLINES

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CERTIFICATE

This is to certify that the Journalism project entitled **Headlines** is a bonafide record submission of **M.S.Samyuktha** of III B.A. English in partial fulfillment of B.A. Degree Examination of the Autonomous College affiliated to the University of Madras during the year 2020-2021 under the guidance of faculty in-charge **Ms. G. Thilakavathy, Assistant Professor, Department of English, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai -600 044.**

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ABSTRACT

The project on headlines mainly focuses on the major roles of headlines. There are totally 5 chapters. The first chapter is an introduction to journalism and newspaper and its function. The second chapter is on the different types of headlines and its structure and its about the headlines in various fields, headlines in newspapers , headlines in broadcast and headlines in radio stations. The third chapter is on the purposes of the headlines, the features and functions of headlines, the fourth chapter is on the art of writing headlines. The major part of newspapers is to grab the attention of the readers, to make them read, to create interest towards the newspaper by crispy words and attractive headlines of different styles. Headlines, summary blurbs are called micro content, the smaller element of a story. But they are the biggest factor in determining whether someone will click into the story. This is in detail explained in the third chapter about good qualities of headlines and the do's and don'ts the editor must follow while writing headlines. The fourth chapter has the proper writing style of headlines and the original different types of punctuation symbols that are used to give different expressions to the headlines; each punctuation symbol has different styles of emotion that gives a proper expression to the story below the headlines. Each punctuation symbol is in detail explained. Formatting of headlines , the subeditor's role and the importance of headlines is explained in the last part of the project. The statistics proving the importance of headlines is also given. The fifth chapter is the conclusion which concludes that the headlines play a major role. Headlines have been broadcasted in various means but it always has its own importance and also has the power to grab the attention of the readers towards the newspaper.

CHAPTER I

INTRODUCTION

Journalism is storytelling with a purpose. That purpose is to provide people with information they need to understand the world. The first challenge is finding the information that people need to live their lives. The second is to make it meaningful, relevant, and engaging. According to Webster's third international dictionary of journalism, it is defined as "the collection and editing of material of current interest for presentation, publication or broadcast".

Journalism is the investigation and reporting of events , issues and trends to the world wide audience for different purposes . Journalism's role at the time was to act as a mediator or translator between the public and policy making elites. The journalist became the middleman. When elites spoke, journalism listened and recorded the information, distilled it, and passed it on to the public for their consumption. The importance of journalism comes from the people's right to opinion and expression.

"Journalism is in fact history on the run "

-Thomas griffith

As a craft journalism involves specialization in one area (editorial, design, printing) for the reporters and the sub-editors for instance, it entails writing to a dead line, following routines in a conveyor-belt like workplace, while respecting the division of labour in the newsroom add the printing press. As a profession, it is markedly different from other established professions. Journalism does not make any such requirements essential. There is no bar to any entering the professional experience. From the very beginning, journalism has been, and still, remains an 'open' profession. Journalists -be they writers, editors or

photographers, broadcast presenters or producers they all serve as the chief purveyors of information and opinion in contemporary mass society.

“Truth and Accuracy are the watch words of a Reporter”

– Reporters Ethics

Also, journalism has no distinct body of knowledge that defines the profession and marks its relationship with its clients-readers, advertisers, advertising agencies, public relations officials, and others. Journalism is a specific approach to reality. Though journalism is a widespread term. But no precise definition is there of the term. Basically, journalism is the craft of conveying news, descriptive material and comment via a widening spectrum of media. These include newspaper, magazines, radio, and television, the internet and even, more recently the cellphone.

Journalism is the means of writing for newspapers or magazines. It is the communication of information through writing periodicals and newspapers, people have an inborn desire to know what's novel or new, this curiosity is satisfied by the journalists through their writing in the newspaper and journals on current affairs and news. Journalism is the occupation of reporting, writing, editing, photographing or broadcasting news or of conducting any news organization as a business.



NEWSPAPER



A newspaper is considered a living textbook. It gives a peep into society, politics, geography and economy. While literature is a reflection of life, a newspaper presents life itself. It tells us what is happening in different corners of the world and how people live, their customs and their problems. The latest innovations and discoveries are explained to readers in a simple way. A newspaper keeps people alert by giving information about epidemics, storms, floods, etc. The print media or the press occupies a special place in journalism. This is particularly so in some of the developing countries as television is yet to gain acceptance as a popular medium of news. Newspaper is the popular medium because

- (a) Newspaper are devoted more to news than entertainment
- (b) The printed words carries more credibility
- (c) Newspapers are a record of contemporary civilization; and
- (d) Newspapers can be easily used for repeated reference as the saying goes,

“ The faintest ink is better than the sharpest memory”

-Chinese proverb

FUNCTIONS OF NEWSPAPER

The primary function of newspapers seems to be to communicate to the human race what its members do, feel, and think in other words, to record the ever changing drama of life. It would seem then, that whatever human beings do, feel, or think, constitutes

news. The accurate and immediate report of it is a news story. Newspapers have several objectives.

The most basic of these functions include the provision of 1) information, 2) interpretation, 3) entertainment and service for readers. These are the main headlines that are followed to prepare a perfect newspaper and to attract the reader and make their attention towards the newspaper.

NEWS

News makes some difference to our lives and those of the people we know. A definition of news might be information about current events that are of interest to a large group, or that may affect the lives of a large group. The news according to Herbert J. Gans 'the news is about the economic, political, social and cultural hierarchies we call nation and society. For the most part news reports on those at or near the top of the hierarchies and on those particularly at the bottom who threatened top and bottom'.

The news is nothing but, the process of collecting the information and broadcasting or telecasting in television or in the form of printed material (newspaper) the news is the process of collecting and reporting a news to the people, which include important information, impartial, facts, research, gossip, local, information, weather, national information

TYPES OF NEWS

The types of news that creates interest : Hard news, soft news, print news, online news, broadcast news.

Hard news: The hard news is the news which deals with world news, state news, weather report business news and political and emotional news.