**LECTURE 1**

* Citizen Journalism- People report what’s going on. If you have a story to tell, just write about it online. Anyone can write and publish. Professionals have to compete with citizen journalism.
* To consider if news is fake, some questions must be asked- Who wrote this? Is the media organisation biased? Real journalists also have to compete with fake news spreaders.
* Skills needed- Interview skills, recording skills, writing skills. Shareable, tweetable headlines are needed.
* Media companies are being bought by large conglomerates or must shut down.
* Advertisers will pull out if the audience declines.
* Opportunities for journalists is declining.
* Before newspapers, carvings on stone tablets were present. Reports of important news.
* When technology develops, it makes it easier to print the news. Wooden blocks came into existence for mass distribution.
* By the 15th century, companies started to produce pamphlets to disseminate news.
* The first newspaper was the Penny Press which is the same style we see today. It was a huge success and newspapers circulation greatly increased.

* In the 19th century, news agencies came into existence. People’s education was greater and they want to know about different countries.
* Communication by radio conveys intimacy. Fast reporting is very important. Newspapers can be delayed for a day. The radio can make viewers feel close to the action with background sound (ambient sound).
* Important announcements by politicians broadcasted here.
* TV- Visuals. Radio- Need to descriptively speak to make people understand.
* TV scripts need to be very short. It’s very challenging. What images need to be used?
* Content creation is difficult because of appeal.
* Online news is free.
* Overheads need to be paid. That’s why there are pay walls on online news sites.
* Low barriers to entry- Anyone can go online and write. No standard requirement.
* Each story must have a who, why, what, where, when and how. The first paragraph gives the overview of the entire article. The most important information must be present in a concise manner. The interviews can be in the body. (Inverted Pyramid Style)
* The role a journalist plays is very important. He/she must consider what they do, why it’s important. Spread the truth and to inform as well as educate. Code of ethics is important. People rely on journalists to spread the news.
* Is something news-worthy?

**LECTURE 2 [VERY IMPORTANT]**

* **Newspaper**:
* Anything that occurred yesterday; something which just occurred. Sometimes, if a very big event happens early morning, it can be rushed and included. Plan on what to write and who to interview. Then, go out and cover the news. By late afternoon, the story must be submitted.
* All news stories are gathered and then it is decided what to include in the newspaper. Following this, the news is edited.
* News stories compete with advertisements. The stories need to be laid out properly. Colour separation and printing take time.
* Depends which bit you are in (like a labour bit or a political bit). Whenever there is an announcement by the government, a press release will be sent out. Certain ministers may be interviewed or other people who are relevant to the story.
* Press releases are written by public relations people. A press invite is when the event is covered by the media. However, it is up to the media to decide if it’s newsworthy after they visit it. If they don’t think so, it isn’t published. The police also release certain events to the public.
* Journalists can listen to what people are talking about on social media and make that news-worthy. Write about something which would impact readers.
* **INVERTED PYRAMID STRUCTURE OF NEWS**
* **MOST IMPORTANT AT THE TOP, LEAST AT THE BOTTOM.**
* Even if the less important information at the bottom is removed, the article still makes sense. It’s still understood.
* **Magazines:**
* Large number of ads, more expensive, better quality paper. Inner front cover and outer back cover ads are very expensive. Longer articles. Content is key.
* Narrow scope for content based on magazine and audience.
* Newspapers have a small word amount. Magazines have articles with varying length. What kind of pictures do you want to have? Grammatical code important. Writing styles can be more pronounced and better for magazines. **House Style** is the unique style of writing.
* News Hole- The space kept for news.
* Magazines have more content and focus on a particular audience only.
* How well does the title and cover page captivate the reader?
* News must be factual and based on something accurate. Not all facts are news.
* News today may not be news tomorrow. News in different countries may only affect people in that particular country and is only local news in that country.
* The elements are accurate, balanced, objective, factual etc.
* Hard news is in the beginning. Important to large groups and timely. Soft news is less important, more entertainment based and more human interest.

**LECTURE 5**

* Objective reporting is non-biased reporting. Journalistic objectivity is very important and shows professionalism.
* It requires fairness. It is not your position to put your own opinion in when you’re doing hard news.
* Detachment is also very important.
* If a particular political party is supported by you, the reporting still must be fair and objective.
* Hard news is time sensitive and serious. Politics, economy, environment. Soft news is also time sensitive but less serious. E.g.: Blood Donation Drive. It normally involves human-interest stories.
* Feature news is not time sensitive. An example is a magazine article about a topic. It is more flexible and more in-depth with more interviews.
* In history, a journalistic group applied checks and balances on the government. It acted as a fourth estate. Neutrality towards political issues. Rely on the 4th estate to tell the truth.
* Objective people can be used as a source for decision making.
* News can appear to be credible and objective.
* Yellow Journalism-Tabloids and stuff related to them. Gossip papers. Provides little or no research. Aims at ‘eye-catching’ headlines which involve the twisting of the truth. The more the readers, the more the advertisers which results in more profit. However, this is not ethical nor professional.
* Fake news is a type of yellow journalism that consists of deliberate hoaxes spread online. It is easier to spread and faster because of its online feature.
* Fake news about an opposition and falsehoods are created. It undermines serious media coverage.
* Fake accounts are created. Some people become trolls and go into chat rooms and spread lies and fake information.
* News Gathering Process:
1. Generating interest-
* Be alert and ask many questions.
* Has the story been done? Does the story have news value? If the organisation sends out a press release, the media decides if it’s newsworthy.
1. Interviewing-
* Start with easy questions then difficult questions.
* Throw in a curveball question (a question they don’t talk about much in public or ask if they think a rumour is true)
1. Writing-
* Provoke the reader
1. Editing
* Proofread
* Check for factual errors- names, titles and numbers in your article
* Does this make sense? Am I missing a paragraph? Will people understand it completely?
* News values:
1. Impact- Does it impact a large number of people?
2. Is it recent or old? It must be recent. Recent means today or late last night.
3. Prominence- Important person
4. Proximity- Geographical, cultural
5. Bizarre- Something unusual classified as news. It is soft news though.
6. Currency- Talk of the town. Example- The Aus. Fires.

**LECTURE 6**

* An interview is a planned discussion. The interviewee must be aware that they are being interviewed.
* The interview must be designed to fit the audience, format and style. Consider the age ranges.
* Interview because-
1. Obtaining info
2. Interpreting facts- Make facts easier to understand for readers.
3. Reaction interview- Emotional reaction to an event
4. Get to know a person better
5. Investigative journalism- Expose people/Spill Secrets
* Figure out the most interesting sentence or parts and quote that in the interview.

Principles and Practices

1. Proper preparation and strategic approaches. Be prepared with questions to ask.
2. Ask questions that initiate conversations. Ask easy questions which break down walls. After gaining trust, ask more difficult questions.
3. Pay attention to the responses and do not interrupt. Make eye contact and make sure they’re comfortable
4. Show empathy. Show you actually care about the *person*, not just the story.
5. See their facial expression and body language. Capture the way they talk. It illuminates the person. Write about what kind of person your interviewee was. (He was genuine, kind, very open)

**Needs to be very descriptive**

1. Establish ground rules- Off and on the record.
2. Record interviews

Types of questions-

1. Close ended questions- Short answers
2. Open ended questions-Helps open up
3. Hypothetical Questions-*What if…*
4. Agree or Disagree
5. Probing
6. Personal Questions (only if it’s relevant to topic)
* Investigative journalism can take weeks, months or even years preparing a report.
* The investigative story is one which will be exposed for the first time. It highlights the wrongdoings of a person or group of people.
* The story is one which people want to hide. Investigative stories initiate change.
* Determination and courage are required.
* Investigative reports review the functioning of the government
* Draw attention to social, economic and cultural trends.

**LECTURE 4**

* Digital journalism is the same as online journalism.
* Online journalism is just using a different platform.
* Graphics and video files can be uploaded.
* Newspaper, TV revenues down. No need for traditional media.
* Online content is easier to store and retrieve.
* Emergence of many news sites
* Online journalism depends on access
* Peer review journals only publish articles reviewed by other scholars, a panel of people who have knowledge on the topic. It increases credibility.
* Real time news is as soon as it happens, it’s reported.
* Immersive storytelling consists of a long form, few articles and a strong connection between the audience and the reader.
* Online platforms are present, reading environment is changing and people have a small attention span.
* Mainstream has minimal participation and not different from print. Index sites attributed to search engines. Offers link to existing sites. Tips from the public.

**LECTURE 8**

* There are different levels of editors. Editors have to make sure the story impacts readers. If it doesn’t, they brainstorm with writers to make it better- change structure or interviewee, for example.
* Correct spelling and grammar are very important.
* Editors usually have journalistic experience.
* The headline should not oversell. A serious heading must be given to tragic events and promote the spirit of the article.
* Use present tense and active voice for CW2.
* Work on headlines and leads for CW2. These contain the essence of the story.
* Keep headlines short.
* Don’t repeat the lead.
* Avoid bad breaks. (Avoid doing this- First write Singapore then write Singa-pore)
* A new headline can help avoid bad breaks. Sometimes, a humorous headline helps.
* 5W&1H Rule- Hard News. It needs to be distributed throughout the article for a feature article.
* The right emotion is very important. The general tone is reflected in the way you write your lead.
* Leads can be hard or soft. Hard leads are very straightforward and contain a lot of details. Soft leads are more subtle by alerting the audience.
* Quote leads start with a famous quote.
* Anecdotal leads can be used to paint a picture.
* Delayed leads are like soft leads but avoid telling the gist of the story till later. The most important details come later.
* Shotgun leads-Use Two or Three Main Headlines.
* Negative leads must be avoided even if the story is sad. Always use positive leads. Do not include words like ‘not’.

LECTURE 9

* Always a code of ethics needs to be followed.
* What happens if there’s no code of ethics? Fake news everywhere. We expect news to be accurate.
* The code of ethics is different from law because it is the guidelines for the reporter.
* If something defames someone like a minister, they can sue you if they prove something you say is false.
* We need to recognise code of ethics.
* Morals are more innate and influenced by upbringing and family background. Not to lie, not to steal. Ethics are impacted by the society’s expectation of a person.
* Ethics evolves with time. Technological advancements evolve the code of ethics to cover all platforms. It’s dynamic and vast.
* Ethical and Legal- Reporting the truth is being ethical. It’s not illegal.
* Unethical and Legal- Interview a celebrity. The celebrity says don’t record something I’m going to tell you in the next 5 minutes. Don’t write that. But if you still write about it, it’s unethical but it’s legal.
* Unethical and Illegal- Interview a sportsperson. They tell you something but you report something else, something untrue because you wanted to discredit this person. Even if you don’t interview and say something, that’s unethical. If the person can show proof, he can sue you. That’s illegal.
* Ethical but illegal- Top secret info which is published can be jailed. Someone got hold of some portions of the Pentagon Papers and it was distributed to the mainstream media. People became aware of the truth. This is ethical but illegal.
* Accuracy of reporting is very important. Fairness and impartiality are important. Objectivity- Fair airing of views.
* We need to show respect towards the people we interview.
* Consider impact on society.
* An accident with very few eye witnesses must involve fact checking with officials involved.
* Sometimes it’s difficult to be impartial like in inhuman situations.
* Harm Limitation Principle- Compassion must be shown when talking to vulnerable people. Victim’s name will not be given. We cannot talk about the celebrity’s family and personal life. It’s not a given right. We can’t talk about the celebrity’s kids’ if they aren’t celebrities too.
* Ethical Dilemmas- National security, criminal questions, conflicts of interest. We need to ask ourselves if it’s okay to report this.
* Ethical dilemmas- Expose the deceit, expose secrets because it’s the people’s right to know but it is illegal to publish that. It’s a dilemma- Do I still publish it or keep it secret even though I know it and it is critical info?