

News Writing

NEWS

It may be viewed as a timely report of events, facts, or opinions that interest a significant number of people.

'News may be defined as any accurate fact or idea that will interest a large number of readers'.

'News is anything timely that interests a number of persons, and the best news is that which has greatest interest for the greatest number'. (WG Beleyes).

Writing News

The important features of news:

- i. It is timely reporting of events, facts or opinions, which interests a large number of audiences.
- ii. It is any things timely that interest a large number of persons and the best news is one, which has greatest interest for the greatest number of persons.
- iii. It is an accurate, unbiased account of the current events facts that interest large number of audience.
- iv. An old event but not reported earlier is still news.

The news is most liked when:

It is out of ordinary. Farmers growing wheat is not news. He got a very high yield by following new technology, is news.

- i. It is important from the reader's point of view.
- ii. It is close to reader and then to the district, state and nation and so on in the decreasing order.
- iii. It is interesting to the audience.
- iv. Unexpected news gives excitement.
- v. It is based on facts and written clearly.
- vi. It is fact. There is no scope for comments and opinion.
- vii. Technical words are either avoided or explained in simple language.

Significance of News

- i. Farmers too want to know and have a desire like others, as to what is happening or has happened in places far and near.

Advantages

1. Variety is built right into the presentation by virtue of having different people presenting.
2. One person can manage audiovisual aids while other can concentrate on talking.
3. Greater expertise is available.
4. Presentation tasks (timing, dealing with questions) can be managed better.
5. This is reality. Team presentations are very common as teams of experts (engineers, sales people and financial experts) all present different aspects.

Building Your Line-up

One of the reasons for the team building process is to identify the strengths and weakness of each member in the presentation group. In some cases groups can be chosen by their members.

- **It is one presentation:** Have a single presentation style (one power point show, for instance) rather than having each person do their own thing.
- **The practiced presentation:** Recognize that the timing in your rehearsal may not match what happens in the presentation, presenters report that the real thing proved to be either shorter or longer than unanticipated.
- **Execution of the plan:** When the day of the presentation arrives, you will not regret one moment of preparation and rehearsal.
- **Towards effective group presentation:** Care should be taken to arrange requirements for effective group presentation. Recognize that group presentation is a team presentation takes the time to build the team.

Oral Presentation

Considered effective, particularly in case where policy recommendations are indicated by project results. The merit of this approach lies in the fact that, it provides an opportunity for give and take decisions, which generally lead to a better understanding of the findings and their implications.

This type of presentation very often happens in academic institutions where the researcher discusses his research findings and policy application with others in a seminar or in a group discussion.

Features of Oral Presentation

Features	Example
1. Gesture	: I shall be happy now to answer any questions you may have
2. Transition signals	: We cant just sit back and wait, we must take responsibility, 'we must....'
3. Reviewing	: You ask the audience to raise their hands if they have visited the USA.
4. Previewing	: I shall now invite my colleague to tell you about....
5. Call to action	: Now let us look at the second major area.
6. Rapport	: Thank you, ladies and gentlemen. (Smile, wait for applause)
7. Handling over	: In this talk I will first examine the causes of the problem, then.....
8. Audience involvement	: I have just outlined for you the main advantages of this plan....

Contd..

Your tone of voice, self-confidence, and communication skills—all contribute in making your telephone conversation professional, courteous and able to make an impact.

Simple tips to follow while answering your own professional calls or handling calls for others.

1. Avoid using slangs.
2. Make use of phrases such as 'May I help you, You are Welcome, and Thank you', etc.
3. Put the receiver down gently. Never slam the phone.
4. Always speak clearly so that the other person can understand what you are saying.
5. When picking up the phone, it is good practice to identify your company and yourself to the caller.
6. When transferring calls, make sure that you are well-versed with the procedure for call transfers. It is good practice to use the name of the person you are transferring the call to.
7. Always adopt a pleasant tone of voice and be attentive.
8. When placing a call on hold, inform the caller of the same.
9. Do not interrupt the caller when speaking.
10. When initiating a call, spend a few moments to mentally prepare yourself so that you know that need to be said/discussed.

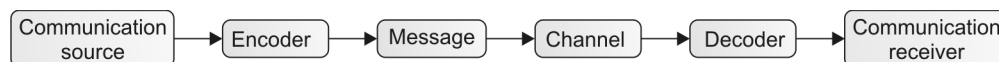
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Compared with the Aristotelian model, the source is the speaker, the signal is the speech and the destination is the audience, plus two added ingredients, a transmitter which sends out the source's message and a receiver which catches the message for the destination.

c. **Berlo's model (1960) of communication process consists of:**



Code is a system of signals for communication. Encode means to put the message into code or cipher. Channel means the medium through which the signals move, the decoder means which converts the message in the code into ordinary language which may be easily understood.

He further elaborated that all human communication has some source, some person or group of persons with a purpose. The purpose of the source has to be expressed in the form of message. The communication encoder is responsible for taking the ideas of the source and putting them in a code, expressing the source's purpose in the form of a message. A channel is a medium, a carrier of message. For communication to occur there must be somebody at the other end, who can be called the communication receiver, the target of the communication.

d. **Schramm (1961), Model of communication process involves**



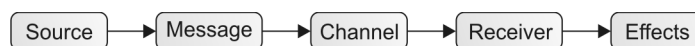
This model of communication is particularly relevant for the mass media. In human communication it is most important whether the people can properly encode or decode the signal, i.e. message and how they interpret it in their own situations.

e. **Leagans (1963) of communication process has the following elements**



The task of communication, according to him, is to provide powerful incentives for change. Success at this task requires through understanding of the six elements of communication, a skillful communicator sending useful message through proper channel, effectively treated, to an appropriate audience that responds as desired.

f. **Rogers and Shoemaker (1971) thought of communication process in terms of S-M-C-R-E model, the components of which are**



According to them a source (S) sends a message (M) via certain channels (C) to the receiving individual (R), which cause some effects (E), i.e. changing the existing behavior pattern of the receiver.

Communication in extension may also be thought of as two-way stimulus-response situation in which the necessary stimulus is provided by the communicator, the extension agent, in the form of a message, which produces certain response on the audience, the farmers and vice versa. A favorable response by the audience reinforces learning.