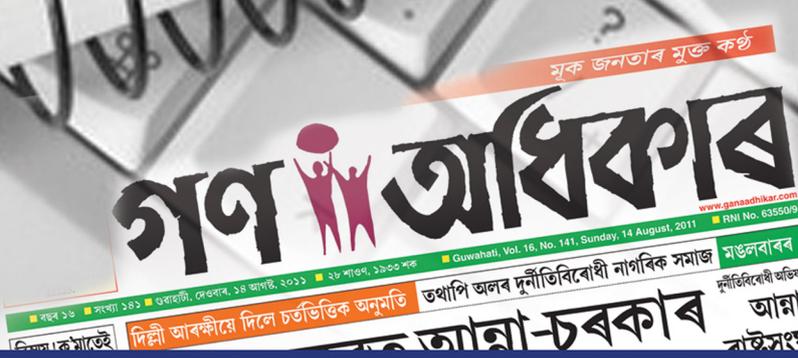
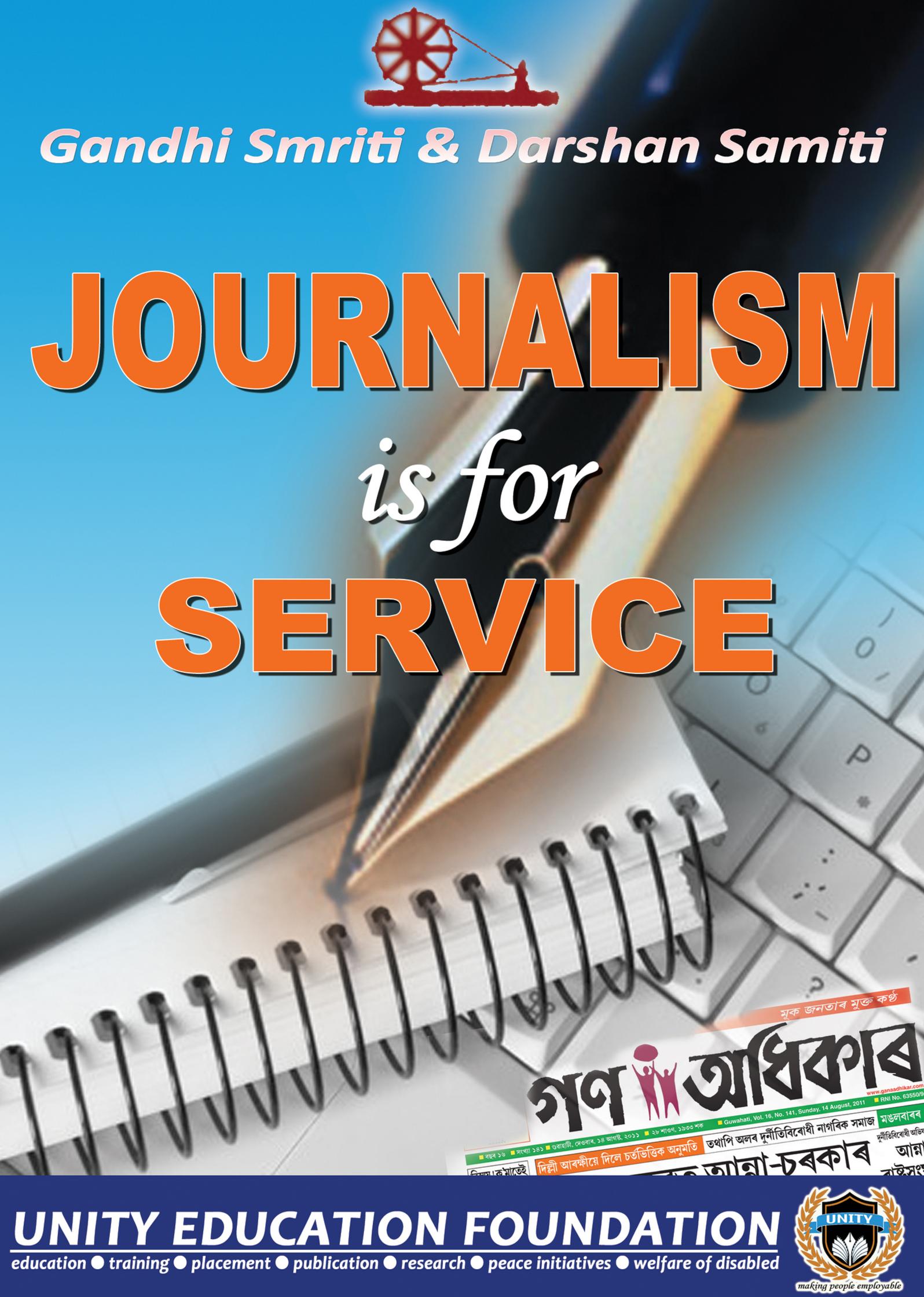


Gandhi Smriti & Darshan Samiti

JOURNALISM

is for

SERVICE



UNITY EDUCATION FOUNDATION

education • training • placement • publication • research • peace initiatives • welfare of disabled



Gandhi Smiriti & Darshan Samiti

Presents

One day free seminar on the topic of

JOURNALISM IS FOR SERVICE

On, September 2011

at

Time : 10:00 am sharp

Organized By

Unity Education Foundation

Guwahati, Assam

www.unityassam.com

Media Partner:

Gana Adhikar (An assamese daily)

www.ganaadhikar.com

Gandhi Smiriti & Darshan Samiti

Special Invitation

..... September, 2011

Respected Sir / Madam,

To begin with, please accept our greetings.

Most humbly this is to inform you that we – The Unity Edu Foundation is going to organise a free seminar on the topic of “Journalism is for Service” for young learners’ on, Sept 2011.

The seminar is one of our regular activities and the motto of the programme is what Mahatma Gandhiji had said in his Autobiography, “Journalism is for Service”. The aim is to develop critical understanding of the media amongst our young learners through a Gandhian approach and promote active citizenship amongst the young learners.

The expected outcome of the programme with the above objectives is to promote active and responsible citizenship amongst the students. This effort is made possible with support from Gandhi Smiriti & Darshan Samiti.

Eminent speakers working in this domain are going to gather on the event. It will be a great honor for us if you can take some time out from your busy schedule to come and attend the seminar.

May we request that you visit us on at, venue This will give you an opportunity to see our program in action! We have also invited Editors, academicians, management consultants and Sr. members of the local media and several families of students whom we serve. They are all eager to talk with you about the importance of the subject we have picked up.

We have enclosed a profile of our program for your ready reference. We will contact you within the next few days to follow-up on this invitation.

Looking forward to your presence on the day of the seminar.

Thanks and Regards,

A S Tapader, *MBA, MA, M Phil*
Leader of the Team
Unity Education Foundation

Introduction

Gandhi Media Literacy Programme for young learners were initiated by Gandhi Smriti and Darshan Samiti in 2003 as part of the centenary year of Indian Opinion, the journal started by Mahatma Gandhiji in South Africa in 1903.

The motto of the programme is what Mahatma Gandhiji had said in his Autobiography, “Journalism is for Service”.

The Objectives of the Programme are:

- 1) Develop critical thinking abilities.
- 2) Strengthen communication skills.
- 3) Develop better understanding of the media.
- 4) Distinguish between reality and fantasy and separate fact from fiction.
- 5) Use communications for social change.
- 6) Identify and list social and cultural values that are being communicated in media messages.
- 7) Developing Gandhian values using various tools of communications
- 8) Assimilate and apply Gandhian principles of non-violence in order to respond always positively.
- 9) Develop knowledge base on different issues and sensitivity on these issues.

Key highlights of Gandhi Media Literacy Programme is 5 As: **AWARENESS**– Students learn about the pervasiveness of the media in their lives. **ANALYSIS**– Students discuss the forms and contents of the media’s various messages as well as the intent of most media to persuade an audience. **ACTIVISM**– Students develop their own opinions about the negative and positive effects of the media and decide to do something about it– this can be in the form of praise for healthy media, protest of unhealthy media. **ADVOCACY**– Students learn how to work with media and use their own media to develop and publicize messages that are healthy, constructive, and all too often ignored by our society. **ACCESS**– Students gain access to the media – radio, newspaper, internet, television, etc. to spread their own message.

Over the past several years, the Samiti has been able to initiate a series of programmes for young learners across the country. One of the initiatives is the Gandhi Media Literacy programme. The aim is to develop critical understanding of the media amongst young learners through a Gandhian approach and promote active citizenship amongst the children. The programme is being implemented both in urban and rural areas of India.

The expected outcome of the programme with the above objectives is: Promote active and responsible citizenship amongst the students.

What is Journalism?

It is a process of collecting, writing, editing and publishing news. Journalism is a form of writing that tells people about things that really happened, but that they might not have known about already.

Journalism is the practice of investigation and reporting of events, issues and trends to a broad audience and the aim is to inform the public. Along with covering organizations and

institutions such as government and business, journalism also covers cultural aspects of society such as arts and entertainment.

A person who collects, writes and edits news are called “journalists”. They might work with newspapers, magazines, websites, TV or Radio Stations.

The most important characteristic shared by good journalists is curiosity. Good journalists love to read and want to find out as much as they can about the world around them.

Journalism comes in several different forms:

i) News

- A. Breaking news: Telling about an event as it happens.
- B. Feature stories: A detailed look at something interesting that's not breaking news.
- C. Enterprise or Investigative stories: Stories that uncover information that few people know.

ii) Opinion

- A. Editorials: Unsigned articles that express a publication's opinion.
- B. Columns: Signed articles that express the writer's opinion/view and his conclusions.
- C. Reviews: Such as concert, restaurant or movie reviews.

Online journalism can come in the forms listed above, as well as:

- Blogs: Online diaries kept by individuals or small groups.
- Discussion boards: Online question and answer pages where anyone can participate.
- Wikis: Articles that any reader can add to or change.
- SMS, MMS, Facebook, Twitter etc.

Primarily following are the instruments of Mass Communication:

1. Print journalism,
2. Television Journalism,
3. Radio Journalism,
4. Photo Journalism,
5. Web Journalism,
6. Corporate Communication,
7. Advertising,
8. Public Relations,
9. Magazine publishing,
10. Documentary production,
11. Television and film management,

The history of Assamese print media is more than 160 years old. The journey was started with "Arunodoi". It was first published in January, 1846 from Sibsagar. Dr. Nathan Brown was the first editor of the monthly magazine.

The first Assamese daily newspaper, Dainik Batori was published from the Thengal Bhawan, 8 km from Jorhat town on August 12, 1935.

James Augustus Hickey is considered as the **father of Indian press** as he started the first Indian newspaper from Calcutta, the Calcutta General Advertise or the Bengal Gazette in January, 1780

The first newspaper in an Indian language was the **Samachar Darpan** in Bengali. The first issue of this daily was published from the Serampore Mission Press on May 23, 1818. In the same year, Ganga Kishore Bhattacharya started publishing another newspaper in Bengali, the Bengal Gazetti.

Leading newspapers published from Assam.

Bengali: The Samayik Prasanga, The Jugasankha, The Nababarta Prasanga, The Prantojyoti, The Sakalbela,

Assamese: The Asomiya Pratidin, The Asomiya Khabar, The Dainik Agradoot, The Gana Adhikar.

English: The Assam Tribune, The Sentinel, The Telegraphs, The Eastern Chronicles,

Leading National newspapers:

The Times of India, The Hindu, The Indian Express, The Hindustan Times, The DNA. The Mirror, The Midday. The Dainik Bashkar, The Dainik Jagaran.

Leading TV channels of Assam:

News Live, NE TV, DY365, News Time Assam, Frontier TV, Prime News, News Network and Prag Channel.

Leading National TV Channels:

Times Now, NDTV, CNN-IBN, Headlines Today, Aajtak, India TV, News24, ETV, Star News and Zee News.

There are **9 elements of journalism**, according to veteran journalists Mr. Rajdeep Sardesai and Ms Barkha Dutta:

1. Journalism's first obligation is to the truth.
2. Its first loyalty is to citizens
3. Its essence is a discipline of verification.
4. Its practitioners must maintain an independence from those they cover.
5. It must serve as an independent monitor of power.
6. It must provide a forum for public criticism and compromise.
7. It must strive to make the significant interesting and relevant.
8. It must keep the news comprehensive and proportional.
9. Its practitioners must be allowed to exercise their personal conscience.

Beginners' Basic Tips to Journalism:

People enter journalism for a variety of reasons but, money apart, there are four main motives:

1. The desire to write,
2. The desire to be known,
3. The desire to influence for good,
4. The desire for knowledge,

5. There are many reasons for becoming a journalist and many type of journalists to become. It is a career with many challenges and rewards.

Journalists must :

1. Have an interest in the world around them.
2. Love language.
3. Have an alert and ordered mind.
4. Be able to approach and question people.
5. Be polite but persistent.
6. Be friendly and reliable.

These attributes can put you on the right path for a career in Journalism:

Short Paragraphs: In news writing generally paragraphs are kept short.

Traits of Good Writing:- Take charge and develop your own ideas, Develop strong leads, Examine the story from all angles, Revise and rewrite.

Principles of Clear Writing:- K.I.S.S (keep it short and simple), Use active voice not passive voice, Spell-check,

Proper Nouns:- In reporting, it is critical that you get the name correct of the individual or business. Many well-known businesses are commonly misspelled.

Avoid common mistakes while putting Commas, Hyphen, Quotes, Numbers & Things.

Said vs. Says: Use 'said', NOT 'says' in interviews and quotes, Use 'says' when referring to a printed document or sign.

Other common mistakes: 'In regard to...' NOT 'In regards to...', 'Toward' NOT 'Towards'.

Resourcefulness: This is the "where there's a will, there's a way" person. When a reporter hits a brick wall when chasing down a story, he or she needs to have the kind of mind that can quickly come up with new avenues to try.

Commitment: The news business is highly unpredictable and the person who refuses to work nights, weekends or holidays usually won't get far.

Speed and accuracy: It's not enough to write well, you have to write fast also. And this is where many aspiring journalists stumble.

Thick skin: Editors may yell at you. In a high-pressure environment, you may clash with co-workers under similar stress. Readers at one time or another will call you nasty names. You might even receive threats because of stories you write. Can you let it roll off?

News judgment: Reporters have to have an eye for what is newsworthy, what the hook is in a story. Editors are there to help reporters develop good news judgment, but there are times when journalists will have to make snap decisions on their own and find the proper focus for a story.

Spelling and grammar: A good journalist turns in relatively clean copy and doesn't lean on the editors to catch every error, thus possesses decent spelling and grammar skills.

Multitasking: Needless to say, journalists have to juggle many things at a time. Good journalists have prioritization skills to keep from missing stories and to keep one's sanity.

Interpersonal skills: This is not to say that a good journalist is a chipper "people person." Many aren't. They aren't shy at press conferences and can get their questions heard and answered.

Confidence: You need to feel that you can ask the tough questions, a good journalist must have the guts to take that extra leap to get his or her story.

Editorials: voice of the newspaper:

An editorial is the voice of the newspaper. It seeks to encourage critical thinking, to mold opinion and to promote action. What a newspaper say, if stated logically, powerfully and often enough, can influence public opinion and make people take action. Though-provoking editorials are valuable because they stimulate discussion, planning and action.

Gandhiji - The Great Communicator and Journalist:

My newspapers became for me a training ground in self-restraint and a means for studying human nature in all its shades and variations. Without the newspapers a movement like Satyagraha could not have been possible. –**Mahatma Gandhi**

Almost everyone knows that Mahatma Gandhiji was a Political Leader, but very few know that Gandhiji was also a journalist! Yes, Gandhiji was a Journalist. For 40 years he edited and published weekly newspapers!!!

He used newspapers for achieving his goal of complete freedom. Chalpathi Raju (an eminent editor) wrote that 'Gandhiji is probably the greatest journalist of all time' as he intelligently used the pen to lead a mass movement against the British rule.

Gandhiji started his journalistic foray in South Africa with Indian Opinion in 1903. The intention behind the newspaper was to give the Indians a weekly round-up of news and to educate them in sanitation and hygiene.

When Gandhiji came to India in 1915, he immediately jumped into the freedom movement. He started with Young India to educate the people on Satyagraha as a potent weapon. Harijan, a weekly, was intended to push his social reform agenda of eradicating unsociability and poverty. Gandhiji wrote on almost all subjects under the earth. What was striking was that his writings were simple yet clear; it came from passion and burning indignation.

Main objects of journalism according to Gandhiji are:

- Understand popular opinion and give expression to it.
- Arouse desirable sentiments among the people and

- Fearlessly expose popular defects.

He felt that journalism should not be a vocation for earning a living. It should be a means to serve the public, an aid to a larger goal. 'Journalism is very powerful- to be used in a controlled manner; control from within not outside'. He reached a large number of the Indians with his newspapers at a time when mass media was limited.

Gandhiji was associated with six journals, for two of which he was the editor. His first paper, 'Indian Opinion' was started in South Africa. In order to ventilate the grievances of Indians and mobilize public opinion in their favour, Gandhiji started writing and giving interviews to newspapers. He focused on open letters and Letters to Editor, but soon realized that occasional writings and the hospitality of newspapers were inadequate for the political campaign he had launched. He needed a mouthpiece to reach out to the people; so in June 1903 he launched Indian Opinion. It served the purpose of a weekly newsletter which disseminated the news of the week among the Indian community. It became an important instrument of education. Through the columns of the newspaper Gandhiji tried to educate the readers about sanitation, self-discipline and good citizenship. How important the journal was to Gandhiji is seen from his own statement in his biography, My Experiments with Truth:

'Indian Opinion... was a part of my life. Week after week I poured out my soul in its columns and expounded the principles and practice of satyagraha as I understood it. During 10 years, that is until 1914, excepting the intervals of my enforced rest in prison there was hardly an issue of 'Indian Opinion' without an article from me. Indeed the journal became for me a training in self restraint and for friends a medium through which to keep in touch with my thoughts.'

The critics found very little to which they could object. In fact, the tone of 'Indian Opinion' compelled the critics to put a curb on his palm.

Gandhiji launched Satyagraha against the Rowlatt Act and the massacre in Jallianwala Bagh. He learnt in South Africa how important the press and public opinion could be in politics and had taught himself how to use the written word most effectively.

The two journals 'Young India' and 'Navjivan' were used by him to ventilate his views and to educate the public on Satyagraha. In 1933 Gandhiji started 'Harijan', 'Harijanbandhu', 'Harijansevak' in English, Gujarati and Hindi, respectively. These newspapers were the vehicles of his crusade against untouchability and poverty in rural areas. These papers published no advertisements even then they enjoyed wide circulation. His note of defiance and sacrifice gave a new stimulus to the evolution of press as a weapon of satyagraha.

Some useful abbreviations:

- ABC:** Audit Bureau of circulation,
- RNI:** Registrar of Newspapers for India,
- IRS:** Indian Readership Survey,
- ANI:** Asian News International,
- PTI:** Press Trust of India,

DAVP: Director of Audio and Visual publicity,
DIPR: Directorate of information and public relation,
UNI: United news of India
IANS: Indo Asian news service,
AP - Associated Press,
NBA: National Broadcasters Association's
PCI: Press Council of India,
ASCI: Advertising Standards Council of India
PIB: Press Information Bureau,

National Press Day – The 16th of November

Glossary:

Bank: In the case of journalism especially in printing, a bank is a place where typeset copy is stored for future use,

Beat (run): place or source a reporter covers regularly to get news,

Boil Down: Shorten,

Blind interview: Interview granted by a person in authority on the condition that his name is withheld,

Cub reporter: An inexperienced newspaper reporter,

Crusade: A newspaper campaign to bring about a desired reform or improvement,

Ears: small boxes placed at the sites of the name plate, containing brief message or bits of information,

Flag: The newspaper's name on page one. Also called the nameplate.

Gang: Assembles similar materials in a single group,

Gatekeepers: people who determine what will be printed, broadcast, produced, or consumed in the mass media,

Legman: person who collects information and transmits it to a staff member usually a rewrite man, for writing,

Morgue: Newspaper library,

Widow: A short line of type, left at the top of a column,





*Freedom of the press is a precious privilege
that no country can forgo. - M. K. Gandhi*

Thank you!