

### DAR ES SALAAM SCHOOL OF JOURNALISM

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**OUR MOTTOR: MEDIA FOR DEMOCRACY** 



# THIS MODULE CONSIST OF EIGHT (8) TOPICS:

> TOPIC 1

Describe concepts used in journalism

> TOPIC 2

Explain the pinciples applied in journalism

> TOPIC 3

- > Explain histoical development of journalism as pofessional
- > TOPIC 4

Explain information, education, and entertainment roles of journalism in the society

> TOPIC 5

Elaborate on the watchdog role of the media in the society

> TOPIC 6

Describe the mobilization role of journalism in society.

> TOPIC

Explain the educational requirement for a journalist

> TOPIC 8

Describe required attributes for a journalist

### TOPIC 1: Describe concepts used in journalism

a). Define Journalism

Journalism is all about collecting news, writing, editing and publishing to the people via media like newspaper, radio or television.

People who write journalism are called "journalists." They might work at newspapers,

Magazines, websites or for 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.

Or

Is form of writing that tells people about things that is real happened, but they might not have known about already. By Niles (2007)

FORMS OF JOURNALISM

There are main three forms of journalism. These are

i) PRINT JOURNALISM

This is a form of Journalism which disseminates information to the public through publication. Print journalism involves; newspaper, magazines, newsletters etc.

ii) ELECTRONIC/BROADCAST JOURNALISM

This is the form of journalism that involves dissemination of information to the public electronically. Electronic journalism involves radio and Television.

iii) ONLINE JOURNALISM

Online journalism is a result of internet development in the world, it involves on line dissemination and podcasting of information, on line journalism involves; blogs, you tube, what Sapp, Instagram, Facebook, internet radio and internet television, online newspaper

ROLES OF JOURNALISM IN THE SOCIETY Journalism as a profession has got several roles to the society. The followin are the some of them TO EDUCATE a) Journalism educates the society through different means of communication like radio and Television programs for instance Ijue Sheria(ITV), Usalama Barabarani na Uraia (TBC 1), Aibu yako hata wewe? (ITV), also features article published on different newspapers b) TO INFORM In regard to the role of informing the society, journalism plays this function through news and feature stories published on newspapers, and bulletin as television and radio programs c) TO PERSUADE Through radio, television programs journalism tending to convince people changing them from bad attitudes to good attitudes in order to maintains peace and harmonies in the society

d) TO ENTERTAIN Sports and games stories either in print, electronic or online media helps to create enjoyment and entertainment to the people. In other words, movies, advertisements, films, plays, comedies aired through television or radio programs entertain the society.

# TASKS IN JOURNALISMi) Reporting news

ii) Writing news

iii) Presenting news

iv) Editing all news before publishing

v) Photojournalism

vi) Graphics

viii) Web journalism

Design

vii)

ix) Opinion writing

x) broadcasting

what is media Media is the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), digital media, and advertising. The following are the components of journalism industry or mass media Print media, is a means of mass communication in the form of printed publications. It comprises of magazines, newspaper, books, flyers, brochures and catalogs. Electronic media, are media that use electronics for the audience to access the contents. Example radio and television.

#### TOPIC2: principles applied in journalism

- > Honesty
- > Independence
- > Fairness
- > Public accountability
- > Harm minimization
- > Avoiding libel
- > Proper attribution
- > Accuracy

### > Honesty

Journalists have an obligation to seek out the truth and report it as accurately as possible. This requires diligence: this means making every effort to seek out all the facts relevant to a story. Journalists should also corroborate any information with multiple sources.

# Independence

special interest groups. Any political affiliations or financial investments that might constitute a conflict of interest with the subject they are writing about should be declared to editors and readers. Some organizations characterize this principle as "objectivity," while others, especially non-profit civic journalism projects, reject this term, as they position themselves explicitly on the side of public interest.

Journalists should avoid taking political sides and should not act on behalf of

#### > Fairness

In addition to being independent, journalists should show impartiality and balance in their reporting. Most news stories have more than one side, and journalists should capture this. That said, they should not place two different perspectives on equal footing where one is unsupported by evidence. The exception to the impartiality rule is opinion writing, as well as "gonzo" journalism and creative nonfiction.

## Public accountability

News organizations should listen to their audience. To enable the public to hold them accountable, journalists should write under their own bylines and accept responsibility for their words. When news outlets publish factual errors, they need to issue a correction.

#### > Harm minimization

Not every fact that can be published should be published. If the amount of harm that could come to private individuals—particularly children—as a result of disclosure exceeds the public good that would come of it, then news outlets might choose not to publish the story. This is less of a consideration when it comes to public figures. It is huge, however, in matters of national security, where lives could be on the line.

#### > Avoiding libel

This is a legal as well as a moral imperative for journalists. Journalists cannot print false statements that damage a person's reputation. In most jurisdictions, true statements cannot be libelous, so journalists can protect themselves by rigorously checking facts.

#### Proper attribution

Journalists must never plagiarise. If they use information from another media outlet or journalist, they need to attribute it to them. So, journalist should acknowledge the source of his/her information.

## > Accuracy

This achieved through a combination of commitment, skill, transparency and correction. So, journalist should be committed and transparent in his/her reports.

Contribution of principles of journalism

The following are the contribution of principles of journalism

It helps to minimize harm, journalists should treat all sources,

- subjects, and colleagues as humans deserving of respect. So, minimizing harm is one among the importance of principles of journalism that reminds journalist to treat his/her news source with human deserving respect.
   It adds credibility to journalist, This commitment is a golden asset at
- a time of social transformation, when the global communications culture is in chaotic transition to people inside media and anyone striving for the key to safe and secure communications in future, the defense and promotion of principles of journalism has become more important than ever

• It helps to balance story, Balance in journalism is considered one of the most important characteristics of any news piece. Balance means a lack of bias, and it is the ethical imperative of a journalist to transmit the news in an impartial manner. This means that a reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than

two sides to any story.

• It encourages transparency, the concept of transparency explores how and why information subsidies are being produced, distributed and handled by media professionals, including journalists, editors, public relations practitioners, public affairs specialists, and spokespeople. In short, media transparency reflects the relationship between journalists and news sources. So, principles of journalism help to stimulate openness and accountability of the media.

• It encourages Objectivity, journalism reports the facts and places them in context. Subjective journalism, which has been re-branded as advocacy journalism, reports news from an intentionally biased viewpoint to promote a position. That position can be political ideology, social values or positions that directly benefit the newscaster or news agency.

TOPIC 3, Explain the historical development of journalism as a profession.

Trace history of journalism in the world a) b) Trace history of journalism in Tanzania before independence Trace history of journalism in Tanzania after independence c)

TOPIC 4. Explain the information, education and entertainment roles of journalism in the society.

The press performs a very important role as means of mass communication in the modern world. The press tries to inform its reader objectively about what is happening in their community, country and the world at large. To bring certain developments into focus, editorial comments on the news are also given. Newspapers also play a very important role in eliminating undesirable conditions prevailing in society. Sometimes, newspapers carry on campaigns for some highly desirable civic projects and serve society in this way.

#### **Purpose and Functions of Journalism**

There is some 8 important function of journalism to inform, and educate, to guide, to entertain. The detail of each is given below:

# a) Explain the information role of journalism in society

This function includes all reports, news and happenings concerning the daily life. It does not include any information involving or concerning the pursuit of leisure. But it does cover all news regarding government politics, foreign affairs, weather, accident, business, labour, education. This function consists mostly of matter, which is given, in news broadcast on the radio and T.V. as well as in the news columns of the newspapers and magazines

## b) Explain the education role of journalism in the society

The journalism / newspapers not only provide the information to the people but they also educate people by providing guidance on various .issues through the editorials and column. The need for interpreting and explaining the news in our day and age is readily manifold because their own field of knowledge baffled even the specialists at time. Accordingly, the present day journalism see to it that, along with its announcement of a fact, event or theory, the reader or listener also get explanation, background material, interpretation and diagrams. These are all aimed at helping an individual to achieve a better understanding of the significance of what they read or hear.

#### Entertainment role of journalism in the society

Side by side with its more serious roles as a purveyor of information, interpreter and molder of opinion, journalism lays increasing emphasis on its function as an entertainer. Under this Function can be included all types of fiction like comic strips stories amusing aspects of everyday life etc. It also includes factual material sports news, theater reviews and hobby columns, which deal with leisure. The entertainment function of the press is very important. This function not only competes for space and time with either functions but it can also exert indirect influence and impart information incidentally

TOPIC 5. Elaborate on the watchdog role of the media in the society

#### **WATCHDOG**

Is the way on how journalist monitoring the public and government of what they're doing by reveal all evils and making sure that are stop.

Watchdog journalism informs the public about goings-on in institutions and society, especially in circumstances where a significant portion of the public would demand changes in response. This might involve:

- Fact-checking statements of public officials and corporate executives.
- Interviewing public figures and challenging them with problems or concerns.
- Beat reporting to gather information from meetings that members of the public might not otherwise attend, and to observe "on the ground" in broader society
- Investigative journalism, which involves information-gathering on a single story for a long period of time

#### HOW MEDIA PLAY PART AS A WATCHDOG

Like a literal guard dog that barks when it notices an intruder, a "watchdog" role involves alerting others when a problem is detected. Common subjects are

- Media reporting on the issue of the government decision-making process, this decision
  must consider majority needs of the country if same thing goes wrong should alert the
  society
- b) Media should inform before any natural hazards that happen or will happen like corporate fraud, hunger infections in order to keep awareness of the society.
- Media reporting about illegal activity and infringements of law that existing in the society in order to society to leave according to the laws and rule so any infringement of law should be reported
- d) Media play as watchdog by making sure all legal matters are respected and any immorality should be reporting for instance corruptions abuse of power,

**TOPIC** 6. Describe the mobilization role of journalism in the society

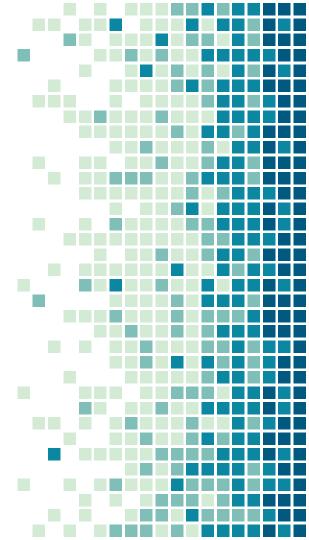
Mobilization is the act of organizing or preparing something, such as a group of people, for a purpose of leading/controlling them in their development.

or

Mass mobilization is a process that engages and motivates a wide range of partners and allies at national and local levels to raise awareness of and demand for a particular development objective through face-to-face dialogue. Members of institutions, community networks, civic and religious groups and others work in a coordinated way to reach specific groups of people for dialogue with planned messages. In other words, social mobilization seeks to facilitate change through a range of players engaged in interrelated and complementary efforts.

#### THE ROLES OF MEDIA IN MOBILIZATION

Mass Media influence people in:-	
	Public understanding
	Behaviors
	Attitudes
	Emotions
	Political views
	Which actions individuals or communities are like to takes
	Ability to bring change on both social and government level



#### **IMPORTANCE OF MOBILISATION**

Community mobilization aims at

- Informing and gaining the commitment of community leaders as well as government agencies
- b) Corporate mobilization in security and support of national and international goals, either through contribution of resources or carrying out messages.
- c) Know the community well and understand their problems and their needs and come up with solutions
- d) By listening members community carefully.
- e) Media came as a bridge between government and society

**TOPIC 7. Explain the educational requirement for a journalist** 

# • The education will first of all deve

- The education will, first of all, develop your communication skills.
- It will help you learn the nuances of reporting, researching and investigating and writing good copy.
- It will also provide you with technical skills like layout designing, web designing, photography, radio programming and production, video production, packaging and editing and the likes.

Industry connect through internships and short-term training sessions, a mandatory

this course may be the perfect option. It will help you overcome shyness and develop your

component of the course, will help in honing your skills and make you industry-ready.

For those who have dreams of being an anchor on television or a jockey on radio.

- It also trains you to work under pressure and have a flexible and creative approach towards work.
  - The course also teaches you the importance of teamwork.

# Advantage of Studying Journalism and Mass Communication

While studying this course, there are certain skills that you will gain. These skills will help you succeed in the field and tread on the path of a successful career.

Here are the top skills that you will gain:

- Good writing skills
- Communication skills and a knack for storytelling
- Creativity and Thinking Out of the Box
- Research ability and Critical Analysis
- Flexible approach to work
- Inter-personal and Networking skills
- Commitment to work against deadlines

What You Can do With a Journalism education:-

Students passing out from the Journalism and Mass Communication course have opportunities galore not just in the news media industry but in various other sectors as well. These opportunities may typically be in found such organizations/fields as

- Newspapers and magazines—both print and online (for jobs like editing, reporting, photography, content curation, web designing, graphic designing etc)
- Radio AM and FM stations (for jockeying, production and programming)
- TV channels (reporting, editing, production, programming, guest relations, camerapersons, software and graphics etc)
- Digital media companies for Content Curation—in all formats
- Advertising agencies
- Corporates (in their Communications and Marketing divisions)
- Government Media Departments

- PR agencies
- Event Management Companies
- Media Research Companies
- Legal Firms (for their documentation and research work)
- NGOs (for their communications and documentation roles)
- Think tanks (as journalists cover politics, economy, foreign affairs, many a time they
  get hired by such organisations for their in-depth knowledge in these fields)
- Lecturers/Professors of Media Studies
- Media advisers to Governments/Political parties
- Travel Journalism
- Freelance opportunities

As one can see, there is a huge diversity in the bouquet of opportunities that is available for a J& MC student. That is the reason why there is a growing demand for this course. Many government-owned and private Universities are offering it both at the degree and post-graduate levels. Stand-alone media, institutes mushrooming across the country and media schools set up by several television channels too have found takers for the diploma or certificate programmes that they offer.

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# Requirements for good Journalist.

### Writing Skills

Obviously, a journalist must be an excellent writer. He must have a firm grasp of the English language, including proper spelling, grammar, and punctuation. He must be able to write well in a variety of styles, including technical, descriptive, and persuasive.

Natural talent aside, most journalists are committed to continually improving their writing skills

through the completion of various classes and workshops. They understand that the development of strong writing skills is an ongoing process.

## Time Management Skills

Time management skills are extremely important qualifications for a journalist. A working journalist must often juggle several different stories at one time. He is rarely closely supervised during the day, so it's up to him to make sure the work gets done by the publication's deadline. Since journalists are expected to work irregular hours, time management skills must carry over into the writer's personal life as well. A working journalist who has a spouse and small children at home will need to be extremely organized in order to fulfill all of his obligations.

### Curiosity

By nature, successful journalists are curious people. They are interested in learning more about how the world works. They think to ask the questions that other people often never consider. Journalists enjoy doing research to learn more about a subject, whether that means talking to experts in the field or spending hours sorting through materials at the local library. "I don't know, but I'll find out" is a commonly heard phrase in the journalist's vocabulary.

#### Investigative Skills

A journalist relies on facts and evidence, not on emotions while working on a story. An ideal journalist should be observant and possess strong analytical skills to assess a situation if there is something more to it. Whether it is about confirming the credibility of sources or assessing an incident, a journalist should know how to weight a situation critically. Sound judgment to verify the information before drafting the story is equally significant.

#### Effective Communication Skills

Like any other field, effective communication skills are essential for an ideal journalist. If you know your way with people, you can understand them then you can extract relevant information for a story. An ideal journalist should also know how to take control of a situation if the interview goes wrong. Journalists should be proficient in English and be well-versed to file a story that would attract the target audience.

#### Professionalism and Confidence

Even if you are a fresher and in your internship phase, you should consider yourself a professional. What professionalism means in the journalism field is meeting deadlines, ready to take up work before regular working hours and have the courage to accept criticism from the editors. Also, journalists should reflect confidence in order to succeed. However, you should always be eager to learn from your limitations and enhance your skills.

### Persistence and Discipline

The profession of journalism requires hard work and persistence. Sometimes you might be chasing a story for months to get a lead and hit the newspapers. During such times, an ideal journalist should not give up following on a story and must remain disciplined. The ultimate motive of any journalist should be to find the truth and seek justice in all matters even if he or she has received recognition for their efforts.

#### Objectivity

In journalism aims to help the audience make up their own mind about a story, providing the facts alone and then letting audiences interpret those on their own. To maintain objectivity in journalism, journalists should present the facts whether or not they like or agree with those facts. Objective reporting is meant to portray issues and events in a neutral and unbiased manner, regardless of the writer's opinion or personal beliefs.

**TOPIC 8. Attribution in Journalism** 

**Attribution** is stating who said something. Attribution is essential in all the media, including radio and television. Journalists do it so that your readers or listeners can know who is speaking or where the information in the story comes from. You can use attribution for both spoken and written information, so that you attribute information gathered from interviews, speeches, reports, books, films or even other newspapers, radio or television stations. In a moment we will discuss when you need to use attribution. First, however, we will look briefly at how attribution works in reported speech.

### Reported speech

Attribution should be used whenever you want your readers or listeners to know where your information comes from. For example, in reported speech the attribution is still part of the sentence, although it is not as distinct as when you use a direct quote. In both of the following sentences, we attribute the words to Ms Mar. In the first, her words are in quotes; in the second they are put into reported speech. The attribution is in italics:

#### QUOTE:

Ms Mar said: "Students can expect no special treatment if they go on strike."

#### **REPORTED SPEECH:**

Ms Mar said that students could expect no special treatment if they went on strike.

Notice how we name the speaker (the attribution) BEFORE we give either the quote or reported speech. As mentioned in the previous chapter, it is important that your reader or listener knows who is speaking before they can judge what they have to say. The only exception is in print when the quote is very short - no more than 10 words - when the reader can see quickly who the speaker is.

And every time you change speaker (attribution) in a story you should tell your reader or listener up front who is now going to speak, in either quotes or reported speech.

Notice too how, in the reported speech, we had to change the verb "can" to "could" and the verb "go" to "went". This is because, although quotes must be word-for-word, reported speech is a report of something which was said in the past, so the tenses have to be changed.

The use of the linking word "that" is usually optional in reported speech. It is often left out to reduce the length of the sentence, but should be included whenever it makes the meaning of a sentence clearer. It is often used to separate the verb of attribution from a following verb. Compare the two examples. Notice how including "that" in the second example makes the meaning clearer:

#### How often should you use attribution?

The good journalist has to strike a balance between the need to make clear attribution of statements and the risk of boring the reader with too many phrases such as "he said".

It helps to change the word "said" occasionally, in attributing both quotes and reported speech. Some useful alternatives are "warned", "suggested", "urged", "asked" and "disclosed". But beware: each of these has a specific meaning. Check that it is the correct one for what your speaker said and the way they said it.

The phrase "according to" can be used in attributing reported speech, but do not use it more than once with any single speaker. Although it is usually a neutral term, not suggesting either belief or disbelief, if you use it too often it can give the impression that you doubt the information the speaker has given.

There are other, more obvious danger words to avoid. Words such as "stated" and "pointed out" both imply that what the speaker said is an undisputed fact. You can, for example, point out that the world is round, but you cannot point out that this cake is delicious, because that is an opinion.

Also avoid the word "claimed", which suggests that you do not believe what is being said. Be especially careful when reporting court cases. Lawyers and the police like to use the word "claimed" to throw doubt on opposition statements. You must not do the same.

The exact balance of attribution depends on the kind of story you are writing or the material you can use. If the statements are reliably factual throughout, you only need to attribute occasionally. If, however, the story is heavy with opinion or unreliable statements, you should attribute at least once every two sentences.

## **Attributing facts and opinions**

One of the greatest dangers facing young journalists is accepting what people say as the truth. Just because someone tells you that something is a fact does not make it so.

There are some things which are universally accepted as true, for example that the world is round, that Tuesday follows Monday, that Fiji is in the Pacific. But there are also things which people want you to believe are true but which are either not provable or are lies. These people may not knowingly tell a lie, but many people are careless with the truth.

Also, situations may change, so that the truth at one moment may be wrong the next. Attribution helps you to overcome some of these problems. Attribution is the act of specifying who said what.

If you attribute the words to the person who said them, you do not have to prove or disprove the truth of their words; you simply report them. Also, people judge what is said by the person who says it. Statements made by people in authority carry more weight than statements made by other people.

Look at the following example. The attribution is the phrase said the vicechancellor Ms Una Mar:

Striking students who miss exams will be given fail marks, said the vice-chancellor Ms Una Mar.

In this case, you may have very little doubt that this is exactly what will happen. But there is always the chance that Ms Mar will change her mind and give the students a second chance. By attributing the statement to Ms Mar, you protect yourself against this possibility. Thus, if the students do get a second chance, you can say to your critics: "We didn't say it, Ms Mar did."

In any case, your readers will be interested to know what public figures believe to be true. Even if it is later found that Ms Mar was mistaken, it is interesting to know that she once believed she would fail the students. As soon as you find out she has changed her mind, you can carry a news story saying so, recalling the previous story attributed to Ms Mar.

#### **Clear and undisputed facts**

In cases where there is undeniable evidence that something is so, you obviously do not have to attribute facts. In the following example, the weather was observable. Who is going to argue?

High winds and torrential rain lashed Port Moresby today, bringing down trees and flooding parts of Waigani Drive.

Neither do you need to attribute if you have witnessed the event yourself, for example while reporting from a court:

The National Court sitting in Kieta has sentenced a man to 12 years imprisonment with hard labor for rape.

The court has found the man guilty of rape. You saw the judge sentence him. You can state it as a fact.

There is another category of stories which appear to be true because of the reliability of the sources. These are statements made by people in authority who are in a position to know, such as the police chief telling you about an arrest or the farm manager talking about his cooperative. In such cases, you might not attribute the facts in the intro, but your readers and listeners will still want to know how reliable your information is. So you must attribute the facts further down the story:

A gang of youths ran riot through Boroko shopping centre yesterday, smashing car windscreens and shop windows.

Police said about 30 youths were involved and all are thought to be from Morata

or:

The Pago Farm Cooperative plans to double its rice production to 200 tonnes next year. Manager Mr Irwin Neman revealed the plans yesterday at a ceremony to mark the cooperative's second anniversary.

In both cases, the sources are reliable enough for the intros to stand on their own. Attributing the information has added extra weight to them. Your readers or listeners can judge how reliable the information is.

# **Opinions**

There is no alternative to attribution when statements made are opinions. If you do not attribute an opinion to an individual, your audience will assume that it is your own opinion - and there is no excuse for that kind of confusion in a news story.

Your problem may come in deciding what a verifiable fact is and what only opinion is. In many cases this is easy:

Localization in the public service has been rapid, but the quality of work is still below expectations, according to Home Affairs Minister Mr Barney Kina.

With a concept as vague as "quality of work", this can only be an opinion, even expressed by a senior minister. You will often find that opinions use vague and unspecific language. (See Chapter 56: Facts and opinion.)

In cases where fact and opinion are not easily separated, play safe and attribute the story.

Attributing a statement to someone is no defence in a claim for defamation. If you wrongly accuse a person of being a thief, it is no excuse to say that you were just quoting someone else.

#### Reliable sources

In some cases, your sources of information may not want to be named, for fear of revenge. Journalists who are sure of their facts often attribute such information to "usually reliable sources", "informed sources" or "sources within the department/company".

In some cases, they use phrases like "it is widely believed that" or "it is understood that". Be warned! If your information is wrong, the blame will rest at your door. The greatest danger comes in "off the record" interviews. You must always consult your news editor or chief of staff about what you can and cannot say in such cases. (See Chapter 59: Sources of information.)

#### TO SUMMARISE:

Quotes are an important tool for print journalists, but they should never be used on radio, and only as text on television.

In radio, quotes should be turned into reported speech but preferably you should use the voice of the person speaking.

Always attribute quotes or reported speech to the speaker or source of information, whenever possible.

Name (attribute) speakers BEFORE the first time they are quoted or when you change who is being quoted. This applies too for reported speech.

You can use alternative words to "said", but beware that they may have distinct meanings and may imply support or disbelief.

Attribute ALL opinions and any information which is not a clear and undisputed fact.